AUTOMOTIVE PONFRIRAN technology international

2024 MEDIA & ADVERTISI 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.automotivepowertraintechnologyinternational.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 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.

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

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 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

ABC AUDIT

• Battery technologies As one of the world's largest transportation trade • Fluid systems 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



THIS ISSUE

CIRCULATION BY REGION



CIRCULATION BY JOB TITLE *



*Publisher's statement

www.automotivepowertraintechnologyinternational.com

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.

ANNUAL SHOWCASES

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:

transmission

Coolant va

The challenge of battery Dacks for EVs

• CTI Transmission Symposium

(Berlin, December 2024 and Shanghai 2024 and USA 2024)

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.

AUTOMOTIVE POWERTRAIN TECHNOLOGY





Compiled each Autumn, the Automotive Powertrain Technology International Annual Showcase provides our advertisers with the best editorial opportunity of the year.

Circulated to our entire verified database and with copies available throughout the year this high-profile publication gives advertisers a chance to demonstrate how their methods and technologies have helped customers to save money, streamline processes, develop products or increase customer satisfaction.

A digital version of the Automotive Powertrain Technology International Annual Showcase will also be available on www.automotivepowertraintechnologyinternational.com for an entire year.

There are just two package options available within our Annual Showcase publications - a half-page advertisement with a one-page technical editorial contribution or a full-page advertisement with a two-page editorial contribution.

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

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

For all enquiries please contact:

Simon Edmands, Publication Director Tel: +44 (0)1306 743744 / 871228 (direct) Mobile: +44 (0)7753 821964 Email: simon.edmands@ukimediaevents.com 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



*PRICE PER INSERTION

2024

PUBLISHING SCHEDULE

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*

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



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For all enquiries please contact:

Simon Edmands, Publication Director Tel: +44 (0)1306 743744 / 871228 (direct) Mobile: +44 (0)7753 821964 Email: simon.edmands@ukimediaevents.com

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*

JANUARY 2025 (ANNUAL SHOWCASE)

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?

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- 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

UKi Media & Events Parsonage House, Parsonage Square Dorking RH4 1UP, United Kingdom