MEDIA SCHEDULE & ADVERTISING RATES
Automotive Testing Technology International magazine is totally dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering.

Published four times a year, Automotive Testing Technology International magazine provides 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 areas from impact/crash testing and vehicle refinement to NVH and engine/emissions analysis. In fact, Automotive Testing Technology International magazine covers all aspects of automotive testing and evaluation.

**DISTRIBUTION AND READERSHIP**

Great efforts are made to guarantee that copies of the publication are received and read by the most appropriate executives worldwide.

The total distribution of 14,548* hard copies plus 49,000 digital copies per edition are sent to named automotive test and evaluation engineers and related industry professionals in more than 70 countries worldwide.

*Squalified and non-qualified circulation, December 2018 ABC statement

**SPECIAL KOREAN EDITION**

Published every two years in the weeks leading up to Automotive Testing Expo Korea. This edition follows a similar format as the quarterly edition, reporting on the latest news, expert interviews, case studies and industry trends for the Korean automotive testing community.

Distributed to over 7,500 test engineers, R&D managers and technical directors in hard copy format, 10,000 in digital format plus additional distribution at Automotive Testing Expo Korea. This magazine is only available in Korean and distributed only to Korea OEM and Tier 1 companies.

**DIGITAL CONTENT**

The digital version of Automotive Testing Technology International is hosted at www.AutomotiveTestingTechnologyInternational.com and features weekly industry news updates, blogs, recruitment advertisements, web-exclusive articles and a free-to-use archive of back issues.

The website also includes the opportunity for a small number of advertisers to secure one of the limited number of sponsorship banners for a 12-month period.

www.AutomotiveTestingTechnologyInternational.com also hosts the Supplier Spotlight Directory. This is a comprehensive listing of leading test and development industry suppliers, giving a 200- to 300-word company profile, logo, images and contact details for each company.
March 2020
› Crash testing
› Engine and emissions testing
› Aerodynamics testing
› Active safety testing

June 2020
› Automotive Testing Expo Europe 2020 review
› Durability testing
› Tire testing
› Autonomous vehicle testing
› Test facility design
› Motorsport

September 2020
› Automotive Testing Expo, Novi, Michigan 2020 preview
› Simulation
› Data acquisition
› Electric, hybrid and fuel cell vehicle testing
› Transmission testing

November 2020
› Automotive Testing Technology International Awards
› Proving grounds
› NVH
› Interiors testing
› Automotive Testing Expo Korea 2021 preview

2020 MAGAZINE ADVERTISING RATES

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2020 WEBSITE RATES (hosted for a 12-month period)

Head-of-page lead banner – 600x75px £11,000 GBP
Main menu banner – 900x90px £9,500 GBP
Large banner – 300x300px £8,000 GBP
Junior banner – 300x150px £6,750 GBP

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