Pretty Innovative!

Discover the future of diagnostics

With customized diagnostics and service solutions from Continental

"100% CUSTOMER SATISFACTION GUARANTEE"

Mobilizing Your World.

CONNECTING THE VEHICLE OPPORTUNITIES AROUND THE BEND.

Car Security
Driving Trust

HARMAN
Experience next generation high-class in-car entertainment with HARMAN’s infotainment platform in the Ricardo Budi concept car.

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Automotive Industries (AI) has been supplying trusted editorial content to the automotive industry for over 120 years.

Automotive Industries is devoted to providing a global coverage on all aspects of the automobile marketplace, with an emphasis on the people, products and processes that shape the industry.

Automotive Industries provides more than 18,000 manufacturers and suppliers with in-depth news, information, insight and analysis on the global events that affect the auto industry.

Automotive Industries magazine will give you our proven publicity package, which will bring your cutting edge innovations to the attention of Automotive Industries global audience.

Automotive Industries’ printed copies readers plus AI’s online audience are the who’s who of automotive decision-making, including major carmakers, system suppliers, 1st tier and major 2nd tier award winning supplier companies.

Automotive Industries magazine surpasses all other automotive based media in targeting the industries professional readership, many of whom are the top decision makers within the $1 trillion global automotive industry.
Automotive Industries provides more than 18,000 manufacturers and suppliers with in-depth news, information, insight and analysis on the global events that affect the auto industry.

Automotive Industries actual printed copies 18,087 at 3 readers per copy = 54,261 readers in print plus Automotive Industries actual web usage statistics of 215,566 online visits, unique 22,648 (Aug.).

TOTAL READERSHIP IN PRINT & ONLINE (AUGUST) 76,914

Who reads Automotive Industries? We have 18,000 print subscribers, plus over 2.5 million hits per month to ai-online.com (usage reports) and distribute Automotive Industries to presidents, vice presidents of purchasing, supply, manufacturing, engineering, quality, logistics & finance at the carmakers worldwide representing $1 Trillion dollars of investment in automotive components and also Top suppliers worldwide.

Usage summary for ai-online.com

© 2016 AI (Automotive Industries) Ltd – All Rights Reserved.
AI's Connected Car Report (CCR) and Connected Car News (CCN) is the premier source for news about connected cars, with in-depth news, information, insight and analysis on the developments shaping this market.

We work with the M2M Alliance, mAutomotive (GSMA), ERTICO and key players such as AT&T, CISCO, Ericsson, Gemalto and Nvidia in promoting their solutions to the OEM’s and Tier 1 suppliers.

AI's Connected Car news areas of coverage include:

- Autonomous Driving
- Communication Infrastructure
- Cyber Security
- Driver Assistance
- Intelligent Navigation
- Connectivity
- Entertainment

Key Statistic's:
Unique users: – 24,529
Avg.5 pages per visit
Demographics (Top 8 regions):
1. USA
2. United Kingdom
3. Germany
4. China
5. Japan
6. Brazil
7. South Korea
8. India

Advertising Opportunities (POA)
- CCR & CCN Sponsorship, Banners

AI’s Connected Car newsletter:
- subscribers totaling database of 16,000+
- includes all of the world’s major OEMs and suppliers.
### Advertisers Rates

#### Series Discounts For Regular Advertising

<table>
<thead>
<tr>
<th></th>
<th>Singles page color</th>
<th>Double page color</th>
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</thead>
<tbody>
<tr>
<td>1 x rate</td>
<td>$12500 per issue</td>
<td>$14850 per issue</td>
</tr>
<tr>
<td>3 x rate</td>
<td>$8750 per issue</td>
<td>$14380 per issue</td>
</tr>
<tr>
<td>6 x rate</td>
<td>$8550 per issue</td>
<td>$14050 per issue</td>
</tr>
<tr>
<td>9 x rate</td>
<td>$8450 per issue</td>
<td>$13890 per issue</td>
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</tbody>
</table>

#### 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 (£6990 or $12500) and will include a full 12 months online button banner.

#### Custom Cover Publicity

- Print edition - Single Page Color Advertisement + CEO interview in print
- 200 Custom Cover Stock Copies with front cover & your advertisement on the back cover
- +200 Custom Mail Copies AI mails direct to your VIP contacts worldwide with your cover
- Ai-Online.com - Interview published online
- One month Web banner throughout AI’s website - 1.8m + hits per month
- Permanent Web banner in online issue of AI Interview also published online (interactive - readers comments - send to a colleague)
- Video articles (FLV format) Video commercial published in AI’s monthly video issue

#### Website Banners

- Size: up to 100 x 33 for website banner ads
  - $2490 for one month banner ads
  - $1990 each month for 3 month banner ads
  - $1490 each month for 6 month banner ads
  - $1190 each month for 12 month banner ads

#### Inserts

<table>
<thead>
<tr>
<th></th>
<th>2 Pages</th>
<th>4 Pages</th>
<th>8 Pages</th>
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<tbody>
<tr>
<td>Furnished, Per Page</td>
<td>$4,800</td>
<td>$4,500</td>
<td>$4,200</td>
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</table>

- SPREADS Plus 50%
- BACK COVER Plus 50%

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<table>
<thead>
<tr>
<th>Closing Dates</th>
<th>Editorial</th>
<th>Industry Activity</th>
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<tbody>
<tr>
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<td></td>
<td></td>
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</tr>
<tr>
<td>March Print</td>
<td>Connected Car Special Report, Executive of the Year Issue, Supplier Focus: AI Shadow Show, Best Interiors - Vehicle Systems – Interior</td>
<td>To Be Announced</td>
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<tr>
<td>May on-line</td>
<td>Powertrain Technology, Engineering&amp; Design, Automotive Interiors: Third in a Series, Vehicle Systems – Interior</td>
<td>To Be Announced</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>June Print</td>
<td>Connected Car Special Report, Quality: The Battle Never Ends, Quest for Excellence, Advanced Materials, Vehicle Systems – Chassis</td>
<td>111th Canton Fair</td>
</tr>
</tbody>
</table>
### Editorial Platform

<table>
<thead>
<tr>
<th>Closing Dates</th>
<th>Editorial Lineup</th>
<th>Industry Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>July on-line</td>
<td>Telematics: Pushing The Envelope, Information Technology, Automotive Interiors: 8th in a Series, Vehicle Systems - Powertrain</td>
<td>To Be Announced</td>
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<tr>
<td>Editorial: June 10</td>
<td></td>
<td></td>
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<tr>
<td>Advertising: June 30</td>
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<tr>
<td>August on-line</td>
<td>Logistics: Supply Chain Management, PLM / ERP Integration, Vehicle Systems - Electrical / Electronic</td>
<td>Traverse City Management Seminar</td>
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<tr>
<td>Editorial: July 1</td>
<td></td>
<td></td>
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<td>Advertising: July 15</td>
<td></td>
<td></td>
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<tr>
<td>Editorial: Aug 1</td>
<td></td>
<td></td>
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<tr>
<td>Advertising: Aug 15</td>
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<tr>
<td>October on-line</td>
<td>Advances In Manufacturing Systems, Supplier Focus: Analytical Software Emerging Markets Consultancy</td>
<td>Tokyo Auto Show</td>
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<tr>
<td>Editorial: Sep 9</td>
<td></td>
<td></td>
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<tr>
<td>Advertising: Sep 30</td>
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<td>November on-line</td>
<td>Manufacturing Production/Engineering, Automotive Interiors, 9th in a series, Retail</td>
<td>SEMA Show</td>
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<tr>
<td>Editorial: Oct 1</td>
<td></td>
<td></td>
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<tr>
<td>Advertising: Oct 15</td>
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<td></td>
</tr>
<tr>
<td>December Print</td>
<td>A definitive look at how the automotive sector is responding to global climate concern. From the engineering &amp; architecture of built environments to the plants, equipment and key players that are shattering glass ceilings and setting benchmarks in efficiency and waste reduction. We delve into the sector responsible for a fifth of the world’s carbon emissions and cover the major green challenges and accomplishments of manufacturing automotives in the global marketplace.</td>
<td>NPE Show</td>
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<tr>
<td>Editorial: Nov 11</td>
<td></td>
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<tr>
<td>Advertising: Nov 30</td>
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DIGITAL SPECIFICATIONS

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 to be named as follows: Company Name/ Month/ Year.
• 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 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 to: sal@giastudio.co.za

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.

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As a publishing team a number of things give us great satisfaction in our work, 'the pride of working with AI the world's oldest continually published trade publication covering the automaking business' says AI’s Publisher.

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