

AUTOMOTIVE

POWERTRAIN

technology international

2024

MEDIA &

ADVERTISING

DATA

The world's only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of automotive powertrains

Publication
schedule

Readership
profile

Advertising
rates

www.automotivepowertraintechologyinternational.com



A well-rounded, in-depth, appealing resource for engine engineers and executives.

Sandeep Sovani, Ph.D., Director - Global Automotive Industry, ANSYS Inc.



Automotive Powertrain Technology International continues to be the industry's most widely read publication* dedicated to IC, electric, hybrid, fuel-cell and novel powertrain technologies.
*Publisher's statement

Automotive Powertrain Technology International is designed to put the latest developments in automotive and truck powertrain components, technologies and services in front of the key decision makers and those who work specifically on next-generation powertrain solutions.

Automotive Powertrain Technology International is distributed to more than 10,000 industry professionals worldwide, while only senior personnel meet our subscription requirements. Readers of 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

TECHNOLOGIES FEATURED

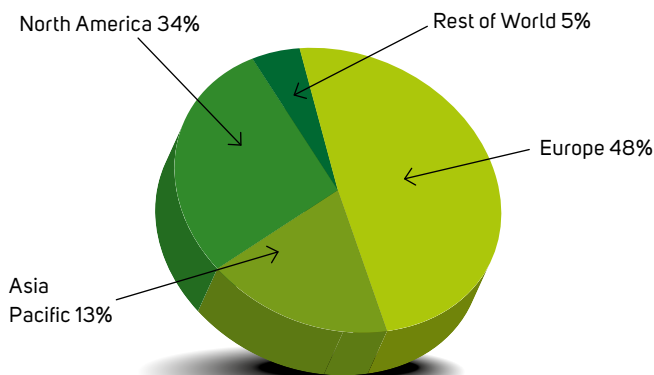
- Ignition & fuel systems
- Exhaust & emissions systems & strategies
- Materials and material testing
- Timing and valvetrain systems
- Manufacturing systems
- Powertrain electronics & management
- Powertrain & component test
- Charging infrastructure technologies
- Hydrogen combustion & fuel cell solutions
- Battery technologies
- Fluid systems



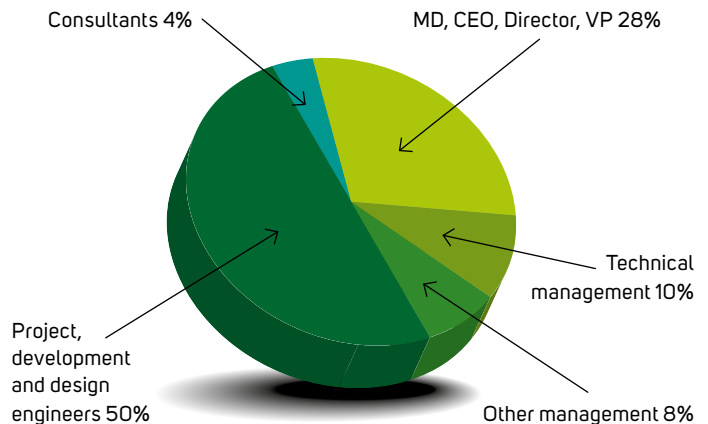
ABC AUDIT

As one of the world's largest transportation trade publishers, we consistently invest in the development of our circulation. Automotive 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 **9,000 copies** of each issue are mailed to an ABC-audited circulation in over 100 countries, with a further 8,000 key decision makers* subscribing to our fully interactive digital edition.
*Publisher's statement
ABC Average Net Circulation January 1, 2021, to December 31, 2021: 8,465

CIRCULATION BY REGION



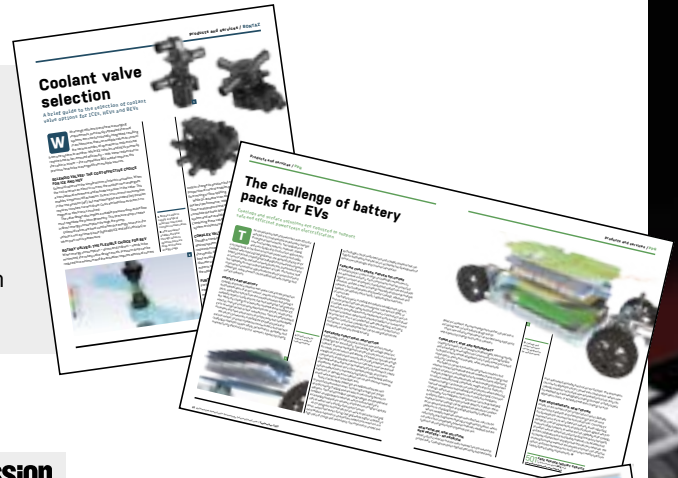
CIRCULATION BY JOB TITLE *



*Publisher's statement

PRODUCTS & SERVICES

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 *Automotive Powertrain Technology International* for product launches, system 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.



TRANSMISSION TECHNOLOGY INTERNATIONAL

transmission
TECHNOLOGY INTERNATIONAL

A growing part of the *Automotive 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 in September 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 powertrain 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 (Novi, USA and Berlin, Germany)

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.



READER SURVEY

READERSHIP

Over **55%** OEM/Tier 1

70% Final decision makers or influencers

QUALITY OF CONTENT

95% say it's good/very good/excellent

58% say very good or excellent!

RELEVANCE OF CONTENT

77% say the content is relevant to them and their role

PASS-ON READERSHIP

Almost **60%** share their copy with colleagues, on average 2-3

VISIT WEBSITE AT LEAST MONTHLY

50% of readers regularly visit the website

80% of those visit at least monthly, with 50% visiting more than fortnightly

74%
of readers find the magazine useful for sourcing new products

63%
don't read any other magazines

55
NET PROMOTER SCORE

*Reader survey conducted April 2024

ADVERTISEMENT RATES 2024

MAGAZINE ADVERTISING RATES*

NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE
1.....	£5,350	£3,950
2.....	£4,850	£3,550
3.....	£4,600	£3,350
4.....	£4,350	£3,200

*PRICE PER INSERTION

SPECIAL POSITIONS AVAILABLE:

- Inside front cover • Inside back cover • Outside back cover
- rates available upon request

All advertisers will receive a three-month free-of-charge Supplier Spotlight profile on our online directory:
www.automotivepowertraintechnologyinternational.com

MAGAZINE ADVERTISING DIMENSIONS

QUARTERLY ISSUES

ADVERT TYPE	MILLIMETERS	INCHES
Full page (trim size)	215 (w) x 275 (h)	8.4646 (w) x 10.8268 (h)
Double-page spread (trim size)	430 (w) x 275 (h)	16.9291 (w) x 10.8267 (h)
Half page (horizontal)	183 (w) x 115 (h)	7.2047 (w) x 4.5276 (h)
Half page (vertical)	90 (w) x 250 (h)	3.5433 (w) x 9.8425 (h)

Full details available at:

www.ukimediaevents.com/guidelines/automotivepowertrain.php

WEBINARS

APTi 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 and/or pre-recorded)
- Full lead generation and audience follow up

APTi 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, case study documents and additional video content.



CONTACT US

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www.automotivepowertraintechnologyinternational.com

DIGITAL ADVERTISING



WEBSITE BANNER RATES

Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, www.automotivepowertraintechnologyinternational.com is the go-to website for automotive powertrain news, with over 25,000 monthly page views.

	3 MONTHS	6 MONTHS	12 MONTHS
Head Page Banner.....	£2,625	£5,250	£10,475
Lead Banner	£2,425	£4,850	£8,475
Large Banner.....	£2,150	£3,950	£7,875
Junior Banner.....	£2,050	£3,250	£6,475

WEEKLY E-NEWSLETTER BANNER RATES

Sent to more than 20,000 key industry professionals weekly, our e-newsletter keeps the automotive powertrain industry up to date with the latest industry news and developments.

12 months	£8,500
6 months	£6,350
3 months	£4,250

EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 20,000 key industry professionals.

Single emailer..... **£3,350**
 For more than one mailer in a package please inquire

PROMOTED CONTENT:

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

RATES AVAILABLE UPON REQUEST

2024

PUBLISHING SCHEDULE

1

MARCH 2024

Media partnership and distributed at Battery Cells and Systems Expo & Vehicle Electrification Expo, Automotive Testing Expo Stuttgart 2024, The Battery Show Europe 2024 and Hydrogen Technology Expo Europe 2024

- EV focus: Power semiconductor advances (inverters and DC-DC)
 - **SPECIAL REPORT**
 - Hydrogen • Both FCEV and H2 ICE applications
- Copy deadline: Friday 8th March 2024*

2

JUNE 2024

Media partnership and distributed at The Battery Show North America 2024 and Hydrogen Technology Expo Europe 2024

- EV focus – Thermal management
 - **SPECIAL REPORT**
 - Simulation • Covering CFD, FEA, Multiphysics (hybrids etc) electro chemical, so will address both EV and Hybrids
- Copy deadline: Friday 10th May 2024*



CONTACT US

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3

SEPTEMBER 2024

Media partnership and distributed at Automotive Testing Expo North America 2024 and CTI Symposium Berlin 2024

- EV focus – Battery cooling
 - **SPECIAL REPORT**
 - Advanced manufacturing - latest advances in both ICE and EV manufacture. For example, additive manufacture of parts, motor winding technology etc.
- Copy deadline: Friday 23rd August 2024*

4

JANUARY 2025

Sustainability Spotlight – What solutions are being developed to ensure the sustainability of passenger vehicles. Will the BEV of the future continue to rely on rare earth metals?

- EV focus: On board charger technology
 - **SPECIAL REPORT**
 - Sustainability • E-fuels • Rare earth free motors • Battery maintenance and recycling
- Copy deadline: Friday 1st November 2024*