



PRINT
 34,400+
 SUBSCRIBERS



ONLINE
 40,000+ IMPRESSIONS
 per month



EMAIL
 22,800+ SUBSCRIBERS



2019 EVENTS
 Amerimold, Additive Manufacturing
 Conference, AutoMobili-D Symposium



4-COLOR RATES

Effective January 2019

SPACE	1x	3x	6x	9x	18x	24x
FULL PAGE	\$7,650	\$7,450	\$7,130	\$6,800	\$6,350	\$6,050
1/2 ISLAND	\$5,900	\$5,700	\$5,500	\$5,350	\$5,100	\$4,900
1/2 PAGE	\$5,450	\$5,300	\$5,100	\$4,900	\$4,600	\$4,300
1/3 PAGE	\$4,050	\$3,900	\$3,650	\$3,500	\$3,300	\$3,100
1/4 PAGE	\$3,400	\$3,250	\$3,100	\$2,900	\$2,700	\$2,500
SPREAD	\$11,400	\$10,500	\$9,900	\$9,600	\$9,200	\$8,700

Automotive Design & Production will feature 2 digital issues in July and December. These issues will provide the same great editorial and layout as our regular printed version and allows the reader direct access to our advertisers with just one click.

COVER RATES

COVER PLACEMENT		
INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$8,000	\$7,800	\$8,200

DIGITAL RATES

SPACE	DIGITAL ADVERTISER ONLY	CURRENT PRINT ADVERTISERS
FULL PAGE, 4C	\$2,500	\$1,850
SPREAD, 4C	\$3,300	\$2,650

Home Page and Blog banners rotate on page refresh. Zone banner placements are static. For specifications and more information, please visit: GARDNERWEB.COM/adcentral



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

ISSUE	CLOSING DATES	FEATURED TOPICS	BONUS DISTRIBUTION
JANUARY	AD CLOSE: 12/10/18	Autonomy & Mobility Robotics & Automation	NAIAS/AutoMobili-D
FEBRUARY	AD CLOSE: 1/14/19	Assembly Technology Cutting Tools	
MARCH	AD CLOSE: 2/6/19	Powertrain Plastics	The MFG Meeting
APRIL	AD CLOSE: 3/4/19	Advances in Manufacturing Scanning	PMTS
MAY	AD CLOSE: 4/4/19	Steel Design	Great Designs in Steel EASTEC
JUNE	AD CLOSE: 5/6/19	Safety Additive Manufacturing	Amerimold
JULY Digital Only	AD CLOSE: 6/6/19	Industry 4.0 Lasers	
AUGUST	AD CLOSE: 7/8/19	ADAS Controls Technology	Management Briefing Seminars
SEPTEMBER	AD CLOSE: 8/5/19	Electronics Quality	WESTEC Quality Expo
OCTOBER	AD CLOSE: 9/5/19	Lightweighting High-Speed Machining	SPE Innovation Awards
NOVEMBER	AD CLOSE: 10/3/19	Powertrain Pressworking CAx	FABTECH
DECEMBER Digital Only	AD CLOSE: 11/4/19	PLM Adhesives	

*The biggest impact for
building your brand.*



ADandP.media Ad Placement Options

LEADERBOARD AD

- **AVAILABILITY:** (1) Per Zone
- **SPECS:** 728 x 90 (static GIF/JPG)
- **INVESTMENT:** \$1,750 per/mo

VIDEO AD

- **AVAILABILITY:** (1) Per Zone
- **SPECS:** Please contact your advertising manager for requirements and specifications
- **LENGTH:** recommended 90 sec. (30 fps)
- **INVESTMENT:** \$1,250 per/mo

HYBRID AD

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

*All ads rotate on home page and blog

AD&P WEEKLY Blog E-Newsletter

LEADERBOARD BANNER AD

- **AVAILABILITY:** (1) per issue
- **SPECS:** 600 x 160 | Format GIF/JPG 144 dpi, 35K max
- **INVESTMENT:** \$1,500 per/mo.

BUTTON AD ON E-NEWSLETTER

- **FREQUENCY:** Weekly Friday delivery
- **SPECS:** 120 x 100 | Format GIF/JPG 144 dpi
- **INVESTMENT:** \$500 per/mo.

AD&P MONTHLY E-Newsletter

LEADERBOARD AD

- **AVAILABILITY:** (1) per edition
- **SPECS:** 600 x 160 | Format GIF/JPG 144 dpi, 35K max
- **INVESTMENT:** \$1000 per/ed

VIDEO AD

- **AVAILABILITY:** (4) per edition
- **SPECS:** Image Size: 300 x 250 pixels, JPG/GIF (static) Resolution: 144 dpi | File Size: 40K
- **WORDS:** 50 (250 characters max.)
- **INVESTMENT:** \$1000 per/ed

TECHNOLOGY SOLUTIONS AD (IMAGE/TEXT)

- **AVAILABILITY:** (4) per edition
- **SPECS:** Image Size: 300 x 250 pixels, JPG/GIF (static) Resolution: 144 dpi | File Size: 10K max
- **TITLE:** 50 characters max
- **BODY COPY:** 200 characters max
- **INVESTMENT:** \$750 per/edition

ADP MONTHLY ACTIVITY

- Open Rate: 17.9%
- Click Through Rate: 1.56%
- Click To Open Ratio: 8.66%

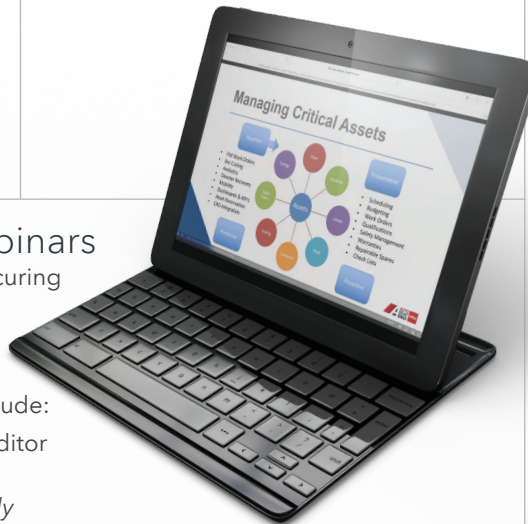
For advertising information, please contact:

Publisher, Mike Vohland
MVohland@ADandP.media

Advertising Manager, Robin Padgett
RPadgett@ADandP.media

For specifications and more information, please visit:

GARDNERWEB.COM/adcentral



AD&P & AutoBeat Daily Webinars

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, banner advertisement on AutoBeat Daily
- Email invitations to both AD&P and AB circulations
- E-Newsletter advertisement
- Custom lead report including all registrants
- All Gardner Business Media rules apply

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: \$5,000

TOTAL
MONTHLY
AUDIENCE

94,300+

PRINT 34,400+

WEB 40,000+

EMAIL 22,800+

Automotive Design & Production is geared to reaching the men and women in the auto industry who design, develop and produce parts, components, systems, and vehicles. The designers who create the product. The engineers who figure out how it can be produced. The manufacturers who are responsible for making it. The managers who sign off on the investment. As automotive has become holistic, with people within specific functions working with those who are outside their departments or even companies, so too has AD&P.



IN PRINT

WHAT OUR SUBSCRIBERS DO:

PRODUCTION PROCESSES		
	CIRCULATION	FACILITIES
High Speed Machining	16,787	8,090
CNC Operations	18,211	9,036
CAD/CAM	19,073	9,488
Inspection	17,449	8,527
Additive Manufacturing	16,038	7,592
Robotics	11,323	4,705

AUTOMOTIVE COMPONENTS		
	CIRCULATION	FACILITIES
Powertrain	18,912	10,189
Interiors	16,696	8,401
Exterior	16,743	8,513
Chassis	17,403	8,996
Electronics	16,976	9,121
Advanced Mobility	6,466	2,689

JOB TITLE CATEGORIES:

Company Management/ Corporate Executive	13,308
Design/Product Engineering	9,998
Process/Mfg Engineering	8,762
Sales/Marketing: 1,075	
Purchasing: 972	

KEY CIRCULATION BY OPERATIONS PERFORMED:

OEM	14,837
Supply Chain	18,804

ONLINE

WEBSITE
ADandP.media

AVERAGE MONTHLY IMPRESSIONS
40,000+

E-NEWS
AD&P Monthly

FREQUENCY:
Monthly

DISTRIBUTION:
22,800+
opt-in subscribers

BLOG
AD&P Weekly
New Blog eNewsletter

AVERAGE IMPRESSIONS PER MONTH:
26,000+





CONTENT MARKETING

Build Brand and Generate Leads

WHAT IS CONTENT MARKETING?

Your story, presented by *Automotive Design & Production*.

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

WHY CONTENT MARKETING?

INCREASE BRAND AWARENESS

As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.

CONTENT MARKETING CAMPAIGNS INCLUDE:

STEP 1: CONTENT CREATION

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- Our custom content team will edit your content to bring it in line with our standards. Or, for an additional fee, we will create the content on your behalf.
- Your content appears on the site for 12 months.
- Options include text, images, video, links to product information and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION

- **AD&P SITE COVERAGE**
 - Homepage display of your Sponsored Content
 - "Related Story" promotion on relevant articles
- **AD&P E-NEWSLETTER PUSH**
 - AD&P Monthly
 - AD&P Weekly
- **AD&P SOCIAL MEDIA CAMPAIGN**
 - Paid promotion on Facebook, Twitter, LinkedIn

STEP 3: CAMPAIGN ANALYTICS

Our team will create a report detailing the performance of your program, so you see your investment at work.

CONTENT MARKETING ADVERTISING RATES

SOLD IN 3 CONSECUTIVE MONTH INCREMENTS

INVENTORY: 4 per month / Max. 2 per customer per year

COST: \$6,000 per month, gross

OPTIONAL: Article development fee of \$1,000 net

OPTIONAL: Direct Email Promotions (\$1.00 per name)



Automotive Design & Production will feature two digital issues in 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.

In 2019, two digital editions will deliver direct to the inboxes of AD&P subscribers and will receive digital promotion across Gardner Business Media titles.

DIGITAL EDITION BENEFITS:

- Email distribution to more than 30,000 automotive professionals
- Integrated promotion via multiple media channels including *Modern Machine Shop* and *Plastics Technology*
- Advertisers will receive first refusal rights for future digital editions
- Digital editions are live and offer one-click access to your company's website
- Special advertising formats include video and animation

AD&P MONTHLY

- Direct distribution to more than 30,000 automotive professionals
- Featured placement on monthly AD&P e-newsletter



AD&P ONLINE

- Feature position on main page of ADandP.Media
- Month-long feature at ADandP.Media/articles
- Archived on ADandP.Media

AD&P BLOG

Featured blog post announcing digital edition



EXTENDED REACH

Promotion to audience of *AutoBeat Daily*

2019	DIGITAL ONLY ADVERTISERS	CURRENT PRINT ADVERTISERS
FULL PAGE, 4C 1 ISSUE	\$2,500	\$1,950
FULL PAGE, 4C 2 ISSUES	\$2,000	\$1,700
SPREAD, 4C 1 ISSUE	\$3,350	\$2,650
SPREAD, 4C 2 ISSUES	\$2,800	\$2,400

AD UPGRADES

- **TABS** = \$250 (*Limited Quantity Available*)
- **VIDEOS** = \$500
- **ANIMATION** = \$500

PREMIUM POSITIONS

- AD&P Digital Only Sponsorship
- Ad facing front cover or belly-band
- Front cover sticker or post-it note
- Inside Front Cover



Showcase your company's knowledge and leadership on important industry topics!

**WHAT YOU'LL GET WITH
YOUR INVESTMENT IN AN
AD&P WEBINAR:**

EMAIL

Customized email invitations to 10,000 AD&P subscribers

E-NEWSLETTER

Event Promotion within AD&P e-newsletter

PRINT

Event Promotion within AD&P magazine

LEAD GENERATION

Customized lead reports

TECH SUPPORT

Webinar hosting and support

MODERATOR

Editor as moderator



PRICE:

\$7,500

(INCLUDES 90 DAY ARCHIVING)

Consider a dynamic and interactive webcast forum for discussing today's timely and compelling issues with YOUR target audience.

**FOR MORE INFORMATION ON RATES AND AVAILABILITY,
CONTACT YOUR AD&P REPRESENTATIVE.**



Audience

2019 MEDIA GUIDE



What is AutoBeat Daily?

AutoBeat Daily is an online digest of the day's most important business news that affects the global auto industry. Written specifically for industry executives, and seen by executives in dozens of top automotive companies, AutoBeat Daily offers succinct insights that are updated daily in the fields of finance, trade, M&A, law, regulation, technology, mobility and more.



TOP SUBSCRIBING COMPANIES

- AVL North America
- BorgWarner
- Dassault Systemes
- EY
- Fiat Chrysler Automobile
- Ford
- General Motors
- Goodyear Tire & Rubber
- Magna International
- Mahle
- Penske Automotive
- PPG
- Robert Bosch
- Schaeffler Group
- Toyota
- Yazaki North America

AUDIENCE

TITLES

TOTAL CIRCULATION: 100,000
 AUTOMOTIVE OEMS: 23,000
 AUTOMOTIVE SUPPLIERS: 43,000
 MANAGEMENT CONSULTANT/SERVICES: 17,000
 OTHER: 17,000

C-LEVEL, PRESIDENT, MANAGEMENT: 50,000
 ENGINEERING: 30,000
 OTHER: 20,000



Offering an uncluttered and direct channel to more than 100,000 readers, *AutoBeat Daily* is the platform to make an impression, convey a point of view, present capabilities or announce new products.

In partnership with *Automotive Design & Production* and the Advanced Mobility project, *AutoBeat Daily* makes up the Gardner Business Media Automotive Group. Exclusive marketing partnerships are available today to help you grow your business.



ONLINE

59,000+ IMPRESSIONS per month

FEATURES

- A** Public and premium content options
- B** High-profile, high-impact sponsorships
- C** Assimilation of domestic and international content

AUTOBEAT DAILY EMAIL

B LEADERBOARD BANNER	VIDEO AD	D BANNER AD
SIZE: 600 × 160 pixels @ 144 DPI FILE TYPE: JPG/PNG	SIZE: 300 × 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY: 200 characters max PLAY BUTTON: Please do not include a play-button with your artwork. We will add this graphic within our workflow.	SIZE: 300 × 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY: 200 Characters Max
One week \$1,000	One week \$750	One week \$500

WEBINARS

Promotion through both *AutoBeat Daily* and *Automotive Design & Production*. Webinar package includes a print ad in *Automotive Design & Production* and a banner ad on *AutoBeat Daily*. *AutoBeat* Publisher Editor-in-Chief, Bill Hampton is available to moderate.

Per Webinar
\$7,500

Sent to all *AutoBeat Daily* subscribers, subscribing companies and 20,000 qualified automotive professionals subscribed to Gardner Business Media properties, the *AutoBeat Daily E-Newsletter* delivers the top automotive industry news direct to the desktop and mobile devices first thing each morning.

The email includes images, headlines, summaries and display advertisement. The audience includes automotive management and design titles from *Automotive Design & Production*. An advertisement in the *AutoBeat Daily E-Newsletter* is an opportunity to develop your brand while keeping your marketing message top-of-mind to thousands of automotive industry influencers.



EMAIL

Delivered to 20,000+ per week

NEW FOR 2019

PLEASE NOTE OUR E-NEWSLETTER ARTWORK SIZES & SPECS HAVE CHANGED:

E-Newsletters displayed on mobile devices have a higher screen resolution, and images are viewed larger. With our new responsive e-newsletter designs for mobile and desktop, we require higher pixel counts for artwork.



DAILY E-NEWSLETTER ADVERTISING

Advertising opportunities with our daily notification email.

DAILY EMAIL			
LEADERBOARD BANNER	(1 per issue)	VIDEO AD	(4 per issue)
SIZE: 600 x 160 pixels @ 144 DPI FILE TYPE: JPG/PNG		SIZE: 300 x 250 pixels @ 144 DPI FILE TYPE: JPG/PNG TITLE: 50 characters max BODY: 200 characters max PLAY BUTTON: Please do not include a play-button with your artwork. We will add this graphic within our workflow.	
One week per month	\$2,000	One week per month	\$1,000
Two weeks per month	\$1,500 per week	Two weeks per month	\$750 per week
Full month	\$5,000	Full month	\$2,000

CUSTOM SPECIAL REPORT

Let our exceptional editorial team create a Special Report exclusively for your company. You'll work with our team to include special product news and developments, interviews with industry executives, and any news you wish to share with our audience. A strong marketing component that can be used in a multitude of ways—from e-blasting to your database, posting on your website for downloading, and/or launch at an event you may be exhibiting at for print distribution. We will also blast this out to our database and add it to our resource area.

VIDEO INTERVIEW

Each week, we display a featured video which is typically an interview with Bill Hampton and the executive of your choice. Often, our clients expand on the content in a Viewpoint with their video, both debuting the same week. We can supply what you need to post the video on your own website. An e-blast will be sent to our database pushing them to watch the video. After the video is featured on the *AutoBeat Daily* site for one week, it will be archived in a searchable video library. (No rate change)

RATE: \$5,000

VIEWPOINT

One of our most powerful marketing tools and a top favorite with established clients is the Viewpoint. Done in a Q&A format, this 800 word advertorial reads and looks like a special report. The interview is done by our editor-in-chief Bill Hampton and the executive of your choice and allows you to share your corporate or product news. Once published, it will move to our library archives and you will be provided with a PDF to use for your own marketing needs. An e-blast is sent to all *ABD* subscribers along with an additional automotive database of about 20,000.

RATE: \$8,500

EDITORIAL SPONSORSHIP

Your company can choose to become the sole sponsors of all monthly editorials created by *AutoBeat Daily's* Bill Hampton and Steve Plumb. Your company's logo will be featured in a special section of the *AutoBeat Daily* site, giving you unique exposure to the informed automotive audience of *AutoBeat Daily*. In addition, all editorials will be archived in a searchable database, and will feature your company's information in perpetuity.

RATE: \$15,000

EVENT SPONSORSHIPS

AutoBeat Daily offers several ways you can sponsor an event hosted by us. Our event sponsors receive exceptional exposure through marketing, invitations, signage and podium mentions.

AutoMobili-D: We plan on returning for the third AutoMobili-D program in January 2019. Our presence will include a symposium on the latest mobility trends. We also host a hospitality suite with several sponsorship options. In addition, *AutoBeat Daily* and *AD&P* will also offer sponsorship opportunities through the show's directory.

MBS: *AutoBeat Daily* hosts several after conference-hours events; from open-invitation parties that have drawn in excess of 250 attendees, to smaller invitation-only dinner

events that allow sponsors and us to interact with a choice, focused group of automotive professionals. We are also able to distribute recent print collateral from our exhibit booth (with Publisher approval).

NAIAS: We plan on returning for the second AutoMobili-D program in January 2019. This will include a 6-person panel discussion on the large public stage in the atrium. We also host a hospitality suite with several sponsorship options.

SUBSCRIPTION RATES

- Individual: **\$300** per year
- Corporate*: (allows access for your entire global team)
 - 0-50: **\$1,500**
 - 51-100: **\$2,500**
 - 101-500: **\$3,500**
 - 501-1,000: **\$4,500**
 - 1,001 - 5,000: **\$6,500**
 - 5,001+: **\$9,500**

*Subscriptions/per year

EXECUTIVE DINNERS

Executive Dinners are a favorite - curating a guest list with about 15 high level executives for an evening of great food, conversation and networking. These events are off-the-record conversations about a topic of the sponsor's choice. They are moderated by *AutoBeat Daily's* Bill Hampton. Our website (www.autobeatdinners.com) allows for easy sign up and registration and allows us to communicate to a large pool of industry executives about upcoming events. Sponsoring an Executive Dinner gives you unique access to some of the finest automotive minds in the industry!

