

Media Pack
2010



AW

Our company

AutomotiveWorld.com is an online B2B publisher which has been providing unbiased, accurate and insightful information to auto industry stakeholders since 1992.

Our news articles, features, expert opinion, research and webinars are used on a daily basis to inform the decisions of some of the best known companies and organizations in the global auto industry.

Our customers

AutomotiveWorld.com currently receives more than 750,000 unique visits per year from auto industry stakeholders in more than 200 countries. Every month, more than 165,000 AutomotiveWorld.com pages are viewed by professionals working in the global auto industry.

Top 5 visitors to AutomotiveWorld.com by type:

1. OEMs
2. Suppliers
3. Government bodies
4. Trade associations
5. Banks / Financial institutions / Management consultancies

Top 5 visitors to AutomotiveWorld.com by country:

1. US: 38% of the total
2. UK: 12%
3. India: 9%
4. Germany: 5%
5. Canada: 5%
6. France: 2%
7. Sweden: 2%
8. Australia: 2%
9. Japan: 2%
10. China: 2%

Top 5 visitors to AutomotiveWorld.com by job function:

1. Research and Development
2. Engineering
3. Sales and Marketing
4. Senior Management
5. Purchasing

Advertising prices

Supplier directory inclusion:	\$165.00/ € 120.00 / £100.00 per year
Banner ad – Home page:	\$325.00 / €235.00 / £195 per month
Banner ad – Other pages:	\$240.00 / €175.00 / £145 per month
Skyscraper ad – Home page:	\$440.00 / €320.00 / £265 per month
Skyscraper ad – Other pages:	\$340.00 / €245.00 / £205 per month
Monthly digest full page ad:	\$165.00 / €120.00 / £100.00 per ad
Microsite	\$7,995.00 / €5,850.00 / £5,000.00 per year

Sponsorship prices

Webinar sponsorship:	\$16.50 / €12.00 / £10.00 per registered attendee
----------------------	---

Partner package

All advertising products plus one webinar sponsorship:	\$11,250.00 / € 8,150.00 / £7,000.00
--	--------------------------------------

Technical data

Banner ad

Size:	468 x 60 px
Format:	jpg, gif, png or swf*

Skyscraper ad

Size:	220 x 380 px
Format:	jpg, gif, png or swf*

**Links must be embedded in flash files*

Monthly digest full page ad

Bleed:	216 x 303 mm
Trim:	210 x 297 mm
Type area:	204 x 289 mm
Format:	PDF

Contact

Gavin Dobson
gavin.dobson@automotiveworld.com
+44 (0)2920 466 349