

automotive  
**testing**  
technology international

From the organiser of  
**automotive  
testingexpo**

From the publisher of  
**crashtest**  
technology international

MEDIA SCHEDULE &  
ADVERTISING RATES

**2018**



## MEDIA INFORMATION

*Automotive Testing Technology International* magazine is totally 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 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.

### DISTRIBUTION AND READERSHIP

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

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.

\*qualified and non-qualified circulation, December 2016 ABC Statement

### DIGITAL CONTENT

The digital version of *Automotive Testing Technology International* magazine is hosted at [www.AutomotiveTestingTechnologyInternational.com](http://www.AutomotiveTestingTechnologyInternational.com), and features weekly industry news updates, 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 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.



From the organiser of

**automotive**  
**testing** expo

Five shows spanning the globe  
Almost 30,000 attendees a year!





## PUBLISHING SCHEDULE

### March 2018

- › Crash Testing
- › Engine & Emissions Testing
- › Aerodynamics Testing
- › Active Safety Testing
- › Automotive Testing Expo Korea 2019 Preview

### June 2018

- › Automotive Testing Expo Europe 2018 Preview
- › Durability Testing
- › Tire Testing
- › Autonomous Vehicle Testing
- › Test Facility Design

### September 2018

- › Automotive Testing Expo North America 2018 Preview
- › Simulation
- › Data Acquisition
- › Electric, Hybrid and Fuel Cell Vehicle Testing
- › Transmission Testing

### November 2018 - 20th Anniversary SPECIAL ISSUE

- › Automotive Testing Technology International Awards
- › Proving Grounds
- › NVH
- › Interiors Testing

### 2018 Advertisement Copy Deadlines

March issue – January 2018

June issue – March 2018

September issue – August 2018

November issue – October 2018

Editorial copy deadline is Six weeks prior to the advertisement deadline

## 2018 MAGAZINE ADVERTISING RATES

Number of insertions	Double-page spread	Full page	Half page
	£ sterling	£ sterling	£ sterling
1	8,400	4,800	3,450
2 (per insertion)	7,950	4,600	3,300
3 (per insertion)	7,700	4,500	3,200
4 (per insertion)	7,500	4,300	3,150

### 2018 Website Rates

(hosted for a 12-month period)

Head-of-page lead banner	£11,000
Base-of-page banner	£9,000
Junior banner	£6,750
Industry directory	£1,200

## CONTACT DETAILS

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