ADAS & Autonomous Vehicle

INTERNATIONAL

2024

MEDIA AND ADVERTISING DATA

From the organizer of:

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO | EUROPE

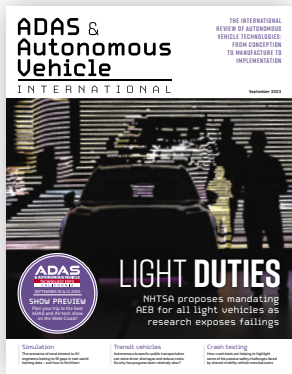ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO CALIFORNIA

www.autonomousvehicleinternational.com

ADAS & Autonomous Vehicle
INTERNATIONAL

ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

Published by the organizer of the industry's most influential international events (ADAS & Autonomous Vehicle Technology Expo and Conference in Stuttgart, Germany; Novi, Michigan; and San Jose, California), *ADAS & Autonomous Vehicle International* presents the latest technologies, innovations and case studies from the fast-moving world of connected and autonomous vehicles, including the latest ADAS developments and legislation landmarks. Printed copies are distributed to an international circulation of **10,000 engineers** and decision makers from vehicle OEMs, 'big tech' and Tier 1 and Tier 2 manufacturers. *ADAS & Autonomous Vehicle International* also reaches leaders in departments of transportation, top-level road legislators and leading C-V2X strategists. With a strong focus on automotive, mass mobility, commercial, off-highway and last-mile delivery applications, advertisers enjoy access to all of the fastest-growing autonomous markets. The online edition reaches over **40,000 global ADAS and AV engineers**.

LIGHT DUTIES
NHTSA proposes mandating AEB for all light vehicles as research exposes failings

MINI MARVELS

EACH EDITION REVIEWS SUPPLIERS AND END USERS FOR AUTONOMOUS AND ADAS SYSTEMS, INCLUDING:

AV/ADAS software | Artificial intelligence | Testing tools | Simulation platforms | Validation tools | AV/ADAS hardware | Componentry | Sensors/systems | Imaging applications | Lidar | Radar | Cameras | DIL | NIL | HIL |Robotics | SoCs | Processing | HD mapping and navigation | Localization | Wireless communications – 5G | V2V – V2X | Investment VC | Engineering services and consulting | Test tracks and facilities | Concepts and interior design | ACES

PUBLISHING SCHEDULE

April 2024
ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE PREVIEW ISSUE
▪ Sensors/sensor fusion ▪ Semiconductors/SoCs

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO | EUROPE

September 2024
ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO CALIFORNIA PREVIEW ISSUE
▪ Simulation ▪ Testing ▪ Proving grounds

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO CALIFORNIA

January 2025*
CES 2025, LAS VEGAS SPECIAL EDITION
▪ Driver monitoring systems
▪ Software/AI ▪ V2X (5G, etc) ▪ Mapping
▪ Legislation/regulation (safety/testing standards)

*Published November 2024

ADVERTISING RATES (£ STERLING)

Number of insertions	Covers	Front 25 pages		Remaining pages	
	Full page	Double-page spread	Full page	Full page	Half page
1	£5,250	£6,250	£4,250	£3,500	£2,950
2	£5,000	£5,950	£4,050	£3,325	£2,500
3	£4,750	£5,650	£3,825	£3,150	£2,650

Prices are per edition.
Magazine advertising dimensions are available online: www.ukimediaevents.com/guidelines.

PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending on availability. There is a dedicated section within every edition of *ADAS & Autonomous Vehicle International* for product launches, updates, technical development articles, 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.

Simple solution

Monitoring in 3D

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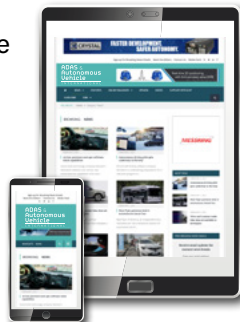## ADAS & AUTONOMOUS VEHICLE TECHNOLOGY INTERNATIONAL ONLINE

www.autonomousvehicleinternational.com hosts a fully interactive version of *ADAS & Autonomous Vehicle International* magazine

www.autonomousvehicleinternational.com is the leading news platform for the ADAS and autonomous driving sector, and the only portal where you can read the very latest issue of *ADAS & Autonomous Vehicle International* – with online readers able to access the issue at least two weeks before the print version is circulated.

The online version features interactive advertisements and articles that link straight through to advertisers' featured websites, while digital distribution ensures even more key decision makers, engineers, designers and planners can view the industry's leading publication.

www.autonomousvehicleinternational.com continues to grow, with an average of **20,000 unique monthly visitors** (2023), and a **weekly e-newsletter** sent to **40,000 industry professionals**.
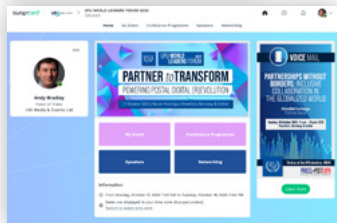
Alongside breaking news, the website includes exclusive features, opinion and videos compiled by our in-house team and worldwide freelance reporter network, as well as opportunities for brands to showcase their expertise via custom-crafted content.

WEBINARS

ADAS & Autonomous Vehicle International can host and run 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**

ADAS & Autonomous Vehicle International 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. It can host product PDFs, case study documents and additional video content.

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www.autonomousvehicleinternational.com

DIGITAL ADVERTISING

WEBSITE BANNER RATES

Site header banner	600 x 75 pixels	**£1,200 per month***
Main menu banner	900 x 90 pixels	**£1,000 per month***
Large banner	300 x 300 pixels	**£900 per month***
Junior banner	300 x 150 pixels	**£650 per month***

*minimum three months

Banner unit – 8:1 (site header) 600 x 75 pixels

Banner unit – 10:1 (main menu) 900 x 90 pixels

Banner unit – 1:1 (large banner) 300 x 300 pixels

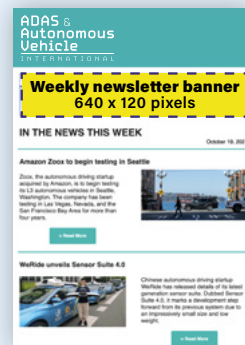Banner unit – 2:1 (junior banner) 300 x 150 pixels

WEEKLY E-NEWSLETTER

Sent to more than 40,000 key industry professionals weekly, our e-newsletter keeps the autonomous vehicle sector up to date with the latest industry news and developments.

12 months **£11,950**
6 months **£6,450**
3 months **£3,450**

Weekly newsletter banner 640 x 120 pixels

EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 38,000 key industry professionals.

International email **£3,000**

Regional/expo email **£1,850**

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, related to your innovation, service or product. Content is also promoted on weekly e-newsletter.

RATES AVAILABLE UPON REQUEST

CONTACT US

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