

MAGAZINE BACKGROUND



Automotive Testing Technology International magazine was launched in February 1998 as a publication totally dedicated to the latest technologies and services within the world of automotive testing, evaluation and quality engineering.

Automotive Testing Technology International magazine is supported by leading suppliers and providers of test and evaluation equipment and services. The magazine is a significant and respected publication for the discussion of the latest trends, developments and technological advancements within automotive testing, evaluation and quality engineering.

Published four times a year, *Automotive Testing Technology International* magazine provides information on test and evaluation engineers, R&D managers, technical directors, heads of research and chief engineers, with a balanced blend of in-depth case study articles, expert interviews and groundbreaking technology profiles, all covering areas from impact and crash testing to vehicle refinement, from NVH to engine and emissions analysis. In fact, *Automotive Testing Technology International* magazine covers all aspects of automotive testing and evaluation.



CIRCULATION



Great lengths are taken to guarantee that copies of the publication are received and read by the most appropriate executives worldwide.

All data is researched from our dedicated in-house unit by a process of continuous telephone/fax dialog, internet use and mailshot to pinpoint relevant test and evaluation engineers and executives who wish to receive *Automotive Testing Technology International* magazine. The total distribution of 14,527* hard copies plus 49,000 digital copies per edition is sent to named automotive test and evaluation engineers and related industry professionals in over 70 countries worldwide.

This process, although extremely expensive and time-consuming, is our guarantee to participants that circulation is focused and uncompromised in quality and totally up-to-date.

*qualified and non-qualified circulation, December 2015 ABC Statement



www.AutomotiveTestingTechnologyInternational.com



***Automotive Testing Technology International* magazine went digital in 2009, and was a resounding success from the time of its launch and throughout the rest of the year. Each issue of the digital version of the publication is read by over 49,000 additional readers.**

The digital version of *Automotive Testing Technology International* magazine is hosted at www.AutomotiveTestingTechnologyInternational.com, and features weekly industry news updates, blogs, recruitment advertisements, web-exclusive articles and a free-to-use archive of back issues of both *Automotive Testing Technology International* magazine and *Crash Test Technology International* magazine.

Furthermore, 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 directory is a comprehensive listing of leading test and development industry suppliers, giving a 200- to 300-word company profile, logo, images and contact details for each company.

The key news stories, jobs and blogs are e-mailed to 63,000 automotive test executives each and every week, ensuring that the website and the Supplier Spotlight Directory achieve excellent industry penetration.



PUBLISHING SCHEDULE/FEATURES LISTING



March 2017

- Crash Testing
- Engine & Emissions Testing
- Aerodynamics Testing
- Active Safety Testing

June 2017

- Automotive Testing Expo Europe 2017 Preview
- Durability Testing
- Tire Testing
- Autonomous Vehicle Testing

September 2017

- Automotive Testing Expo North America 2017 Preview
- Simulation
- Sensors
- Electric, Hybrid and Fuel Cell Vehicle Testing
- Transmission Testing

November 2017

- Automotive Testing Expo India 2018 Preview
- Automotive Testing Technology International Awards
- Proving Grounds
- NVH

2017 Advertisement Copy Deadlines

March issue – January 2017

June issue – March 2017

September issue – August 2017

November issue – October 2017

Editorial copy deadline is four weeks prior to the advertisement deadline



MAGAZINE RATES & MECHANICAL DATA

Automotive Testing International – quarterly publication

| Number of insertions | Double-page spread | Full page | Half page |
|----------------------|--------------------|------------|------------|
| | £ sterling | £ sterling | £ sterling |
| 1 | 8,150 | 4,650 | 3,350 |
| 2 (per insertion) | 7,700 | 4,450 | 3,200 |
| 3 (per insertion) | 7,500 | 4,350 | 3,100 |
| 4 (per insertion) | 7,300 | 4,150 | 3,050 |

| Annual Korean edition | Double-page spread | Full page | Half page |
|-----------------------|--------------------|-----------|-----------|
| November | 7,850 | 4,450 | 3,250 |

| China Expo show guide | Double-page spread | Full page x2* | Half page x2* |
|-----------------------|--------------------|---------------|---------------|
| September | 5,650 | 3,050 | 2,050 |

* Note: one advertisement in English and one advertisement in Mandarin

| Postal carrier sheet | 1 side | 2 sides |
|----------------------|--------|---------|
| Per edition | 4,350 | 5,650 |

| | Millimeters (mm) | Inches (") |
|---------------------------------------|--------------------------------|-----------------------------|
| Full page (trim size) | 215mm (width) x 275mm (height) | 8.4646" (w) x 10.8268" (h) |
| Double-page spread (trim size) | 430mm (width) x 275mm (height) | 16.9291" (w) x 10.8267" (h) |
| Half page (horizontal) | 183mm (width) x 115mm (height) | 7.2047" (w) x 4.5276" (h) |
| Half page (vertical) | 90mm (width) x 250mm (height) | 3.5433" (w) x 9.8425" (h) |

NOTE: When supplying a full page or double-page spread advertisement, please add 3mm (0.1181 inches) of bleed on all sides of the artwork.

PDF files should be created at a resolution of 300dpi using CMYK color space.

CONTACT DETAILS

Jason Sullivan, sales manager

jason.sullivan@ukipme.com

Rob Knight, publication manager

rob.knight@ukipme.com

Automotive Testing Technology International

UKIP Media & Events Ltd, Abinger House, Church Street, Dorking, Surrey, RH4 1DF, UK

Tel: +44 (0)1306 743744

Sales Fax: +44 (0)1306 742525

Editorial Fax: +44 (0)1306 887546

www.ukipme.com

2017 Website Rates

(hosted for a 12-month period)

| | |
|--------------------------|---------|
| Head-of-page lead banner | £10,500 |
| Base-of-page banner | £8,800 |
| Junior banner | £6,750 |
| Industry directory | £1,150 |

Automotive Testing Technology International **FREE APP** now available!



GO TO THE APP STORE **NOW** TO DOWNLOAD THE APP FOR YOUR TABLET



READ ANYWHERE, WITHOUT WI-FI!

RECEIVE THE LATEST ISSUE WEEKS BEFORE THE HARD COPY IS AVAILABLE

PLUS

THE LATEST NEWS & FREE MAGAZINE ARCHIVE

