

crash test

technology international

From the publisher of
**automotive
testing**
technology international

From the organizer of
**automotive
testing expo**



2025 MEDIA AND ADVERTISING DATA

MEDIA INFORMATION

Crash Test Technology International is the world's first and only magazine totally dedicated to crash test technology and implementation. Supported by the world's leading crash test equipment manufacturers and service providers, **Crash Test Technology International** is the most significant publication for the discussion of the latest trends, developments and technological advances within the area of occupant and pedestrian protection.

With the **Crash Test Zone** held annually as an integral part of **Automotive Testing Expo Europe in Stuttgart, Germany**, and the ever-expanding **Automotive Testing Expo North America in Novi, Michigan**, it has become apparent that there is a vital need for a faster supply of information on new technologies, acquisitions, procedures and standards.

Published annually in September, to coincide with **Automotive Testing Expo North America**, **Crash Test Technology International** provides crash test and passive safety engineers with a comprehensive overview of the crash test industry.

From the organizer of

automotive
testingexpo

Five shows spanning the globe
More than 31,000 attendees a year!

PUBLISHING SCHEDULE

Annually

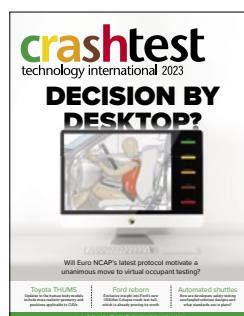
Published: September 2025

Editorial focus: Equipment, simulation and modeling, regulations, motorsport crash testing, Automotive Testing Expo Novi 2025 preview

Editorial deadline: July 30, 2025

Advertisement copy deadline: July 23, 2025

Bonus distribution: Automotive Testing Expo North America 2025 in Novi, Michigan
Automotive Testing Expo Europe 2026 in Stuttgart
Testing Expo China – Automotive 2026 in Shanghai



DISTRIBUTION AND READERSHIP

As with all our publications, we go to exhaustive lengths to guarantee that copies of the publication are received and read by the most relevant worldwide audience. There are a number of ways in which this is carried out:

- A team of in-house researchers carry out a process of continuous telephone/email dialog together with comprehensive use of the web to pinpoint relevant crash test engineers and executives. These individuals are then invited to subscribe, free of charge, to the publication.
- Copies are distributed to our crash test database, which has been collated via visitors at the Crash Test Zones of Automotive Testing Expo Europe and Automotive Testing Expo North America.
- Copies are sent to all contacts on our automotive testing database that have requested information on our Crash Test Zones or crash test features within *Crash Test Technology International* and *Automotive Testing Technology International* magazines.
- The September 2025 issue will benefit from extensive distribution at the Crash Test Zones at Automotive Testing Expo North America 2025, Automotive Testing Expo Europe 2026 and Testing Expo China – Automotive 2026.

ADVERTISING RATES

PRINT	Full page	Half page
	£5,050	£4,065
WEB	Emailer	Webinar
	£3,125	POA

EDITORIAL OPPORTUNITIES

In keeping with our 'open door' policy for editorial contributions, *Crash Test Technology International* magazine invites advertisers to maximize on their commercial representation in two ways:

- A two-page Technology Profile article together with color illustrations. These are available to full-page advertisers and should be real-life case studies or in-depth product profiles, or describe in detail a new product development.
- A one-page Technology Profile article together with color illustrations. These are available to half-page advertisers and should be used to launch a new product, a new development or to announce company changes, restructures and so on.

CONTACT DETAILS

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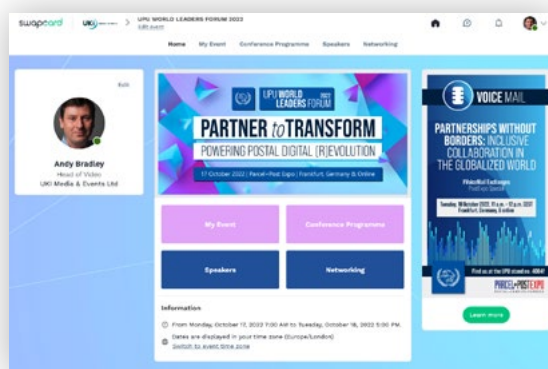
UKi Media & Events, Parsonage House, Parsonage Square, Dorking, Surrey, RH4 1UP, UK

WEBINARS

***Crash Test Technology International* can run and host an end-to-end digital webinar service that includes:**

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live/pre-recorded)
- Full lead generation and audience follow-up

Crash Test Technology International webinars are run on Swapcard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs and case study documents as well as additional video content.



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