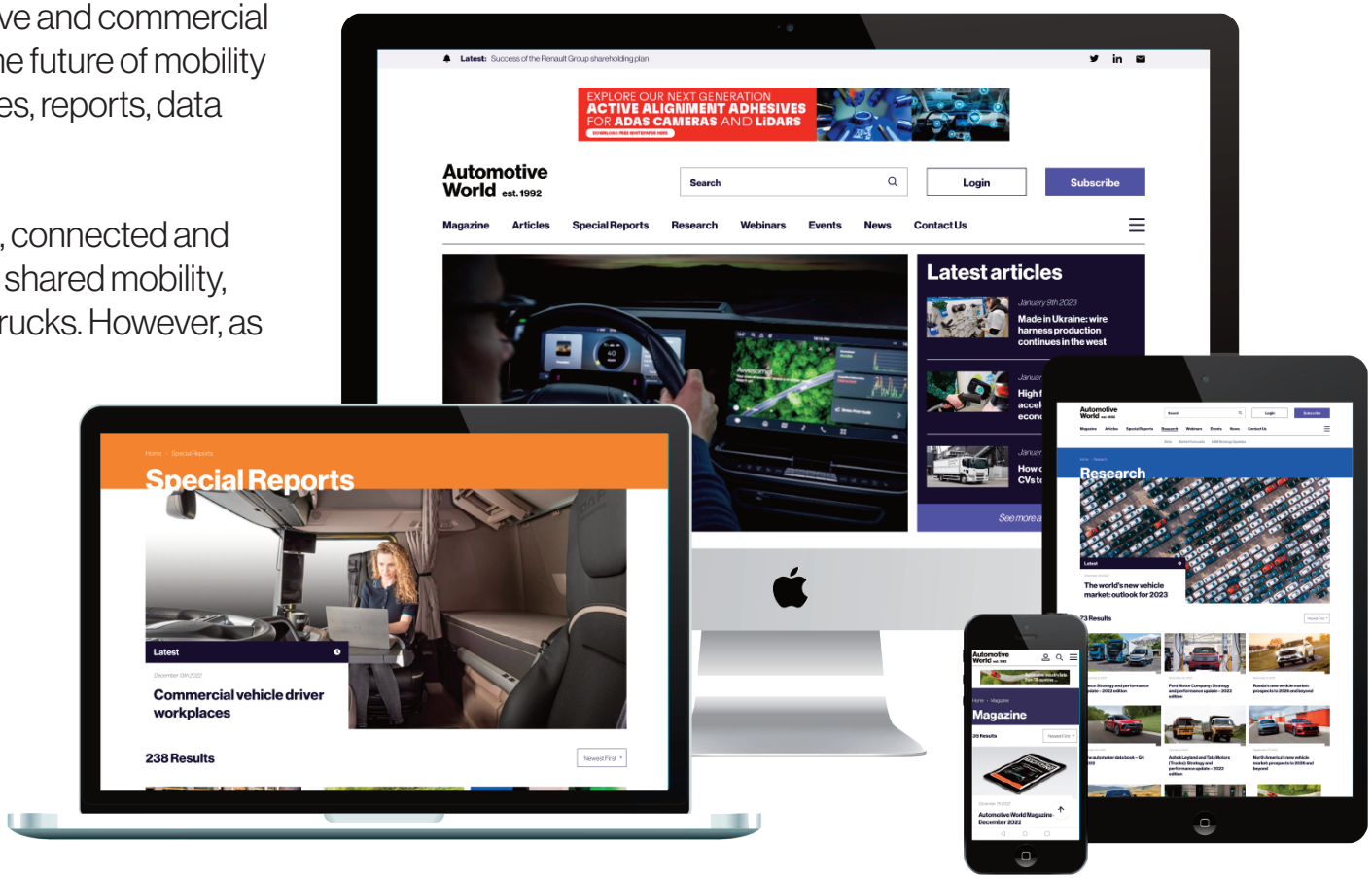
Automotive World est. 1992

Media Pack

Our Mission

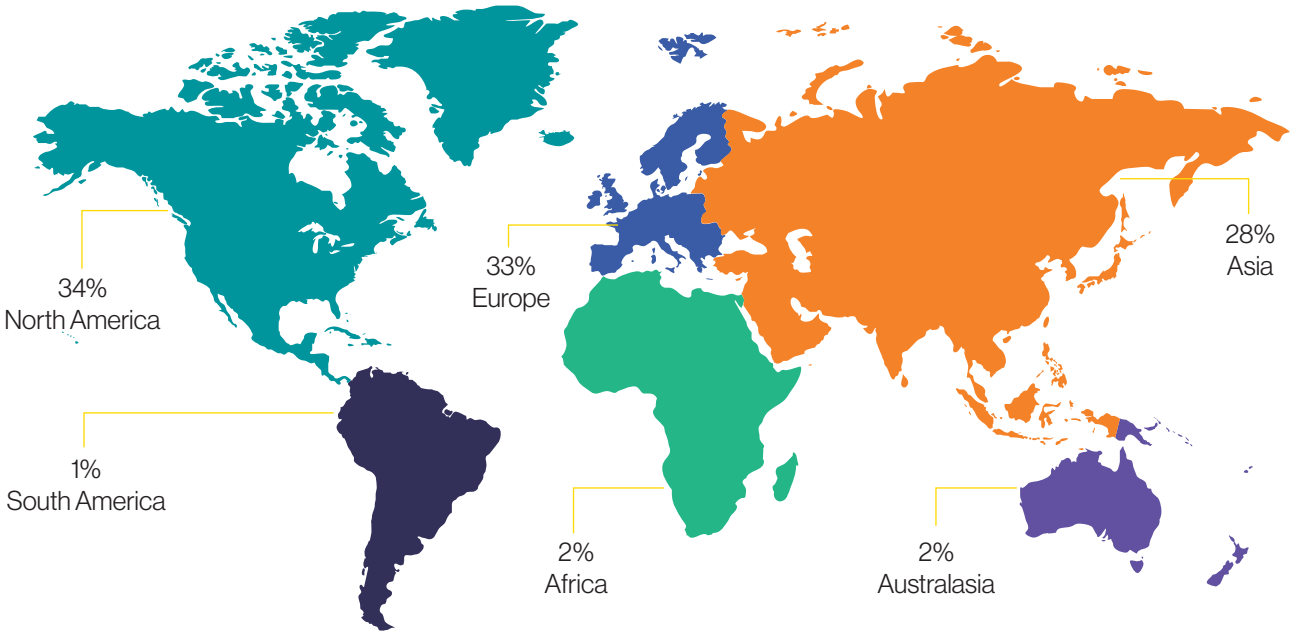
Automotive World's goal is to help automotive and commercial vehicle industry stakeholders understand the future of mobility through in-depth, timely, and insightful articles, reports, data sets, forecasts, and events.

We currently focus on vehicle electrification, connected and autonomous vehicle technology, urban and shared mobility, manufacturing, materials, and the future of trucks. However, as mobility trends evolve, so will our coverage.



Our Audience

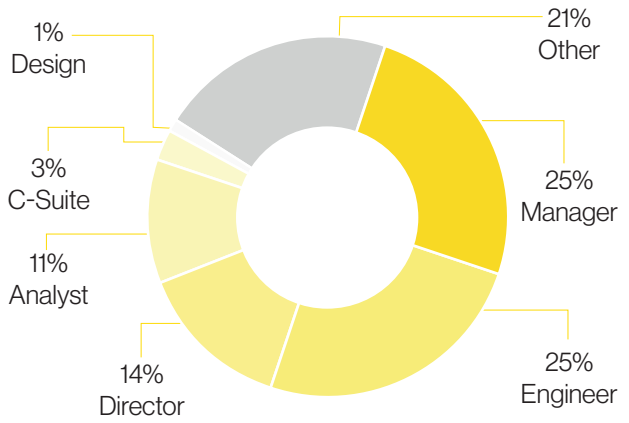
By Region



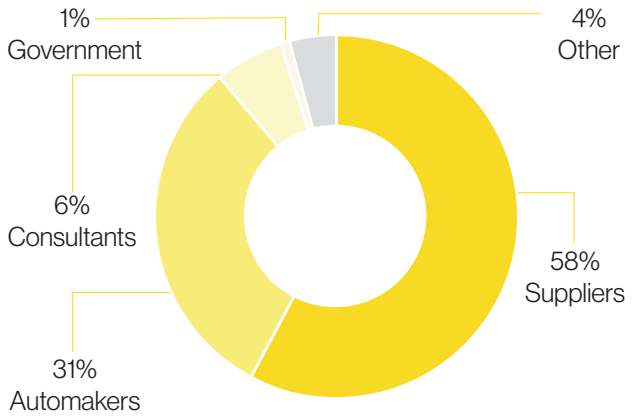
By Country

1. United States - 31%	6. France - 4%
2. United Kingdom - 9%	7. Canada - 2%
3. India - 8%	8. South Korea - 2%
4. China - 6%	9. Japan - 1%
5. Germany - 5%	10. Australia 1%

By Function

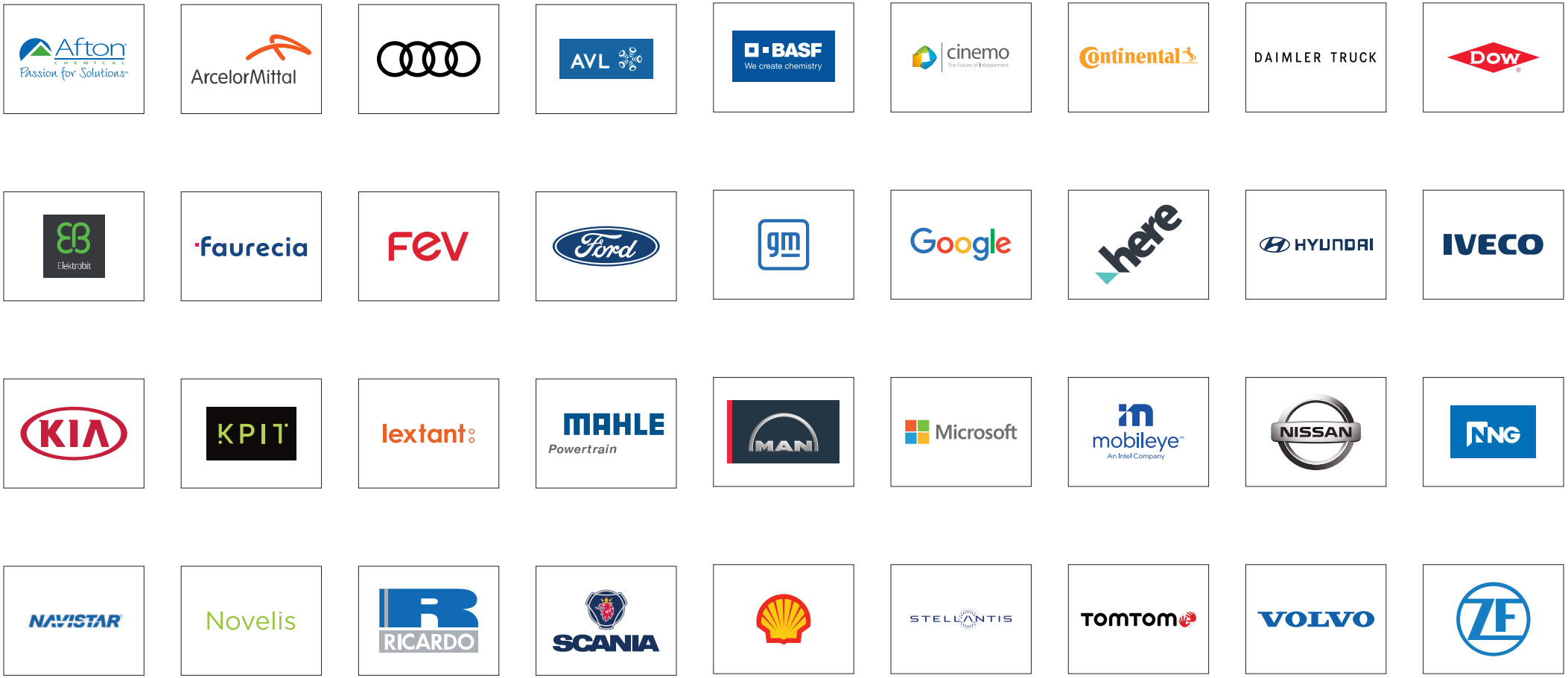


By Organization



Our Customers

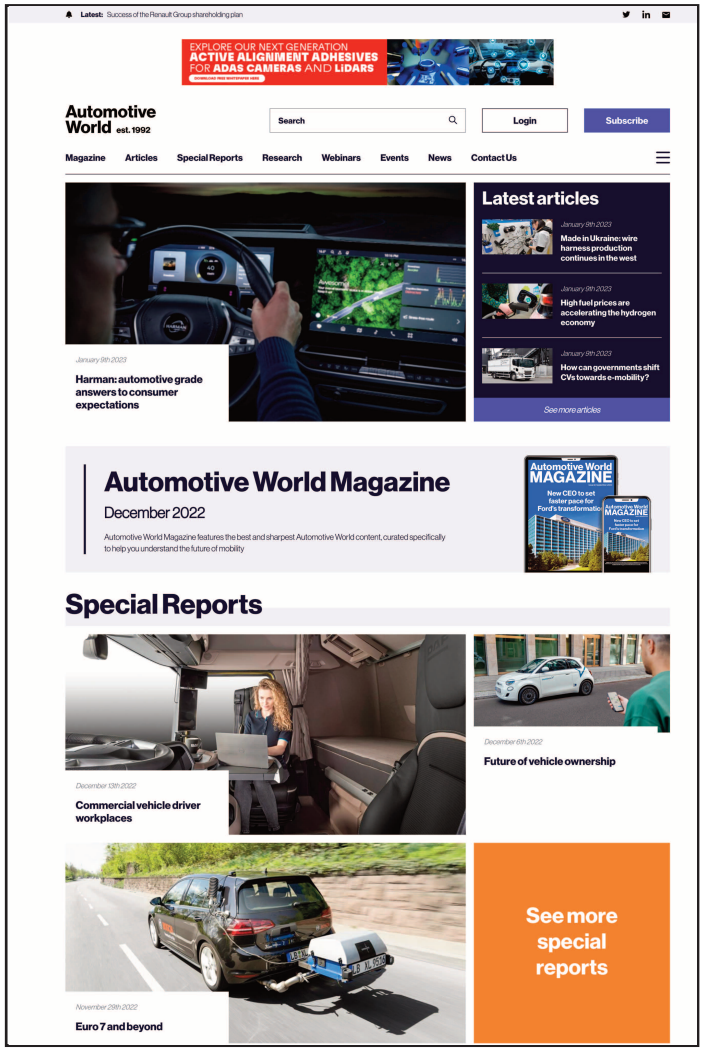
Our customers include all of the world's major vehicle manufacturers and suppliers, as well as tech companies, governments, and financial institutions. They include:



Website Advertising

AutomotiveWorld.com receives visits from more than 1.5 million future mobility stakeholders in 200+ countries annually. By advertising on our website, you can use our global reach to gain exposure for your products, services, and brand.

- Responsive leaderboard and medium box banners
- Packages range from 10,000 - 100,000 page impressions
- Adverts float across the entire website, including the home page
- Full reporting provided on campaign completion



Technical specifications

Format	Dimensions	File types	File size
Leaderboard	320x50 | 468x60 | 728x90	.gif / .jpg	100kb (max)
Leaderboard	320x50 | 468x60 | 728x90	.HTML5	450kb (max)
Medium Rectangle	300x250	.gif / .jpg	100kb (max)
Medium Rectangle	300x250	.HTML5	450kb (max)

Website Advertising

Pricing

Impressions	Price	Discount (%)	Discount (£)	Total
10,000	£900.00	0	£0.00	**£900.00**
20,000	£1,800.00	10	£180.00	**£1,620.00**
30,000	£2,700.00	12	£324.00	**£2,376.00**
40,000	£3,600.00	14	£504.00	**£3,096.00**
50,000	£4,500.00	16	£720.00	**£3,780.00**
60,000	£5,400.00	18	£972.00	**£4,428.00**
70,000	£6,300.00	20	£1,260.00	**£5,040.00**
80,000	£7,200.00	22	£1,584.00	**£5,616.00**
90,000	£8,100.00	24	£1,944.00	**£6,156.00**
100,000	£9,000.00	26	£2,340.00	**£6,660.00**

Magazine Advertising

Automotive World Magazine is a free, monthly online publication curated to help the reader understand the technologies and trends shaping the future of mobility. Every month, we send our magazine to more than 20,000 stakeholders worldwide, including all the major car and truck manufacturers and their suppliers.

Technical specifications

Size	Trim	Bleed
A4	210×297mm	216×303mm

Issue	Publication Date	Advert deadline	Special Topic
January 2023	11 January, 2023	21 December, 2022	Commercial vehicle cockpit design
February 2023	8 February, 2023	25 January, 2023	The autonomous vehicle timeline
March 2023	8 March, 2023	22 February, 2023	The low-carbon vehicle
April 2023	5 April, 2023	22 March, 2023	The future of vehicle navigation
May 2023	3 May, 2023	19 April, 2023	Future vehicle design
June 2023	7 June, 2023	24 May, 2023	Electric vehicle batteries
July 2023	5 July, 2023	21 June, 2023	Circularity and the future of mobility
August 2023	9 August, 2023	26 July, 2023	The future of urban mobility
September 2023	6 September, 2023	23 August, 2023	Automotive materials
October 2023	4 October, 2023	20 September, 2023	Tyres and the future of mobility
November 2023	8 November, 2023	25 October, 2023	Automotive manufacturing
December 2023	6 December, 2023	22 November, 2023	Hydrogen and the future of mobility

Magazine Advertising

Pricing

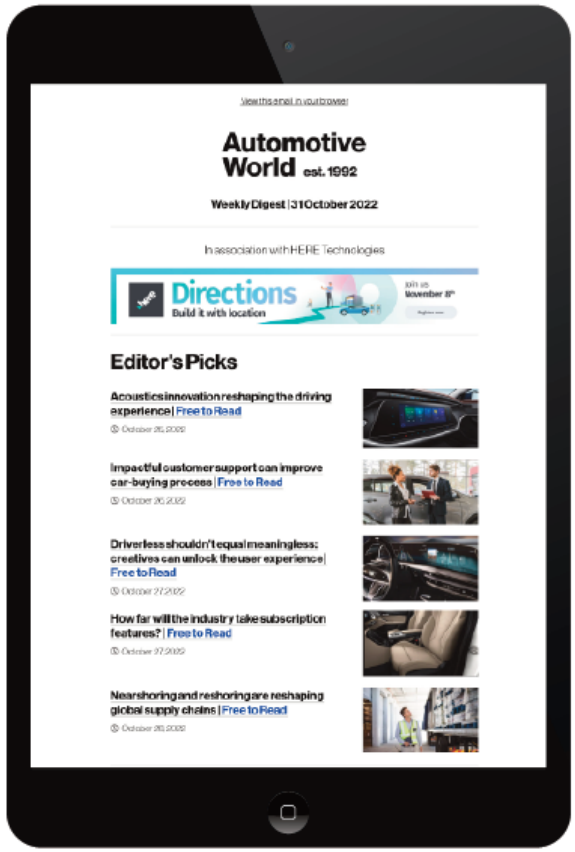
Single Page Ad	Price	Discount (%)	Discount (£)	Total
1	£900.00	0	£0.00	**£900.00**
2	£1,800.00	10	£180.00	**£1,620.00**
3	£2,700.00	12	£324.00	**£2,376.00**
4	£3,600.00	14	£504.00	**£3,096.00**
5	£4,500.00	16	£720.00	**£3,780.00**
6	£5,400.00	18	£972.00	**£4,428.00**
7	£6,300.00	20	£1,260.00	**£5,040.00**
8	£7,200.00	22	£1,584.00	**£5,616.00**
9	£8,100.00	24	£1,944.00	**£6,156.00**
10	£9,000.00	26	£2,340.00	**£6,660.00**
11	£9,900.00	28	£2,772.00	**£7,128.00**
12	£10,800.00	30	£3,240.00	**£7,560.00**

Newsletter Sponsorship

Our weekly email newsletter, which features all the best content from AutomotiveWorld.com, is sent every Monday to more than 20,000 opted-in auto industry stakeholders worldwide.

We offer exclusive email newsletter sponsorship packages ranging from 4 to 52 weeks, which are the perfect way to gain exposure for your brand or a specific product or service.

- Choose a campaign length from 4 to 52 weeks
- We include your logo, 25 words of text or a banner and a hyperlink in each newsletter



Technical specifications

Size	Dimensions (px)	File types	File size
Leaderboard	600×90, 1200×180	.gif / .jpg / .png	250kB (max)

Newsletter Sponsorship

Pricing

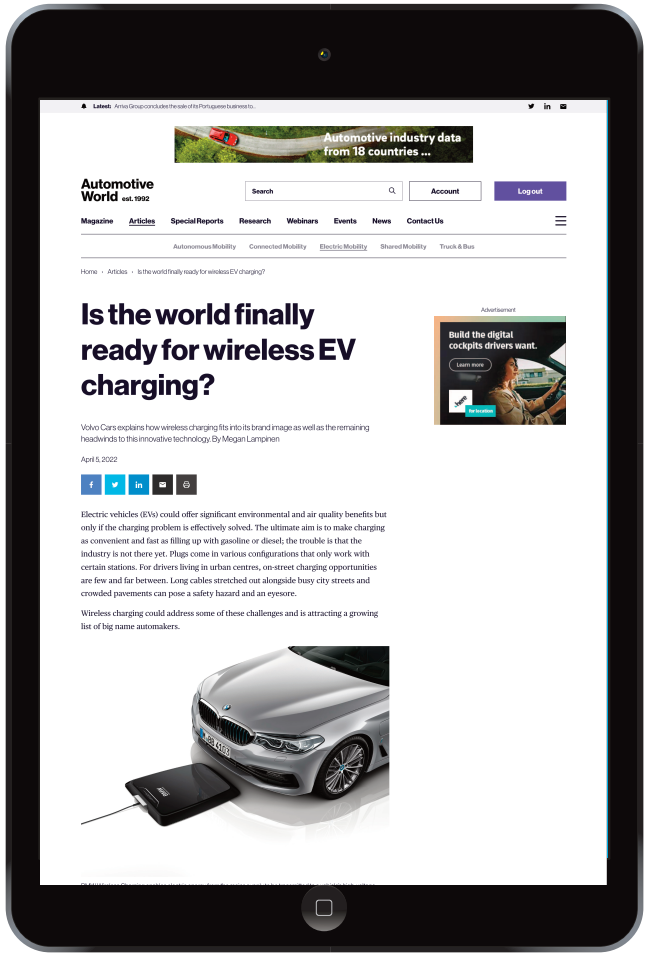
Weeks	Price	Discount (%)	Discount (£)	Total
4	£2,950.00	0	£0.00	**£2,950.00**
8	£5,900.00	10	£590.00	**£5,310.00**
12	£8,850.00	12	£1,062.00	**£7,788.00**
16	£11,800.00	14	£1,652.00	**£10,148.00**
20	£14,750.00	16	£2,360.00	**£12,390.00**
24	£17,700.00	18	£3,186.00	**£14,514.00**
28	£20,650.00	20	£4,130.00	**£16,520.00**
32	£23,600.00	22	£5,192.00	**£18,408.00**
36	£26,550.00	24	£6,372.00	**£20,178.00**
40	£29,500.00	26	£7,670.00	**£21,830.00**
44	£32,450.00	28	£9,086.00	**£23,364.00**
48	£35,400.00	30	£10,620.00	**£24,780.00**
52	£38,350.00	32	£12,272.00	**£26,078.00**

Article Publishing Rights

Automotive World publishes over 500 in-depth articles annually covering cutting-edge future mobility topics such as E-mobility, connected and autonomous vehicle technology, and the future of automotive manufacturing and materials.

If we cover your company and you'd like to re-publish the content on your website or socials, you can purchase the article publishing rights.

- Secure the rights to re-publish any Automotive World article on your website and socials
- We will also boost the article's visibility by making it free to view on Automotive World and including it in our free monthly magazine



Pricing

Per article
£995

Contact Us

Do you have a question about our sponsorship and advertising opportunities?

We'd love to hear from you.

support@automotiveworld.com