



*The Pulse of the Automotive Industry*

## 2020 MEDIA GUIDE



**16.6  
Million**

Total automotive sales volumes in the U.S. will dip slightly in 2020 but are on track for another very good year. 2020 sales will mark the sixth best year ever. The U.S. automotive market will purchase more technology and equipment than any other end market.

**34,400+**  
PRINT SUBSCRIBERS

Production Engineers, Design Engineers,  
C-Suite Executives

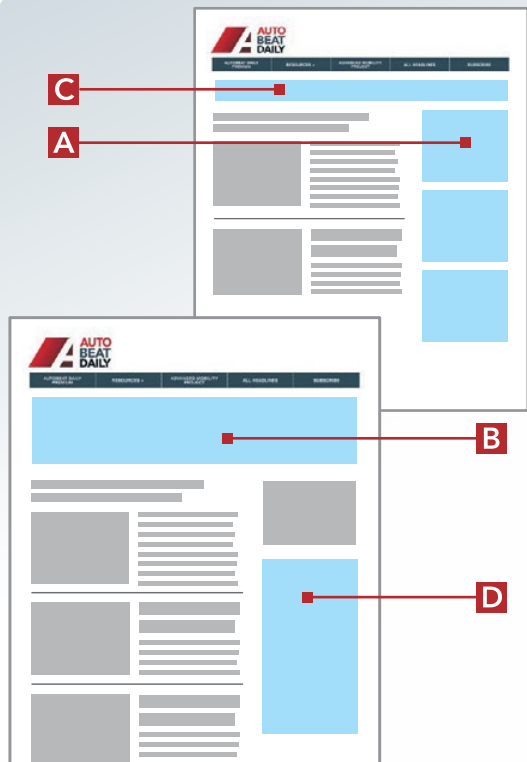
[AUTOBEATONLINE.COM](http://AUTOBEATONLINE.COM)



## Convenient. Compelling.

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.



### AUTOBEAT ONLINE

Total page views GBM Automotive Group\*

**526,000+** ANNUAL PAGE VIEWS | **43,800+** MONTHLY PAGE VIEWS

\* These numbers are only poised to rise with AutoBeat's new combined, all-inclusive website, AutoBeatOnline.com

	AD FORMATS	AD SIZE	MONTHLY RATE
A	SQUARE (RICH MEDIA) AD	300 x 250 px	\$1,250
B	BILLBOARD	970 x 250 px	\$1,750
C	LEADERBOARD	970 x 90 px	\$3,000
D	SKYSCRAPER	300 x 600 px	\$1,750

### AUTOBEAT DAILY

*The Pulse of the Industry*

The AutoBeat Daily e-newsletter serves the industry with trusted automotive news coverage and commentary.

	AD FORMATS	AD SIZE	FREQUENCY	FULL MONTH	HALF MONTH
A	LEADERBOARD	600 x 160 px	1/issue (5/week)	\$10,000	\$5,000
B	LANDSCAPE	600 x 250 px	4/issue (20/week)	\$4,000	\$2,000

NOTE: +\$100 per issue to add play button



### AUTOBEAT DRIVER

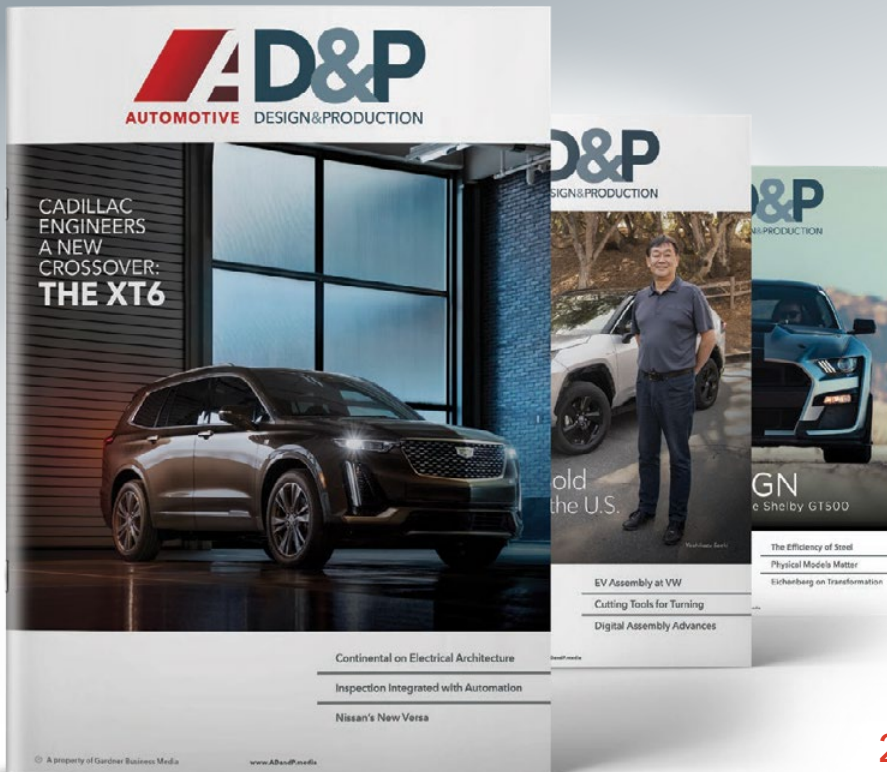
*The Technology that Drives the Industry Forward*

A weekly e-newsletter covering emerging materials, products, and technologies.

	AD FORMATS	AD SIZE	FREQUENCY	WEEKLY RATE
A	LEADERBOARD	970 x 90 px	1 per issue	\$750/week
B	TECHNOLOGY SOLUTIONS AD	300 x 250 px	6 per issue	\$500/week

NOTE: +\$100 per issue to add a play button  
+\$250 for custom content production

MINIMUM BUY: 4 weeks



*Six issues per year, providing coverage of new technology, design innovations, and executive perspectives from our impressive roster of industry experts.*

## 2020 CONTENT PILLARS

**FROM THE TOP:** As the auto industry undergoes a rapid transformation due to technological and economic shifts on a global basis, it is essential for managers to get actionable insights. So from leaders in industry to best practices, we deliver.

**ADVANCING INNOVATION:** The auto industry is in the biggest technological and structural transformation since Henry Ford rolled out of his coal shed in 1896. And from ADAS to alternative materials, we cover it.

**PROCESS ACCELERANTS:** A given vehicle has some 30,000 parts. Each of which has to be produced. Assembled. Each of which has to more than carry its weight due to mass and cost restrictions. The tech that makes it happen—from materials to machines—are key. We look at it.

**THE INDUSTRY:** What are the newest products? How did they get designed? Engineered? Produced? What are the strategies and the tactics behind them? We provide answers.

### MAGAZINE AD RATES

FULL PAGE AD	\$5,000/gross
HALF PAGE AD	\$3,000/gross

## 2020 EDITORIAL CALENDAR

### JANUARY WEBINAR SERIES

- Additive: Prototyping & Beyond

### FEBRUARY MAGAZINE (1/3/19 AD CLOSE)

- Making It Better: Advanced Manufacturing Technologies
- Lighten Up: Materials Matter

### MARCH WEBINAR SERIES

- Why Steel Still Matters

### APRIL MAGAZINE- (3/1/19 AD CLOSE)

- Moving It: Propulsion Systems
- Inside & Out: Interiors and Electronics

### MAY WEBINAR SERIES

- Advanced Sensor Strategies

### JUNE MAGAZINE (NAIAS) - (5/1/19 AD CLOSE)

- Transportation Transformation: Smart Mobility
- Lighten Up: Materials Matter

### JULY WEBINAR SERIES

- User Interfaces Explained

### AUGUST MAGAZINE (IMTS) - (7/1/19 AD CLOSE)

- Moving It: Propulsion Systems
- The Factory Floor: Means of Production

### SEPTEMBER WEBINAR SERIES

- The Importance of Simulation

### OCTOBER MAGAZINE- (9/3/19 AD CLOSE)

- Making It Better: Advanced Manufacturing Technologies
- Transportation Transformation: Smart Mobility

### NOVEMBER WEBINAR SERIES

- Aluminum Structures for EVs

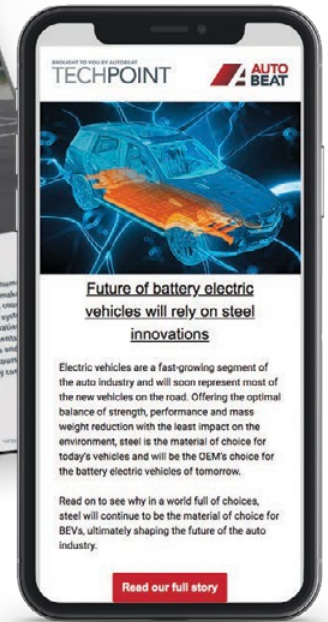
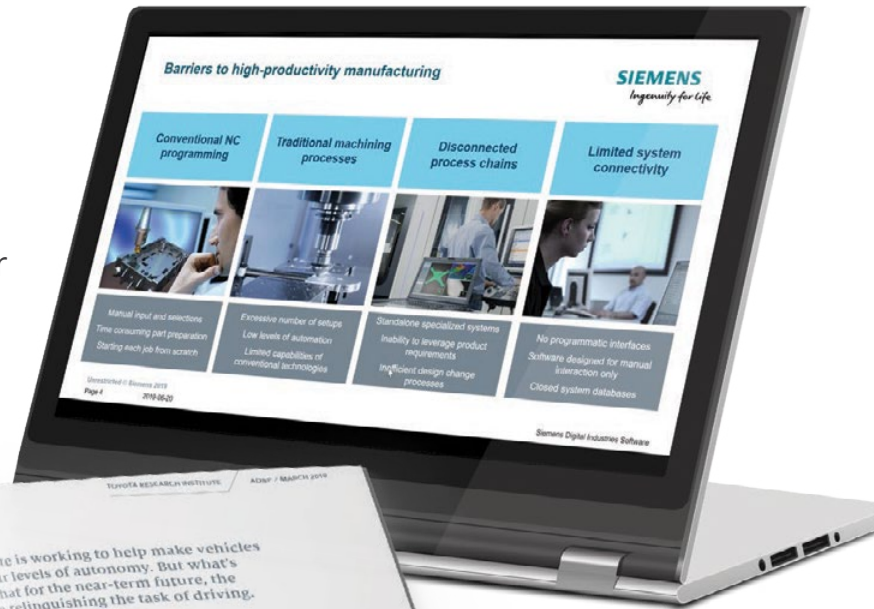
### DECEMBER MAGAZINE- (11/11/19 AD CLOSE)

- Inside & Out: Interiors and Electronics
- The Factory Floor: Means of Production



CUSTOM CONTENT

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



**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 four (4) times

**\$9,500/gross**

**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 (1), appears in *AutoBeat Magazine* once (1)

**\$9,500/gross**

**WEBINARS**

Position your brand alongside one of the AutoBeat editorial team's 6 special engagement webinars or host your own technology related webinar.

**\$9,500/gross**

**E-PRINTS**

Deliver your custom content via exclusive email to directly engage AutoBeat readers.

**\$1.00 per email**  
**\$.50 per email**  
 with purchase of *Viewpoint* or *Techpoint*

**\$2,500 minimum**