The best resource for reaching automotive professionals with your marketing message.

DIGITAL
709,000+*
AUTOBEATONLINE.COM

EMAIL
40,000+
SUBSCRIBERS

PRINT
33,000+
SUBSCRIBERS

* Estimated page views for new site, based on current 2019 stats from ADandP.media and AutoBeatDaily.com*
The AutoBeat Group gives your company the opportunity to access the most active and engaged automotive-minded audience in the industry.

AutoBeat is a trusted brand in automotive media, relied upon for consistently convenient and compelling news from the industry. Our magazine, Automotive Design & Production, is enjoyed by over 33,000 readers, most of which fall into three categories: Company Management & Executives; Design & Product Engineers; and Process Engineers.

**OPERATIONS PERFORMED**

<table>
<thead>
<tr>
<th>OPERATIONS PERFORMED**</th>
<th>SUBSCRIBERS</th>
<th>PLANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powertrain</td>
<td>17,581</td>
<td>10,453</td>
</tr>
<tr>
<td>Chassis</td>
<td>16,567</td>
<td>9,656</td>
</tr>
<tr>
<td>Electronics</td>
<td>16,124</td>
<td>9,569</td>
</tr>
<tr>
<td>Exterior</td>
<td>15,778</td>
<td>9,037</td>
</tr>
<tr>
<td>Interiors</td>
<td>15,647</td>
<td>8,793</td>
</tr>
<tr>
<td>Advanced Mobility</td>
<td>7,562</td>
<td>3,839</td>
</tr>
</tbody>
</table>

**Publisher’s count as of June 2019

**TOP AD&P SUBSCRIBERS**

AD&P magazine is received by 48 of the 50 top automotive suppliers in the world, giving you an audience of the most important buyers in the industry.

- Ford
- Robert Bosch
- Fiat Chrysler
- Denso Corporation
- General Motors
- Magna International Inc.
- Toyota
- Continental
- Honda
- ZF Friedrichshafen
- Aisin Seiki Co.
- Lear Corp.
- Faurecia
- Valeo
- Yakazi Corp.

According to the 2020 Metalworking Capital Spending Survey by Gardner Intelligence, U.S. metalworking facilities will spend just under $7 billion on new machine tools, a decrease of almost 5% from 2019. Facilities directly involved in the automotive industry account for $1.25 billion which is more than any other end market.

$6.993 Billion
Automotive industry insight from the experts.

ONLINE
Our integrated website delivers videos, daily news updates, tech reports analysis, commentary, vehicle tests and more. It’s backed up by email updates and weekly tech reports that offer more channels for your message.

EDITORIAL STAFF

GARY VASILASH, Editor in Chief, AutoBeat Group
gsv@autobeatonline.com

BILL HAMPTON, Editor, AutoBeat Daily
bhampton@autobeatonline.com

STEVE PLUMB, Senior Editor
splumb@autobeatonline.com

JANN BOND, Managing Editor
jbond@autobeatonline.com

IN PRINT
Our bimonthly “hard copy” reports deliver in-depth stories and provide an excellent forum in which to showcase your contribution to the trends and technologies that are reshaping the auto industry and the world’s concept of personal mobility.

SOCIAL
Our editorial team extends the reach of our online and print products by connecting directly with an enthusiastic and inquiring social readership. AutoBeat editors are sharing their exceptional knowledge and insight into all things automotive.

CONTRIBUTORS

SCOTT ANDERSON
Emerging Technology Expert

RAY CHALMERS
Manufacturing Technology Expert

PAUL EICHENBERG
Corporate Strategy Expert

CHRISTOPHER SAWYER
Automotive Technology Expert

SATNAM SINGH
Asia Correspondent

DANIEL STURGES
Mobility Expert
Published six times per year, *Automotive Design & Production* is dedicated to providing automotive professionals—designers, engineers, executives—with the latest information related to what’s going on in the auto industry today—and what advances are being made as the industry transitions to one where vehicles are connected, autonomous, shared, and electrified. This coverage looks at the end products as well as the various technologies that go into creating them, from digital tools to materials to factory equipment.

**AD&P 2020 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>ISSUE (CLOSING DATE)</th>
<th>EDITORIAL FOCUS</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY (1/3/20)</td>
<td>Advanced Manufacturing</td>
<td>MFG</td>
</tr>
<tr>
<td></td>
<td>Trends In Robotics</td>
<td></td>
</tr>
<tr>
<td>APRIL (3/2/20)</td>
<td>Propulsion Systems: The ICE</td>
<td>RAPID + TCT</td>
</tr>
<tr>
<td></td>
<td>Materials Matter: Advances in Steel</td>
<td>GREAT DESIGNS IN STEEL</td>
</tr>
<tr>
<td></td>
<td>Interiors and Electronics: Seating Systems Today</td>
<td></td>
</tr>
<tr>
<td>JUNE (5/1/20)</td>
<td>Smart Mobility: V2X</td>
<td>NAIA</td>
</tr>
<tr>
<td></td>
<td>Materials Matter: Advances in Lightweighting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>NAIA 2020</td>
<td></td>
</tr>
<tr>
<td>AUGUST (7/1/20)</td>
<td>Propulsion Systems: Hybrids</td>
<td>MANAGEMENT BRIEFING SEMINARS</td>
</tr>
<tr>
<td></td>
<td>Means of Production: Metalcutting Trends</td>
<td>IMTS</td>
</tr>
<tr>
<td></td>
<td>IMTS 2020</td>
<td></td>
</tr>
<tr>
<td>OCTOBER (9/3/20)</td>
<td>Advanced Manufacturing Technologies: Laser Technology</td>
<td>CAMX</td>
</tr>
<tr>
<td></td>
<td>Smart Mobility: Sensors &amp; Processors</td>
<td>FORMNEXT</td>
</tr>
<tr>
<td>DECEMBER (11/2/20)</td>
<td>Interiors and Electronics: UX Trends</td>
<td>FABTECH</td>
</tr>
<tr>
<td></td>
<td>Means of Production: Pressworking</td>
<td></td>
</tr>
</tbody>
</table>

**RECURRING AD&P EDITORIAL COVERAGE**

**PROCESS + APPLICATION**

**DESIGN**

We talk to the designers who create products and look at some of the tools they use.

**ENGINEER**

The chief engineers of various vehicle programs know that AD&P is interested in what they’ve accomplished.

**PRODUCE**

There is an increasing array of technologies for manufacturing products, everything from IoT-enabled machines to additive processing equipment.

**MOBILITY**

What are the approaches that are being taken to realize a different approach toward transportation? We find out.

**AUTOMATION**

Vehicles are becoming more aware of their environment. How is this happening and what are the key things to know?

**ELECTRIFICATION**

There is no question that the internal combustion engine will continue for some time—but there is also no question that there will be an important electrical component.

**MATERIALS**

The auto industry is transforming from a material monoculture—one primarily predicated on steel—to a mixed materials approach.

**ADVANCED TECHNOLOGY**

Whether it is a processor the size of a fingernail that is running complex algorithms for vehicle sensing or a laser processor that allows surface texturing for improved performance, we cover it.
Now is your chance to get in on the ground floor of something big.

The automotive industry is at the start of a major transformation and so are we. Our new integrated format combines the best of AutoBeat and Automotive Design & Production, providing unparalleled expertise and insight.

Placing your message next to high quality content builds trust and credibility with other key influencers in a dynamic market. There’s never been a better opportunity to help drive the conversation and become a pivotal thought leader.
The benefits of investing in your brand with AutoBeat’s AD&P aren’t limited to the pages of the magazine or the click of a mouse. Each year we design dozens of client-specific opportunities. Special positions in the magazine, content specific supplements, featured digital content, or anything you can dream up are all within reach.

Contact your sales rep to get started.

Make sure your company stands out from the crowd.
The brand new AutoBeatOnline.com—launching January of 2020—combines the convenience of AutoBeat Daily news with the compelling long-form features and industry insight of Automotive Design & Production.

Our audience-focused digital media products offer flexibility unparalleled in the industry. Place your branding and messaging alongside quality related content with a larger footprint than ever before.

AutoBeatOnline.com

TOPICAL ZONES

MOBILITY
Autonomous Vehicles
Car/Ride Sharing
Connectivity
Intelligent Transportation Systems
Infrastructure

PROPULSION
EV-Hybrid
Batteries
Alternative Fuels
Diesel
Electric Vehicles
Fuel Cells

INTERIORS & ELECTRONICS
Electronics
On Board
Interior

MATERIALS & LIGHTWEIGHTING
Aluminum
Carbon Fiber
Composites
Plastics
Steel
Titanium

DESIGN
Simulation
Virtual Reality
Rapid Prototyping
Cax
Finite Element Analysis
PLM
AI (artificial intelligence)

PRODUCTION
Facilities
Additive Manufacturing
Finishing
Machining
Quality
Assembly
Automation/Robotics
IoT (Internet of Things)

MANAGEMENT
Economics
Finance
Labor
Sales
Legal
Marketing
Regulations

WEB PACKAGES

HOME PLUS PACKAGE (Limit 4)
LEADERBOARD - Home Page
BILLBOARD - Home Page and Run of Site
SQUARE - Run of Site
INVESTMENT: $3,500 gross/month

UNIVERSAL PACKAGE
BILLBOARD - Run of Site
SQUARE - Run of Site
INVESTMENT: $2,500 gross/month

ZONE TARGETING PLUS PACKAGE
LEADERBOARD - One Zone of Choice
BILLBOARD - One Zone of Choice
SQUARE - Run of Site
INVESTMENT: $1,750 gross/month

ZONE COVERAGE PACKAGE
SQUARE - All Zone Pages
INVESTMENT: $1,000 gross/month
AUTOBEAT DAILY E-NEWSLETTER

The Pulse of the Industry
Five days a week, the AutoBeat Daily e-newsletter provides a look at what’s happening in the auto industry—and just as importantly, what it means. Not just a compilation of random news but a concise, compelling look at developments happening in the global auto industry.

DELIVERS DAILY TO 40,000+ READERS
FREQUENCY: DAILY DISTRIBUTION

AD FORMATS
A LEADERBOARD
SIZE: 600 x 160 px
INVENTORY 1/issue (5/week)
FULL MONTH: $10,000 gross / HALF MONTH: $5,000 gross

B LANDSCAPE
SIZE: 600 x 250 px
INVENTORY 4/issue (20/week)
FULL MONTH: $4,000 gross / HALF MONTH: $2,000 gross

AUTOBEAT DRIVER E-NEWSLETTER

The Technology that Drives the Industry Forward
The global auto industry isn’t just about vehicles but materials, components, systems, processing equipment, digital tools...and a raft of other technologies. Each week the AutoBeat Driver e-newsletter will provide a look at this tech to help keep readers ahead of the fast-moving curve.

DELIVERS WEEKLY TO 40,000+ READERS
FREQUENCY: WEEKLY DISTRIBUTION

AD FORMATS
A LEADERBOARD
SIZE: 600 x 160 px
INVENTORY 1 per issue
MONTHLY RATE: $3000 gross

C VIDEO/TECHNOLOGY SOLUTIONS AD
SIZE: 300 x 250 px
INVENTORY 6 per issue
MONTHLY RATE: $2000 gross

FOR ADVERTISING INFORMATION CONTACT:
CRAIG BIERLEY | Brand Director | 248-433-6183 | CBierley@AutoBeatOnline.com

AutoBeatOnline.com
Drive leads while showcasing your company’s knowledge and leadership.

STANDARD AUTOBEAT WEBINARS

AUTOBEAT SITE COVERAGE: Home page display of the webinar with your branding; “Related Story” promotion on relevant articles, web banners advertising the upcoming webinars

E-NEWSLETTER PUSH: Promotion of the webinar and your sponsorship in AutoBeat Daily and AutoBeat Driver

AUTOBEAT SOCIAL MEDIA CAMPAIGN: Mix of organic campaigns on Facebook, Twitter, LinkedIn and Instagram

LEAD GENERATION: Customized lead report

WEBINARS 2020 INVESTMENT

$7,500 / GROSS

Attendance is limited to 1,000. Topic and schedule subject to publisher approval.

SPECIAL ENGAGEMENT WEBINARS

Position your brand alongside one of the AutoBeat editorial team’s 6 special engagement webinars in 2020. We create the content, market the webinar with your branding, and host the interactive webinar with industry leading voices highlighting YOUR messaging. This limited series offers the opportunity to position your brand as a thought leader and take home valuable leads without the burden of content creation.

WEBINAR SPOT PROMOTION

60 second promotional spot at the opening of the webinar. Highlight your services and technology to an engaged audience.

EDITORIAL SCHEDULE

(CLOSING DATE)

JANUARY/FEBRUARY (12/1/19)
Additive—Prototyping & Beyond

MARCH/APRIL (2/2/20)
Why Steel Still Matters

MAY/JUNE (4/1/20)
Advanced Sensor Strategies

JULY/AUGUST (6/1/20)
The Importance of Simulation

SEPTEMBER/OCTOBER (8/3/20)
Aluminum Structures for EVs

NOVEMBER/DECEMBER (10/1/20)

SPECIAL ENGAGEMENT WEBINARS INVESTMENT

$7,500 / GROSS
Reach active, qualified buyers with an AutoBeat IN BRIEF.

An IN BRIEF eprint delivers your message to permission-based subscribers. Instead of being presented as an unsolicited advertisement, eprint advertisers appear as technology providers and thought leaders.

Your investment with an AutoBeat IN BRIEF eprint will provide:

**PROMOTIONAL LIST**
The eprint promotional list is an active audience with a stated preference to receive information about new product and process technology via email.

**DEMOGRAPHICS**
Demographic selection is available in a limited capacity.

**CONTENT**
Choose up to 5 content sections, including featured editorial, custom sections, and a company-based call to action.

**ANALYTICS**
Eprint advertisers will receive sent, deliver, open, read, total click, unique clicker and CTOR data. Recipient contact data will not be included.

2020 EPRINT INVESTMENT
$1 / PER EMAIL
$.50 / PER EMAIL - with purchase of AutoBeat Viewpoint or Techpoint (Minimum 2,500 names)
Content marketing is high quality editorial crafted to engage your audience and position your brand as a thought leader.

**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.
Feature your brand alongside our editorial content, providing readers a deeper insight to your company’s thought leadership, processes and technology.

**TECHPOINT**

Showcase a *product or technology* from your company and explain how your company will impact the ever-changing automotive market.

**FREQUENCY:** Appears in AutoBeat Driver Weekly Technology E-newsletter once, appears in AD&P print edition once.

$9,500 / GROSS

**VIEWPOINT**

Feature a *member of your company* in a Q&A with our own Bill Hampton, providing expert insight and analysis on a topic of your choosing.

**FREQUENCY:** Appears in AutoBeat Daily e-newsletter 4 times.

$9,500 / GROSS

CUSTOM CONTENT OPPORTUNITIES

$5,500 (GROSS / PER MONTH)

Sold in 3 Consecutive Month Increments

**INVENTORY:** 4 SLOTS PER MONTH

Max 2 per customer per year

**OPTIONAL SERVICES**

- Article Development, additional $1,000 net
- Direct Email Promotions, additional $1 / Name

**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.
- A member of our 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 at least 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as white papers.

**STEP 2: CONTENT PROMOTION**

- **AutoBeat Site Coverage**
  - Homepage display of your Sponsored Content
  - “Related Story” promotion on relevant articles
- **AutoBeat E-newsletter Push**
  - AutoBeat Daily or AutoBeat Weekly
- **AutoBeat 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.

FOR ADVERTISING INFORMATION CONTACT:
CRAIG BIERLEY | Brand Director | 248-433-6183 | CBierley@AutoBeatOnline.com

AutoBeatOnline.com
SAE WCX
Detroit, MI | April 2020
SAE’s annual world congress in Detroit is considered a must-attend for automotive engineers worldwide. AutoBeat can coordinate your company’s timely news announcements, our online and print channels, and coordinated email blasts.

Our editors will be on site to shoot fast-paced video interviews with technology leaders in the auto industry, which receive high-level promotion throughout AutoBeat’s many digital and print channels.

NORTH AMERICAN INTERNATIONAL AUTO SHOW
Detroit, MI | June 2020
NAIAS, which attracts more than 5,000 journalists from around the world, is North America’s premier venue at which to make news. This year’s show adds an entirely new dimension, as it shifts from January to June, doubles its footprint and spreads throughout downtown Detroit with hands-on outdoor activations, displays and special events.

AutoBeat’s editorial team will be on site throughout Preview Week. We plan a show guide with several sponsorship options.

CAR MANAGEMENT BRIEFING SEMINARS
Traverse City, MI | August 2020
The Center of Automotive Research’s annual Management Briefing Seminars is an essential event for North American auto industry executives, providing a perfect backdrop for networking, industry discussion, and presentations from the finest minds in the industry.

AutoBeat will conduct a full day of video interviews on site, as well as host our legendary evening social event during MBS. Sponsorship packages are available for this well-attended highlight event of the week.

IMTS
Chicago, IL | Sept 2020
The International Manufacturing Technology Show is the world’s premier manufacturing event, bringing tens of thousands of the world’s biggest leaders and buyers in the fields of machine tools, computers, controls, software, components, systems, and processes.

AutoBeat’s parent company, Gardner Business Media, will have a large presence at the show, including a high visibility presentation booth, where AutoBeat’s various properties will be distributed to thousands of potential buyers in the automotive markets.
NATIONAL OFFICES/SALES REPRESENTATIVES:

CRAIG BIERLEY
Brand Director
CBierley@AutoBeatOnline.com
248-433-6183

MICHIGAN/NORTHERN CA & NW/NORTHEAST
MARIANNE SCHRODE
Strategic Relations
mschrode@gardnerweb.com
313-770-1477

PITTSBURGH/SOUTHEAST
ANTHONY PAVLIK
Regional Vice President
apavlik@gardnerweb.com
917-838-8734

MIDWEST/SOUTHERN CALIFORNIA & SW/SOUTHEAST
RYAN GEOGHEGAN
rgeohegan@gardnerweb.com
513-508-0863

EUROPE
EDDIE KANIA
ekania@gardnerweb.com
44-1663-750242

AutoBeatOnline.com