

AUTOMOTIVE DESIGN *and* PRODUCTION

autofieldguide.com

Your Solutions to Selling to Automotive Buyers

2013 MEDIA PLANNER

Integrated Marketing Solutions
for Selling to the
Automotive Industry

**TOTAL
MONTHLY
AUDIENCE**

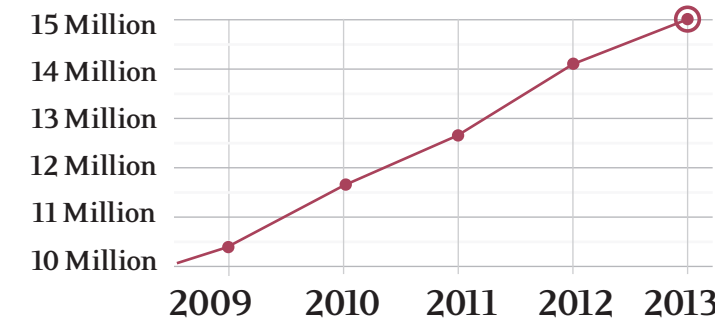
65,965+

AUTOMOTIVE DESIGN
and **PRODUCTION**

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(734) 416-9705
autofieldguide.com

FIELD GUIDE for AUTOMOTIVE MANAGEMENT

2013 Consumer Light Vehicle Sales
15 Million



2012 Forecasted Investments
\$7.455 Billion*
Metalcutting and metal
forming equipment

* 2012 Gardner Research Capital Spending Survey & Forecast

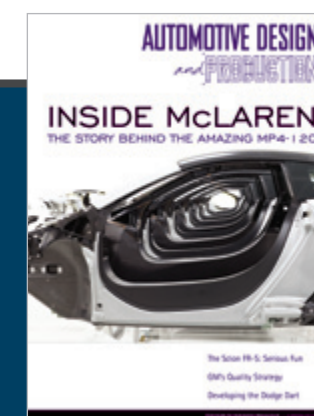
\$1.517 Billion
In Automotive

Light vehicle sales are forecast to increase for the fourth consecutive year. Original equipment manufacturers are investing in retooling and improving facilities to increase productivity and improve efficiency. This activity will positively impact product technology spending across all parts of the automotive supply chain.

Now is the time to capitalize on this activity by ensuring that your marketing message is not only reaching the right audience, but that it is also being presented in a context that engages buyers at multiple stages in the industrial buying cycle.

Automotive Design & Production is the one media brand invested in delivering your message in print, online, via email and in person to the right automotive audience at the right time. Most importantly, *AD&P* is committed to presenting that message in a way that is meaningful to automotive buyers.

PRINT



37,965
Subscribers

ONLINE



18,000+
Monthly Views

EMAIL



10,000+
Subscribers

EVENTS



Bonus Distribution
Special Coverage

TOTAL CIRCULATION

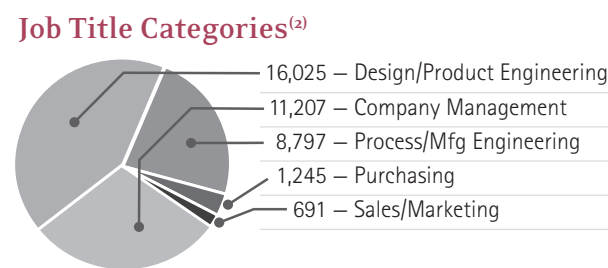
37,965⁽²⁾

19,759⁽¹⁾
Supplier
Circulation

18,206⁽¹⁾
OEM
Circulation

Automotive Components⁽¹⁾

Component	Circulation	Facilities
Powertrain	20,598	7,451
Interiors	18,579	5,986
Chassis	20,354	6,235
Electronics	17,410	5,693
Exterior	19,024	5,790



Production Processes⁽¹⁾

Process	Circulation	Facilities
High Speed Machining	20,855	7,239
CNC Operations	11,011	4,905
CAD/CAM	12,897	5,987
Inspection	6,574	2,492
Assembly	4,057	2,057

(1) Publisher's Count, June 2012 (2) June 2012 BPA

2013 Editorial Calendar – 9 Print Issues + 1 Digital Only

ISSUE	CLOSING DATE	FEATURED TOPICS	BONUS DISTRIBUTION
Jan/Feb	Ad Close: Jan 7 Materials due: Jan 14	• Powertrain • Robotics • ERP	• Automate
March	Ad close: Feb 6 Materials due: Feb 13	• Electronics • Plastics • Sensors	
April	Ad close: March 4 Materials due: March 11	• Metalcutting • PLM • Hybrid tech	• PMTS
May	Ad close: April 4 Materials due: April 11	• Interiors • Steel • ERP	• Great Designs in Steel • Eastec
June	Ad close: May 3 Materials due: May 10	• Safety • Advances in Manufacturing • Lasers	• amerimold
July Digital Only	Ad close: June 7 Materials due: June 14	• Advanced Internal Combustion Engines	
August	Ad close: July 8 Materials due: July 15	• EVs • Assembly • CAD	• Management Briefing Seminars
September	Ad close: August 5 Materials due: August 12	• Electronics • PLM • Quality	• Quality Expo • IMX
October	Ad close: Sept 6 Materials due: Sept 13	• Chassis • Design • CAD • 3D Scanning	• SEMA • WESTEC
Nov/Dec	Ad close: Nov 1 Materials due: Nov 7	• Powertrain • Advances in Materials • Telematics	• SPE Automotive Innovation Awards

“At Siemens PLM Software, *Automotive Design & Production* has become one of our top strategic business partners in reaching the automotive industry for our engineering software solutions. The team at AD&P works to understand our business needs and customizes their offerings to achieve our marketing and sales objectives with great success.”

> Jon Heidorn > Vice President
Marketing, Americas Siemens PLM Software

PRINT

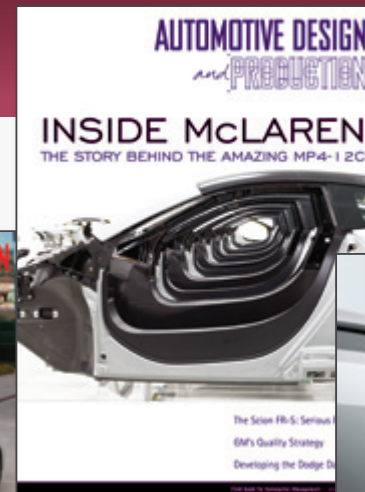
Automotive Design & Production is dedicated to helping OEMs and suppliers produce vehicles and components more efficiently. AD&P is the only magazine to address product and process development through the automotive supply chain. Our balanced circulation provides a unique audience for your advertising message. AD&P also delivers more management readers than our competition, along with a targeted base of design and manufacturing engineers and purchasing agents.

EVENTS

In-person events will be a vital portion of a balanced media strategy in 2013. Along with bonus distribution and special coverage, AD&P is co-sponsor of amerimold 2013.

CHECK THE AUDIT!

It is essential that your promotional campaign reaches the right people and *Automotive Design & Production* invests in quality circulation. With rich, in-depth information, BPA audits provide you with assurance and audience insights that you can turn into competitive advantage.



2013 Display Advertising Rates: 4 Color / Gross Rates

Integrated Media Bundles

For special *Integrated Media Bundle* pricing — contact your AD&P sales rep.

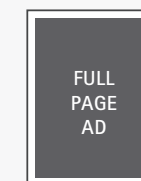
	1x	3x	6x	9x	18x
Full Page	\$6,695	\$6,200	\$5,700	\$5,400	\$5,150
1/2 Island	\$5,200	\$4,900	\$4,650	\$4,750	\$4,550
1/2 Page	\$4,450	\$4,250	\$4,050	\$3,850	\$3,650
1/3 Page	\$3,500	\$3,350	\$3,200	\$3,050	\$2,600
1/4 Page	\$3,100	\$2,975	\$2,875	\$2,775	\$2,375
Spread	\$9,500	\$9,100	\$8,700	\$8,300	\$7,800

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

Premium Cover Positions

Position	Rate
4 Color / Gross Rates	
Inside Front	\$7,100
Inside Back	\$7,300
Back	\$7,500

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)



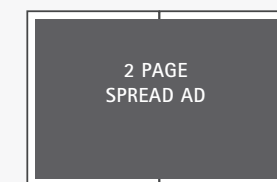
1/2 PG Vertical
3.25"W x 9.125"H
(83mm x 232mm)



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



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



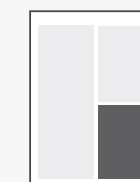
Bleed: 16.25"W x 11"H
(414mm x 281mm)
Trim: 15.75"W x 10.5"H
(400mm x 267mm)
Live area: 15.25"W x 10"H
(387mm x 254mm)



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



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



1/4 PG VERTICAL
3.25"W x 4.375"H
(83mm x 111mm)

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

- Upload files at:
<http://files.gardnerweb.com>
Recipient: Becky Helton (AD&P Advertising)
- Email files to: (5 MB max)
bhelton@gardnerweb.com
- Ship CD/proofs to:
Advertising Department
Automotive Design & Production
6915 Valley Ave
Cincinnati, OH 45244

Additional Advertising Information

Contact: Becky Helton
(513) 527-8800
bhelton@gardnerweb.com



Automotive Design & Production
autofieldguide.com

**AVERAGE MONTHLY
SITE VIEWS**

18,710+

**AVERAGE MONTHLY
VISITORS**

10,834+

“ We found *Automotive Design & Production's* online strategy to be comprehensive and easy to work with. The dollars we spent on the digital portion of our ad plan were very cost effective. The publication staff as a whole is an invaluable resource, offering ideas for new ways to present ourselves, innovative strategy and budget-friendly solutions. Their publication truly reaches all levels and strata of the automotive industry and is highly regarded within the industry. I cannot recommend strongly enough working with the team at AD&P to give your company an edge in the automotive industry. ”

Parris Hicks > Director of Marketing and Information Services > Leigh Fibers

Integrated Media Bundles

For special *Integrated Media Bundle* pricing — contact your AD&P sales rep.

Automotive Design & Production

BLOG

AVERAGE MONTHLY VIEWS **5,000+**

autofieldblog provides quick insights on automotive management and provides a unique advertising opportunity for an enlarged banner.



Automotive Design & Production

E-NEWSLETTER

Advertising in autofieldguide Monthly offers you a consistent and effective way to reach your target audience and drive subscribers to your website.



More than 10,000 industry professionals opt-in and subscribe to autofieldguide Monthly to receive news, business developments and updates on the automotive industry.

Automotive Design & Production

e-PRINT

AD&P e-Prints are custom published e-mail 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 opt-in subscribers.



MINIMUM INVESTMENT - \$2,500

Automotive Design & Production

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 opt-in audience
- E-newsletter advertisement
- Custom lead report including all registrants



INVESTMENT - \$5,000

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:
Design	Body	Latest Issue
Engineering	Chassis	Supply Side
Production	Electronics	
Management	Interiors	
Digital	Powertrain	
	Materials	

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

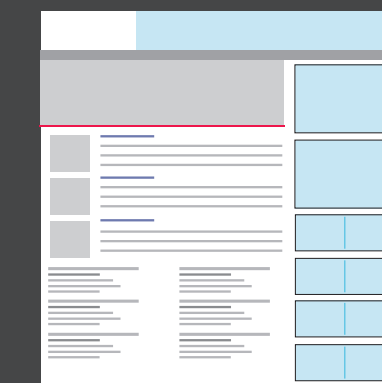
- A Leaderboard Ad**
- B Rich Media Ad**
- C Video Ad**
- D Hybrid Ad (Image/Text)**

- 3. RECEIVE** "complete" site coverage including:

ZONE EXCLUSIVITY: Exclusive Placement. Exposure within that particular ad option within the specific zone of choice.	HOME PAGE: Rotating Placement. Exposure within that particular ad placement on the site's home page.	BLOG PAGE: Rotating Placement. Exposure within that particular ad placement on the site's blog page.
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AD&P Online Ad Placement Options

autofieldguide.com



autofieldguide.com

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 & specifications
- Length: recommended 90 sec. (30 fps)
- INVESTMENT: \$1,250 gross per/mo.

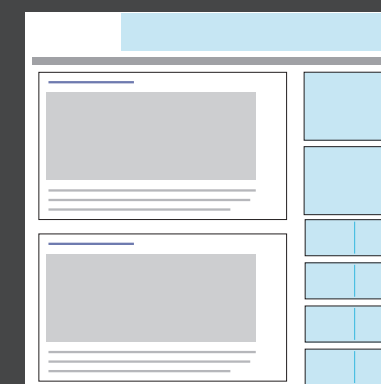
- D THE HYBRID AD**
- AVAILABILITY: (4) Per Zone
- SPECS: 300 x 100 (Static GIF/JPG/PNG)
- INVESTMENT: \$1,000 gross per/mo.



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HOME PAGE

ROTATING Ad Placement



autofieldguide.com

BLOG PAGE

ROTATING Ad Placement

When creating digital ads for AD&P, please request our ad specifications and guidelines from Becky Helton (bhelton@gardnerweb.com) or download them from gardnerweb.com

AD&P E-Newsletter

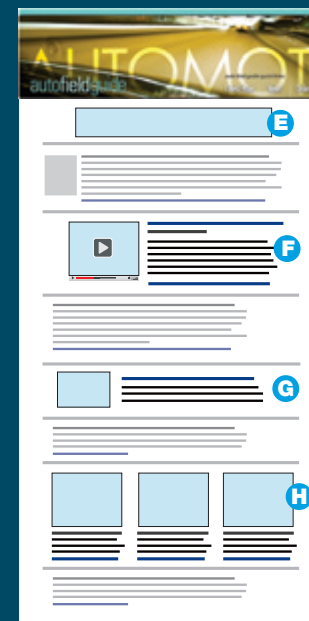
autofieldguide Monthly

- 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
- Resolution: 72 dpi | File Size: 40K
- Format: JPG/GIF (static)
- 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 | Format: JPG/GIF (static)
- Resolution: 72 dpi | File Size: 10K max
- Words: 4 lines of content | 45 characters per 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.



AUTOMOTIVE DESIGN and PRODUCTION

AUTOMOTIVE DESIGN & PRODUCTION

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Gardner Business Media, Inc.

AUTOMOTIVE DESIGN
and PRODUCTION

Modern
Machine
Shop

MoldMaking
TECHNOLOGY

PRODUCTION
Machining

PlasticsTechnology

PF PRODUCTS
FINISHING

CW COMPOSITESWORLD

COMPOSITES
TECHNOLOGY

HIGH-PERFORMANCE
Composites

Events

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2013

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PMTS
2013



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