

**PEOPLE • PRODUCT • PROCESS**

# **AUTOMOTIVE** **Industries**

— **2012 MEDIA PLANNER** —

*Celebrating*

# 116 YEARS

*of Proud Heritage*

**Ai** **Reinvents the Wheels!**

*Please Join Us For The latest Spin*

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# Editorial Platform 2012

**PEOPLE • PRODUCT • PROCESS**

# **AUTOMOTIVE** **Industries**

<b>Issue/ Closing Dates</b>	<b>Editorial Lineup</b>	<b>Industry Activity</b>
<b>January on-line</b> Editorial: December 10 Advertising: December 22	114th Anniversary Issue, <b>Automotive Industries Cavalcade of Technology,</b> <b>Interiors: The Svelte and the Sumptuous</b>	Detroit International Auto Show Los Angeles Auto Show
<b>February on-line</b> Editorial: January 10 Advertising: January 28	<b>Hybrids, Fuel Cells and Hydrogen</b> <b>Infrastructure, Fuels and Future Fuels,</b> <b>Manufacturing Production Operations,</b> <b>Vehicle Systems - Exterior</b>	Chicago Auto Show
<b>March Print</b> Editorial: February 11 Advertising: February 28	<b>Executive of the Year Issue,</b> <b>Supplier Focus: AI's "Shadow Show",</b> <b>Best Interiors, Vehicle Systems - Interior</b>	Corporation Of The Year
<b>April on-line</b> Editorial: March 11 Advertising: March 31	<b>Materials: Trends and Technology,</b> <b>Supplier Focus: Glass, Paints and Coatings,</b> <b>Business Software,</b> <b>Annual PR Survey: Who Does It Best?</b>	SAE Congress & Exposition
<b>May on-line</b> Editorial: April 11 Advertising: April 29	<b>Powertrain Technology,</b> <b>Engineering &amp; Design, Automotive Interiors:</b> <b>Third in a Series, Vehicle Systems - Interior</b>	To Be Announced
<b>June Print</b> Editorial: May 9 Advertising: May 27	<b>Quality: The Battle Never Ends,</b> <b>Quest for Excellence, Advanced Materials,</b> <b>Vehicle Systems - Chassis</b>	QFE Awards
<b>July on-line</b> Editorial: June 10 Advertising: June 30	<b>Telematics: Pushing the Envelope,</b> <b>Information Technology, Automotive Interiors:</b> <b>4th in a Series, Vehicle Systems - Powertrain</b>	To Be Announced
<b>August on-line</b> Editorial: July 11 Advertising: July 29	<b>Logistics: Supply Chain Management,</b> <b>PLM / ERP integration, Advanced Automotive</b> <b>Plastics, Vehicle Systems - Electronic / Electrical</b>	Traverse City Management Seminar Purchasing Awards
<b>September Print</b> Editorial: August 10 Advertising: August 31	<b>Logistics: Supply Chain Management,</b> <b>Bright Ideas: The Best Models,</b> <b>Supplier Focus: Emission Systems &amp; Components</b> <b>Automotive Interiors: 5th in a Series, Logistics</b>	Automotive Industry Conference The SME Summit
<b>October on-line</b> Editorial: September 9 Advertising: September 30	<b>Advances In Manufacturing Systems,</b> <b>Supplier Focus: Analytical Software,</b> <b>Emerging Markets, Consultancy</b>	Tokyo Auto Show
<b>November on-line</b> Editorial: October 10 Advertising: October 28	<b>Outlook Issue,</b> <b>Manufacturing Production/Engineering,</b> <b>Automotive Interiors: 6th in a Series, Retail</b>	SEMA Show
<b>December Print</b> Editorial: November 11 Advertising: November 30	<b>Styling Clash: Hip Hop vs. the Classics,</b> <b>Supplier Focus: Software/Hardware Reference Guide,</b> <b>Logistics</b>	NPE Show

# 2012 Advertising Rates

## EMAIL INSTRUCTIONS - ALL ADVERTISERS

All correspondence, contracts, insertion orders, digital files, proofs and any special instructions should be sent to:  
**jal@autoindustry.us**

## AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space, color and position.  
 Commission is not allowed on other charges such as backup or special binding of inserts,  
 reprints and other mechanical charges.

## ISSUANCE AND CLOSING DATES

Published monthly online and quarterly in print. For copy to be set, closing date is 1st of month preceding issue date.  
 For complete digital files, closing date is 15th of month preceding issue date.

## SERIES DISCOUNTS FOR REGULAR ADVERTISING

### Singles page color

1 x rate \$11000 per issue (£7,000 • €8000)  
 3 x rate \$8750 per issue  
 6 x rate \$8550 per issue  
 9 x rate \$8450 per issue

### Double page color

1 x rate \$14850 per issue  
 3 x rate \$14380 per issue  
 6 x rate \$14050 per issue  
 9 x rate \$13890 per issue

## SINGLES PAGE COLOR INCLUDING 1 MINUTE \*COMMERCIALS ON GIANT SCREENS AT AUTOMOTIVE TRADE SHOWS

1 x rate \$11990 per issue                      6 x rate \$11550 per issue  
 3 x rate \$11750 per issue                      9 x rate \$11450 per issue

## DOUBLE PAGE COLOR INCLUDING 90 SECOND \*COMMERCIALS ON GIANT SCREENS AT AUTOMOTIVE TRADE SHOWS

1 x rate \$19780 per issue                      6 x rate \$19050 per issue  
 3 x rate \$19380 per issue                      9 x rate \$18890 per issue

\*Commercials at automotive trade events worldwide, such as Automechanika Frankfurt, Equip Auto Paris and GAPA, Macau

## COLOR RATES

Second and 4-colors are available for pages and all fractional pages.

Standard AAAA red, yellow, blue or green,

per page or fraction thereof, extra..... no charge

Matching colors, per page or fraction thereof, extra ..... no charge

Metallic colors available .....consult publisher

4-color (Process offset)

per page or fraction thereof, extra..... no charge

additional pages, same issue,

per page or fraction thereof, extra ..... no charge

## COVERS AND SPECIAL POSITIONS

Special positions at the front of each issue (with guest columnists) opposite which the right hand advertising page (the first 8 RH advertising pages in the magazine) £8,000 for a full page full color (€9000 or \$12500) and will include a full 12 months online button banner.

SPREADS Plus 50%

BACK COVER Plus 50%

RHP opposite Contents English

RHP opposite Contents Chinese

RHP opposite Editors Introduction

RHP opposite Bob Brooks "Ai Insider"

RHP opposite FISITA "Engineering News"

RHP opposite JD Power "Automotive Forecasting"

RHP opposite Automechanika "See you there"

RHP opposite Datamonitor "Market Data"

## INSERTS

	2 Pages	4 Pages	8 Pages
Furnished,			
Per Page	\$4,800	\$4,500	\$4,200

# Digital Specs

## Digital Format Advertising Guidelines

### AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space, color and position.  
Commission is not allowed on other charges such as backup or special binding of inserts, reprints and other mechanical charges.

### DIGITAL GUIDELINES FOR MATERIAL REQUIRED:

The following are the guidelines for submitting ads in digital format. Please follow the guidelines closely to ensure the highest quality advertisement possible. Failure to meet the guidelines below could delay production deadlines and advertiser may incur further production charges.

- All adverts to be supplied as **high resolution PDF Documents**
- ALL images and graphics must have the correct resolution of 300 dpi at 100%.
- All fonts embedded - Any missing fonts may result in reflow, bad breaks and/or missing text.  
Do not use font styles other than all caps, small caps, superscript, subscript and/or superior from the style menu.
- All document security turned off
- All graphics **MUST BE CMYK (Not RGB) — NO COMPRESSION**
- ALL CMYK and Grayscale placed within advertisement **MUST** be of a resolution suitable for the format.  
Typically, graphics from websites are not suitable for printing due to lower resolution.
- The "registration" option must be selected when creating the postscript file and pdf so that the file prints with crop marks, file name, date and time. All media that is sent should be labelled with the company name and/or agency name, contact name and phone number.
- PDF's should be named as follows: Company Name Month Year ie: "**Company Name Ad 10/05.pdf**"
- Advertisements run previously will be picked up for repeat insertions at no charge to the advertiser. However, changes in files, including patches and addresses, will be made at advertiser's expense (non-commissionable).
- Density: Total density of all colors combined in any one area should not exceed 300%.
- Publisher refuses responsibility of printed advert if requirements are not followed.

### ADVERTISING PROOF REQUIREMENTS

If a Digital Matchprint color proof is not supplied, publisher refuses responsibility for reproduction.

Hard Copy - A full colour matchprint with correct colour values must accompany adverts burnt onto CD's.

Digital - A Composite RGB JPEG of advert reduced to 100ppi to accompany adverts e-mailed in pdf format (colour reproduction not guaranteed)

### MAILING INSTRUCTIONS — ALL ADVERTISERS

All High Res PDF files less than 10MB to be accompanied by a composite, low res, RGB, JPEG proof can be e-mailed or sent via [www.youSENDit.com](http://www.youSENDit.com) to:

**jal@autoindustry.us**

All High Res PDF files less than 15MB to be accompanied by a composite, low res, RGB, JPEG proof can be e-mailed or sent via [www.youSENDit.com](http://www.youSENDit.com) to:

**cali@giastudio.co.za**

### AD DIMENSIONS

	<b>Trim Size</b>	<b>Bleed Size</b>	<b>Live Area (Text constraints)</b>
Full Page	203mm (W) x 267mm (H)	209mm (W) x 273mm (H)	183mm (W) x 247mm (H)
DPS	406mm (W) x 267mm (H)	412mm (W) x 273mm (H)	386mm (W) x 247mm (H) 20mm on spine

# AI's Solid Circulation

Join AI in celebrating its proud heritage of 116 years of continuous publication. No other automotive publication can lay claim to that accomplishment.

Surviving World Wars, stock market crashes, mergers, spin offs, trust busting. Witnessing the rich cacophony of events and voices woven into the fabric of the industry for its entirety.

As we embark upon this new chapter, we rededicate ourselves to serving the industry as well as the advertisers who support our efforts.

Our balanced circulation provides the best possible cross section to reach decision makers on all levels and functions.

**AI online: Total visits OCT 2011: 251, 887\*/ Unique 26,916 at 9.3 visits per month**  
**Plus AI printed issues SEP 2011 (22,191\*\* printed x average 3 readers per copy): 66,573,**  
**Automotive Industries GLOBAL TOTAL ESTIMATED READERSHIP: 93,489**

**Source\*Web Usage Statistics <http://www.ai-online.com/usage-reports/> User  
 aionline Password aionline \*\*US Postal Service Certificate/Times Printing  
 Many Subscribers Claim Multiple Buying Influence for More Than One Vehicle System**

## LEGAL DOCUMENT • STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION • UNITED STATES POSTAL SERVICE

1. Publication Title: Automotive Industries • 2. Publication number: 1099-4130 • 3. Filing Date: 09-30-2011 • 4. Issue Frequency: Quarterly
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8. Headquarters address: Automotive Industries LTD, ground floor, 4C Unity House • 9. 3-5 Accommodation Rd London, England, NW118ED, United Kingdom
10. Publisher: John Larkin, Automotive Industries LTD, ground floor, 4C Unity House • 11. 3-5 Accommodation Rd London, England, NW118ED, United Kingdom
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	Ave copies each issue During preceeding 12 months	No. copies Issue Published nearest to filing Date
a. Total Number of copies	18927	19098
b. Legimate paid and/or requested (By mail and outside mail)		
b1. Individual paid/requested mail Subs as Stated on PS Form 3541	8523	10249
b2. Copies requested by Employers for Distribution To Employees Name/Position sataaed on PS3541		
b3. Sales through Delers/Carriers Outside USPS	2029	1000
b4. Requested copies other USPS mail classes		
c. TOTAL PAID/REQUESTED Circulation	10553	11249
d. Nonrequested Distribution		
d1. Nonrequested copies stated on PS3541	5676	4929
d2. Sales through Delers/Carriers Outside USPS		
d3. Non-requested copies other USPS mail classes		
e. TOTAL NONREQUESTED DISTRIBUTION	5676	4929
f. TOTAL DISTRIBUTION	16229	16178
g. Copies not Distributed	2698	2920
h. TOTAL	18927	19098
i. Percent Paid or Requested circulation	65.03%	69.53%

I certify that all the information furnished on this form is true and complete. AUTOMOTIVE INDUSTRIES, John Larkin, Publisher

# All Roads Lead to **A**

## Get On A Roll With Us Today!

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CLINTON WRIGHT

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