



*Your solution for selling
to the automotive market.*

AUTO BEAT DAILY

2018 MEDIA GUIDE



ONLINE

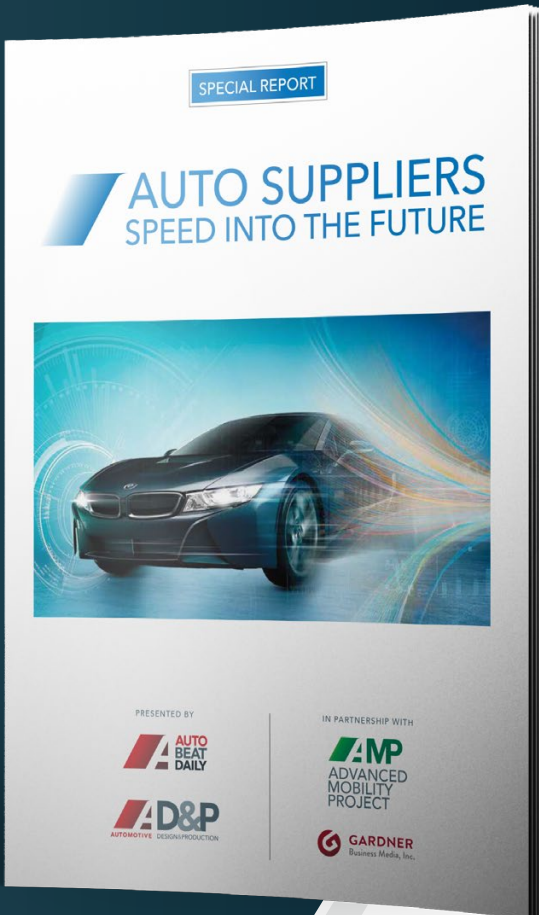
EMAIL

EVENTS

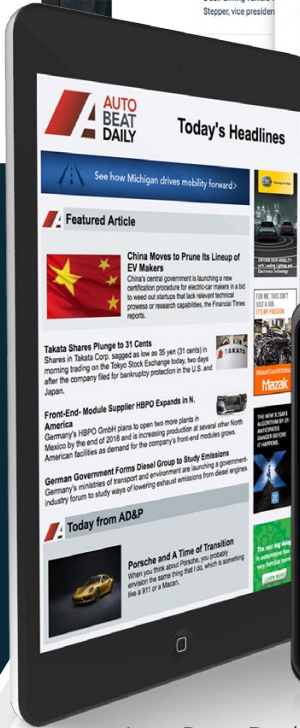
PRINT



AutoBeat Daily Website



AutoBeat Daily Special Reports



AutoBeat Daily Daily Headlines + E-blast

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, it offers succinct insights through content that is updated throughout the day.

Entering its nineteenth year, AutoBeat Daily is the auto industry's go-to source for reliable, need-to-know news about developments in finance, trade, M&A, legal, regulatory, technology, mobility and more.

AUDIENCE

TOTAL CIRCULATION:	150,000
AUTOMOTIVE OEMS:	35,500
AUTOMOTIVE SUPPLIERS:	64,500
MANAGEMENT CONSULTANT/SERVICES:	25,500
OTHER:	24,500

TITLES

PRESIDENT, CEO OR COO:	25,500
MANAGEMENT:	64,500
ENGINEERING:	25,500
OTHER:	34,500

DIGITAL PRODUCTS



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 150,000 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

42,000+ PAGE VIEWS
per month

FEATURES

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

SUBSCRIPTION RATES

INDIVIDUAL	CORPORATE* <i>(allows access to your entire global team)</i>	
\$300 per year	• 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
<i>*Subscriptions/per year</i>		

AUTOBEAT DAILY

B LEADERBOARD BANNER 600 x 120 pixels	BANNER AD 300 x 250 pixels	D VIDEO BANNER AD 300 x 250 pixels
One week \$800	One week \$500	One week \$650
4 - 12 weeks \$650	4 - 12 weeks \$400	4 - 12 weeks \$500
13 + weeks \$500	13 + weeks \$250	13 + weeks \$400

WEBINARS

Allow us to work with you to create an exciting and well-attended webinar. Promotion through both *AutoBeat Daily* and *Automotive Design & Production*. AutoBeat Publisher Bill Hampton available as moderator.

Per Webinar **\$5,000**

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 desktop and mobile devices first thing each morning.

The email includes headlines and brief summaries of today's top stories with links to the full content on AutoBeatDaily.com, images, AD&P daily blog and clickable 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



TOP SUBSCRIBING COMPANIES

Autoliv Americas	EY	PGW	TK Holdings (Takata)
BorgWarner	Ford Motor	QAD	TI Automotive
FCA	General Motors	Ricardo	Tower International
Dassault Systemes	Infineon	Bosch	ZF
Delphi Automotive	Magna International	Rochling Automotive	Woodbridge
dSPACE	Mahle	Schaeffler Group	Yazaki

DAILY E-NEWSLETTER ADVERTISING

Advertising opportunities with our all-new daily notification email.

DAILY EMAIL	
LEADERBOARD BANNER (1 per issue) 468x60 pixels	120x180 IMAGE BANNER (4 per issue)
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 PRODUCTS

AutoBeat Daily offers many options to promote your brand in the industry.

VIDEO INTERVIEW

Each week a featured video is prominently displayed on the AutoBeatDaily.com homepage. The video typically is an edited 3-minute interview with Editor-in-Chief Bill Hampton and the executive of your choice. Clients often combine the video with a Viewpoint (see below) to expand and elaborate their message, with both the video and Viewpoint debuting the same week. An e-blast will be sent to our database to promote the video. We also can supply what you need to post the video on your own website.

▪ RATE: \$5,000

VIEWPOINT

The Viewpoint interview is one of our most powerful marketing tools and a favorite with established clients. Done in a Q&A format, this 800-word advertorial reads and looks like a special report. The interview is done by Bill Hampton and the executive of your choice, allowing you to share corporate or product news. Once published, the Viewpoint will be included in the AutoBeat Daily 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 database of about 20,000 targeted automotive personnel.

▪ RATE: \$8,500

EVENTS

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

NAIAS | January 2018

SAE | April 2018

MBS | August 2018

Autonomy & Mobility Conference | October 2018

CONTENT MARKETING NEW FOR 2018!

NATIVE ADVERTISING

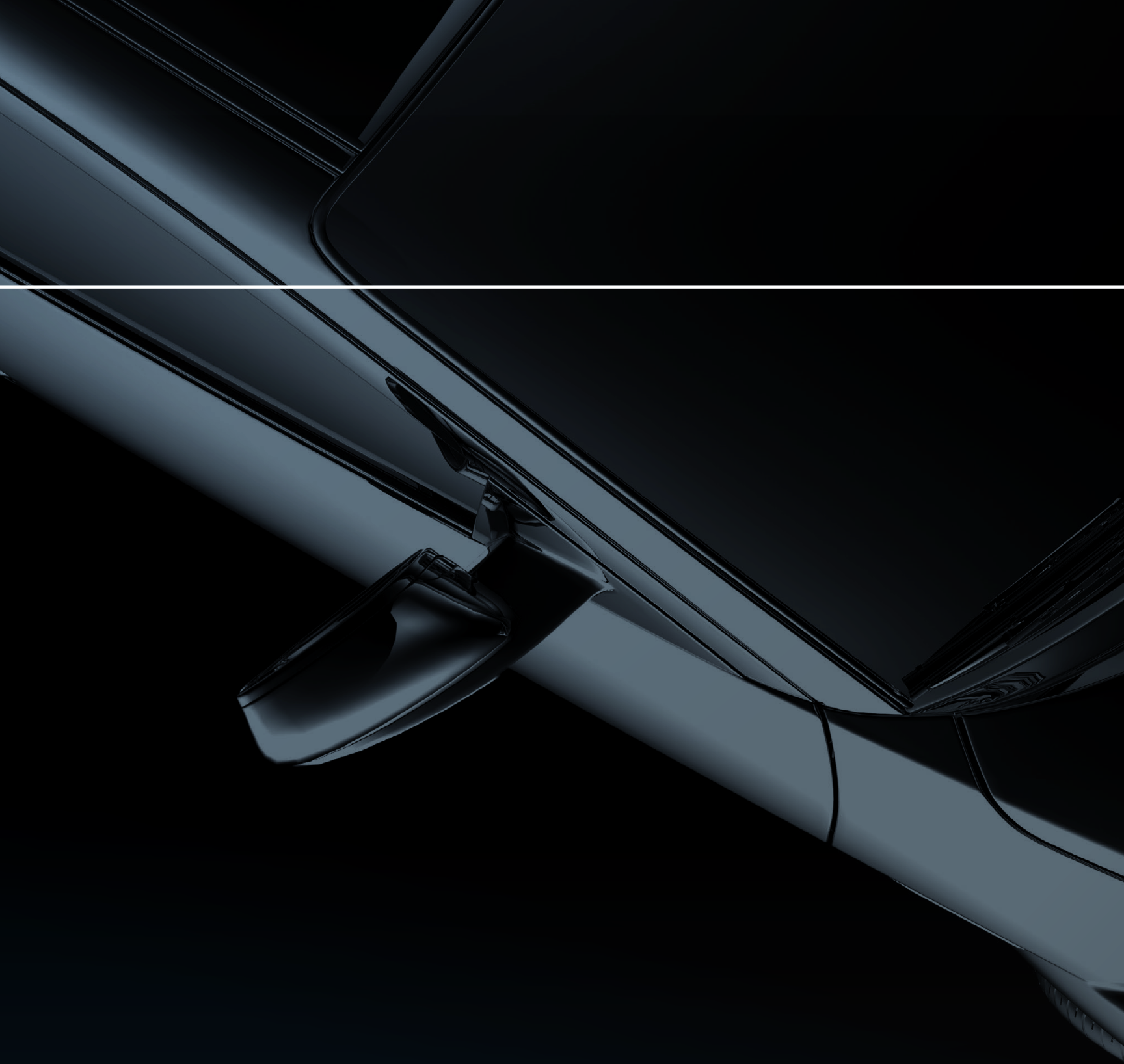
Digital marketing opportunity to feature your content in the natural (or native) form and experience of our online content. Native advertising is supported digitally across our platforms and channels. Content should be in-line with our editorial standards and will be vetted by our editorial team.

KNOWLEDGE CENTERS

A co-branded, category-specific microsite featuring non-commercial applications and technical-based content. Knowledge Centers are supported by an integrated promotional program and include multi-media content and lead generation opportunities.

CUSTOM CONTENT

Custom content includes a strategic collaboration between our custom content team and your brand management to identify and develop a unique content marketing opportunity that marries your marketing objectives with our audience's educational interests. Custom content will be branded to, supported by and promoted on our digital platforms and channels.



Products of Gardner Business Media

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AutoBeatDaily.com