



## 2016 MEDIA PLANNER

Your solution for selling to the automotive market



ADandP.media

# Integrated Solutions for Selling to the Automotive Market



**PRINT**  
Subscribers  
37,900+



**ONLINE**  
Monthly Views  
35,000+



**EMAIL**  
Subscribers  
23,000+



**ONSITE**  
Events  
Bonus Distribution and  
Special Coverage



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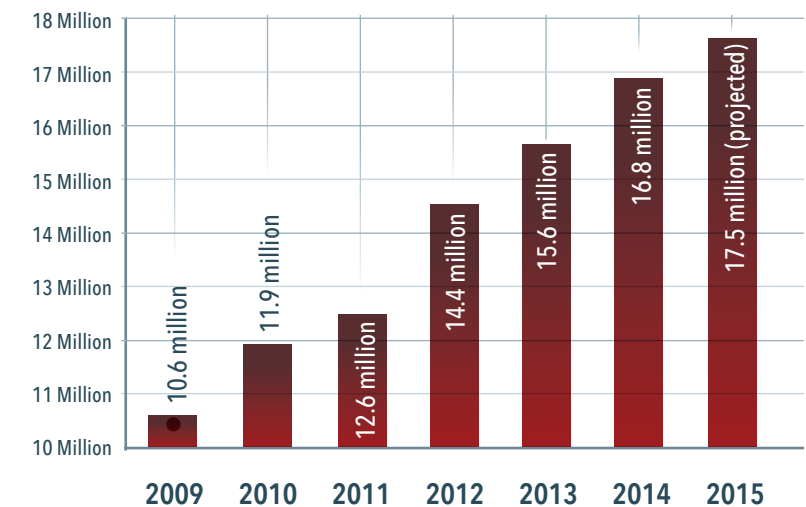


AD&P is dedicated to helping executives, engineers, designers and others at both OEMs and suppliers learn about what's going on in the industry. Whether it is a new lightweight material or manufacturing process, a new vehicle that represents the latest tech in its category or a machine that permits doing more, whether it is an organizational approach or an approach to automotive safety, AD&P is working to provide analysis and understanding of what it's about.

AD&P—in print, online, email or in person—provides you with a venue that gets you in front of the people who are responsible for committing billions of dollars to the transformation of what vehicles are being designed and developed and how those vehicles and the components that go into them are manufactured.

The global auto industry is undergoing a transformation the likes of which hasn't been seen since the early days, when automobility was being first developed. These changes are one part legislative—with fuel efficiency and emissions regulations being increased within the next few years the world over—one part demographic—the number of people on the planet keeps growing, so it is important to address their needs of getting from point A to point B while taking into account things like the aforementioned regulations and issues like urban congestion—and one part technological—the means by which the other two are being addressed, whether this takes the form of alternative powertrains or advanced driver assistance systems.

## Consumer Light Vehicle Sales:

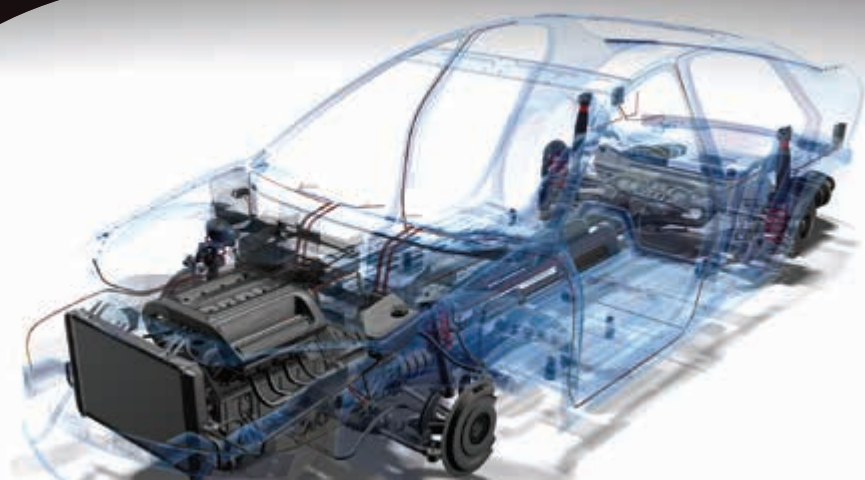


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**37,991<sup>(2)</sup>**  
TOTAL CIRCULATION

**Supplier Circulation**  
**19,505<sup>(2)</sup>**

**OEM Circulation**  
**16,070<sup>(2)</sup>**



# PRINT REACH

## AUTOMOTIVE COMPONENTS<sup>(1)</sup>

COMPONENT	CIRCULATION	FACILITIES
Powertrain	18,709	7,081
Interiors	16,408	5,615
Chassis	16,351	5,961
Electronics	15,974	5,903
Exterior	16,076	5,659

## JOB TITLE CATEGORIES<sup>(2)</sup>

CATEGORY	CIRCULATION
Design/Product Eng	14,763
Company Mgmt	10,853
Process/Mfg Eng	9,755
Purchasing	1,033
Sales/Marketing	1,045
Other	542

## PRODUCTION PROCESSES<sup>(1)</sup>

PROCESS	CIRCULATION	FACILITIES
HSM	19,116	7,438
CNC Ops	18,095	7,588
CAD/CAM	12,279	5,421
Inspection	14,233	5,592
Assembly	2,211	1,206
Robotics	506	164
Additive Mfg	15,896	5,911

(1) Publisher's Count, June 2015 (2) June 2015 BPA

# CALENDAR

## 2016 Editorial Calendar - 9 Print Issues + 3 Digital Only

ISSUE	CLOSING DATE	MATERIALS DUE	FEATURED TOPICS	BONUS DISTRIBUTION
January	1/8/15	1/12/15	Automotive Lightweighting / Assembly	
February (Digital Only)	1/22/16	1/29/16	What's New in Digital Technology	
March	2/5/16	2/12/16	Powertrain / Plastics	The MFG Meeting
April	3/4/16	3/11/16	Machining / Quality / CAx <b>GEAR Production Supplement</b>	AMUG   MC2 Conference
May	4/4/16	4/11/16	Interiors / Steel / Digital Technology	Great Designs in Steel
June	5/5/16	5/12/16	Safety / Additive Manufacturing	Amerimold 2016   Quality Expo
July (Digital Only)	6/6/16	6/13/16	Sustainable Manufacturing	
August	7/8/16	7/15/16	Advances in Manufacturing / IMTS Manufacturing Software	IMTS Management Briefing Seminars
September	8/5/16	8/12/16	EVs / Quality <b>GEAR Production Supplement</b>	IMTS
October	9/5/16	9/12/16	Chassis / Advances in Materials Automotive Lightweighting <b>The Road to 2025 Supplement</b>	SEMA   SPE Innovation Awards Gear Expo
November	10/3/16	10/10/16	Powertrain   Design   CAx	FABTECH
December (Digital Only)	11/4/16	11/11/16	Telematics	

## 2016 PRINT ADVERTISING RATES: 4-Color / Gross Rates

	1X	3X	6X	9X	18X	24X
Full page	\$7,450	\$7,035	\$6,470	\$6,130	\$5,725	\$5,560
1/2 Island	\$5,560	\$5,400	\$5,200	\$5,150	\$4,930	\$4,830
1/2 page	\$4,940	\$4,730	\$4,500	\$4,280	\$4,050	\$3,900
1/3 page	\$3,785	\$3,605	\$3,460	\$3,300	\$2,970	\$2,755
1/4 pg	\$3,255	\$3,125	\$3,015	\$2,910	\$2,650	\$2,400
Spread	\$10,480	\$10,000	\$9,680	\$9,270	\$8,800	\$8,540

Please contact your representative for matched, 2-color and black & white rates.

### PREMIUM COVER POSITIONS (4-COLOR / GROSS RATES)

Inside Front	\$7,700	Inside Back	\$7,500	Back	\$7,900
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## DIGITAL RATES

### TOTAL CIRCULATION: 30,000

Automotive Design & Production will feature 3 digital issues in February, July and December. These issues will provide the same great editorial and layout as our regular printed version and allow the reader direct access to our advertisers with just one click.

	FULL PAGE / 4C	SPREAD / 4C
Digital Advertiser Only	\$2,500	\$3,300
Current Print Advertisers	\$1,950	\$2,750

### 2016 RATES FOR ALL 3 DIGITAL ISSUES

	FULL PAGE / 4C	SPREAD / 4C
Digital Advertiser Only	\$6,150	\$8,300
Current Print Advertisers	\$5,100	\$7,200

### PREMIUM POSITIONS

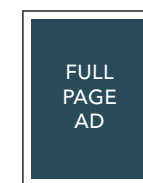
- Digital Only Sponsorship (Includes full page ad + logo or banner on email delivery)
- Ad Facing Front Cover or Belly Band
- Front Cover Sticker or Post-it Note
- Inside Front Cover

Please contact your AD&P representative for pricing on these premium positions.

### AD UPGRADES

- Tabs: \$250 (limited quantity available)
- Videos: \$500
- Animation: \$500

## AD SPECIFICATIONS



Bleed: 8.375"W x 11"H  
(214mm x 281mm)  
Trim: 7.875"W x 10.5"H  
(200mm x 267mm)  
Live Area: 7.375"W x 10"H  
(187mm x 254mm)



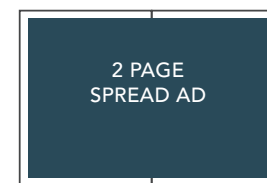
1/2 Page Vertical  
3.25"W x 9.125"H  
(83mm x 232mm)



1/2 Page Island  
4.375"W x 6.875"H  
(111mm x 175mm)



1/2 Page Horizontal  
6.875"W x 4.375"H  
(175mm x 111mm)



Bleed: 16.25"W x 11"H  
(414mm x 281mm)  
Trim: 15.75"W x 10.5"H  
(400mm x 267mm)  
Live area: 15.25"W x 10"H  
(387mm x 254mm)



1/3 Page Vertical  
2.25"W x 9.125"H  
(57mm x 232mm)



1/3 Page Square  
4.375"W x 4.375"H  
(111mm x 111mm)



1/4 Page Vertical  
3.25"W x 4.375"H  
(83mm x 111mm)

All 1/3 and 1/4 Page ads must have a border on all sides



## Integrated Media Bundles

For special *Integrated Media Bundle* pricing, contact your AD&P sales representative.

## Submitting Digital Display Advertising

### COMBINATION RATES

Advertisers may combine their total number of insertions in *Automotive Design & Production* with any other Gardner Business Media, Inc. periodicals or websites during the same 12-month period to earn the best frequency discount.

### MULTIPLE PAGE DISCOUNTS

Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your sales representative for details.

### AGENCY COMMISSION

15% commission is allowed on display advertisements if ad material is furnished to our specifications and payment is received within 30 days.

### HOW TO SUBMIT FILES

1. Upload files at:  
<http://files.gardnerweb.com>  
Recipient: Robin Padgett (AD&P Advertising)
2. Email files to: (5 MB max)  
rpadgett@gardnerweb.com
3. Ship CD/proofs to:  
Advertising Department  
*Automotive Design & Production*  
6915 Valley Ave  
Cincinnati, OH 45244

### ADDITIONAL ADVERTISING INFORMATION

Contact: Robin Padgett  
800-950-8020 x741  
rpadgett@gardnerweb.com

# DIGITAL



**ADandP.media**

AVERAGE MONTHLY PAGE VIEWS **34,000+**

AVERAGE MONTHLY SITE VISITS **19,000+**

AVERAGE MONTHLY BLOG VIEWS **14,000+**

e-NEWSLETTER DISTRIBUTION **26,000+**

## ZONE FIRST COVERAGE

Combining high-impact, broad-based brand exposure with targeted technology-relevant promotion is the ideal strategy for reaching active automotive industry professionals throughout their buying process. It is also the best way to maximize the return on your marketing spend. AD&P's ZONE FIRST Coverage delivers all three high-impact branding and targeted technology-specific placements for one price.

### Here's how ZONE FIRST works:

1. SELECT the most appropriate "Emphasis Zone" that aligns with your brand.

Technology Zones	AutoTech Zones	Other available pages:
Automotive	Body	Latest Issue
Lightweighting	Chassis	Supply Side
Design	Electronics	
Engineering	Interiors	
Production	Powertrain	
Management	Materials	
Digital		

2. SELECT one of the (4) different advertising placement options available on the website within a specific zone (based on availability).

- A** LEADERBOARD AD
- B** RICH MEDIA AD
- C** VIDEO AD
- D** HYBRID AD (IMAGE/TEXT)

3. RECEIVE "complete" site coverage including:



**ZONE EXCLUSIVITY:**

**FIXED AD**  
Your ad, on the zone of your choice, all the time.



**HOME PAGE:**

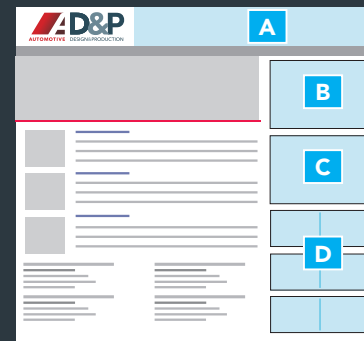
**ROTATING AD**  
Your ad will rotate on the home page.



**BLOG PAGE:**

**ROTATING AD**  
Your ad will rotate on the blog page.

## ADandP.media Ad Placement Options



**ADandP.media ZONE PAGES**

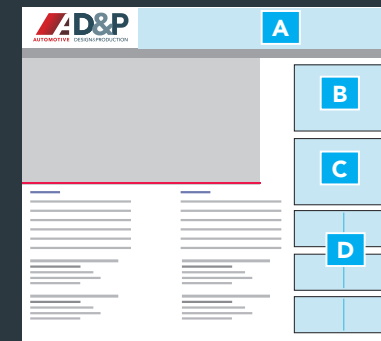
**EXCLUSIVE Ad Placement**

**A THE LEADERBOARD AD**  
AVAILABILITY: (1) Per Zone  
• SPECS: 728 x 90 (static GIF/JPG)  
• INVESTMENT: \$1,750 gross per/mo.

**B THE FLASH AD**  
AVAILABILITY: (1) Per Zone  
• SPECS: 300 x 250, 40K Max  
• Flash (400 kbps) Submit both FLA & SWF  
• Length: 15 seconds Max. 2 loops allowed  
• INVESTMENT: \$1,250 gross per/mo.

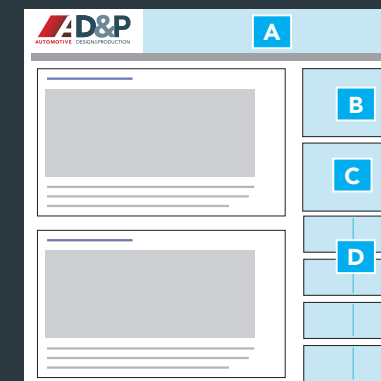
**C THE VIDEO AD**  
AVAILABILITY: (1) Per Zone  
• VIDEO SPECS: please contact your advertising manager for requirements and specifications  
• Length: recommended 90 sec. (30 fps)  
INVESTMENT: \$1,250 gross per/mo.

**D THE HYBRID AD**  
AVAILABILITY: (4) Per Zone  
• SPECS: 300 x 100 (Static GIF/JPG/PNG)  
INVESTMENT: \$1,000 gross per/mo.



**ADandP.media HOME PAGE**

**ROTATING Ad Placement**



**ADandP.media BLOG PAGE**

**ROTATING Ad Placement**

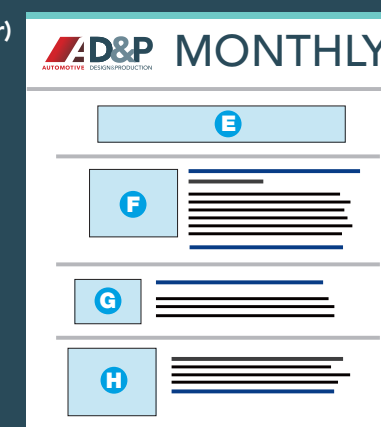
## AD&P MONTHLY (e-Newsletter)

**E THE LEADERBOARD AD**  
AVAILABILITY: (1) per edition  
• 468 x 60 | Format GIF/JPG | 72 dpi, 35K max  
INVESTMENT: \$950 gross per/ed.

**F VIDEO AD**  
AVAILABILITY: (1) per edition  
• Image Size: 180 x 100 pixels | JPG/GIF (static)  
• Resolution: 72 dpi | File Size: 40K  
• Words: 50 (250 Characters max.)  
INVESTMENT: \$950 gross per/ed.

**G MULTI-FORMAT AD (Image/Text)**  
AVAILABILITY: (1) per edition  
• Image Size: 120 x 60 pixels - JPG/GIF (static)  
• Resolution: 72 dpi | File Size: 10K max  
• Words: 4 lines of content | 45 characters / line  
INVESTMENT: \$750 gross per/ed.

**H PRODUCT AD (Image/Text)**  
AVAILABILITY: (3) per edition  
• 140 x 140 | Format GIF/JPG | 72 dpi, 35K max  
• Words: 50 (250 Characters max.)  
INVESTMENT: \$500 gross per/ed.

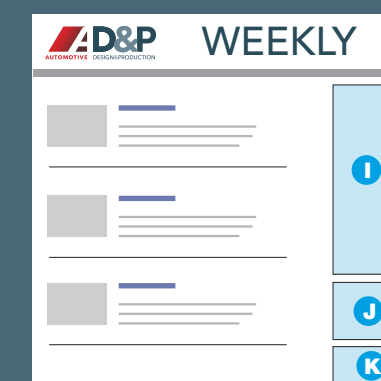


## AD&P WEEKLY Friday Distribution

**I LARGE BANNER AD**  
AVAILABILITY: (1) per issue (limit 1/ issue)  
• 120 x 360 | Format GIF/JPG | 72 dpi, 35K max  
INVESTMENT: \$1,500/mo. (3 month minimum)

**J MEDIUM BANNER AD**  
AVAILABILITY: (1) per issue  
• 120 x 90 | Format GIF/JPG | 72 dpi, 35K max  
INVESTMENT: \$1,000/mo. (3 month minimum)

**K SMALL BANNER AD**  
AVAILABILITY: (2) per issue  
• 120 x 60 | Format GIF/JPG | 72 dpi, 35K max  
INVESTMENT: \$800/mo. (3 month minimum)



## AD&P WEBINAR

Gain credibility in the marketplace while securing leads. Sponsoring a webinar through AD&P allows you to get in front of an audience that is actively seeking a solution to a problem your product can fix. Webinars include:

- Live webinar moderated by an AD&P editor
- Print advertisement in AD&P magazine
- Email invitations to AD&P audience
- e-Newsletter advertisement
- Custom lead report including all registrants

**INVESTMENT - \$5,000**

## AD&P e-PRINT

AD&P e-Prints are custom published email marketing messages featuring your company's published editorial content and up to three customizable sections. The message is sent to a select group of AD&P e-Newsletter subscribers.



**MINIMUM INVESTMENT - \$2,500**

## AD&P MONTHLY e-NEWSLETTER

Advertising in the AD&P Monthly e-newsletter offers you a consistent and effective way to reach your target audience and drive subscribers to your website.

More than 26,000 industry professionals and subscribers to ADandP.media Monthly receive news, business developments and updates on the automotive industry.



## WEEKLY FROM THE AD&P BLOG

Reach your audience every Friday by advertising in the Weekly on AD&P Blog, a weekly email update of key blog content.

**26,000+ Friday Weekly Circulation**  
**MINIMUM 3 MONTH COMMITMENT**





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**EVENTS**



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