Automotive World

Media Pack

Our Mission

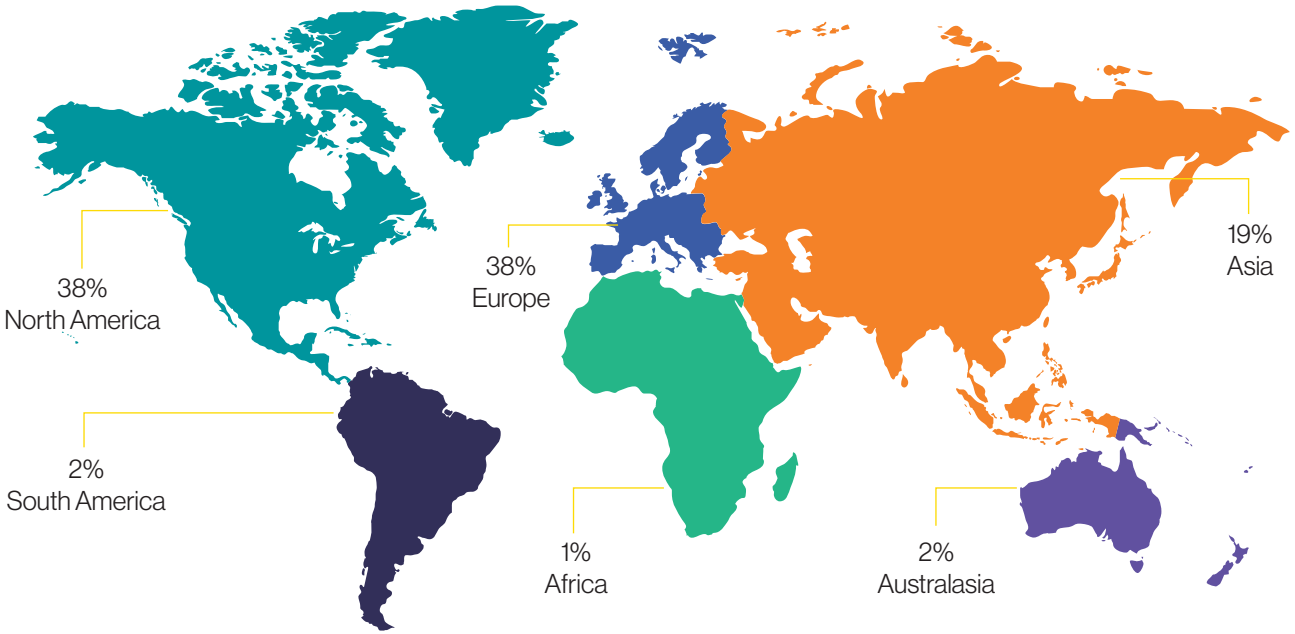
For over thirty years, Automotive World has provided trusted news, analysis, data, forecasts, and events to individuals and companies seeking deeper insight into the global automotive and commercial vehicle industries.

From tracking the performance of major OEMs and suppliers to exploring the technologies shaping the future of mobility, we empower our audience with the information they need to navigate a rapidly evolving landscape.



Our Audience

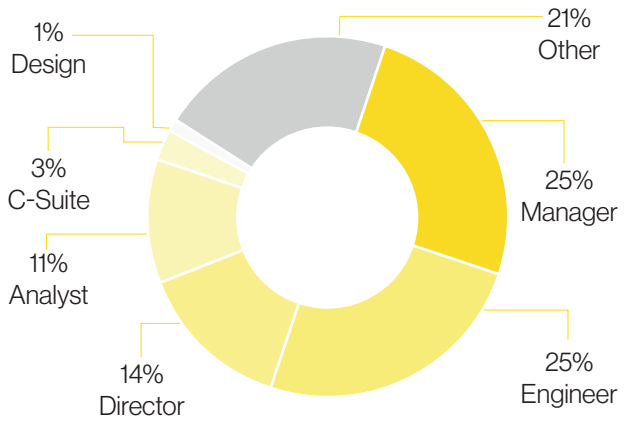
By Region



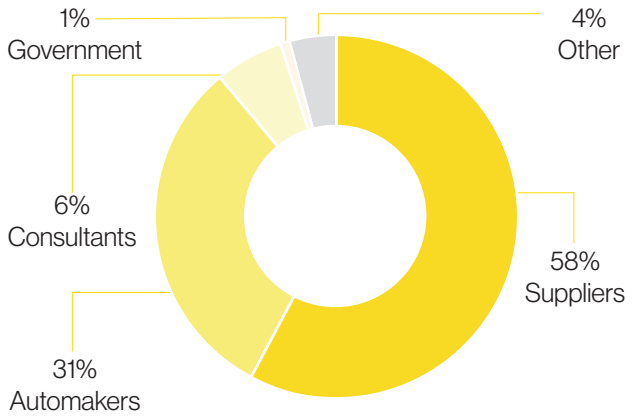
By Country

1. United States - 31%	6. China - 3%
2. France - 15%	7. Canada - 2%
3. United Kingdom - 7%	8. Japan - 2%
4. Germany - 7%	9. South Korea - 2%
5. India - 6%	10. Australia - 1%

By Function

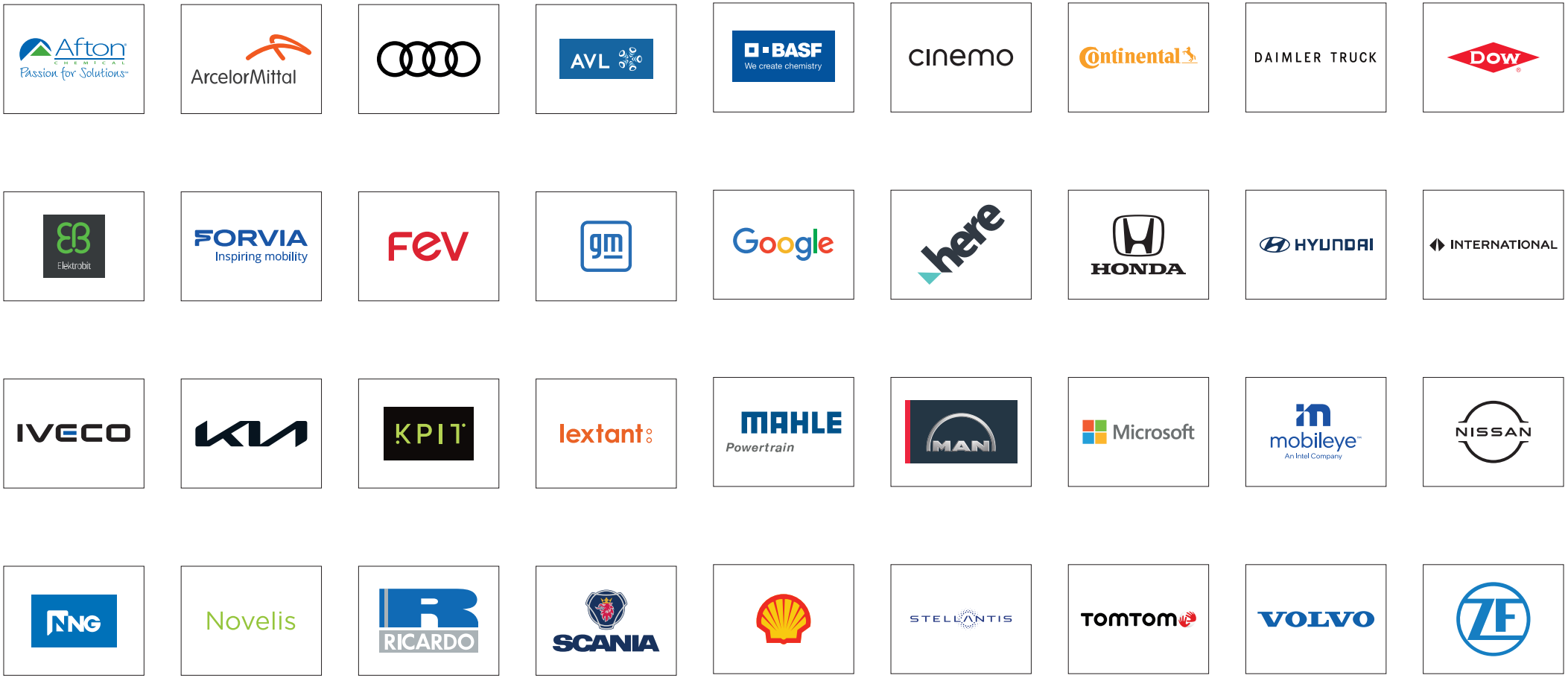


By Organization



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:

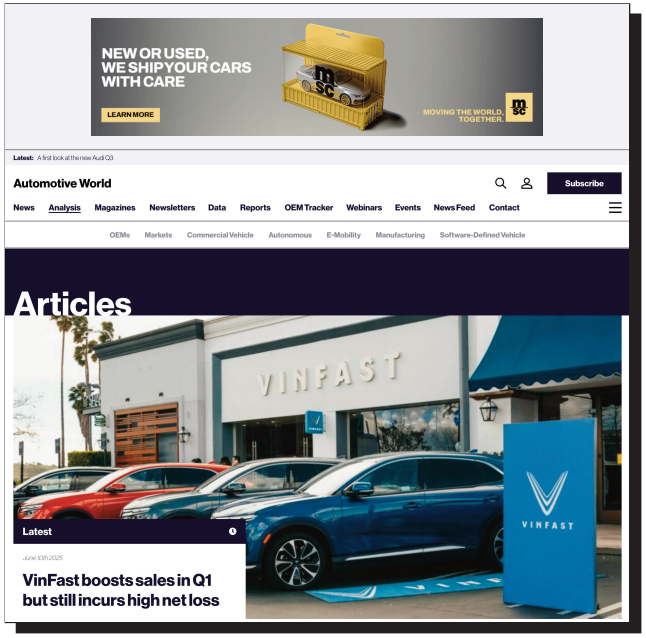


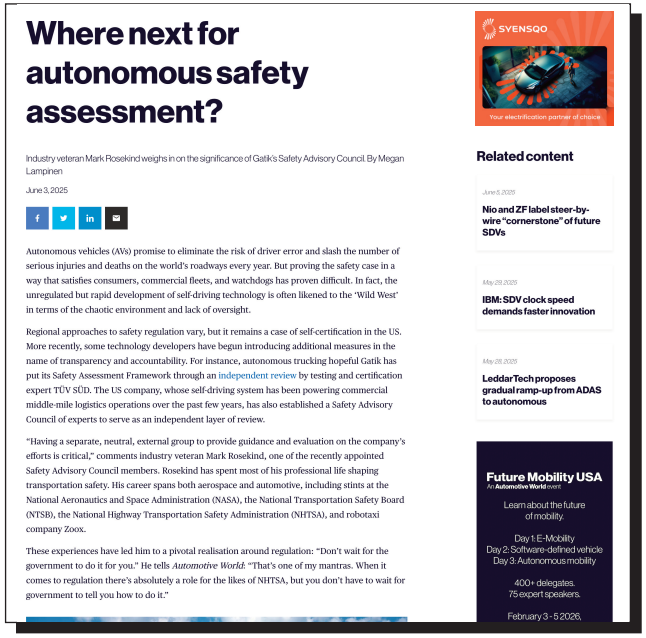
Website Advertising

AutomotiveWorld.com attracts over 1.5 million future mobility stakeholders annually from more than 200 countries. Advertising on our platform enables you to capitalise on our global reach and industry credibility to promote your products, services, and brand effectively.

Our digital advertising options include:

- Responsive hero, leaderboard, box, and portrait banners across AutomotiveWorld.com
- Packages ranging from 10,000 to 100,000 page impressions
- Ads displayed site-wide, including the homepage
- Comprehensive performance reporting upon campaign completion







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**

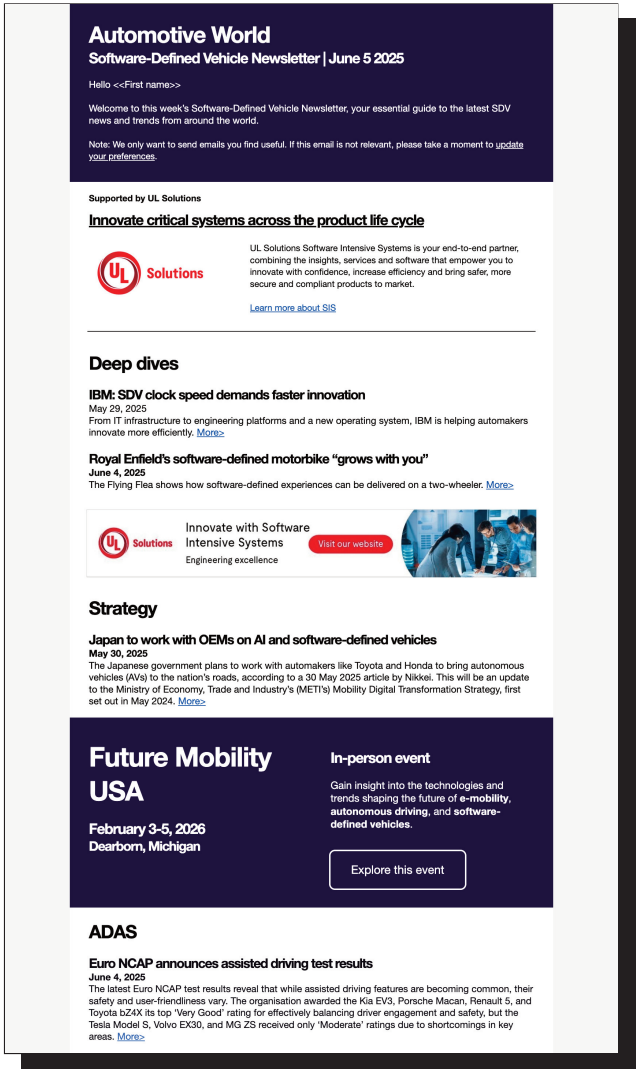
Newsletter Sponsorship

Our six specialist weekly email newsletters keep readers informed about the latest technologies and trends shaping the future of mobility.

Sponsoring a newsletter is a powerful way to promote your brand, products, and services to a highly targeted audience within the global automotive sector.

Sponsorship Benefits:

- Choose a campaign length from 4 to 52 weeks
- Select a newsletter aligned with your area of focus
- Include your logo (or alternative image), up to 50 words of text, and a link to your chosen webpage
- Display a leaderboard advert (1200×180) to promote your offerings
- Update your content at any time during the campaign to reflect new messages or products



Automotive World
Software-Defined Vehicle Newsletter | June 5 2025

Hello <<First name>>

Welcome to this week's Software-Defined Vehicle Newsletter, your essential guide to the latest SDV news and trends from around the world.

Note: We only want to send emails you find useful. If this email is not relevant, please take a moment to update your preferences.

Supported by UL Solutions

Innovate critical systems across the product life cycle

UL Solutions Software Intensive Systems is your end-to-end partner, combining the insights, services and software that empower you to innovate with confidence, increase efficiency and bring safer, more secure and compliant products to market.

Learn more about SIS

Deep dives

IBM: SDV clock speed demands faster innovation
May 29, 2025
From IT infrastructure to engineering platforms and a new operating system, IBM is helping automakers innovate more efficiently. More>

Royal Enfield's software-defined motorbike "grows with you"
June 4, 2025
The Flying Flea shows how software-defined experiences can be delivered on a two-wheeler. More>

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Strategy

Japan to work with OEMs on AI and software-defined vehicles
May 30, 2025
The Japanese government plans to work with automakers like Toyota and Honda to bring autonomous vehicles (AVs) to the nation's roads, according to a 30 May 2025 article by Nikkei. This will be an update to the Ministry of Economy, Trade and Industry's (METI's) Mobility Digital Transformation Strategy, first set out in May 2024. More>

Future Mobility USA
February 3-5, 2026
Dearborn, Michigan

In-person event
Gain insight into the technologies and trends shaping the future of **e-mobility**, **autonomous driving**, and **software-defined vehicles**.

Explore this event

ADAS

Euro NCAP announces assisted driving test results
June 4, 2025
The latest Euro NCAP test results reveal that while assisted driving features are becoming common, their safety and user-friendliness vary. The organisation awarded the Kia EV3, Porsche Macan, Renault 5, and Toyota bZ4X its top 'Very Good' rating for effectively balancing driver engagement and safety, but the Tesla Model S, Volvo EX30, and MG ZS received only 'Moderate' ratings due to shortcomings in key areas. More>

Newsletter Sponsorship

Industry Pulse

Subscribers: 37,000
Frequency: Weekly

Our flagship newsletter helps readers keep up with the most important news and trends from the global automotive and commercial vehicle industries.

Autonomous Mobility

Subscribers: 6,000
Frequency: Weekly

Commercial Vehicle

Subscribers: 6,500
Frequency: Weekly

Electric Mobility

Subscribers: 13,500
Frequency: Weekly

Manufacturing & Materials

Subscribers: 3,500
Frequency: Weekly

Software-Defined Vehicle

Subscribers: 13,500
Frequency: Weekly

Newsletter Sponsorship

Pricing

Newsletter	Subscribers	Frequency	1 week	4 weeks (5%)	12 weeks (10%)	26 weeks (17.5%)	52 weeks (30%)
Industry Pulse	37,500	Weekly	£1,295	£4,921	£13,986	£27,778	£47,138
Autonomous Mobility	6,000	Weekly	£495	£1,881	£5,346	£10,618	£18,018
Commercial Vehicle	6,500	Weekly	£495	£1,881	£5,346	£10,618	£18,018
Electric Mobility	13,500	Weekly	£795	£3,021	£8,586	£17,053	£28,938
Manufacturing & Materials	3,500	Weekly	£495	£1,881	£5,346	£10,618	£18,018
Software-Defined Vehicle	13,500	Weekly	£795	£3,021	£8,586	£17,053	£28,938

Article sponsorship

Position your experts as thought leaders with a 1,000-word executive interview created by our in-house editorial team and published on AutomotiveWorld.com and in our Industry Pulse newsletter.

Our editorial team will collaborate with you to select a topic that will engage and inform our audience

We'll conduct an in-depth interview with one or more of your experts and craft a 1,000-word article based on the conversation

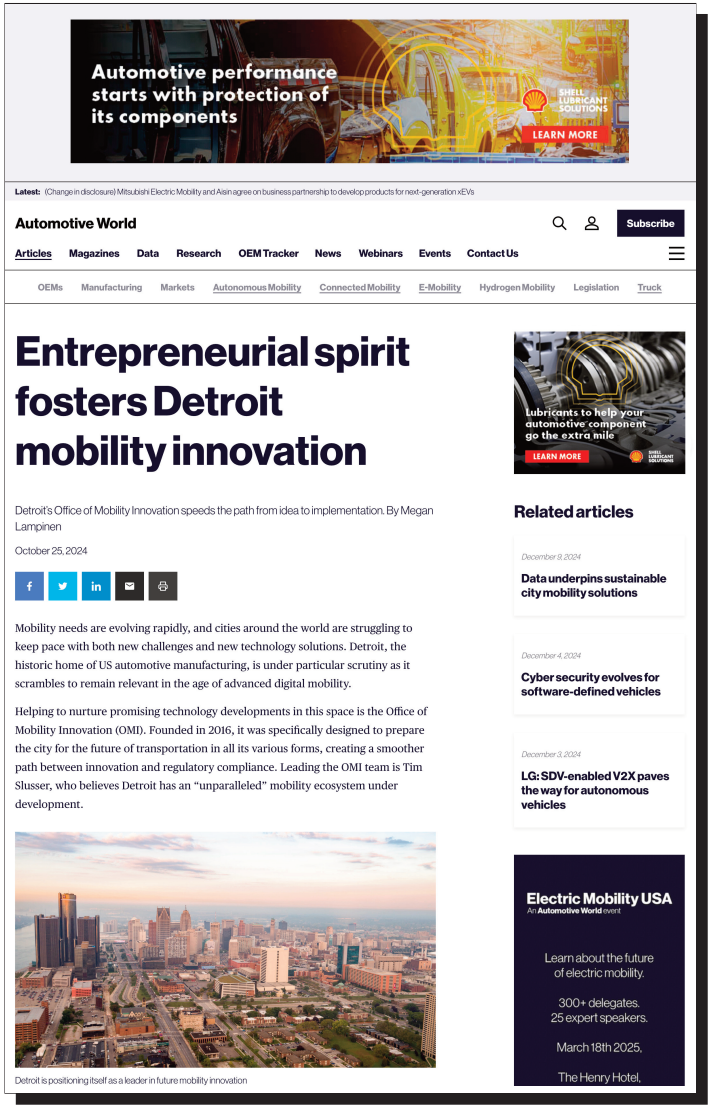
The finished piece will be published in front of the paywall on AutomotiveWorld.com for maximum visibility

The article will also feature in our weekly Industry Pulse newsletter, which is distributed to our global database of 38,000 automotive and commercial vehicle industry stakeholders

You'll receive full re-use rights to the interview, enabling you to republish and promote it across your website and social media channels

Pricing

Per article
£2,950



Let’s talk!

Gavin Dobson

Commercial Manager, Automotive World

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