



THE PULSE OF THE INDUSTRY

2020 MEDIA GUIDE



AutoBeatOnline.com

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*

EVENT COVERAGE AND BONUS DISTRIBUTION



AUDIENCE REACH

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.

C-SUITE EXECUTIVE MANAGERS

Our corporate executive audience controls the bulk of their company's buying power. With over 12,000 members, it is our largest demographic of subscribers, giving you reach into the highest possible level of decision makers.

DESIGN & PRODUCT ENGINEERS

Design & Product Engineers use advertised equipment and materials in their facilities and hold a great deal of influence with the buyers at their companies. Reaching this key demographic is essential, and *AD&P* gives your company a direct pipeline.

PROCESS ENGINEERS

Process engineers control the workflow of a company's machines, and thus know what improvements a company needs to make to be productive and successful. *AD&P* can provide you the space you need to show process engineers how you can help them improve their company's business.



JOB TITLE*	AUDIENCE
Corporate Executive/Company Management	12,453
Design/Product Engineering	9,605
Process MFG Engineering	9,026
Sales & Marketing	939
Purchasing	923
Education, Consulting, and Other	230

*BPA count as of June 2019

OPERATIONS PERFORMED**	SUBSCRIBERS	PLANTS
Powertrain	17,581	10,453
Chassis	16,567	9,656
Electronics	16,124	9,569
Exterior	15,778	9,037
Interiors	15,647	8,793
Advanced Mobility	7,562	3,839

**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.

\$6.993 Billion

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.

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.

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.

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PRESENTED BY



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 in to creating them, from digital tools to materials to factory equipment.

AD&P EDITORIAL COVERAGE

AD&P 2020 EDITORIAL CALENDAR

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

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.



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AutoBeatOnline.com



FULL PAGE
\$6,000 / GROSS

HALF PAGE
\$4,000 / GROSS

4-COLOR RATES, STANDARD

	3x	6x	18x
FULL PAGE	\$5,180	\$4,920	\$4,630
1/2 PAGE	\$3,900	\$3,790	\$3,510
SPREAD	\$7,470	\$7,210	\$6,950

COVER RATES

INSIDE FRONT COVER SPREAD	\$8,250
INSIDE FRONT COVER	\$6,025
INSIDE BACK COVER	\$6,025
BACK COVER	\$6,500

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.

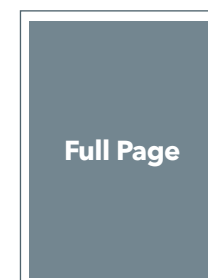


BLEED:
16.25" W x 11" H
414 mm x 280 mm

TRIM:
15.75" W x 10.5" H
400 mm x 267 mm

LIVE AREA:
15.25" W x 10" H
387 mm x 254 mm

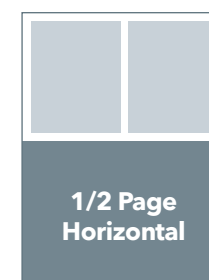
Keep all essential material 1/4" (6 mm) from all trim edges.



BLEED:
8.375" W x 11" H
214 mm x 281 mm

TRIM:
7.875" W x 10.5" H
200 mm x 267 mm

LIVE AREA:
7.375" W x 10" H
187 mm x 254 mm



BLEED:
8.375" W x 5.375" H
213 mm x 136.5 mm

TRIM:
7.875" W x 4.875" H
200 mm x 124 mm

LIVE AREA:
6.875" W x 4.375" H
175 mm x 111 mm



BLEED:
4.25" W x 11" H
107.95 mm x 280 mm

TRIM:
3.75" W x 10.5" H
95.25 mm x 267 mm

LIVE AREA:
3.25" W x 10" H
82.55 mm x 254 mm

AD&P SPECIAL POSITIONS

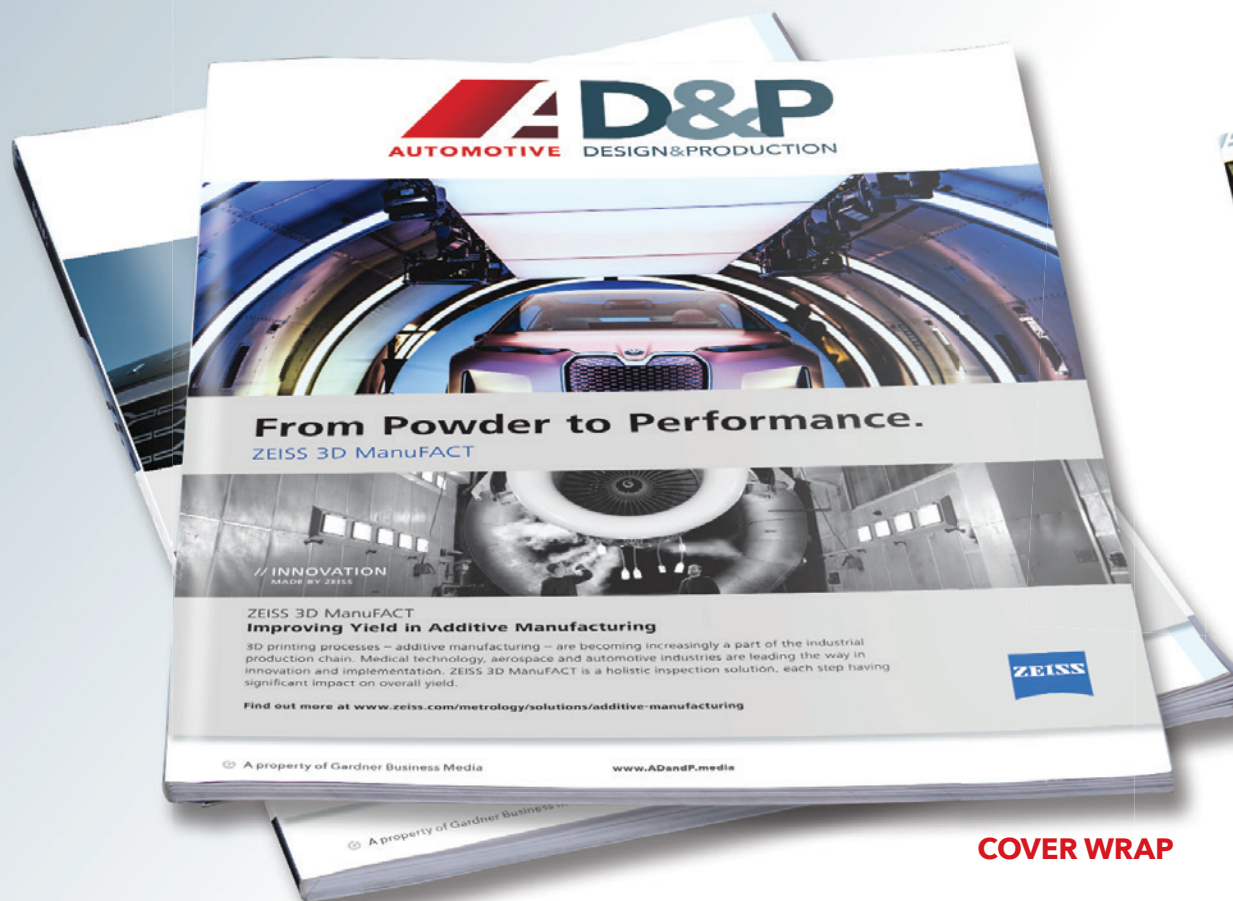
Make sure your company stands out from the crowd.

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.



HEAVY STOCK INSERT



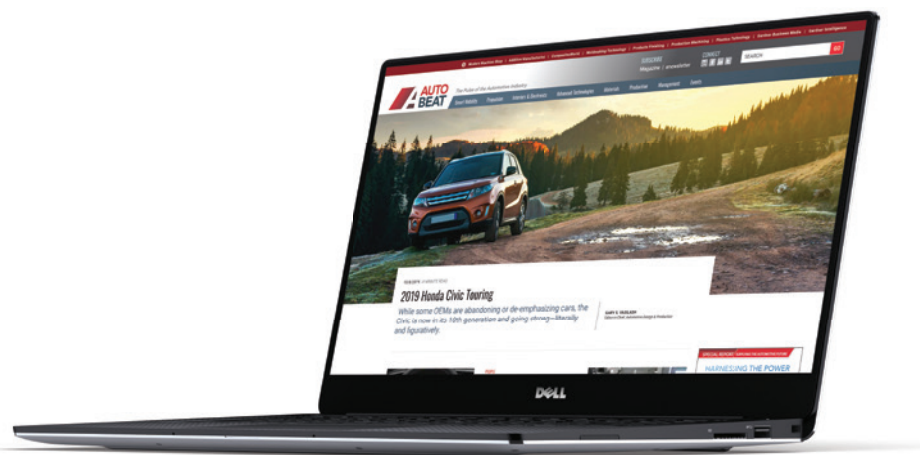
COVER WRAP



TIP-IN POSTCARD



POLY BAG RIDE ALONG



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

AUTOBEATONLINE.COM

Total page views GBM Automotive Group*

708,000+
ANNUAL PAGE VIEWS

59,000+
MONTHLY PAGE VIEWS

* Estimated page views for new site, based on current 2019 stats from ADandP.media and AutoBeatDaily.com*

	AD FORMATS	AD SIZE
A	LEADERBOARD	970 x 90 px
B	SQUARE AD	300 x 250 px
C	BILLBOARD	970 x 250 px

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

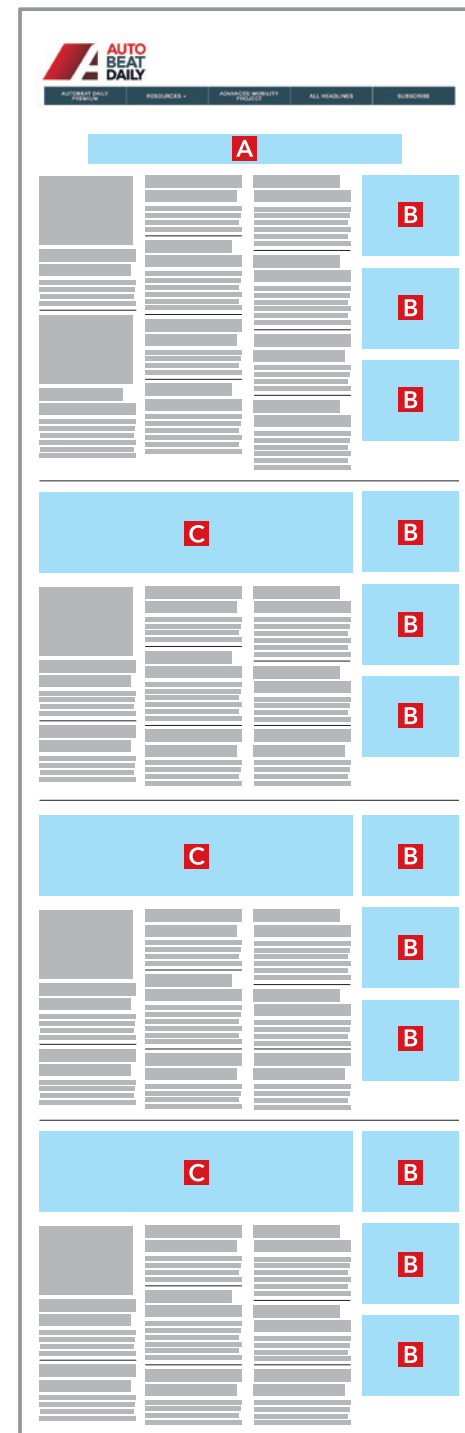
SQUARE - Run of Site

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

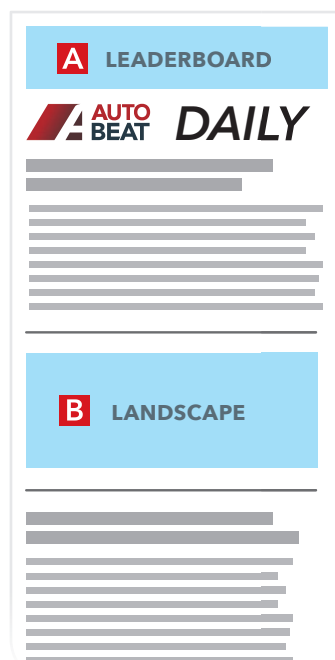
AD FORMATS

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

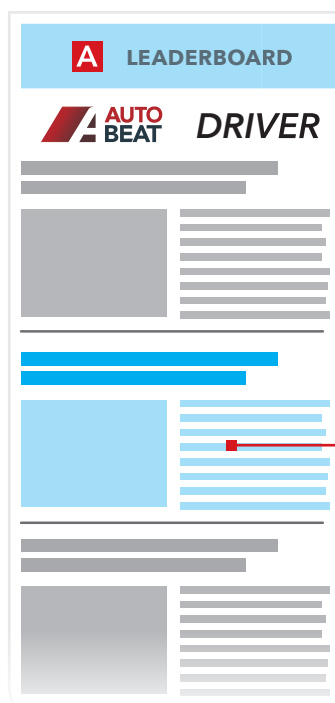
AD FORMATS

A LEADERBOARD

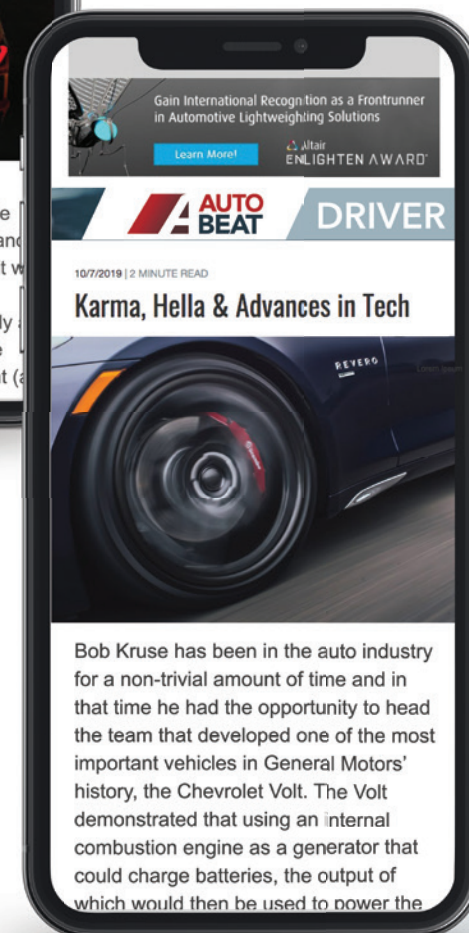
SIZE: 600 x 160 px
INVENTORY 1 per issue
MONTHLY RATE: \$3000 gross

C VIDEO/TECHNOLOGY SOLUTIONS AD

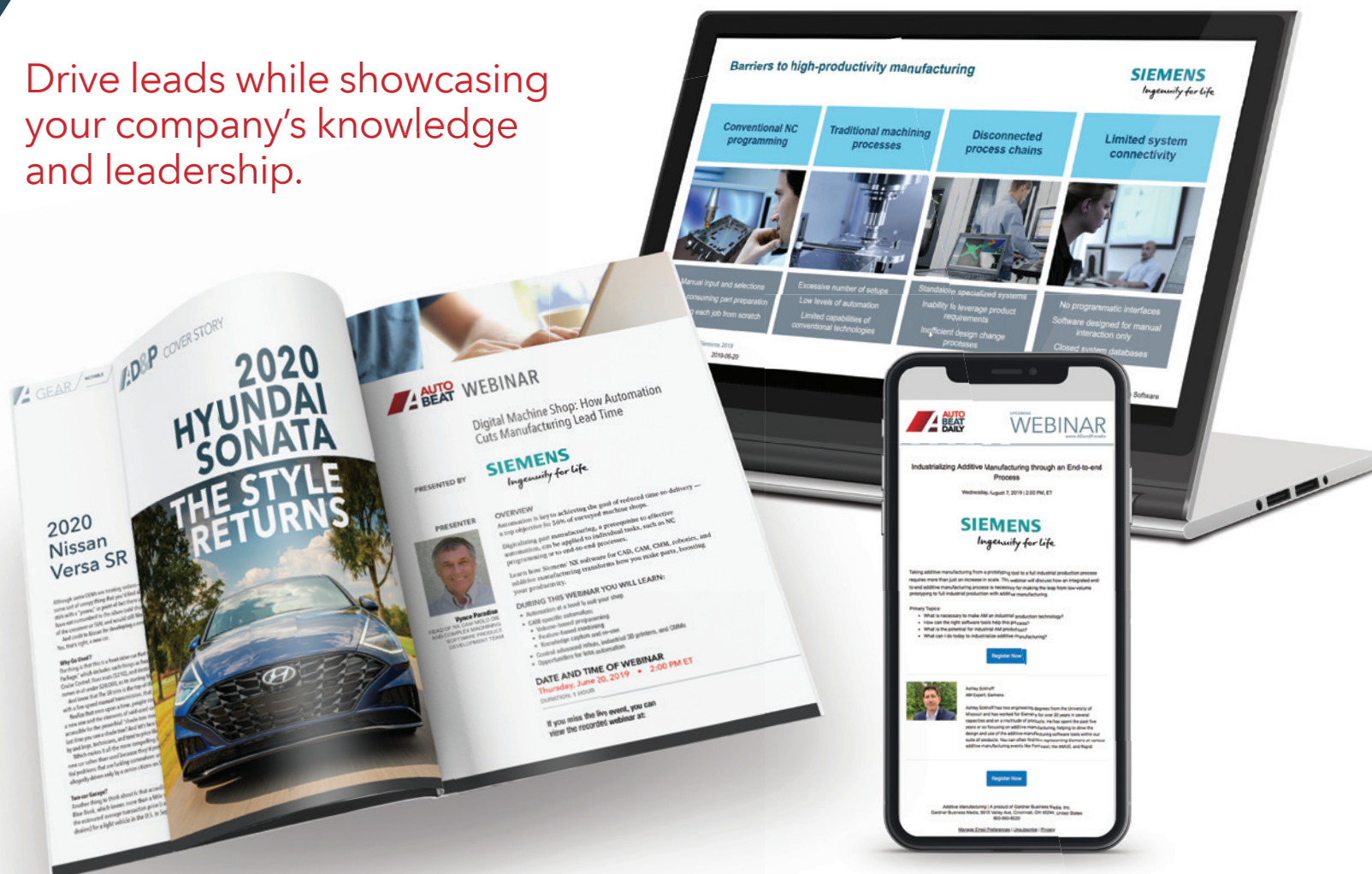
SIZE: 300 x 250 px
INVENTORY 6 per issue
MONTHLY RATE: \$2000 gross



C
**VIDEO/
TECHNOLOGY
SOLUTIONS AD**
300 x 250 px
- 50 Character Title
- 200 Character
Description



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

2020 WEBINAR 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)
User Interfaces Explained

SEPTEMBER/OCTOBER (8/3/20)
The Importance of Simulation

NOVEMBER/DECEMBER (10/1/20)
Aluminum Structures for EVs

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)



Your story, presented by AutoBeat.

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 MARKETING 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.

Event coverage and bonus distribution



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.



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All rates are gross, 15% agency commissionable.