

SAE
INTERNATIONAL™

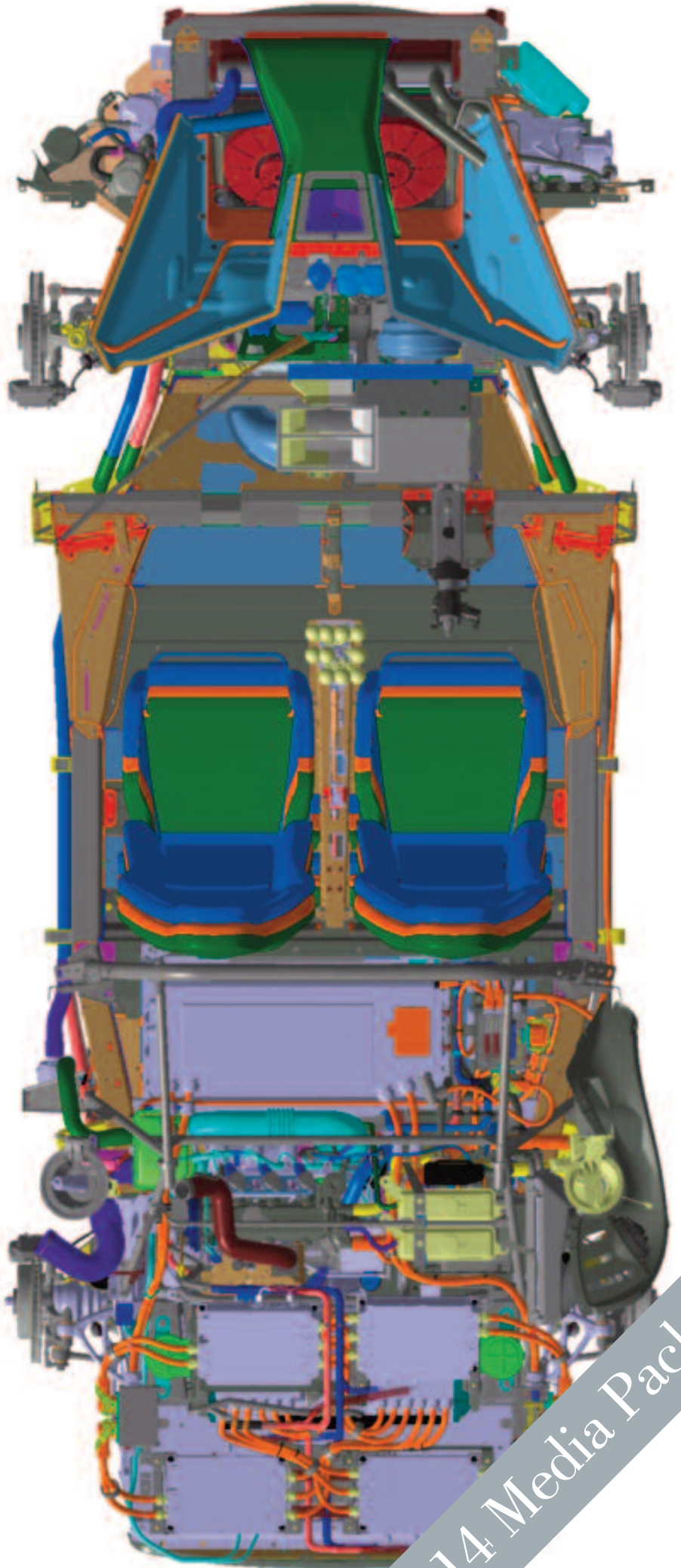
ad
automotivedesign.eu.com

Reaching **62,800** design
engineer decision makers*

89% of readers responsible
for purchasing

75% purchase using
automotive design

MOVING
INDUSTRIES
FORWARD



2014 Media Pack

Moving Industries Forward



Kevin Jost

The automotive industry continues to push design and engineering to the next level to successfully develop new, efficient, cost-effective cars. In parallel, SAE International's *Automotive Design* stays ahead of their game to meet the needs of the ever-expanding European automotive industry. It provides design engineers with the information they need to stay ahead of their competition – a cross-section of technology-focused articles available in both print and digital formats. With a strong audience of nearly 17,400 reaching OEMs and covering the entire supply chain, *Automotive Design* is the market-leading, design engineering resource committed to building your network and achieving your business goals.

Automotive industry engineers and product developers continuously work to expand beyond the current boundaries of technology for better vehicle efficiency, performance, safety, and comfort. More stringent fuel economy, emissions, and safety regulations, as well as consumer demands, are driving much of this development. In Europe, CO₂ regulations are pushing powertrain engineers to employ internal combustion engine advancements and varying degrees of vehicle electrification to make vehicles go further on less fuel. Innovations are necessary, but must be accompanied by the comfort and convenience features that are expected in an increasingly coddled and connected consumer world.

The year 2014 offers an exciting landscape for our editorial content, and will include a combination of practical application, technology transfer, and news and analysis on forthcoming technologies. Combining SAE's expansive industry knowledge base and the *Automotive Design* brand within the European automotive sector creates an effective marketing solution to increase your organization's awareness and build your market presence. Together, we can move the industry forward.

Kevin Jost
Editorial Director
SAE International

Editorial programme 2014

ISSUE	January/February/March	April/May/June
IO date	28 February	27 May
Materials deadline	5 March	30 May
NEWS	Geneva show review (pres days 4-5 March)	
FOCUS ON	Modular platform design and production	Instrumentation, HUD etc
FOCUS ON SAFETY	Future legislation demands in place and proposed safety	Exterior and interior sensors, radar and camera warning and crash detection systems
FOCUS ON SAFETY	Wiring harnesses and connectors	Autonomous driving
FOCUS ON	Concept Cars	Under bonnet materials, sound deadening hoses, induction systems etc.
SHOW / BONUS CIRCULATION	SAE Preview	

ISSUE	July/August/September	October/November/December
IO date	26 August	11 November
Materials deadline	29 August	14 November
NEWS		Paris Show review (press days 2-3 October)
FOCUS ON	Exhaust/induction tuning	Braking systems
FOCUS ON SAFETY	Materials and exterior structures	ECUs
FOCUS ON	Steering systems	Materials and interior structures Crash and safety
FOCUS ON	MPV/SUV seating concepts	Paint and body finishes

Europe's industry partner



Ian Adcock

Automotive Design is Europe's premier publication dedicated to all aspects of vehicle engineering and design. It focuses on new technologies that enable OEMs to achieve their technological aspirations by employing breakthrough innovations featured in the magazine.

In addition *Automotive Design* regularly interviews, and profiles, senior engineers and executives within both the European and global automotive sectors about the challenges the industry faces and how they can be met.

With the automotive industry facing unprecedented demands to reduce emissions, improve safety and sustainability, *Automotive Design* is the magazine engineers go to to learn about the leading edge technologies that will help them meet these goals in a cost effective, timely and innovative manner.

Ian Adcock

Editor in Chief

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Editorial

AD production schedule 2014		
	IO date	Publication date
Jan/Feb/Mar	28 Feb	21 March
Apr/May/June	27 May	17 June
Jul/Aug/Sep	26 Aug	16 September
Oct/Nov/Dec	11 Nov	30 November

Every issue of *Automotive Design* has a mix of regular sections and one area of specific focus. We provide automotive design engineers with a practical applicable information resource in an exciting and compelling format.

The information within this section is by no means an exhaustive list of our editorial programme, but it gives a good cross section of the high value content our readers receive in every issue of *Automotive Design*.

Regular sections

Cover stories - these are four page features. These could cover an issue facing the industry as a whole, a launch of a new vehicle providing detailed design and engineering information, or a focus on a specific technology launch such as a revolutionary hybrid engine.

Interviews - A two page interview with a senior technical executive from either a key supplier or OEM will provide industry insight.

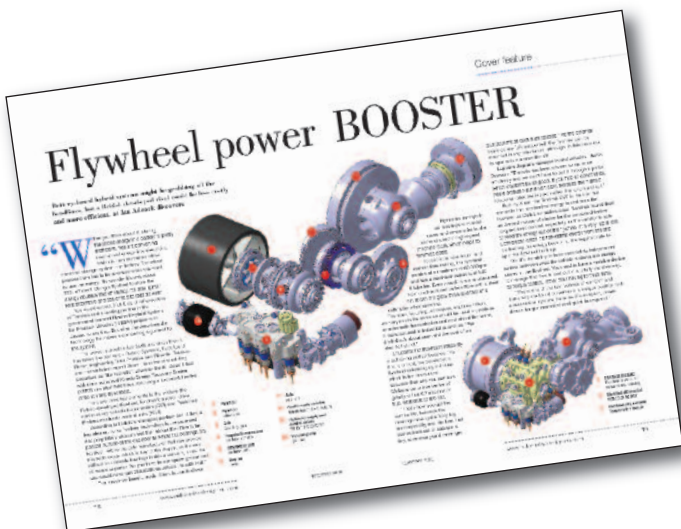
Columnists - A variety of highly experienced technical contributors offer their take on the sector as a whole or on specific technology issues facing the industry.

Technology features - ranging from two to four pages these features run throughout the magazine covering developments within technology and always with a practical application based bias.

Automotive Design essential - four pages covering the latest products and solutions coming from supplier R&D departments helping to make work of design engineers easier.

Research and analysis - Data and research on a specific relevant area from a variety of sources.

60 second interview - Facing the inside back cover, this section is a brief interview with one of our OEM design engineer readers from an OEM.



Circulation

The readers of *Automotive Design* are managers and design engineers working within OEMs, Tier 1 suppliers and manufacturing sites with an automotive function throughout Europe. Our circulation is meticulously researched to provide the relevant penetration of this valuable market.

With its quality content and database of highly relevant potential customers *Automotive Design* is THE pan-European publication for design engineers and the companies trying to reach them.

Industry	Sites	Readers
T1 Suppliers	6,216	12,139
OEMs Passenger cars	951	4,022
OEMs Commercial Vehicles	241	651
OEM's Others	232	588
Total	7,640	17,400
	Sites	Readers
Passenger Cars	951	4,022
Motor Vehicle Engines	136	333
Motor Vehicle Parts	4,922	10,368
Other Motor Vehicles	96	255
Trucks/Buses	241	651
Engineering Design Services	790	1,147
Other Related Industries	504	624
Total	7,640	17,400
Job function	Readers	
Design	14,443	
Manufacturing	1,926	
Purchasing	1,031	
Job Title	Readers	
Director	5,572	
Manager	6,754	
Engineer	5,074	

Country	Sites	Readers
Austria	123	357
Belarus	3	3
Belgium	316	677
Bosnia & Herzegovina	1	1
Bulgaria	2	3
Croatia	4	4
Cyprus	5	6
Czech Republic	229	448
Denmark	72	116
Estonia	2	5
Finland	64	141
France	1028	2543
Germany	1545	4011
Greece	21	23
Hungary	154	340
Ireland	49	85
Italy	905	1890
Latvia	1	3
Lithuania	4	4
Luxembourg	15	53
Macedonia	2	2
Malta	6	13
Monaco	2	3
Netherlands	272	519
Norway	45	72
Poland	197	459
Portugal	119	205
Romania	41	74
Russia	6	6
San Marino	1	1
Serbia & Montenegro	5	5
Slovakia	53	110
Slovenia	11	22
Spain	661	1357
Sweden	225	529
Switzerland	78	162
Turkey	93	248
United Kingdom	1280	2900
Total	7,640	17,400

*62,800 pass on readership – 2013 *Automotive Design* reader survey conducted by Benchmark Research

Ad rates & data

Automotive Design is an essential marketing component for any company trying to reach the design engineer decision makers of Europe's OEMs.

The opportunities below are just some of the options available to your company. If you have bespoke needs then please contact one of our team who will be delighted to help create the package to suit you.

Print and Online (Rates USD. All figures quoted are gross rates)

Print

Display	(includes all colour charges)	
Double page spread		\$15,500
Full page		\$8500
Half page		\$5250

Covers +25%

Advertorial	(includes layout and page design)	
Full page		\$8300
Double page		\$15,200
Die-cut front cover		\$16,000
Barn door		\$11,000
Belly band		\$8000
(a full page ad will also need to be added to this cost)		

Series discounts

3 advertisements = 15%
6 advertisements = 25%

Packages

A variety of multi-platform packages are available to suit every budget

Print mechanical data (size, depth x width mm)

Double page spread	303 x 420
Full page	266 x 184
Half page horizontal	126 x 184
Half page vertical	266 x 88
Trim size	297 x 210
Bleed size	303 x 216

Purchasing power

The results of *Automotive Design's* 2013 reader survey show that it has a unique audience with the authority to spend, the desire to spend, the budget to spend and the are guided by *Automotive Design* in how they spend it. Can you afford to miss out?

Authority to spend:

- 89% of readers authorise or specify purchases
- 75% of readers have made purchasing decisions based on information they have seen within *Automotive Design*

Budget to spend:

- 7% of readers have budgets in excess of \$16 million
- 3% have budgets of between \$8 million and \$16 million
- 9% have budgets of between \$1.6 million and \$8 million

Unique audience:

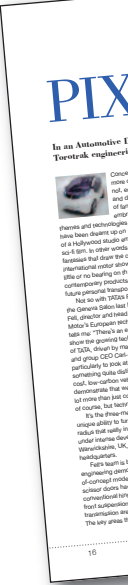
- 37% of our audience never read *Automotive Engineer*
- 70% of our audience never read *AEI*

Committed audience:

- 62% of readers would choose *Automotive Design* if they could only read one automotive engineering design magazine
- 80% read over half the content in each issue
- 46% retain each issue for reference purposes
- 99% of readers find it relevant to their daily job
- 90% of readers have discovered a new design or process through AD

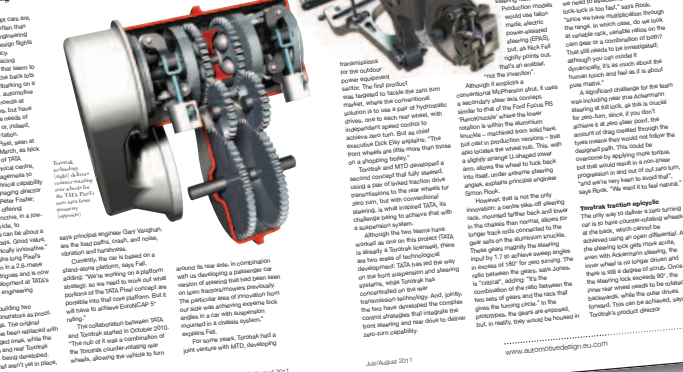


**All data from the 2013 *Automotive Design* reader survey conducted by Benchmark Research.



REL-ATED!

Design exclusive: Ian Adcock talks to the TATA team behind the remarkable TATA Nano concept car



Transmission for the roadster power equipment. The fuel product sector. The fuel product sector. The fuel product sector.

July/August 2011

AWIM celebrates 20 years — still only a beginning

Very good news, very good news, there's a lot of good news. But it's not just the fact that we've had 20 years of success. It's the fact that we're still only a beginning.

David Schutt, The Columnist
SAE International Chief Executive Officer

July/August 2011

www.sae.org/designmagazine

Working with Mission

Head and responsible for Strategic, Ian Adcock talks to the Mr. M. Miss 2Mre team

Working with Mission... Ian Adcock talks to the Mr. M. Miss 2Mre team.

Automotive Design Interview

Why advice to colleagues in China is that we need to spread out more technologies and competences in better that go beyond 12 cylinders, and good and better.

July/August 2011

www.sae.org/designmagazine

Areas of spend in the next 12 months:

- Body in White 16%
- Chassis 18%
- Common Components 20%
- Drivetrain 19%
- Electrical 28%
- Electronics 35%
- Engine Components 25%
- Engines/Power Units 14%
- Exterior Systems 10%
- Fluids/Fuels/Lubricants 11%
- Fuel Processing 5%
- IC Engine Components 11%
- Interior Systems 15%
- IT Hardware/Software 20%
- Lighting and ECU Solutions 14%
- Manufacturing Process 27%
- Materials – Metals 36%
- Materials – Plastics 36%
- Powertrain 22%
- Safety 17%
- Telematics 9%
- Test & Measurement 45%
- Transmission 13%
- Turbos 8%
- Vehicle Development 31%



Automotive Design connects you to a large network of customers. Your message will reach the most important individuals in the automotive engineering community.



Whether your company is established or a newcomer to the marketplace, you can turn to *Automotive Design* to provide you with solutions to build your business.



We want to be an extension of your marketing team. Incorporate SAE and *Automotive Design* into your 2014 planning discussions, and **together, we can move industries forward.**



A list of regional sales managers is provided on the back cover.

Contacts



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