The world’s only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of vehicle engines.
Engine + Powertrain Technology International continues to be the industry’s most widely read publication* dedicated to advanced IC, electric, hybrid, fuel-cell and novel powertrain technologies.

*Publisher’s statement

Engine + Powertrain Technology International is distributed to over 10,000 industry professionals worldwide, while only senior personnel meet our subscription requirements. Readers of Engine + Powertrain Technology International include:

- Head of Powertrain
- Head of R&D
- Chief Powertrain Engineer
- Senior Powertrain Engineer
- Engine and emissions chief test engineer
- Managing Director
- President

ABC AUDIT

As one of the world’s largest transportation trade publishers, we consistently invest in the development of our circulation. Engine + Powertrain Technology International’s unique ABC audited circulation consists of powertrain professionals throughout the world’s OEMs and principal Tier 1 and Tier 2 suppliers. An average of 10,233 copies of each issue are mailed to an ABC-audited circulation in over 100 countries, with a further 10,000 key decision makers* subscribing to our fully interactive digital edition.

*Publisher’s statement

ABC Average Net Circulation January 1, 2019, to December 31, 2019: 10,461

TECHNOLOGIES FEATURED

- Ignition & fuel systems
- Exhaust & emissions systems and strategies
- Fluid Systems, pumps
- Materials and material testing
- Timing and valvetrain systems
- Manufacturing systems
- Powertrain electronics and management
- Powertrain & component test

www.enginetechnologyinternational.com
As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, dependent on availability. This provides a dedicated section within every edition of Engine Technology International for product launches, updates, technical development articles and case studies, and in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.

ANNUAL SHOWCASES

TRANSMISSION TECHNOLOGY INTERNATIONAL

A growing part of the Engine + Powertrain Technology International brand, this annual supplement highlights the growing importance of power transmission systems in the battle to lower emissions whilst fulfilling customer demands for increased performance and comfort.

Now published every year, Transmission Technology International is the only dedicated publication to showcase novel and mainstream transmission technologies to a global audience.

As well as a verified international circulation to the OE power train sector, we’ve established strong links with the world's leading transmission development events worldwide. Transmission Technology International is the only magazine to benefit from bonus distribution to delegates and visitors at the following world-class conferences:

• CTI Transmission Symposium (Berlin, December 2021 and Shanghai 2021 and USA 2022)

These events have a combined attendance of over 5,000 key attendees – Transmission Technology International is the only way to access this kind of decision-making and purchasing power.

ENGINE + POWERTRAIN TECHNOLOGY INTERNATIONAL ANNUAL SHOWCASE

Compiled each Autumn, the Engine + Powertrain Technology International Annual Showcase provides our advertisers with the best editorial opportunity of the year.

Circulated to our entire verified database and with copies available throughout the year this high-profile publication gives advertisers a chance to demonstrate how their methods and technologies have helped customers to save money, streamline processes, develop products or increase customer satisfaction.

A digital version of the Engine + Powertrain Technology International Annual Showcase will also be available on www.EngineTechnologyInternational.com for an entire year.

There are just two package options available within our Annual Showcase publications - a half-page advertisement with a one-and-half-page technical editorial contribution or a full-page advertisement with a three-page contribution.
Hosted on the magazine portal site www.EngineTechnologyInternational.com, our electronic version is fully-interactive and provides the same excellent content in a navigable and easy-to-read format.

www.EngineTechnologyInternational.com also hosts a free-to-use archive of recent issues, blogs, extended technical articles and free industry recruitment advertisements.

Key news stories, blogs and jobs of the week are emailed to the Engine + Powertrain Technology International database each and every week, ensuring excellent industry penetration and recognition.

Furthermore, www.EngineTechnologyInternational.com offers advertisers the opportunity to secure one of a limited number of sponsorship banners for a 12-month period and to have an entry in the industry Supplier Spotlight section. These opportunities are exclusive to magazine advertisers and provide extended, consistent exposure to the largest possible audience of power train engineers, bar none.

Additional opportunities exist to sponsor the weekly news email service or to place a banner on the digital delivery of the latest publication.

*Taken from September 2016 analysis of Publisher’s own data.

**ADVERTISEMENT RATES 2021**

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<tr>
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<th>Full Page</th>
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<tr>
<td>Engine + Powertrain Technology International - March 2020</td>
<td>£4,675</td>
<td>£3,875</td>
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**WEB RATES**

Hosted for a 12-month period

- Head-of-page lead banner - £10,475
- Base-of-page lead banner - £8,925
- Junior Banner - £6,875
- Supplier Spotlight - £1,275
- Emailer - £3,125
- Webinar - £5,000

(Exclusive to magazine advertisers)

**APP BANNER RATES:** £7,975 for 1 year

Special positions, sizes and covers – prices and availability on request. Series discounts available: 2 insertions 5%, 3 insertions 7.5%, 4 insertions 10%.

Mechanical details, technical specifications and guidelines on supplying your advertising material are available on our web site www.ukimediaevents.com/guidelines/engine.php

www.enginetechnologyinternational.com
FERRARI SF90 HYBRID

A hugely reworked F154 turbocharged eight-cylinder, advanced e-powertrain tech, a revised 8-speed DCT and a new lightweight architecture. Is this Ferrari's future powertrain and engineering direction?

Exclusive Ferrari interview inside!

MAY 2020 PUBLISHING SCHEDULE

MARCH 2021

Vienna Motor Symposium Special (tbc) with a major preview of the show and exhibitors.
Bonus distribution at the Symposium

JUNE 2021


SEPTEMBER 2021

IZB Wolfsburg 2021 and Aachen Kolloquium show issue with distribution at both events (tbc).
This issue will also be distributed at Automotive Testing Expo Novi 2021 (tbc).

NOVEMBER 2021

Annual Technology Showcase
This ever successful format will showcase the best technology breakthroughs of 2021 and will be available at shows and events throughout 2022 and on-line for 12 months.

TRANSMISSION TECHNOLOGY INTERNATIONAL

Transmission Technology International 2021: Distributed at CTI Berlin, CTI Detroit and CTI Shanghai (tbc).

CONTACT

For all enquiries please contact:

Aboobaker Tayub, Sales Director, T. +44 1306 743744 E. aboobaker.tayub@ukimediaevents.com

UKI Media & Events Abinger House, Church Street, Dorking, RH4 1DF, United Kingdom

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