

**Automotive
World** est. 1992

Media Pack 2024

Our Mission

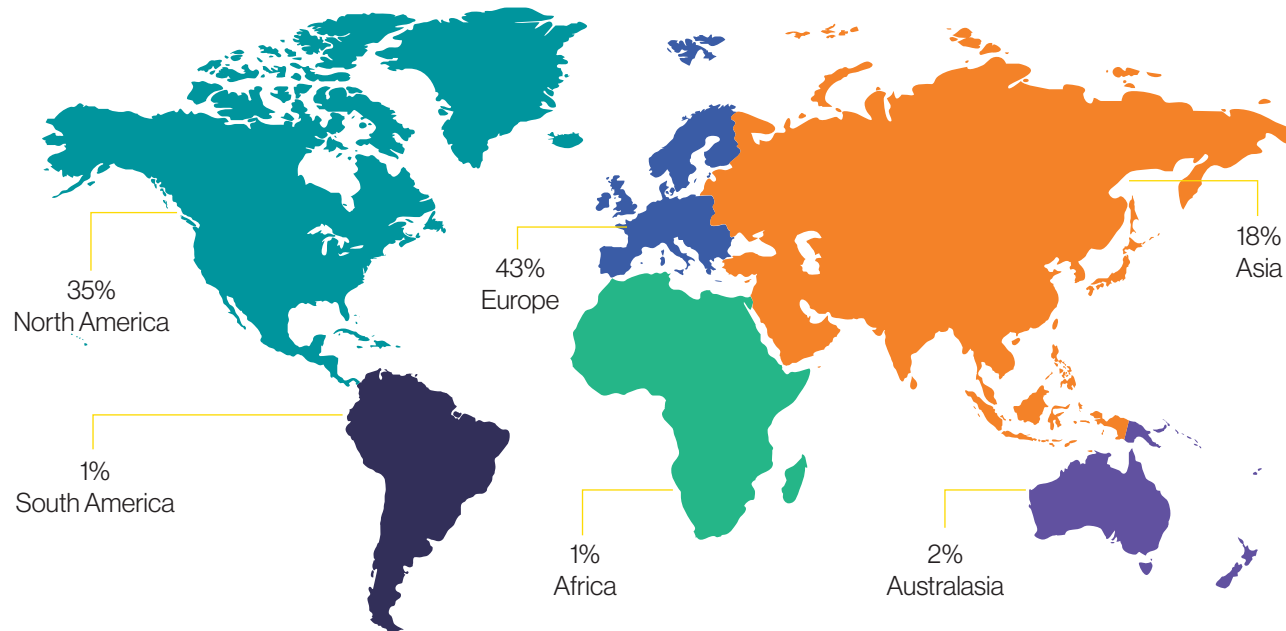
Automotive World's goal is to help automotive and commercial vehicle industry stakeholders understand the future of mobility through in-depth, timely, and insightful articles, reports, data sets, forecasts, and events.

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

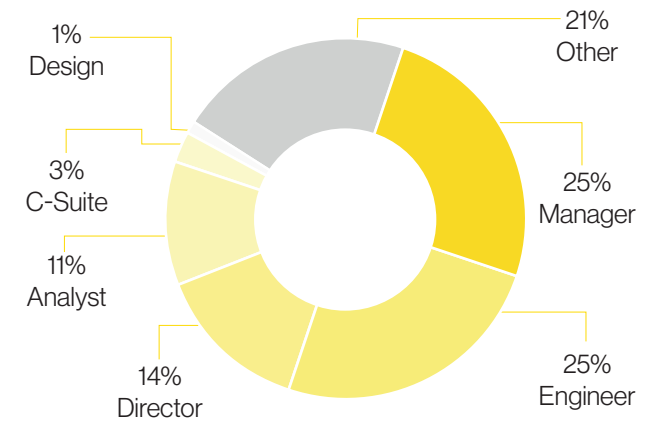
By Region



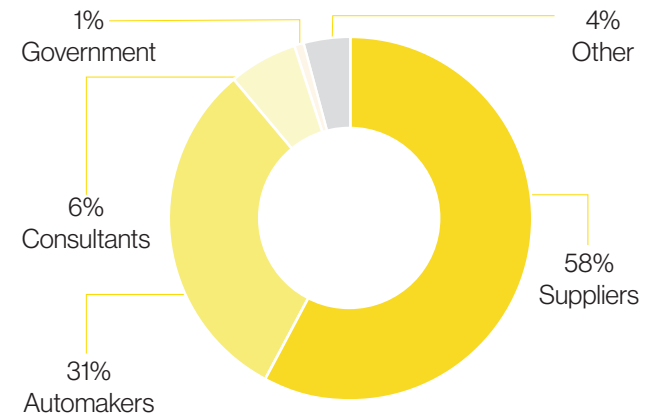
By Country

1. United States - 31%	6. China - 3%
2. France - 14%	7. Sweden - 2%
3. United Kingdom - 8%	8. Canada - 2%
4. India - 6%	9. Australia - 2%
5. Germany - 6%	10. South Korea - 2%

By Function

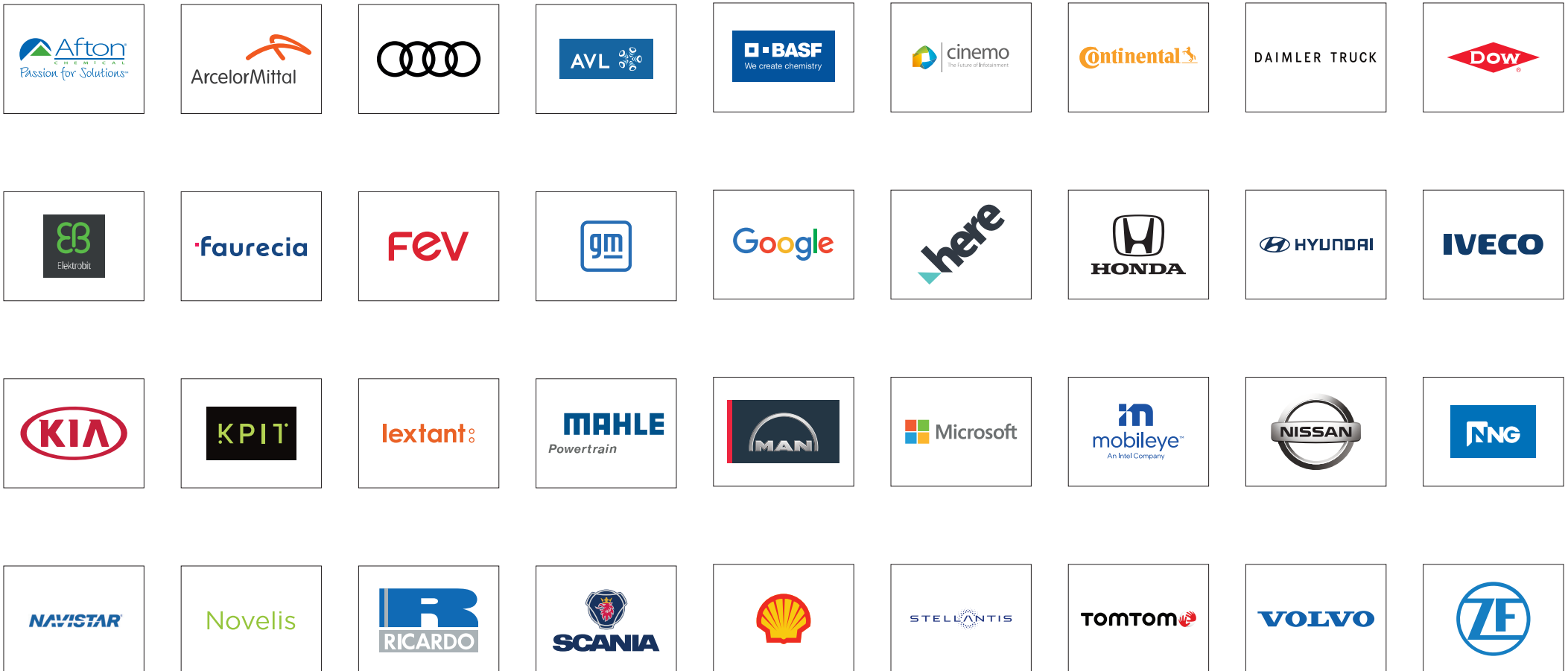


By Organization



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:



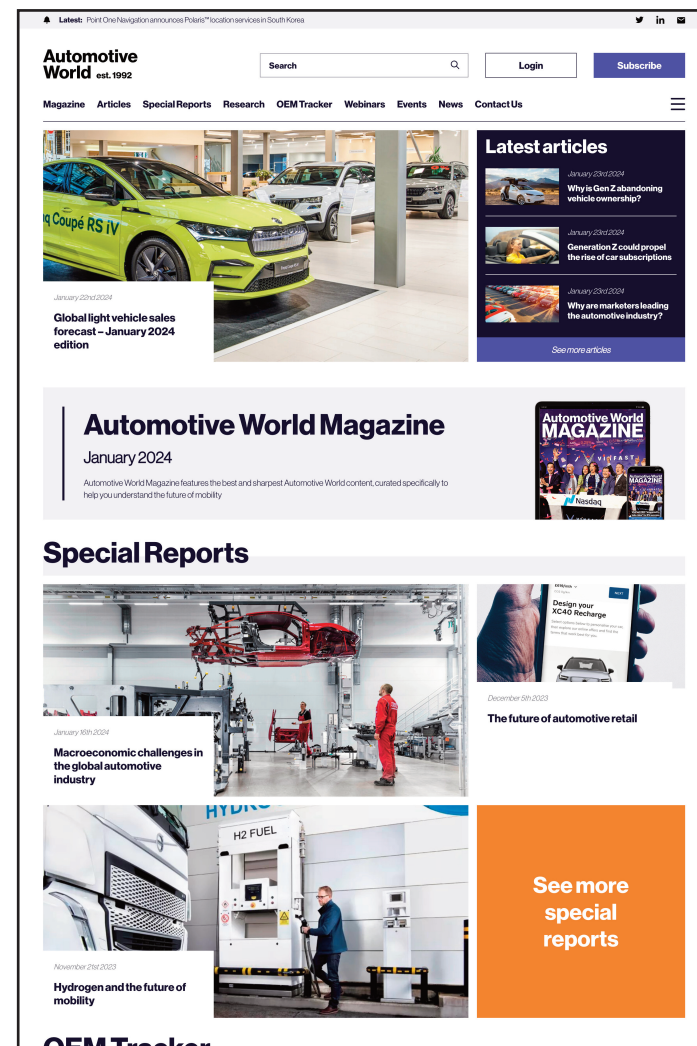
Website Advertising

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 2024	10 January, 2024	22 December, 2023	Commercial vehicle cockpit design
February 2024	7 February, 2024	22 January, 2024	Generation Z and the future of mobility
March 2024	6 March, 2024	19 February, 2024	Euro 7
April 2024	10 April, 2024	25 March, 2024	Cyber security
May 2024	8 May, 2024	22 April, 2024	Vehicle electrification
June 2024	5 June, 2024	20 May, 2024	Artificial intelligence
July 2024	10 July, 2024	24 June, 2024	Electric vehicle charging
August 2024	7 August, 2024	22 July, 2024	Vehicle financing
September 2024	4 September, 2024	19 August, 2024	Supply chain management
October 2024	9 October, 2024	23 September, 2024	Autonomous vehicles
November 2024	6 November, 2024	21 October, 2024	Quantum computing
December 2024	11 December, 2024	25 November, 2024	Urban 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

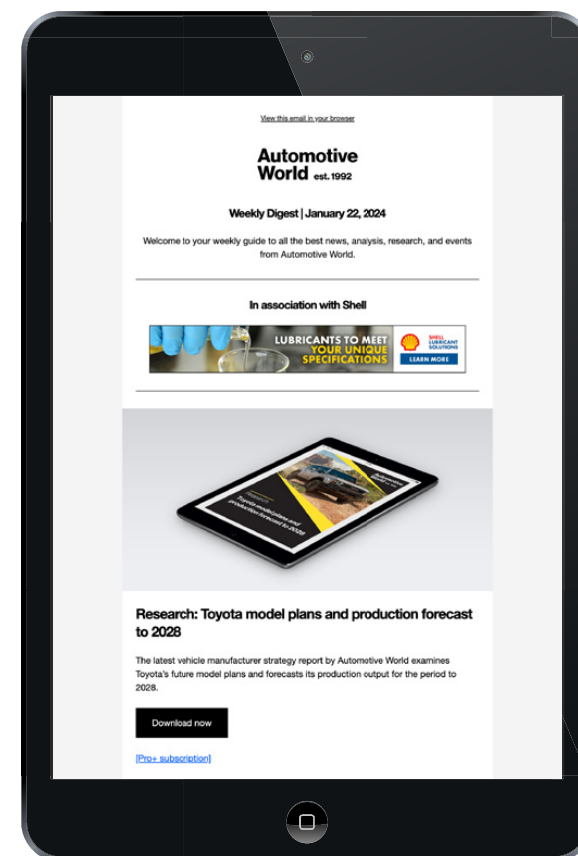
Our weekly email newsletter, which features all the best content from AutomotiveWorld.com, is sent every Monday to more than 20,000 opted-in auto industry stakeholders worldwide.

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

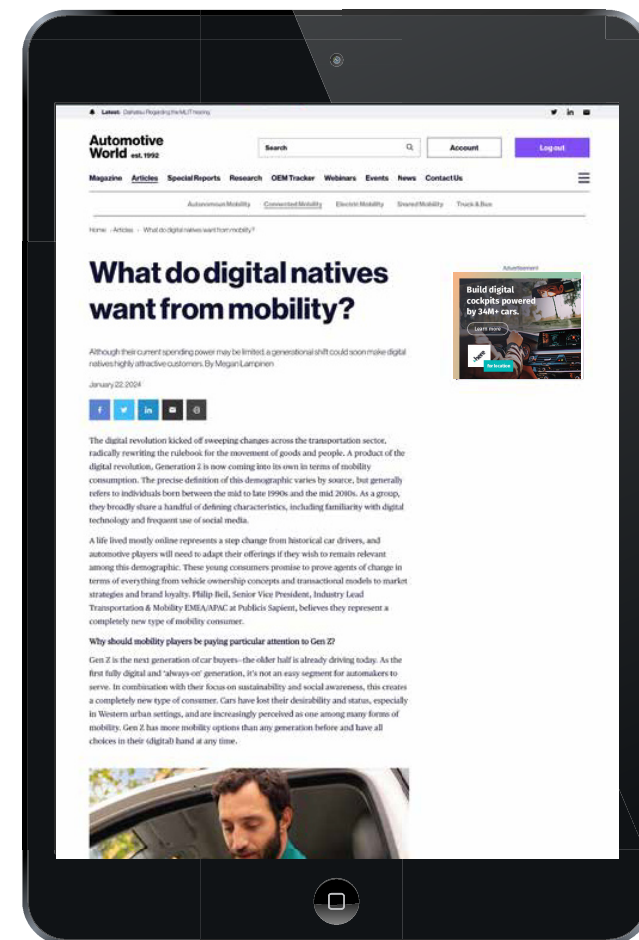
Automotive World publishes over 500 in-depth articles annually covering cutting-edge future mobility topics such as E-mobility, connected and autonomous vehicle technology, and the future of automotive manufacturing and materials.

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