

ADAS & Autonomous Vehicle

INTERNATIONAL

THE INTERNATIONAL
REVIEW OF AUTONOMOUS
VEHICLE TECHNOLOGIES:
FROM CONCEPTION
TO MANUFACTURE TO
IMPLEMENTATION

2024

MEDIA AND
ADVERTISING
DATA



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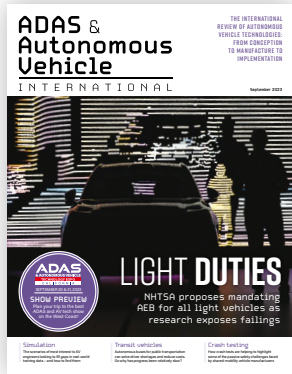
ADAS
& AUTONOMOUS VEHICLE
TECHNOLOGY EXPO | EUROPE

ADAS
& AUTONOMOUS VEHICLE
TECHNOLOGY EXPO
CALIFORNIA

www.autonomousvehicleinternational.com

ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

Published by the organizer of the industry's most influential international events (ADAS & Autonomous Vehicle Technology Expo and Conference in Stuttgart, Germany; Novi, Michigan; and San Jose, California), *ADAS & Autonomous Vehicle International* presents the latest technologies, innovations and case studies from the fast-moving world



latest ADAS developments and legislation landmarks. Printed copies are distributed to an international circulation of **10,000 engineers** and decision makers from vehicle OEMs, 'big tech' and Tier 1 and Tier 2 manufacturers. *ADAS & Autonomous Vehicle International* also reaches leaders in departments of transport, top-level road legislators, and leading C-V2X

strategists. With a strong focus on automotive, mass mobility, commercial, off-highway and last-mile delivery applications, advertisers enjoy access to all of the fastest growing autonomous markets. The online edition reaches over **28,000 global ADAS and AV engineers**.

EACH EDITION REVIEWS SUPPLIERS AND END USERS FOR AUTONOMOUS AND ADAS SYSTEMS, INCLUDING:

AV/ADAS software | Artificial intelligence | Testing tools | Simulation platforms | Validation tools | AV/ADAS hardware | Componentry | Sensors/systems | Imaging applications | Lidar | Radar | Cameras | DIL | NIL | HIL | Robotics | SoCs | Processing | HD mapping and navigation | Localization | Wireless communications - 5G | U2U - V2X | Investment UC | Engineering services and consulting | Test tracks and facilities | Concepts and interior design | ACES



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PUBLISHING SCHEDULE

April 2024

ADAS & AUTONOMOUS VEHICLE
TECHNOLOGY EXPO EUROPE PREVIEW ISSUE
• Sensors/Sensor Fusion • Semiconductors/SoCs



September 2024

ADAS & AUTONOMOUS VEHICLE
TECHNOLOGY EXPO CALIFORNIA PREVIEW ISSUE
• Simulation • Testing • Proving grounds



January 2025*

CES 2025, LAS VEGAS
SPECIAL EDITION
• Driver Monitoring Systems
• Software/AI • V2X (5G, etc) • Mapping
• Legislation/Regulation (safety/testing standards)

*Published November 2024

ADVERTISING RATES (£ STERLING)

| Number of insertions | Covers | | Front 25 pages | | Remaining pages | |
|----------------------|-----------|--------------------|----------------|-----------|-----------------|--|
| | Full page | Double page spread | Full page | Full page | Half page | |
| 1 | £5,250 | £6,250 | £4,250 | £3,500 | £2,950 | |
| 2 | £5,000 | £5,950 | £4,050 | £3,325 | £2,500 | |
| 3 | £4,750 | £5,650 | £3,825 | £3,150 | £2,650 | |

Prices are per edition.

Magazine advertising dimensions are available online: www.ukimediaevents.com/guidelines.

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 *ADAS & Autonomous Vehicle 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.



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ADAS & AUTONOMOUS VEHICLE TECHNOLOGY INTERNATIONAL ONLINE

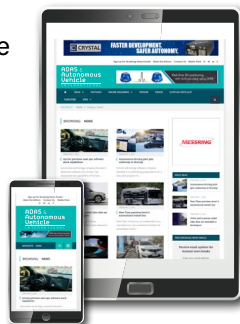
www.autonomousvehicleinternational.com hosts a fully interactive version of *ADAS & Autonomous Vehicle International* magazine

www.autonomousvehicleinternational.com is the leading news platform for the ADAS and autonomous driving sector, and the only portal where you can read the very latest issue of *ADAS & Autonomous Vehicle 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, while digital distribution ensures even more key decision makers, engineers, designers and planners can view the industry's leading publication.

www.autonomousvehicleinternational.com continues to grow, with an average of **20,000 unique monthly visitors** (2023), and a **weekly e-newsletter** sent to **28,000 industry professionals**.

Alongside breaking news, the website includes exclusive features, opinion and videos compiled by our in-house team and worldwide freelance reporter network, as well as opportunities for brands to showcase their expertise via custom-crafted content.



WEBINARS

ADAS & Autonomous Vehicle 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 and/or pre-recorded)
- Full lead generation and audience follow up

ADAS & Autonomous Vehicle 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, case study documents and additional video content.

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DIGITAL ADVERTISING

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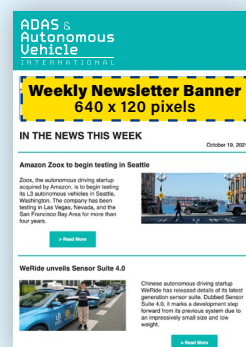
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|------------------|------------------|--------------------------|
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*(minimum 3 months)

WEEKLY E-NEWSLETTER

Sent to more than 28,000 key industry professionals weekly, our e-newsletter keeps the autonomous vehicle sector up to date with the latest industry news and developments.

| | |
|-----------------|----------------|
| 12 months | £11,950 |
| 6 months | £6,450 |
| 3 months | £3,450 |



EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 40,000 key industry professionals.

Single emailer..... **£3,500**

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 also promoted on weekly e-newsletter.

RATES AVAILABLE UPON REQUEST

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