

2021 MEDIA KIT

autobeatonline.com





PROVIDING COMPLETE COVERAGE OF AN EVOLVING AUTOMOTIVE MARKET

The automotive landscape is undergoing dramatic change. To help automotive industry professionals — designers, engineers, executives — navigate What's Next, the resources of Automotive Design + Production and AutoBeat Daily have been combined to form AutoBeat.

Marshalling the collective resources and reputations of these respective brands will give *AutoBeat* the opportunity to create a destination for automotive professionals that is always engaging, provocative and relevant.

By extensively covering the Ideas and Innovations that are shaping the growth of the industry, *AutoBeat* aims to be the most trusted and authoritative source on the future of automotive.





COMBINED, ARE NOW



AVERAGE SESSION DURATION MONTHLY UNIQUE VISITORS **AVERAGE PAGE VIEWS**

AUDIENCE GROWTH

Since implementing our new editorial strategy, focusing on the Ideas and Innovations that fuel the evolution of automotive, *AutoBeat* has seen significant increases in traffic and audience engagement. *

* JANUARY 2020-JUNE 2020





YOUR STORY IN AUTOBEAT

AutoBeat offers you the flexibility to tell your story with a wide range of products, allowing you to utilize different mediums to speak directly to our audience of automotive insiders and influencers.









DISPLAY **ADVERTISING**



ON-DEMAND **WEBINARS**



VIDEO PRESENTATIONS



CONTENT COLLECTIONS



CUSTOM CONTENT SOLUTIONS



NATIVE **ADVERTISING**



TARGETED EPRINTS



LEAD **GENERATION**

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.



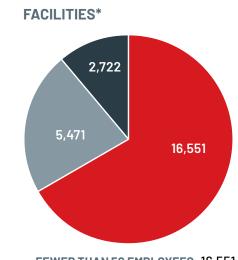
THE AUTOBEAT PRINT AUDIENCE

The AutoBeat audience is made up of executives and product development specialists that span the entire lifecycle of automotive design and production. Showcasing your brand's message with the backing of the AutoBeat brand means your company will get noticed by thousands of the most influential decision makers in the industry.

TOTAL SUBSCRIBERS 32,500+*

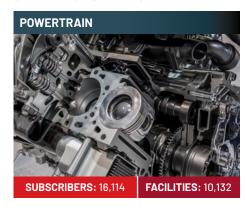
SUBSCRIBERS* 5,618 19.542 7,988

FEWER THAN 50 EMPLOYEES: 19,542 50-249 EMPLOYEES: 7,988 250+ EMPLOYEES: 5,618

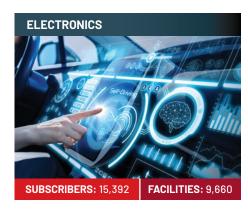


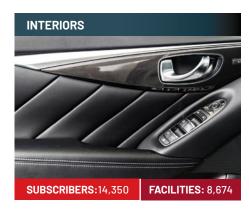
FEWER THAN 50 EMPLOYEES: 16,551 50-249 EMPLOYEES: 5,471 250+ EMPLOYEES: 2,722

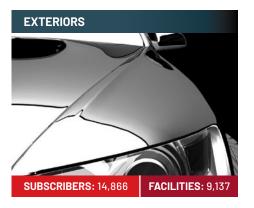
OPERATIONS PERFORMED







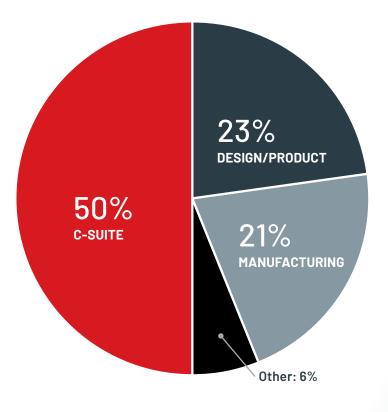






^{*} Due to COVID-19, June 2020 BPA Statements may differ slightly from what is shown.

JOB FUNCTIONS



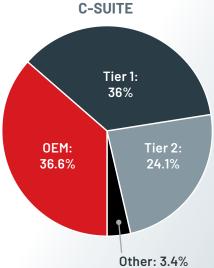
What Our Audience Does

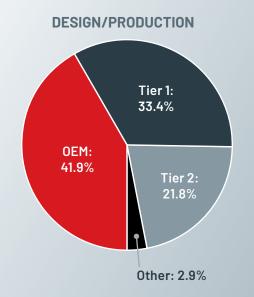
The AutoBeat audience is made up of executives, influencers and the decision makers that drive the trends of the automotive industry. OEMs, Tier 1 Suppliers and Tier 2 Suppliers from around the globe receive AutoBeat Magazine, giving your brand a global audience of potential customers.

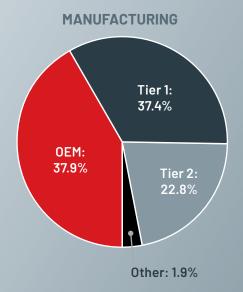
50% C-SUITE:
Company Management and Corporate Executives

23% DESIGN/PRODUCT:
Design/Product Engineering, R&D, Quality, Testing

MANUFACTURING:
Process/Manufacturing Engineering, Production
*counts per BPA statement (June, 2019)











THE AUTOBEAT TEAM & CALENDAR

ADJECT SAVE EXECUTION INSIDE FUTURE OF TRANSPORT | Monorary Incomplete by Manual Property Incom

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MANAGING EDITOR
Janet S. Bond
JBond@autobeatgroup.com

2021 EDITORIAL CALENDAR

ISSUE (CLOSING DATE)	EDITORIAL FOCUS	
FEBRUARY	DESIGN: Will Autonomous Vehicles Kill Exterior Design?	
(1/4/21)	PRODUCE: What's the Latest in High-Speed Machining?	
APRIL	ENGINEER: Does the ICE Still Have Life?	
(3/1/21)	MATERIALS: Whatever Happened to the Plastic Car?	
JUNE	MOBILITY: Did the Pandemic Take People Out & Pizzas In?	
(5/3/21)	ELECTRIFICATION: What's the State of Solid-State Batteries?	
AUGUST	PRODUCE: What Are the Advances in Cutting Tools?	
(7/2/21)	ADVANCED TECH: What Is the State of LiDAR?	
OCTOBER	DESIGN: Is CAD Still a Thing?	
(9/1/21)	ENGINEER: What Are the Techniques for Multi-Material Assembly?	
DECEMBER	MATERIALS: Do EVs Need Different Materials Than ICEs?	
(11/1/21)	ADVANCED TECH: What Does Auto Put in the Cloud?	

PRINT RATES

Positioning your brand on the pages of *AutoBeat Magazine* tells our valuable and trendy audience that your brand is one they should know. Position yourself as an authority in this ultra-competitive space by placing your message on the pages of the most trusted voice in the automotive industry.

FULL PAGE

\$6,000/gross

HALF PAGE

\$4,000/gross

COVER RATES

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



PRINT AD DELIVERY

1. Upload to: **files.gardnerweb.com**Upload recipient: Bill Caldwell

-OR-

2. Email files to: BillC@gardnerweb.com

GET YOUR AD SPECS HERE gardnerweb.com/adcentral

NEW FOR 2021!



GARDNER PREMIER
DISCOUNT OPPORTUNITY

Gardner is offering a discount structure based on total investment across all of our media brands. SEE PAGE 19 FOR DETAILS.



FOR ADVERTISING INFORMATION CONTACT:

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

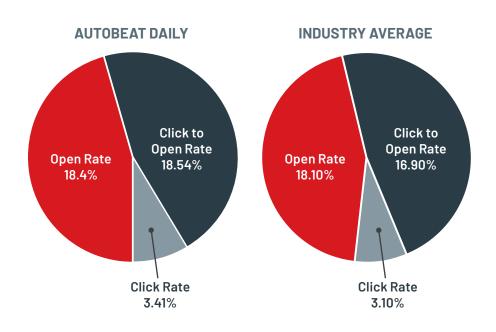


autobeatonline.com | 9



AUTOBEAT DAILY

Five days a week, the *AutoBeat Daily* newsletter provides a look at what's happening in the automotive industry. Free to receive and with a list of over 40,000 subscribers, *AutoBeat Daily* provides more than just a compilation of the day's events. Our experienced and talented staff of writers provide a concise, compelling look at the developing news changing the shape of the automotive industry.





LEADERBOARD 600 × 160px JPG/PNG

INVENTORY: 1 per issue/5 per week

\$7,000
GROSS/FULL MONTH

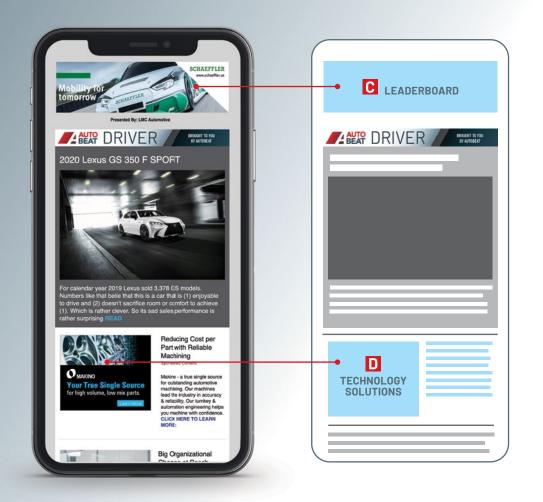
\$4,000 GROSS/HALF MONTH

B LANDSCAPE 600 × 250px JPG/PNG
INVENTORY: 4 per issue/20 per week

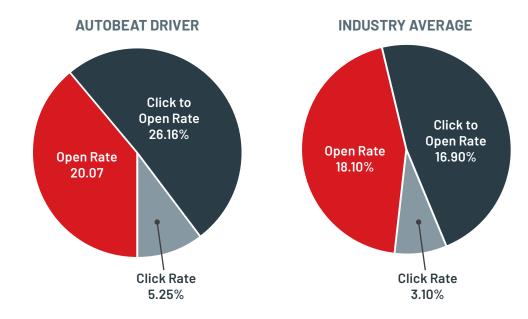
\$4,000
GROSS/FULL MONTH

\$2,000 GROSS/HALF MONTH

AUTOBEAT DRIVER



The automotive industry isn't just all about vehicles. Materials, components, systems, digital tools and more make up the complex web of parts that make up the technological side of the automotive world. AutoBeat Driver is a weekly newsletter that breaks down the evolving technologies that are driving the evolution of transportation, from the biggest systems to the smallest components.



C ENEWSLETTER LEADERBOARD 600 × 160px JPG/PNG

INVENTORY: 1 per month

\$3,000 GROSS PER MONTH

D VIDEO/TECHNOLOGY SOLUTIONS 300 × 250px +50 char title, 200 char description, 1 URL

INVENTORY: 6 per month

\$2,000 GROSS PER MONTH

NOTE: +\$250 for custom content production







AUTOBEAT ONLINE

The new AutoBeatOnline.com was redesigned in 2020, and has seen a 19% increase in unique visitors, and a 23% increase in time spent. In addition to these improvements, we've also moved AutoBeat Daily to reside at AutoBeatOnline.com, giving our readers one unified base to access all of our high-quality content.

91,220+

MONTHLY PAGE VIEWS

1,000,000+

ANNUAL PAGE VIEWS

33,200+

AVERAGE MONTHLY USERS

ZONES:

MOBILITY

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

PROPULSION

- Hvbrid
- Batteries
- Diesel
- Fuel Cells

INTERIORS

- Electronics
- Interior

MATERIALS

- Aluminum
- Composites
- Plastics
- Steel

DESIGN

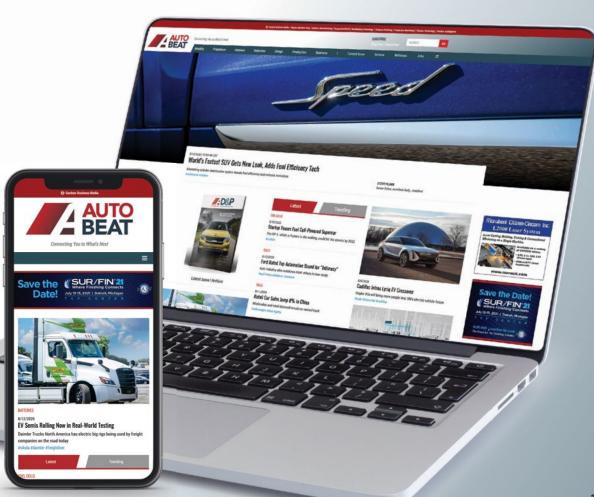
- Simulation
- Cax
- PLM
- Al (artificial intelligence)

PRODUCTION

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

BUSINESS

- Economics
- Labor
- Sales
- Marketing
- Regulations



AUTOBEAT ONLINE CONTINUED

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.

AD PACKAGES:

HOME PLUS PACKAGE (limit 4)		
A SUPER LEADERBOARD	Home Page and Run of Site	
B BILLBOARD	Home Page and Run of Site	
C MEDIUM RECTANGLE	Run of Site	
INVESTMENT:	\$3,500 gross/month	

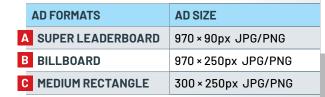
UNIVERSAL PREMIUM PACKAGE		
B BILLBOARD	Run of Site	
C MEDIUM RECTANGLE	Run of Site	
INVESTMENT:	\$2,500 gross/month	

ZONE TARGETING PLUS PACKAGE (limit 4 per zone)

A SUPER LEADERBOARD	One Zone of Choice
B BILLBOARD	One Zone of Choice
MEDIUM RECTANGLE	Run of Site
INVESTMENT:	\$1,750 gross/month

TIMIN	FRSAL	DAC	CDA	CVA	CE

С	MEDIUM RECTANGLE	Run of Site
	INVESTMENT:	\$1,000 gross/month



AutoBeatOnline.com ad packages include positions A, B & C on rotation per page load

DETAILED AD SPECS AND EXAMPLES ARE AVAILABLE HERE gardnerweb.com/adcentral



AMPLIFY YOUR MESSAGE WITH A RETARGETING CAMPAIGN. SEE PAGE 17

Increase your digital footprint by investing in our custom retargeting opportunities. Your brand will continue to engage your audience as they browse the internet.









EVERY BRAND HAS A UNIQUE STORY.

Each brand's story needs to be told in a unique way. AutoBeat is positioned to tell your brand's story in a variety of ways, by connecting you to our audience of experienced and influential automotive professionals. According to Gardner Business Intelligence's 2019 Industrial Buying Influence survey, 90% of technology buyers use at least 3 types of media during their purchase process. Our media platform expands across print, digital and email properties, giving AutoBeat the ability to create custom campaigns fully tailored to your company's needs.

AutoBeat will tell your story to the buyers and influencers that you need to target.

CUSTOM CONTENT CREATION

AutoBeat's team of Custom Content Creators will work with you to create the perfect campaign to convey your company's message. Native Content is a way to position your brand's identity and creativity next to the high-quality editorial work produced by the staff at AutoBeat. Native can live on the pages of AutoBeat Magazine, inside one of our industry leading newsletters or online at AutoBeatOnline.com.

NATIVE ADVERTISING

Native Content positions your brand in a unique, authoritative way next to the quality editorial content that our talented team of writers produce on a daily basis.

PRICE: \$6,000 /per month

FREQUENCY: 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

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 enewsletter

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

PRICE: \$9,500/gross

VIEWPOINT

Features 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 enewsletter four (4) times

PRICE: \$9,500/gross

IN BRIEF EPRINTS

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

\$1.00 per name net

\$.50 per email (with purchase of Techpoint or Viewpoint)

MINIMUM PURCHASE: \$2,500











WEBINARS

SIEMENS

Limited system

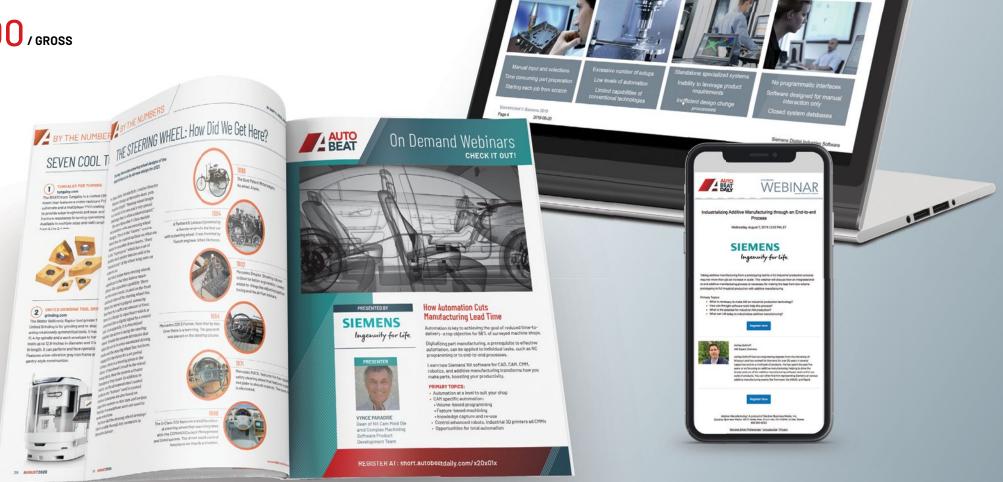
connectivity

Ingenuity for life

You can highlight your company's expertise with an AutoBeat webinar. Position your brand alongside one of the AutoBeat editorial team's 6 special engagement webinars or host your own technology-related webinar. AutoBeat webinars can be hosted live or recorded and used on an on-demand basis, allowing you to target your desired audience in the best way you see fit.

PRICE:

\$7,500/GROSS



Barriers to high-productivity manufacturing

processes

process chains

CUSTOM CONTENT DIGITAL FEATURES

AutoBeat can offer you additional digital features to help build your brand in the eyes of our audience, even when they've moved on from AutoBeatOnline.com.



CONTENT COLLECTIONS

Content Collections allow you to generate leads from automotive professionals who are active in your field of work. AutoBeat will curate a collection of our expert content centered on your particular focus in the industry. By gatekeeping this content, your company will collect leads from the most active, engaged users within your automotive focus.

PRICE:

\$7,500 PER MONTH / 2 MONTH MINIMUM



RETARGETING

This is an opportunity to reinforce your brand and your message by engaging with AutoBeat's site visitors as they navigate away from our site. Retargeting makes sure your brand stays on the minds of the targets most important to your company by driving traffic to your site, announcing a special offer or introducing a new product or service.

PRICE:

\$3,000/GROSS PER MONTH

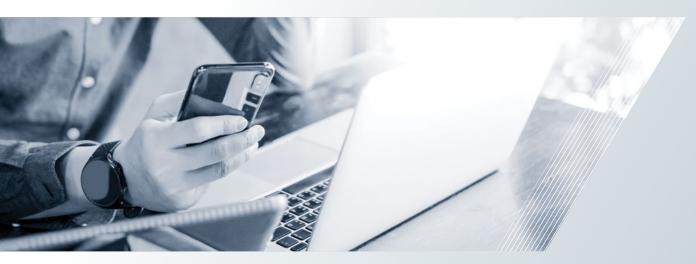


DIRECT TRAFFIC MARKETING

DTM are demand generation campaigns that use a variety of digital platforms to directly drive traffic to your website or desired location. These types of campaigns are an effective means of lead generation by driving visitors to gated content. DTM campaigns can include digital ads positioned across multiple platforms, targeted Custom Tech Briefs, sponsored content advertisements in email newsletters and highly targeted social media campaigns.

PRICE:

\$8,000, gross per month, 3 month minimum











May 17-21, 2021 • Orlando, FL

NPE is the largest plastics trade show in the Americas. With more than 1 million net square feet of exhibit space, NPE unites the global plastics industry together in one space. AutoBeat will be present as a part of Gardner Business Media's full line of media brands.



June 11-26, 2021 • Detroit, MI

The North American International Auto Show is the premier automotive event in North America. Featuring hundreds of exhibitors, including most of the largest automobile manufacturers in the world, NAIAS draws thousands of the industry's most influential members. AutoBeat Magazine will be distributed at the event, giving your brand the opportunity to be seen on our pages during the industry's most important tradeshow.



2021 • Traverse City, MI

The Center for Automotive Research's annual Management Briefing Seminars is an essential event for North American automotive industry executives and professionals, providing a perfect backdrop for networking, industry discussion, and education on the emerging echnologies that are driving the industry forward.



NEW FOR 2021 — Maximize Your Impact with Gardner's Premier Discount Opportunity

Gardner has simplified the way you buy media from us. Now, whether in print, online, in an e-newsletter or webinar, every dollar you devote to Gardner's Brands will count toward a significant program discount.

We value you and want to reward your investment in the valuable media we produce.

HOW TO DETERMINE YOUR DISCOUNT

1 CREATE YOUR 2021 PLAN

Target and plan your desired integrated media reach for 2021, or budget with your sales representative to create a custom plan that spans across the

Gardner Brands and products.

APPLY THE PREMIER
DISCOUNT OPPORTUNITY
Calculate the gross dollars of the media you are interested in, then apply the discount indicated below across your total spend.

3 ENJOY VALUE ADD

As a bonus for your investment, every advertiser who spends \$10,000 with Gardner's products receives an expanded Supplier Showroom.

NEW FOR 2021

COMBINE YOUR MESSAGE AND SAVE!

Program discounts are based on your entire investment with AutoBeat and any of our other Gardner Business Media brands.



\$5,000-\$9,999 - 5% OFF entire program \$10,000-\$24,999 - 10% OFF entire program

\$25,000-\$39,999 - 15% OFF entire program

\$40,000-\$64,999 - 20% OFF entire program

\$65,000-\$99,999 - 25% OFF entire program

100,000-149,999 - 30% OFF entire program

Excludes Eprints, Modern Machine Shop Mexico products and select event sponsorships.















USA and Mexico Media



USA and Mexico Media

CONTACT YOUR AUTOBEAT MEDIA CONSULTANT FOR MORE INFORMATION.



CONNECTING YOU TO WHAT'S NEXT IN THE AUTOMOTIVE INDUSTRY

autobeatonline.com



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