Automotive World

Media Kit 2026/27

Reach the people shaping the future of the global automotive industry

Independent automotive intelligence since 1992

Automotive World delivers **news, analysis, data and intelligence** across the global automotive and commercial vehicle industries.

Our audience includes vehicle manufacturers, suppliers, technology companies and the wider automotive and mobility ecosystem, from senior decision-makers and strategists to engineers and technical specialists.

Our proprietary data and analysis reveal **what is happening, where the market is heading and what it means for the companies competing within it.**

For partners, Automotive World provides access to a large, specialist B2B audience in the trusted environment they use to understand the industry and its future.

Our Audience

Global scale. Specialist reach.

2M+
Annual website users

3M+
Annual website page views

30,000+
Automotive industry contacts

Website audience: 1 April 2025–31 March 2026. Website figures are based on measured GA4 traffic and may understate total reach due to privacy and consent restrictions.

Global Reach

An audience across the world's major automotive markets



Key Markets

Regional distribution based on identifiable contacts within the Automotive World professional audience.

United States	Germany	France	China	India
Japan	South Korea	Brazil	Sweden	United Kingdom

Automotive Professionals and Decision-Makers

From strategy to implementation

Automotive World reaches professionals across the automotive decision chain – from senior leaders setting strategy to specialists evaluating, developing and implementing technology.

Professional functions

Engineering & Technology

Engineering, R&D, software, systems, electronics and manufacturing

Product & Programme

Product development, programme management, innovation and vehicle development

Management & Leadership

Managers, directors, vice presidents and C-suite executives

Strategy & Analysis

Strategy, research, consulting, market intelligence and analysts

Commercial & Procurement

Business development, sales, purchasing, sourcing and supply chain

Across the automotive ecosystem

- **Vehicle manufacturers**
- **Tier 1 & Tier 2 suppliers**
- **Software & technology companies**
- **Semiconductor & electronics companies**
- **Engineering & manufacturing specialists**
- **Energy & infrastructure providers**
- **Consulting, research & finance**

Professional profile based on identifiable contacts within the Automotive World audience

Partner with Automotive World

Three ways to reach our audience

1

Intelligence Feed Sponsorship

Own a specialist automotive topic across weekly news and analysis

2

Partner Content

Showcase your expertise through high-quality sponsored editorial content

3

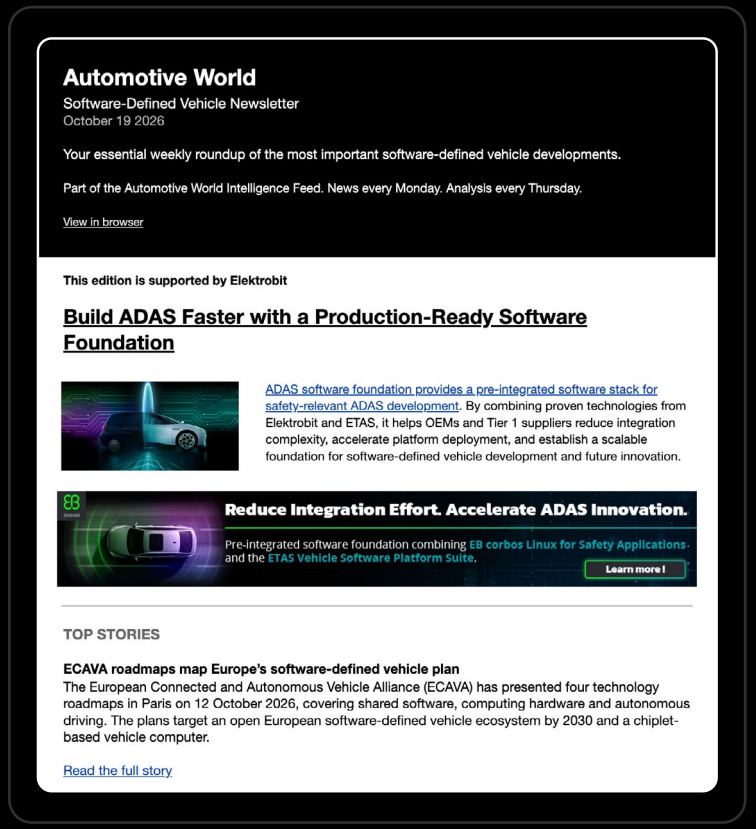
Display Advertising

Build high-impact visibility across AutomotiveWorld.com

Intelligence Feeds

News on Mondays.
Analysis on Thursdays.

Each Automotive World Intelligence Feed combines two complementary weekly touchpoints, both distributed directly to an **opted-in subscriber audience.**



Automotive World
Software-Defined Vehicle Newsletter
October 19 2026

Your essential weekly roundup of the most important software-defined vehicle developments.

Part of the Automotive World Intelligence Feed. News every Monday. Analysis every Thursday.

View in browser

This edition is supported by Elektrobit

Build ADAS Faster with a Production-Ready Software Foundation

ADAS software foundation provides a pre-integrated software stack for safety-relevant ADAS development. By combining proven technologies from Elektrobit and ETAS, it helps OEMs and Tier 1 suppliers reduce integration complexity, accelerate platform deployment, and establish a scalable foundation for software-defined vehicle development and future innovation.

Reduce Integration Effort. Accelerate ADAS Innovation.

Pre-integrated software foundation combining EB corbos Linux for Safety Applications and the ETAS Vehicle Software Platform Suite.

Learn more !

TOP STORIES

ECAVA roadmaps map Europe's software-defined vehicle plan
The European Connected and Autonomous Vehicle Alliance (ECAVA) has presented four technology roadmaps in Paris on 12 October 2026, covering shared software, computing hardware and autonomous driving. The plans target an open European software-defined vehicle ecosystem by 2030 and a chiplet-based vehicle computer.

Read the full story

Mondays — What happened.

Newsletter

A curated roundup of the latest developments in a specialist automotive topic.

Thursdays — What it means.

Intelligence Brief

Focused editorial analysis of the implications of the week's most important developments.

Both are delivered directly to subscribers who have opted in to receive that specialist Intelligence Feed.

Together, they deliver a continuous specialist information product throughout the working week.

Eight Specialist Intelligence Feeds

Align your brand with the topic that matters most

Industry Pulse
30,000+ subscribers

The strategic, commercial and market developments shaping the global automotive industry.

E-Mobility
12,000+ subscribers

Electric vehicles, batteries, charging, power electronics and the transition to electrified transport.

Software-Defined Vehicle
12,000+ subscribers

Vehicle software, E/E architecture, connectivity, cloud, operating systems and the shift to software-defined platforms.

Commercial Vehicle
6,000+ subscribers

Trucks, vans, buses, fleet technology, logistics and the transformation of commercial transport.

Autonomous Mobility
5,500+ subscribers

ADAS, autonomous driving, sensing, validation, regulation and deployment.

Automotive Manufacturing
3,500+ subscribers

Automotive production, automation, factories, supply chains, materials and manufacturing innovation.

Automotive AI (New)
300+ subscribers

Artificial intelligence across vehicle development, engineering, manufacturing, mobility and the in-vehicle experience.

China Automotive (New)
300+ subscribers

China's vehicle market, OEM strategies, technology leadership, exports and global expansion.

Subscriber figures are rounded and represent opted-in contacts for each individual Intelligence Feed. Subscribers may opt in to more than one Feed.

Intelligence Feed Sponsorship

Own the conversation

Sponsorship gives your brand a consistent presence across the full Intelligence Feed, with the same sponsor placement in both the Monday newsletter and Thursday Intelligence Brief.

Each sponsorship includes

- Company logo
- 50-word sponsor message
- Banner advertisement
- Link to your preferred website or campaign URL
- Performance reporting

Campaigns can run from individual weeks to long-term annual partnerships.
Newsletter-only and Intelligence Brief-only sponsorships are also available.

Intelligence Feed Rates

Flexible sponsorship options

Intelligence Feed	1 week	4 weeks	12 weeks	24 weeks	50 weeks
Industry Pulse	$2,695	$10,250	$29,500	$57,500	$115,000
E-Mobility	$1,750	$6,750	$19,500	$37,500	$75,000
Software-Defined Vehicle	$1,750	$6,750	$19,500	$37,500	$75,000
Commercial Vehicle	$1,095	$4,250	$12,000	$23,500	$47,000
Autonomous Mobility	$1,095	$4,250	$12,000	$23,500	$47,000
Automotive Manufacturing	$1,095	$4,250	$12,000	$23,500	$47,000
Automotive AI	$695	$2,650	$7,750	$15,000	$30,000
China Automotive	$695	$2,650	$7,750	$15,000	$30,000

Newsletter-only and Intelligence Brief-only sponsorships are also available.

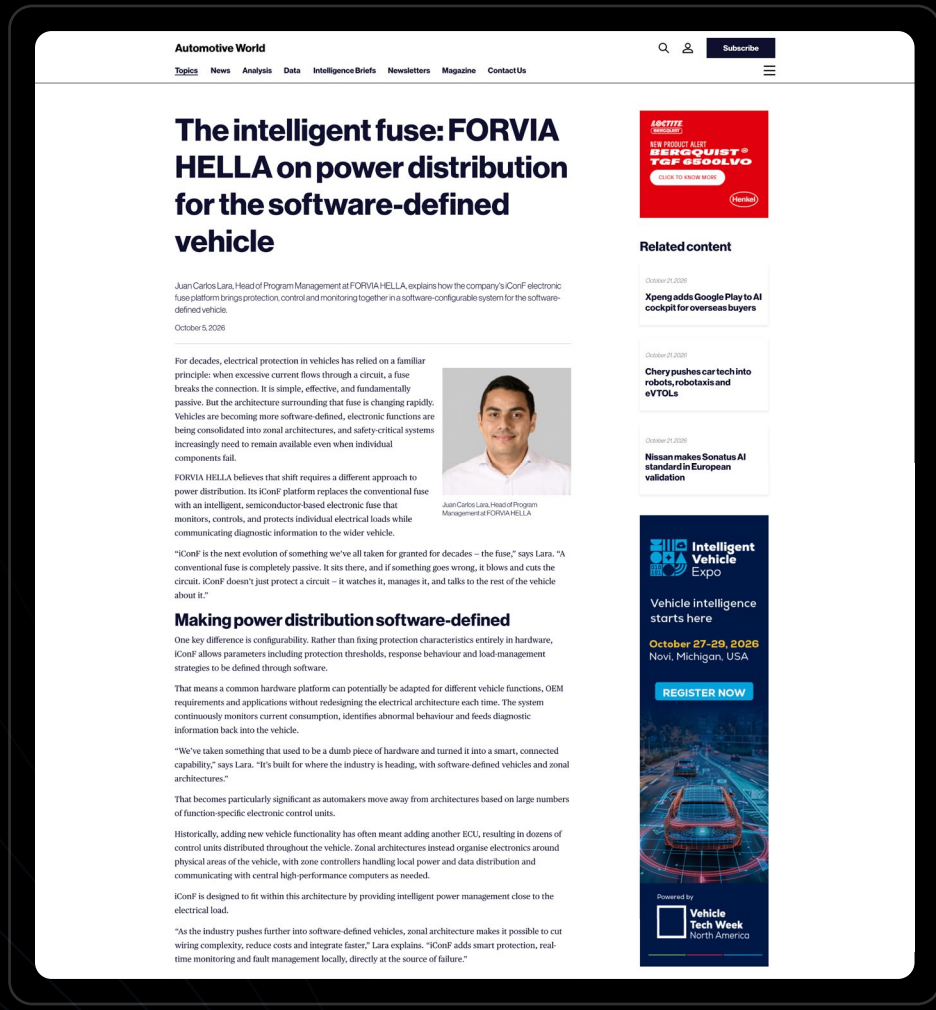
Partner Content

Turn your expertise into industry thought leadership

Partner Content helps companies explore important industry subjects in depth, with support from Automotive World's editorial team.

The strongest Partner Content is:

- **Informative**
- **Insight-led**
- **Future-oriented**



Content can be developed from executive interviews, written Q&As, research, technical material or existing thought-leadership content.

Automotive World develops the final article in a format suited to its audience.

What Partner Content Includes

$4,950 per article

- Topic development with our editorial team
- Editorial preparation and writing
- Approximately 1,000–1,500 words
- Publication on AutomotiveWorld.com
- Free access outside the subscription paywall

- One week of promotion in the Industry Pulse Intelligence Feed
- Additional promotion in any other relevant Intelligence Feed
- Partner attribution
- Agreed reuse rights
- Post-campaign performance reporting

All Partner Content is clearly identified as sponsored

Display Advertising

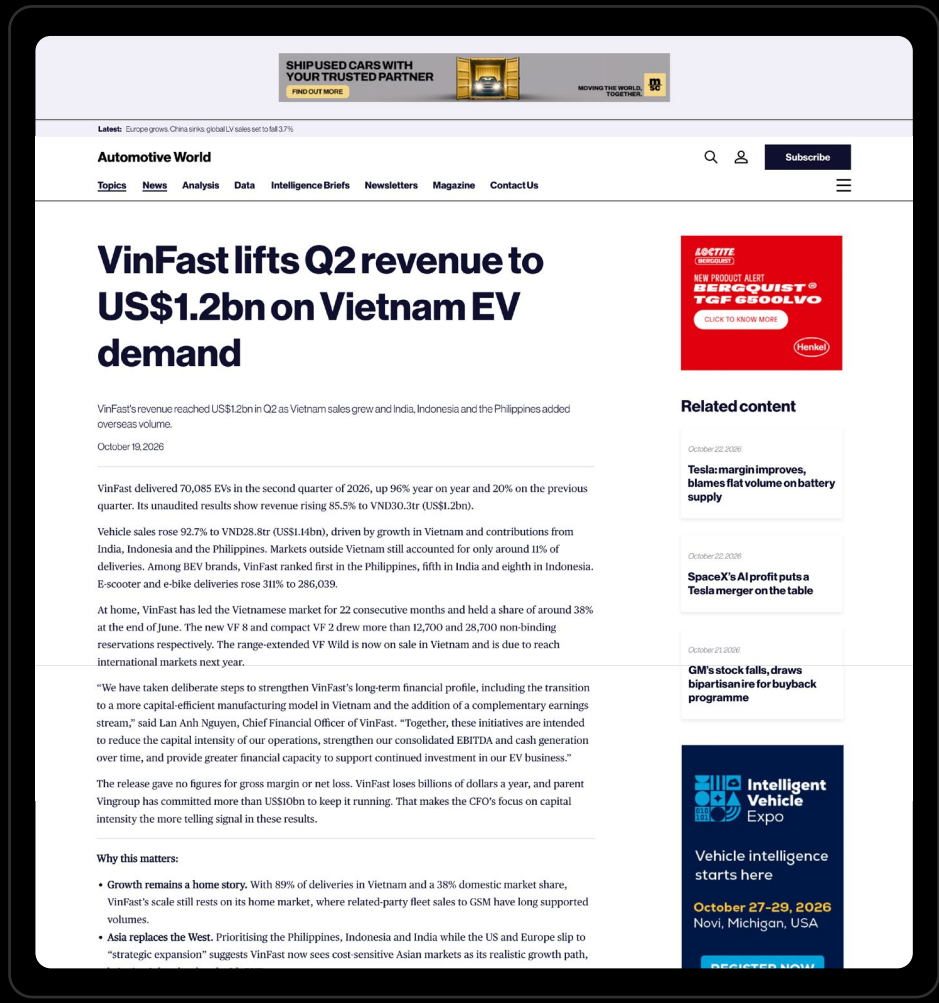
High-impact visibility across AutomotiveWorld.com

Reach Automotive World readers as they consume industry news, analysis and intelligence.

Responsive formats are optimised for desktop, tablet and mobile, with placements available across the site, including the homepage.

Campaign rates *Campaign performance reporting included.*

Impressions	Price	Discount	Saving	Total
10,000	$1,250	0%	$0	$1,250
20,000	$2,500	5%	$125	$2,375
30,000	$3,750	7.5%	$281	$3,469
40,000	$5,000	10%	$500	$4,500
50,000	$6,250	12.5%	$781	$5,469
60,000	$7,500	15%	$1,125	$6,375
70,000	$8,750	17.5%	$1,531	$7,219
80,000	$10,000	20%	$2,000	$8,000
90,000	$11,250	20%	$2,250	$9,000
100,000	$12,500	20%	$2,500	$10,000



Available formats:

- Hero
- Leaderboard
- Medium rectangle / Box
- Portrait

Automotive World

Let’s Talk

Build a campaign around the audience, topics and markets that matter to your business.

Whether you want to own a specialist Intelligence Feed, build thought leadership through Partner Content or increase visibility through display advertising, we can help you shape the right campaign.

Gavin Dobson
Chief Commercial Officer
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