ADAS & Autonomous Vehicle

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THE INTERNATIONAL REVIEW OF AUTONOMOUS VEHICLE TECHNOLOGIES: FROM CONCEPTION TO MANUFACTURE TO IMPLEMENTATION

"GREAT MAGAZINE WITH A GOOD MIX OF CONTENT"

Roy Johansson, lead HW design engineer, Volvo Autonomous Solutions

"A VERY GOOD AND RELIABLE SOURCE OF INFORMATION FOR MY JOB"

Cristin Paun, manager of advanced engineering, Daimler Trucks

"ALWAYS LOOK FORWARD TO READING AND SHARING WITH MY COLLEAGUES"

Arvind Srivastav, software engineer, Zoox

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ADAS & Autonomous Vehicle

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ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

Published by the organizer of ADAS & Autonomous Vehicle Technology Expo and Conference in Stuttgart, Germany, 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 developments in ADAS and road safety.





Distributed free of charge to an international circulation of 40,000 engineers and decision makers (per individual request) from vehicle OEMs, 'big tech' and Tier 1 and Tier 2 manufacturers, the magazine is available in both print and digital format. The digital edition enables readers to opt to 'listen' to content, as well as view embedded video, etc.

With a strong focus on automotive, mass mobility, commercial, off-highway and last-mile delivery applications, advertisers enjoy access to all of the fastestgrowing autonomous markets, as well as those driving ADAS innovation and road safety developments.



READER SURVEY¹

READERSHIP

58% work for an OEM or Tier 1

80% are final decision makers or influencers

NEWSLETTER READERS

76% of respondents subscribe to the weekly newsletter

Of which 89% rated the newsletter as good/ very good/excellent

QUALITY OF CONTENT

98% say it's good/ very good/excellent

of readers share their copy with colleagues (on average 2-3)

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PUBLISHING SCHEDULE

April 2026

ADAS & AUTONOMOUS VEHICLE

TECHNOLOGY EXPO EUROPE PREVIEW ISSUE

Sensors/sensor fusion - Semiconductors/SoCs

September 2026

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT NORTH AMERICA PREVIEW ISSUE



^{*}Published

Novembe

2026

Simulation • Testing • Proving grounds

January 2027*

CES 2027, LAS VEGAS SPECIAL EDITION

- Driver monitoring systems
- Software/AI V2X (5G, etc) Mapping
- Legislation/regulation (safety/testing standards)

ADVERTISING RATES (£ STERLING)

	Covers	Front 25	pages	Remaini	ng pages
Number of insertions	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.

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RELEVANCE OF CONTENT

90% say the content is relevant to them and their role

of readers find the magazine useful for sourcing new products

FORMAT

58% read the print magazine

42% prefer to read the digital version

Net Promoter Score

¹ Reader survey conducted by publisher, October 2024





ADAS & Autonomous Vehicle



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, as well as the option for readers to listen to content, view embedded video, etc.

www.autonomousvehicleinternational.com continues to grow, with an average of 25,000 unique monthly visitors (2024), and a weekly e-newsletter sent to 40,000 industry professionals.

Alongside breaking news, the website includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.





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.

www.autonomousvehicleinternational.com DIGITAL ADVERTISING

WEBSITE BANNER RATES

Site header banner	600 x 75 pixels
Main menu banner	900 x 90 pixels
Large banner	300 x 300 pixel
lunior banner	300 x 150 pixels
*minimum three months	

00 x 90 pixels 800 x 300 pixels 00 x 150 pixels

£1,200 per month* £1,000 per month* £900 per month* £650 per month*



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



EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 40,000 key industry professionals. International email £3,600

Regional/expo email £2,150

FOR MORE THAN ONE MAILER IN A PACKAGE, PLEASE INQUIRE

VIDEO CONTENT

In partnership with our video and editorial teams, we can work with you to produce and publish unique video content (interviews, technology showcases, etc) on our website, and promoted on our weekly e-newsletter, socials, etc. RATES AVAILABLE UPON REQUEST

CONTACT US Please contact:

Sam Figg, publication manager, sam.figg@ukimediaevents.com Rob Knight, sales director, rob.knight@ukimediaevents.com UKi Media & Events, Parsonage House, Parsonage Square, Dorking, RH4 1UP, UK | Tel: +44 1306 743744



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ADAS

GUIDE

EXHIBITING OR SPEAKING AT ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE OR ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article;

Secure an exclusive interview (limited availability) in the first half of the pre-show or post-show magazine (with accompanying advert);



- All advertisers in the pre-show issue are also guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event – with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;

FROM £2,950



Take an ad in the official showguide – the on-site catalogue used by visitors to navigate the show;

FROM £2,000

Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;

FROM £2,150

Book an exclusive webinar (before or after the event) for highly targeted lead generation/ brand awareness, with full e-newsletter/social media promotion included;



FEATURE

YOUR COMPANY

HERE!



FROM £5,000

LIVE AT-SHOW PROMOTION

Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;

FROM £2,500 (DISCOUNT AVAILABLE TO MAGAZINE ADVERTISERS)

Exclusive photo booth sponsorship. A custom-built photo booth featuring a human-scale perspex

magazine cover and your logo, in prime position, presenting a fantastic, fun opportunity for visitors to stop and have their photo taken, for sharing on social media, etc;

€10,000 (INCLUDES ADVERT IN SHOWGUIDE)

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