



2019 MEDIA GUIDE

Audience

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
FCA
Ford Motor Company
General Motors
Goodyear Tire & Rubber Company
Magna International
Mahle
Penske Automotive
PPG
Robert Bosch Corp
Schaeffler Group
Toyota Motor Company
Yazaki North America



AUDIENCE

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

TITLES

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

AutoBeatDaily.com is the premier daily news site for top automotive industry executives and key decision makers. 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+ PAGE VIEWS 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	120x180 IMAGE BANNER	D BANNER AD
600x160 pixels	300x250 pixels	300 x 250 pixels
One week	One week	One week
\$1,000	\$750	\$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 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 *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



DAILY E-NEWSLETTER ADVERTISING

Advertising opportunities with our daily notification email.

DAILY EMAIL

LEADERBOARD BANNER

(1 per issue) 600 x 160 pixels

One week per month **\$2,000**

Two weeks per month **\$1,500**
per week

Full month **\$5,000**

300x250 IMAGE BANNER

(4 per issue) 300 x 250 pixels

One week per month **\$1,000**

Two weeks per month **\$750**
per week

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 focused on Connected Cars. 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 to 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!

