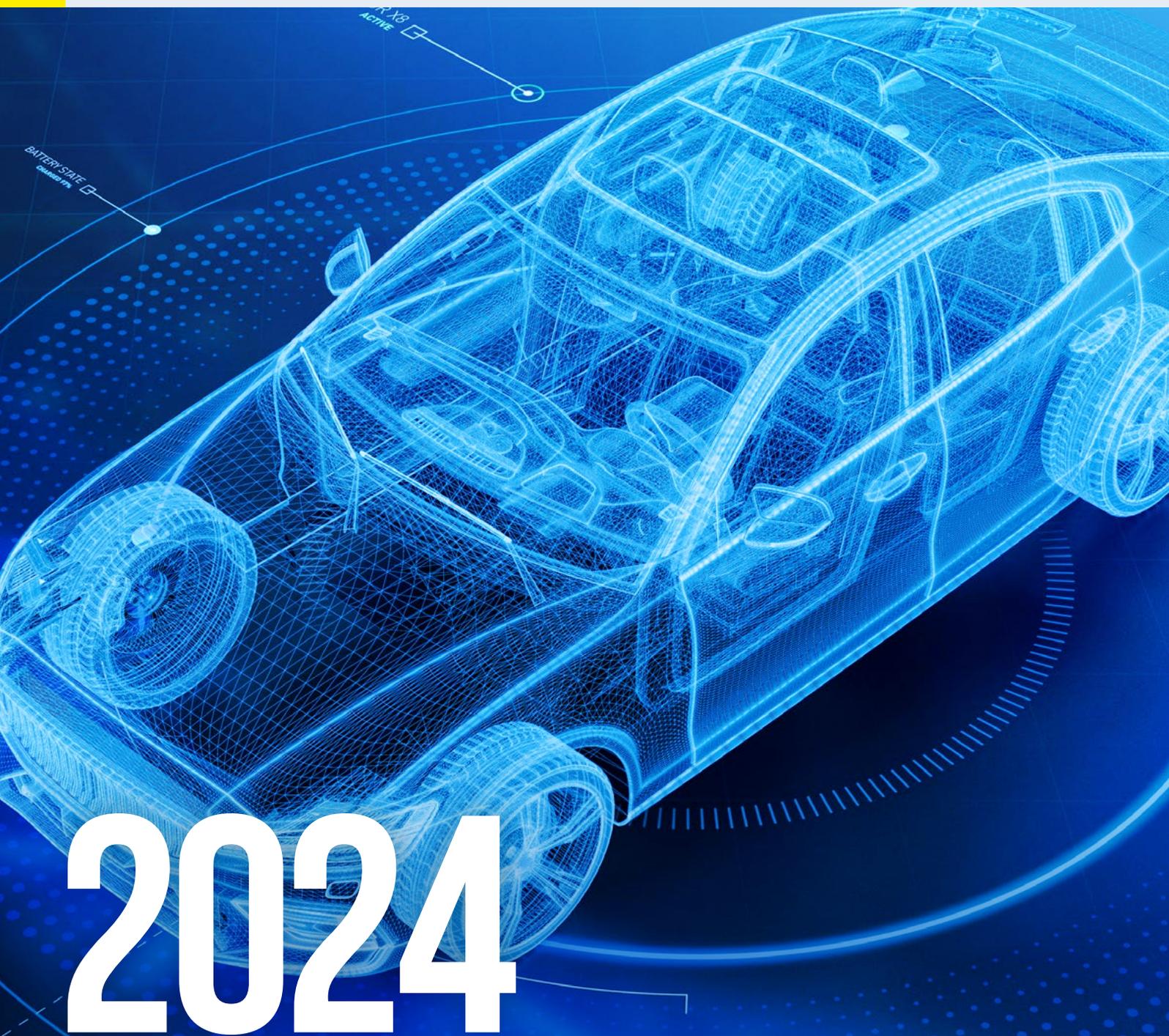


automotive testing technology international

From the organizer of
**automotive
testing expo**

From the publisher of
crashtest
technology international

MEDIA SCHEDULE & ADVERTISING RATES



2024

MEDIA INFORMATION

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, *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 **13,980*** hard copies plus **25,000** digital copies per edition are sent to named automotive test and evaluation engineers and related industry professionals in more than 70 countries worldwide.

*Average net circulation per issue January 1 to December 31, 2023



Published by UKi Media Events



DIGITAL CONTENT

ONLINE

An interactive, digital version of *Automotive Testing Technology International* is hosted at www.AutomotiveTestingTechnologyInternational.com, which also features weekly industry news, 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 profile, logo, images and contact details for each company.





PUBLISHING SCHEDULE

March 2024 issue

- > EMC / electronics
- > Acoustics / NVH
- > Crash / safety testing

Copy deadline
Editorial: February 22
Advertisement: February 22

June 2024 issue

- > Artificial intelligence
- > Software
- > Dynamometer technology
- > Aerodynamics
- > [Automotive Testing Expo Europe 2024 preview](#)

Copy deadline
Editorial: April 22
Advertisement: April 22

September 2024 issue

- > EV / battery / fuel cell testing
- > Data
- > Simulation / modeling
- > [Automotive Testing Expo North America 2024 preview](#)

Copy deadline
Editorial: August 8
Advertisement: August 15

November 2024 issue

- > Proving grounds
- > Tire testing
- > ADAS / AV development

Copy deadline
Editorial: November 7
Advertisement: November 7

2024 MAGAZINE ADVERTISING RATES

QUARTERLY EDITION

Ad sizes	x1	x2	x3	x4
Full page	£5,500	£5,250	£4,950	£4,650
Half page	£3,950	£3,750	£3,550	£3,350

SHOWGUIDE SCHEDULE

Event

Automotive Testing Expo
Korea 2024

Advertisement: March

Automotive Testing Expo
Europe 2024

Advertisement: April

Testing Expo China
Automotive 2024

Editorial: June
Advertisement: July

Automotive Testing Expo
North America 2024

Advertisement: September

automotive
testingexpo
KOREA

automotive
testingexpo
EUROPE

Testing Expo
CHINA 2024
AUTOMOTIVE

automotive
testingexpo
NORTH AMERICA

READER SURVEY*

READERSHIP

65% OEMs and Tier 1s
65% final decision makers or influencers

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

FORMAT

70% read the print magazine
46% read digital versions

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 April 2024, by the publisher of AT77

DIGITAL ADVERTISING

www.automotivetestingtechnologyinternational.com

AUTOMOTIVE TESTING TECHNOLOGY

PARTNER EMAILS

Worldwide circulation to 77,000 key industry professionals.
30% average opening rate
17% average click-through rate

Bulk bookings

10% discount on 2 emails
15% discount on 3 emails
20% discount on 4 or more emails

International emails are **£3,950 per email**
Regional/expo emails are **£2,950 per email**

Sample email link

WEEKLY NEWSLETTER BANNERS

Sent to 25,000 professionals every Wednesday.
40% average opening rate
3% average click-through rate

12 months (50 weeks) **£12,500**
6 months (25 weeks) **£6,950**
3 months (12 weeks) **£3,950**

Weekly newsletter link

AUTOMOTIVE TESTING TECHNOLOGY WEBSITE

Average monthly impressions 14,300

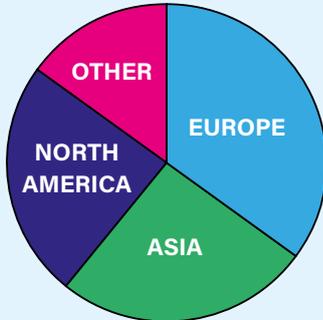
Banner unit – 8:1 (site header) – 600x75px **£1,500**
Banner unit – 10:1 (main menu) – 900x90px **£1,250**
Banner unit – 1:1 (large banner) – 300x300px **£900**
Banner unit – 2:1 (junior banner) – 300x150px **£500**

Specifications and sizes link

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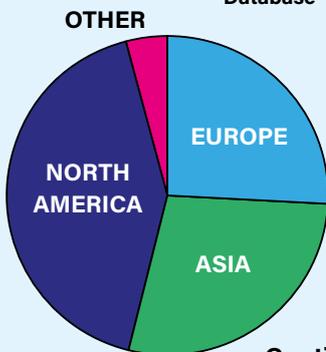
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Tel: +44 (0) 1306 743744



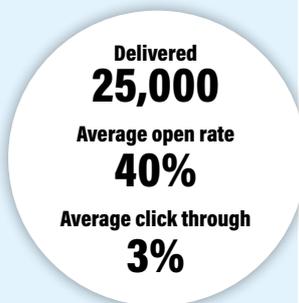
Continent breakdown



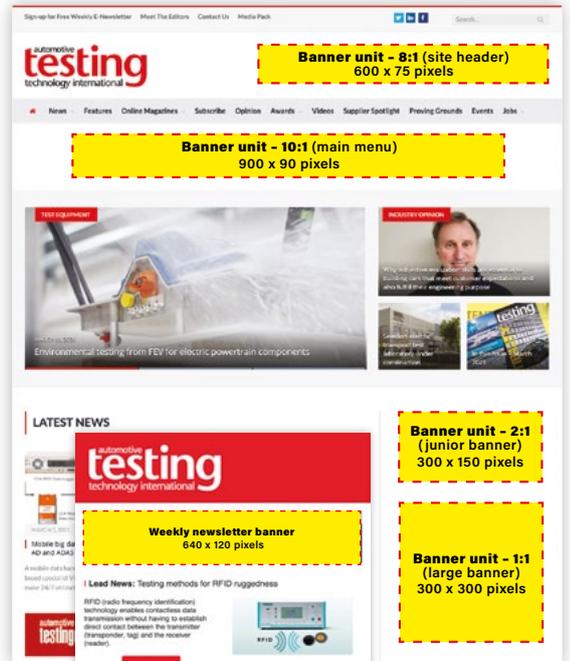
Database



Continent breakdown



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WEBINARS

Automotive Testing Technology 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

Automotive Testing Technology 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.

