

# automotive testing technology international

[www.automotivetestingtechnologyinternational.com](http://www.automotivetestingtechnologyinternational.com)

Dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering

## Media and advertising data 2026



### CONTACT US

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Dorking, RH4 1UP, UK | Tel: +44 1306 743744

OFFICIAL PUBLICATION AND MEDIA PARTNER FOR:



Stuttgart, **Germany**  
June 23-25, 2026  
Novi, Michigan, **USA**  
October 27-29, 2026

# Media stats



**55,000**

individual subscribers  
to the digital magazine  
and newsletter



**120**

countries  
across six  
continents



**4**

dedicated  
print editions  
per year



**55,904**

magazines printed  
per year



**357,000**

unique website  
visitors per year  
(2024)



**193,000**

website page  
views per year  
(2024)



**29,000**

average monthly  
website advert  
impressions



**9,561**

LinkedIn company  
page followers  
(magazine and events)



**717,710**

annual impressions  
across combined  
LinkedIn platforms

# Reader survey\*

## Readership

**65%** work for an  
OEM or Tier 1

**65%** are final  
decision makers or  
influencers

## Format

**70%**  
read the print  
magazine

**46%**  
prefer to read  
the digital version

## Quality of content

**92%**

say it's good/  
very good/  
excellent

## Relevance of content

**79%**

say the content  
is relevant to them  
and their role

## Website visitors

**84%** of readers  
visit at least monthly

**45%** visit more than  
fortnightly

**60%**

of readers share  
their copy with  
colleagues

(on average 2-3)

**78%**

of readers find  
the magazine  
useful for sourcing  
new products

**54**

Net  
Promoter  
Score

\*Reader survey conducted  
by publisher, April 2024

# Website

**www.automotivetestingtechnology.com** is the leading news platform dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering, and the only portal where you can read the very latest issue of *Automotive Testing Technology International* – with online readers able to access the issue at least two weeks before the print version is circulated.

The online version features interactive advertisements and articles that link straight through to advertisers' featured websites, as well as the option for readers to listen to content and view embedded video.

**www.automotivetestingtechnology.com** continues to grow, with an average of 16,000 unique monthly visitors (2024) and a weekly e-newsletter sent to 45,000 industry professionals. Alongside breaking news, the website includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.

## Website banner

Wallpaper banner (desktop only)  
300 x 950 pixels

Site header banner  
600 x 75 pixels

Main menu banner  
900 x 90 pixels

Large banner  
300 x 300 pixels

Junior banner  
300 x 150 pixels

\*Banners are available for a minimum of three months

[Click here for specifications and sizes](#)



Website traffic:  
**16,000**  
unique monthly  
visitors (2024  
average)

**0.165%**  
average  
banner  
CTR

automotive  
**testing**  
technology international

# Weekly e-newsletter

Sent to more than 45,000 key industry professionals weekly, our e-newsletter keeps the automotive testing sector up to date with the latest industry news and developments.

## E-newsletter banner

3 months (13 emails)

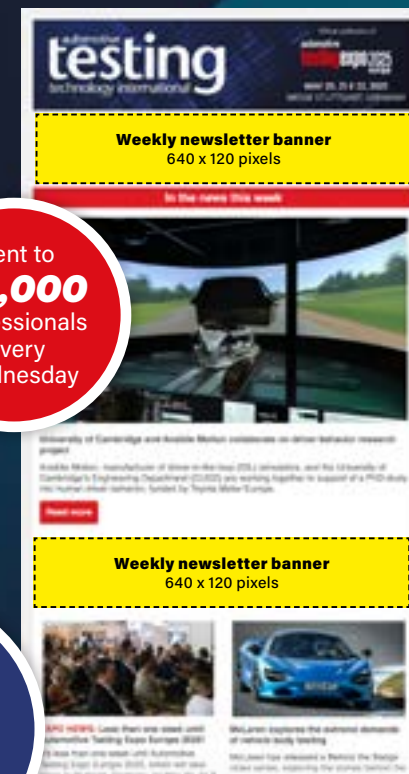
6 months (25 emails)

12 months (50 emails)

\*Enquire for rates

Sent to  
**45,000**  
professionals  
every  
Wednesday

**45%**  
average  
opening rate  
**2.5%**  
average  
CTR



[Click here for an example of a weekly e-newsletter](#)

[www.automotivetestingtechnologyinternational.com](http://www.automotivetestingtechnologyinternational.com)



# E-blast service

Ideal for new product announcements or an invitation to arrange meetings at a trade show that you will be attending. You can send your own message to our circulation database on a date and time of your choice with links to your website or email address.

We can provide a post activity report to confirm the following:

- Number delivered to
- Opening rate
- Click-through rate

International emails (full data)  
(series discounts available  
on request)

Regional/expo emails also  
available (POA)

**40%**  
average  
opening  
rate

**4%**  
average  
CTR

Sent to  
**42,000**  
key industry  
professionals

IPETRONIK



Visit us at the Automotive Testing Expo Europe

[Click here for  
an example of  
a partner email](#)

# Webinars

*Automotive Testing Technology International can create, host and help promote an end-to-end digital webinar service that includes:*

- Audience marketing and engagement via two dedicated e-blasts, web/newsletter promotion and social media promotion
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up



We can run and help promote a webinar on your chosen topic with your chosen speakers. Option for editorial team to moderate the Q+A and provide an intro. Webinars are run on Swapcard, which combines the interactions of an in-person meeting with the international reach and scalability of a webinar. Product PDFs, case study documents and additional video content can be included.

## Webinar

### Silver level

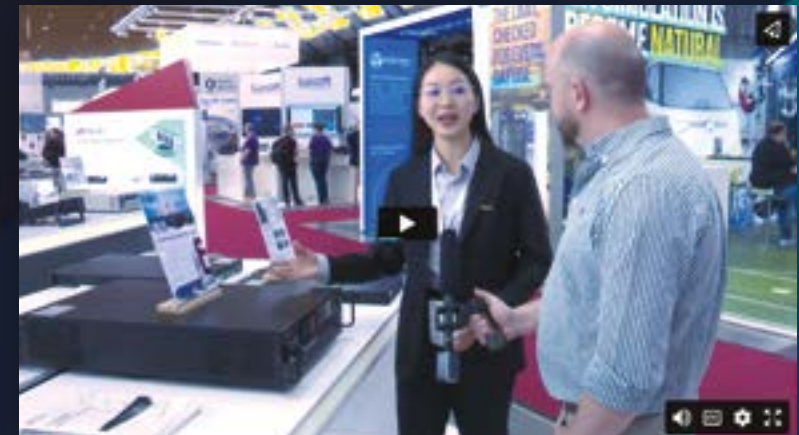
Webinar promotion package  
(host and promote only)

### Gold level

Webinar creation package  
(create, host and promote)

### Platinum level

Live webinar creation package  
(create, host and promote)



# Video content

*Automotive Testing Technology International can also produce custom editorial video content, including interviews, for hosting on our website and promoted via the weekly e-newsletter and our social channels. See exhibitor promotion (page 13) for live video opportunities around our events.*

# Print edition

## Circulation

*Automotive Testing Technology International* magazine is dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering.

Published four times a year, printed copies of *ATTI* are sent to an ABC-audited circulation of **13,976 subscribers**, providing vital, detailed, technical information for test and evaluation engineers, R&D managers, technical directors, heads of research and chief engineers.

A balanced blend of in-depth case study articles, expert interviews and groundbreaking technology profiles covers everything from impact/crash testing and vehicle refinement to NVH and engine/emissions analysis.

## Sample subscribers

- Supplier quality engineer, **Ford**, USA
- Procurement, **Jaguar Land Rover**, UK
- Head of vehicle performance engineering, **Toyota Motor Europe**, Belgium
- Procurement manager, **Skoda Auto Volkswagen India**, India
- Lead control system design engineer, **Jaguar Land Rover**, UK
- Technical manager, **Scania**, Sweden
- ICE powertrain engineer, **Aston Martin**, UK
- Purchase manager, **Stellantis**, India
- Cost engineer, **General Motors**, USA
- Senior research engineer, **Hyundai**, Korea



Advertisers may be able to take advantage of technical editorial opportunities, depending on availability

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## Publishing schedule

### March 2026

- › EMC
- › Tire testing
- › Digital twins
- › Transmissions

Editorial deadline: February 2026

Advertisement deadline: March 2026

### June 2026

#### AUTOMOTIVE TESTING EXPO EUROPE 2026 PREVIEW ISSUE

- › Software-defined vehicles
- › Data acquisition and management
- › Simulation / modeling
- › Interiors / cabin durability

Editorial deadline: April 2026

Advertisement deadline: May 2026

### September 2026

#### AUTOMOTIVE TESTING EXPO NORTH AMERICA 2026 PREVIEW ISSUE

- › NVH / acoustics
- › Driver-in-the-loop
- › Dynamics / ride and handling
- › ATTI Awards 2026

Editorial deadline: August 2026

Advertisement deadline: September 2026

### November 2026

- › Proving grounds / test facilities
- › ADAS / AV development
- › EOL / quality testing and inspection
- › HIL, SIL, MIL and XIL

Editorial deadline: October 2026

Advertisement deadline: November 2026





# Print opportunities

## Full- and half-page advertisements



## Full-page and half-page options



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## ◀ Cover flap advertisement

Price available on request



## Belly band ▶ advertisement

Price available on request



## ◀ Bound and loose inserts

Price available on request

## Advertisement

### FULL PAGE

Up to 500-word editorial  
(by invitation only subject to availability)

### HALF PAGE

With 200-word editorial (by invitation only  
subject to availability)

[Click here for advertisers' guidelines](#)

\*Series discounts available

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# Digital edition

Each digital edition of *Automotive Testing Technology International* is sent to the full subscriber database via a dedicated e-blast, as well as being hosted on the magazine website (along with an extensive archive of past issues). Each issue is fully interactive. Advertisers can choose to embed video content into their adverts or articles, and readers can opt for mobile-friendly presentation and the option to listen to articles on the move.

[Click here to view the digital edition](#)

**27,000**  
digital issue visits (on average)

[Click here to view the advertiser's page](#)

**75,000**  
page views

## Sponsor the digital edition

- A 'presentation page' ad. This full-page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition
- A logo in the email blast sent by *Automotive Testing Technology International* to full subscriber database upon digital publication

**Price available on request**

# ATTI Awards

Nominations  
open now!

Coordinated by *Automotive Testing Technology International* magazine, the **Automotive Testing Technology International Awards** recognize the inspiring achievements of the world's top vehicle engineering suppliers and specialists. All companies involved in automotive development and testing are considered.

The ATTI Awards will be presented at Automotive Testing Expo Europe in Stuttgart, Germany. Those honored will join a community of innovators pushing the industry forward, with the ceremony offering a fantastic chance to network and meet with potential future partners.

Nominations close: 22 April, 2026

TAKING PLACE AT



**Automotive  
Testing  
Expo**

Stuttgart, Germany, June 23-25, 2026

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## ATTI Awards Forum

The ATTI Forum will take place at Automotive Testing Expo Europe in conjunction with the ATTI Awards.

Hosted in partnership with *Automotive Testing Technology International*, the one-day forum will bring together leading experts, OEMs and industry pioneers to share insights and debate emerging trends. Attendees can expect a dynamic agenda, with expert panels, keynote sessions and interactive discussions designed to drive meaningful industry advances.

### Sponsor the awards

Headline sponsorship package available, including an opportunity to make a live presentation during the awards ceremony, as well as digital sponsorship - **please inquire for full details**



### Sponsor the forum

Headline sponsorship package available, including live presentation during the forum, digital sponsorship, etc - **please inquire for full details**

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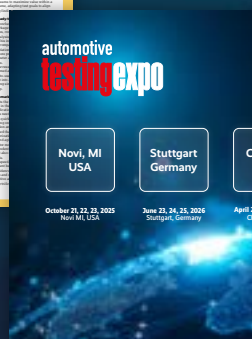
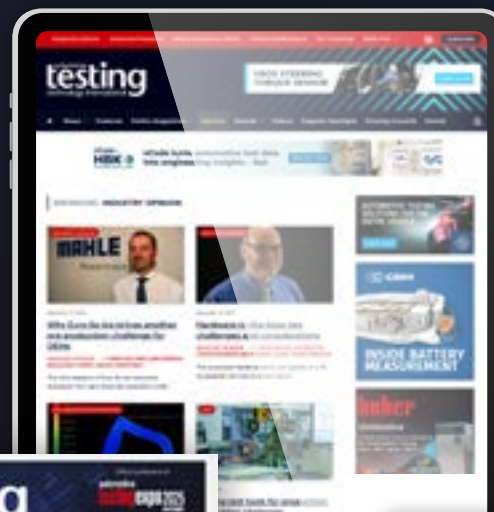




# Thought leadership

Publish insight articles, case studies and white papers to demonstrate expertise within your capability area:

- **Leadership interview** – a 1,000-word interview, hosted on the website and promoted on the e-newsletter and our social channels
- **Opinion** – a 600-word opinion piece, published in the first quarter of the magazine and hosted on the website and promoted on the e-newsletter and our social channels
- **Feature inclusion** – inclusion as an expert source in an independently written magazine feature on a relevant topic, coordinated by our editorial team
- **Technical article** – a 1,000-word two-page article, highlighting your latest research, commenting on a new market trend or demonstrating your expertise via a customer case study
- **White paper** – host your latest white paper on our website, with full data capture and promotion via our weekly e-newsletter and social channels
- **Video interview** – our expert editorial and video team can interview you on a topic of your choosing, with the content hosted on our website and promoted via our weekly e-newsletter and socials



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## Thought leadership package

Combine all of these elements across three print issues, the website and a targeted print and digital advertising campaign. Price available on request

# Awareness/ branding

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Shine a spotlight on your company through news content, banner advertising and targeted e-blasts:

- **Publish a press release** – up to three press releases per year on our website, and promoted on the weekly e-newsletter and our social channels
- **Technical article (and advert)** – a 1,000-word two-page magazine article, highlighting your latest research, commenting on a new market trend or demonstrating your expertise via a customer case study
- **High-profile banner advertising online and in email** – position your banner alongside our much-acclaimed technical content to reach thousands of automotive professionals
- **Dedicated e-blast** – email to our full database, highlighting your latest product



## Awareness/branding package

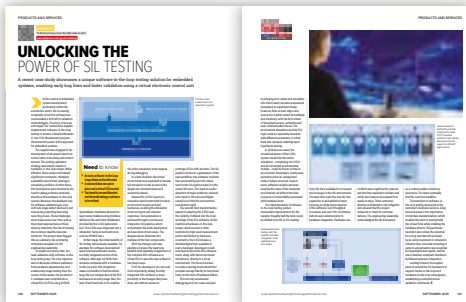
Combine all these elements across three print issues and a full calendar year.  
Price available on request



# Expo opportunities

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## Pre-show promotion



**Present your star product, new launch or customer case study in a detailed one- or two-page technical article (with advert) in the pre-show issue of the magazine.**

**Secure an exclusive one- or two-page exhibitor interview (limited availability) in the pre-show issue (with advert).**

– All advertisers in the pre-show issue are also guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show

– Advertisers also benefit from daily circulation of the pre-show issue throughout the event – with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, promoted via the event app

– Exhibitor show news from advertisers can also appear in online editorial content promoting the show, the show daily news e-blasts, the official show review and other marketing assets

### Official showguide advertisement

- Take an ad in the official showguide – the on-site catalog used by visitors

### Dedicated e-blast

- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event

### Exclusive webinar

- Book an exclusive webinar (before or after the event) for highly targeted lead-generation brand awareness, with full e-newsletter/social media promotion included



## Automotive Testing Expo

Stuttgart, Germany, June 23–25, 2026

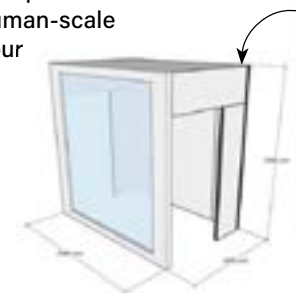
**Exhibitor promotion package**  
Four levels available – see page 15

## Live at-show promotion

Secure an exclusive on-site video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter and our expo and social channels



Exclusive photo booth sponsorship. A custom-built photo booth featuring a human-scale perspex magazine cover and your logo, in a prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken for sharing on social media  
**(Includes advert in showguide)**





# Exclusive photo booth sponsorship

A custom-built photo booth featuring a human-scale perspex magazine cover, in a prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc



Stuttgart, Germany, June 23-25, 2026

Sample booth



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- **Your company logo clearly visible** on the perspex magazine cover, with option to include social media hashtag or handle
- Photo booth alongside the *Automotive Testing Technology International* magazine and Automotive Testing Expo booths, which will promote the photo opportunity to all visitors
- **A double-page advert** in the official event showguide (in first 15 pages or centerfold) promoting your company at this year's exhibition
- A single-page 'house' advert **promoting the photo booth** opportunity in the official event showguide
- **A push notification to all attendees** via the official showguide app to come and have their photo taken
- **Social media posts** via the *Automotive Testing Technology International* magazine and Automotive Testing Expo LinkedIn company pages (15k+ followers) promoting the opportunity to have a photo taken
- Reference to the photo booth within our **pre-show marketing** content
- Inclusion of the photo booth within the **official post-show report** published after the event

[www.automotivetestingtechnologyinternational.com](http://www.automotivetestingtechnologyinternational.com)

# Packages

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## Magazine advertising

OPPORTUNITY	BRONZE	SILVER	GOLD	PLATINUM
Press release on website	1	1	2	3
PR promotion on weekly newsletter	1	1	1	2
Website feature (interview, opinion, etc)	-	-	1	2
Technical editorial	Double page	1	-	1
	Full page	1	1	2
	1/3 page	2	2	-
Advert in successive editions	2 x half page	2 x full page	3 x half page	3 x full page
E-blast (to be used before 18th December 2026)	1	1	2	2
Webinar (Silver - host and promote only)	-	-	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA

## Digital advertising

Press release on website	-	1	2	3
Website feature (interview, opinion, etc)	-	-	1	2
Website junior banner	3 months	3 months	6 months	12 months
Newsletter banner	1 month	3 months	3 months	6 months
E-blast (to be used before 18th December 2026)	1	1	2	3
Video interview	-	-	1	1
Webinar (Silver - host and promote only)	-	-	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA

## Exhibitor package

Advert in pre-show issue	Half page	Half page	Full page	Full page
200-word show news in preview	1	1	1	1
Exhibitor interview/technical article	Half page	Half page	Full page	Full page
Showguide advert	Half page	Half page	Full page	Full page
E-blast to regional data	-	-	1	1
Live video interview	-	1	-	1
PACKAGE DISCOUNT	POA	POA	POA	POA

Contact [rob.knight@ukimediaevents.com](mailto:rob.knight@ukimediaevents.com) for more info