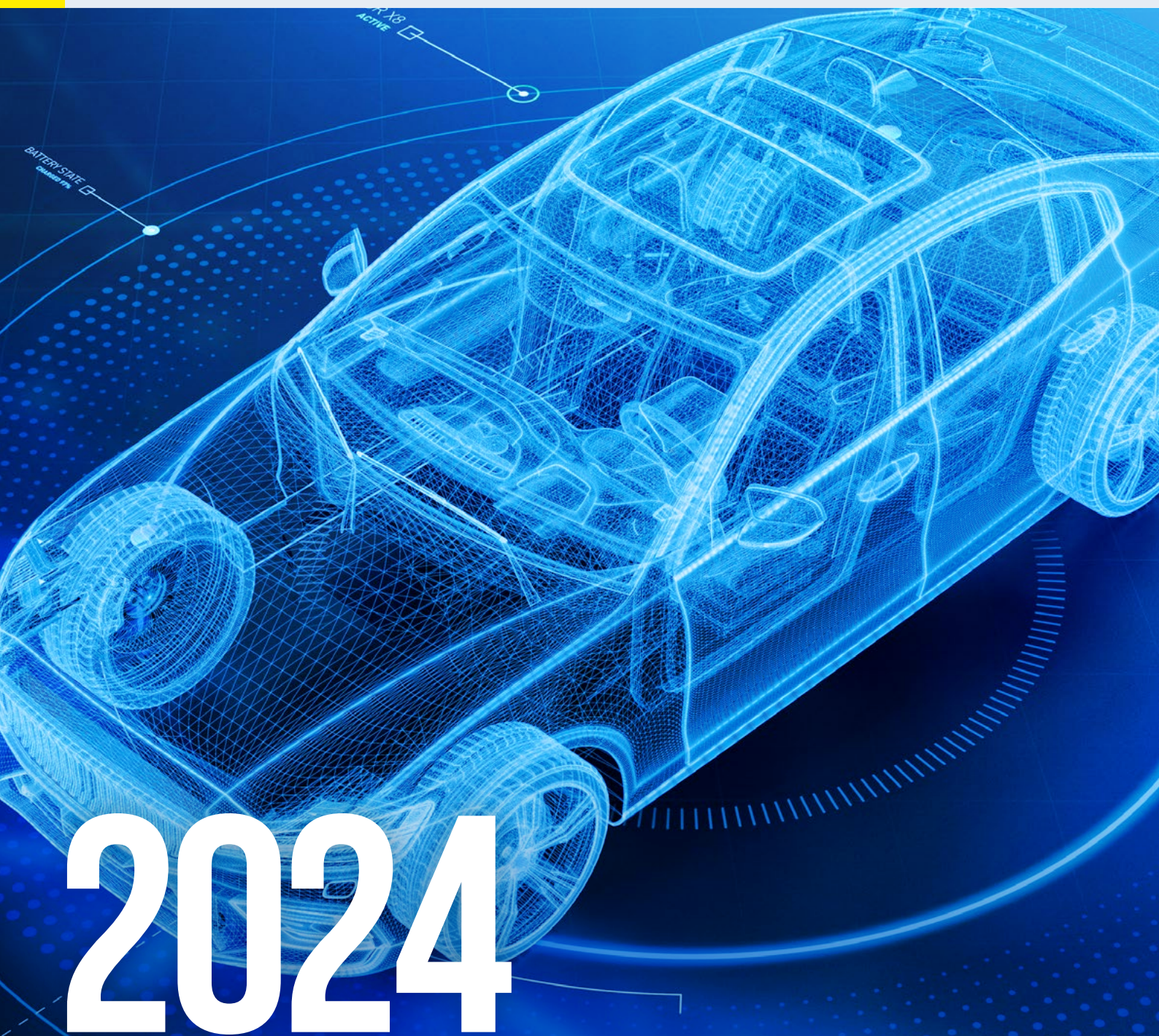


automotive  
**testing**  
technology international

From the organizer of  
**automotive  
testing expo**

From the publisher of  
**crashtest**  
technology international

MEDIA SCHEDULE & ADVERTISING RATES



## 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](http://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](http://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](http://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

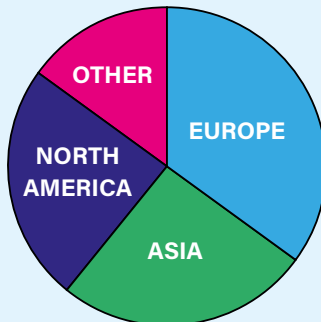
Banner unit – 8:1 (site header) – 600x75px **£1,500**  
Banner unit – 10:1 (main menu) – 900x90px **£1,250**  
Banner unit – 1:1 (large banner) – 300x300px **£900**  
Banner unit – 2:1 (junior banner) – 300x150px **£500**

#### Specifications and sizes link

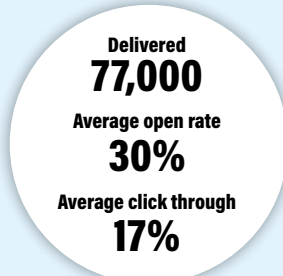
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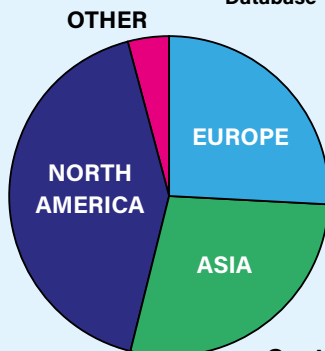
UKi Media & Events, Abinger House, Church St, Dorking, Surrey, RH4 1DF, UK  
Tel: +44 (0) 1306 743744



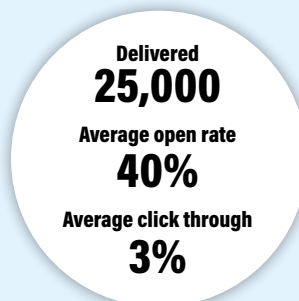
Continent breakdown



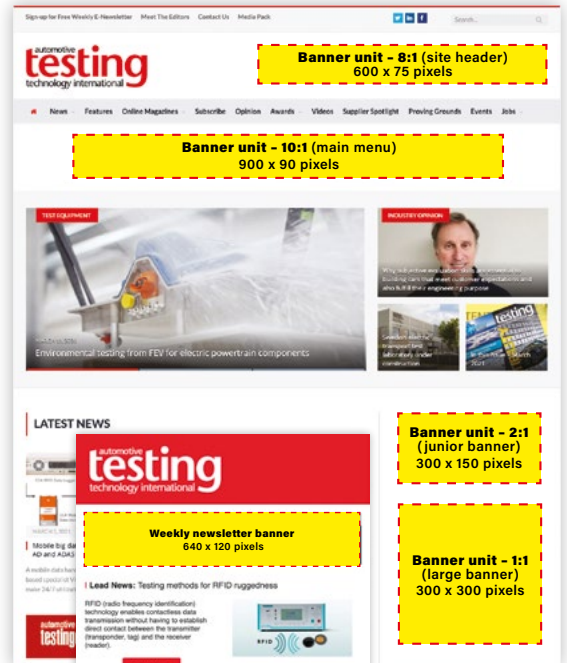
Database



Continent breakdown



Automotive Testing Technology International  
**FREE APP** available  
**DOWNLOAD NOW!**



### 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.

