

AUTOMOTIVE

# POWERTRAIN

technology international

2024

MEDIA &

ADVERTISING

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.automotivepowertraintechologyinternational.com](http://www.automotivepowertraintechologyinternational.com)



A well-rounded, in-depth, appealing resource for engine engineers and executives

Sandeep Sovani, director – global automotive industry, Ansys Inc.



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, and only senior personnel meet our subscription requirements. Readers of Automotive Powertrain Technology International include:

- Heads of powertrain
- Heads of R&D
- Chief powertrain engineers
- Senior powertrain engineers
- Engine and emissions chief test engineers
- Managing directors
- Presidents

### ABC AUDIT

As one of the world's largest transportation trade 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 more than 100 countries, with a further 8,000 key decision makers\* subscribing to our fully interactive digital edition.

\*Publisher's statement

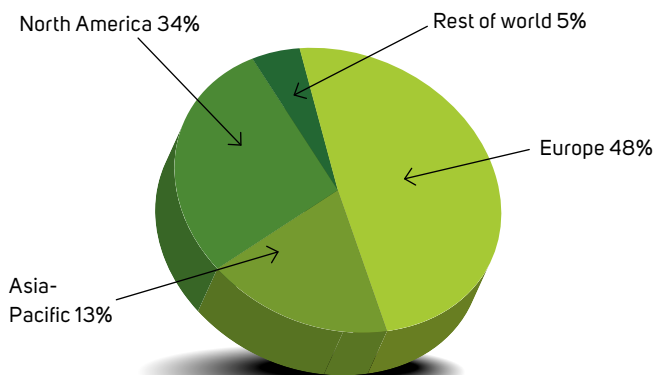
ABC average net circulation January 1, 2023, to December 31, 2023: 8,461

### TECHNOLOGIES FEATURED

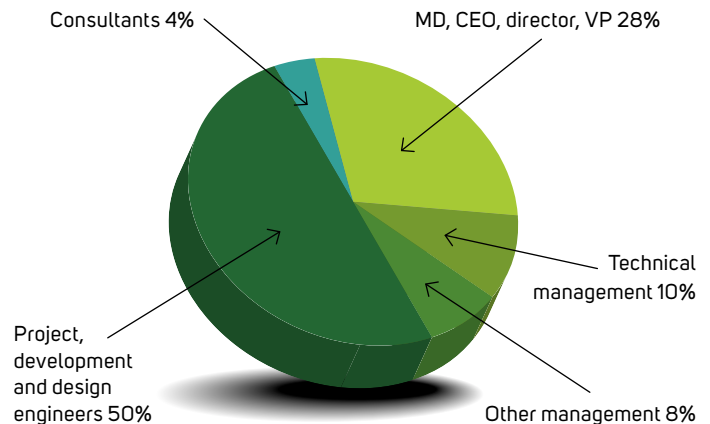
- Ignition & fuel systems
- Exhaust & emissions systems & strategies
  - Materials and material testing
  - Timing and valvetrain systems
  - Manufacturing systems
- Powertrain electronics & management
  - Powertrain & component test
- Charging infrastructure technologies
  - Hydrogen combustion & fuel cell solutions
  - Battery technologies
  - Fluid systems



### CIRCULATION BY REGION



### CIRCULATION BY JOB TITLE\*



\*Publisher's statement



## PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending 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.



## TRANSMISSION TECHNOLOGY INTERNATIONAL

**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 reduce emissions while fulfilling customer demands for increased performance and comfort.

Now published in September every year, *Transmission Technology International* is the only publication dedicated to showcasing 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:

- CTI Transmission Symposium (Novi, USA, and Berlin, Germany)

These events have a combined attendance of more than 5,000 key attendees – *Transmission Technology International* is the only way to access this kind of decision-making and purchasing power.



## READER SURVEY\*

### READERSHIP

Over **55%** OEM/Tier 1

**70%** final decision makers or influencers

### QUALITY OF CONTENT

**95%** say it's good/very good/excellent

### RELEVANCE OF CONTENT

**77%** of readers say the content is relevant to them and their role

### PASS-ON READERSHIP

Almost **60%** share their copy with colleagues, on average two to three

### WEBSITE VISITS

**50%** of readers regularly visit the website

**80%** of those visit at least monthly, with 50% visiting more than fortnightly

**74%**  
of readers find the magazine useful for sourcing new products

**63%**  
don't read any other magazines

**55**  
NET PROMOTER SCORE

\*Reader survey conducted April 2024 by the publisher of APTI

## 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

\*PRICE PER INSERTION

### 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 at [www.automotivepowertraintechnologyinternational.com](http://www.automotivepowertraintechnologyinternational.com)

### MAGAZINE ADVERTISING DIMENSIONS

#### QUARTERLY ISSUES

ADVERT TYPE	MILLIMETERS	INCHES
<b>Full page (trim size)</b>	215 (w) x 275 (h)	8.4646 (w) x 10.8268 (h)
<b>Double-page spread (trim size)</b>	430 (w) x 275 (h)	16.9291 (w) x 10.8267 (h)
<b>Half page (horizontal)</b>	183 (w) x 115 (h)	7.2047 (w) x 4.5276 (h)
<b>Half page (vertical)</b>	90 (w) x 250 (h)	3.5433 (w) x 9.8425 (h)

Full details available at:

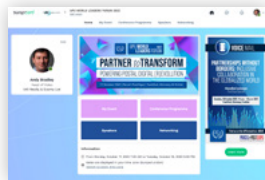
[www.ukimediaevents.com/guidelines/automotivepowertrain.php](http://www.ukimediaevents.com/guidelines/automotivepowertrain.php)

### WEBINARS

APT<sup>i</sup> 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

APT<sup>i</sup> 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

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[www.automotivepowertraintechnologyinternational.com](http://www.automotivepowertraintechnologyinternational.com)

## DIGITAL ADVERTISING

### WEBSITE BANNER RATES

Updated daily by our teams of experts with mission-critical news, [www.automotivepowertraintechnologyinternational.com](http://www.automotivepowertraintechnologyinternational.com) is the go-to website for automotive powertrain news, with more than 25,000 monthly page views.

	3 MONTHS	6 MONTHS	12 MONTHS
Site header banner.....	£2,625 .....	£5,250 .....	£10,475
Main menu 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 more than 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 is included in the weekly email newsletter.

RATES AVAILABLE UPON REQUEST

# 2024

## PUBLISHING SCHEDULE

1

### MARCH 2024

Media partnership and distributed at Battery Cells & Systems Expo and Vehicle Electrification Expo, Automotive Testing Expo Europe 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 H<sub>2</sub> ICE applications
- Copy deadline: Friday, March 8, 2024*

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### 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 – will address both EV and hybrids
- Copy deadline: Friday, May 10, 2024*



## CONTACT US

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### 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 – the latest advances in both ICE and EV manufacture. For example, additive manufacture of parts, motor winding technology, etc
- Copy deadline: Friday, August 23, 2024*

4

### JANUARY 2025

**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?

- EV focus: Onboard charger technology
  - **SPECIAL REPORT**
  - Sustainability • E-fuels • Rare-earth-free motors • Battery maintenance and recycling
- Copy deadline: Friday, November 1, 2024*