Every 8 seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe.

Source: Omniture Site Catalyst Monthly Average 1/14-7/14/14

autonews europe.com  @autonews europe  autonews europe
Audience Facts About:
Automotive News Europe

- **47%** visit autonewseurope.com more than once per day
- **34%** visit autonewseurope.com more than once per week
- Average page views per month: **496,755**
- Every **8** seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe
- Average time spent on home page: **13 minutes**

**Daily Newsletter Subscribers:**

- Industry Manufacturers: **25%**
- Suppliers: **24%**
- Retail: **17%**
- Professional Services: **34%**

**Website Visitors:**

- 24% United States
- 43% All Other Countries
- 12% United Kingdom
- 6% Italy
- 6% France
- 9% Germany
- 33% OEM/Supplier
- 12% Retail
- 52% Professional Services

(Source: Omniture Site Catalyst Monthly Average 1/04-7/30/14)
Email Newsletters

The European auto industry is constantly changing. Readers need to know what their competitors are doing and what new products are coming, and Automotive News Europe daily and breaking email newsletters do just that. In 2015, the newsletters will be created in responsive design, to provide an optimal viewing experience no matter what device the reader is using – mobile, desktop, tablet. Sent to more than 23,000 subscribers.

Homepage & Run of Site

Place your advertisement where our readers spend nearly 15 minutes of their day!

AUTONEWSEUROPE.COM AD POSITIONS

**WEEKLY – HOME PAGE**

<table>
<thead>
<tr>
<th>Position</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>35,000</td>
<td>1,560</td>
</tr>
<tr>
<td>Top Leaderboard pushdown</td>
<td>35,000</td>
<td>1,950</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>35,000</td>
<td>1,560</td>
</tr>
<tr>
<td>Half Page</td>
<td>35,000</td>
<td>990</td>
</tr>
<tr>
<td>Branding Bar (Full site)</td>
<td>50,000 weekly</td>
<td>1,160</td>
</tr>
</tbody>
</table>

**MONTHLY – RUN OF SITE**

<table>
<thead>
<tr>
<th>Position</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>70,000</td>
<td>4,360</td>
</tr>
<tr>
<td>Top Leaderboard pushdown</td>
<td>70,000</td>
<td>5,450</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>70,000</td>
<td>4,360</td>
</tr>
<tr>
<td>Half Page</td>
<td>50,000</td>
<td>1,650</td>
</tr>
<tr>
<td>Billboard</td>
<td>70,000</td>
<td>5,450</td>
</tr>
<tr>
<td>Trends &amp; Thoughts Box (Full site)</td>
<td>200,000 monthly</td>
<td>6,215</td>
</tr>
</tbody>
</table>

All rates are gross.

**EMAIL NEWSLETTERS AD POSITIONS**

**BREAKING NEWS ALERTS**

*Sold by the month – Sent as news warrants*

<table>
<thead>
<tr>
<th>Position</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>60,000</td>
<td>3,800</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>50,000</td>
<td>2,960</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>40,000</td>
<td>1,180</td>
</tr>
</tbody>
</table>

**DAILY NEWSLETTER**

*Sold by the week – Sent Monday - Friday*

<table>
<thead>
<tr>
<th>Position</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>45,000</td>
<td>2,270</td>
</tr>
<tr>
<td>Medium Rectangle 1 / Medium Rectangle 2</td>
<td>45,000</td>
<td>2,080</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>45,000</td>
<td>990</td>
</tr>
</tbody>
</table>

All rates are gross.

Website & Newsletter Volume Discount

Discounts apply to gross online spend on autonewseurope.com website or email newsletters

<table>
<thead>
<tr>
<th>Spend Level</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 6,000+</td>
<td>3%</td>
</tr>
<tr>
<td>€ 10,000+</td>
<td>5%</td>
</tr>
<tr>
<td>€ 15,000+</td>
<td>10%</td>
</tr>
<tr>
<td>€ 20,000+</td>
<td>12.5%</td>
</tr>
<tr>
<td>€ 30,000+</td>
<td>15%</td>
</tr>
<tr>
<td>€ 40,000+</td>
<td>17.5%</td>
</tr>
<tr>
<td>€ 60,000+</td>
<td>20%</td>
</tr>
</tbody>
</table>
2015 Media Kit

»Auto Show Microsites

Stand out at major industry events by becoming an exclusive event sponsor on autonewseurope.com. Your leaderboard and rectangle ads will appear alongside the latest news from the event and will be archived with the event for 6 to 12 months.

<table>
<thead>
<tr>
<th>Event</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American International Auto Show</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>(Detroit) – January</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geneva Auto Show – March</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Frankfurt International Auto Show –</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All rates are gross.

»Automotive News Europe E-Magazine

Published digitally 12x per year, the Automotive News Europe E-Magazine is available to readers at autonewseurope.com, and via iPhone and iPad apps. Readers can also download the magazine in PDF form. Printed copies of the monthly publication are also mailed to almost 600 executives at top European OEMs and suppliers.

The monthly magazine features original, trend-setting stories and interviews, plus sales and production numbers for Europe, Russia, Turkey and the U.S. It is emailed to 23,000 subscribers on the first Monday of each month, and is accessible free of charge to all registered users of autonewseurope.com.

In the E-Magazine, advertisers can further engage with readers via the use of hotlinks to the advertiser's website, ad-jolting and embedded videos. Past copies are archived at autonewseurope.com, so advertising messages continue to gain valuable impressions long after the original publication date.

E-Magazine Digital Edition Advertising:

<table>
<thead>
<tr>
<th>Format</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>3,140</td>
<td>2,990</td>
<td>2,830</td>
<td>2,670</td>
</tr>
<tr>
<td>Spread</td>
<td>6,240</td>
<td>5,930</td>
<td>5,620</td>
<td>5,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,090</td>
<td>1,990</td>
<td>1,880</td>
<td>1,780</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,420</td>
<td>1,350</td>
<td>1,280</td>
<td>1,210</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,040</td>
<td>990</td>
<td>940</td>
<td>890</td>
</tr>
<tr>
<td>Digital Sponsorship</td>
<td>4,410</td>
<td>4,190</td>
<td>3,970</td>
<td>3,750</td>
</tr>
<tr>
<td>Additional Embedded Video</td>
<td>525</td>
<td>500</td>
<td>475</td>
<td>450</td>
</tr>
</tbody>
</table>

Prices in €. All rates are gross.

Reach CEOs and Top Industry VIPs - Sponsor the E-Magazine Print Edition:

Automotive News Europe is also distributed as a print edition to almost 600 select CEOs and top industry VIPs.

Start reaching this influential group – book your advertisement in the upcoming print and digital editions of Automotive News Europe!

Car Cutaways Supplement

We take a closer look at Europe's most important new models to reveal the key contributions of suppliers whose expertise matches, or even exceeds, carmakers' own know-how in many developing technologies. This supplement will be distributed with the June issue of Automotive News Europe.
# E-Magazine Editorial Calendar

Included in every issue:

- Monthly and year-to-date sales data for Europe, Russia, Turkey and U.S.
- Europe’s top 50 selling models
- European production estimates on a monthly basis
- Shareholder return for European OEMs, suppliers and retailers on a quarterly basis.

### JANUARY 5

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 8</td>
<td>Dec 15</td>
</tr>
</tbody>
</table>

- Sales predictions for the coming year
- Key 2015 product launches
- Guide to Europe’s purchasing executives

### FEBRUARY 2

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>Jan 19</td>
</tr>
</tbody>
</table>

- European 2014 sales: Winners and losers
- Detroit auto show highlights
- Consumer Electronics Show coverage
- Automotive News World Congress coverage
- Europe Quarterly Shareholder Value report

### MARCH 2

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 9</td>
<td>Feb 16</td>
</tr>
</tbody>
</table>

- Geneva auto show preview
- Talk from the Top with leading automaker execs – Ultra-luxury OEMs
- The self-driving vehicle
- 2014 European sales by segment

### APRIL 6

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 16</td>
<td>Mar 23</td>
</tr>
</tbody>
</table>

- Geneva auto show highlights
- Shanghai auto show highlights
- EV and hybrid model trends in Europe

### MAY 4

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 13</td>
<td>Apr 20</td>
</tr>
</tbody>
</table>

- New York auto show highlights
- Shanghai auto show highlights
- Automotive News PACE Award winners
- Europe Quarterly Shareholder Value report

### JUNE 1

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11</td>
<td>May 18</td>
</tr>
</tbody>
</table>

- Rising Stars: Europe’s youngest and brightest leaders
- L.E.A.D.E.R. Award winners
- Talk from the Top with leading automaker execs – Volume OEMs
- Meeting the challenge of reducing CO2 in Europe
- Car Cutaways Supplement

### JULY 6

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 15</td>
<td>Jun 22</td>
</tr>
</tbody>
</table>

- Automotive News Europe Congress coverage
- Rising Stars ceremony coverage
- Guide to powertrain plants in Europe – who builds what where

### AUGUST 3

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 13</td>
<td>Jul 20</td>
</tr>
</tbody>
</table>

- European 2015 first half sales: Winners and losers
- Top 30 European suppliers
- Europe Quarterly Shareholder Value report

### SEPTEMBER 7

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 17</td>
<td>Aug 24</td>
</tr>
</tbody>
</table>

- Frankfurt auto show preview
- E U R O S T A R S: The industry’s most successful top executives
- Talk from the Top with leading automaker execs – Premium OEMs
- Guide to assembly plants in Europe – who builds what where
- 2015 first-half European sales by segment

### OCTOBER 5

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 14</td>
<td>Sept 21</td>
</tr>
</tbody>
</table>

- Frankfurt auto show highlights
- Guide to Europe’s 50 biggest dealer groups

### NOVEMBER 2

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 12</td>
<td>Oct 19</td>
</tr>
</tbody>
</table>

- Automotive partnerships – Who works with whom?
- Europe Quarterly Shareholder Value report

### DECEMBER 7

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 16</td>
<td>Nov 23</td>
</tr>
</tbody>
</table>

- Los Angeles auto show highlights
- Talk from the Top with leading automaker execs – Asian OEMs
- 2015 Year in Photos
The Automotive News Europe Congress was established in 1997 and provides a comprehensive perspective of the industry's big issues through a series of keynote addresses, top-level presentations and panel discussions. It answers critical questions from the best in the business. Look forward to personally discussing points of interest with other high-level executives.

The Congress is held each year in June, with the annual Rising Stars award program the night before. In 2015 the Congress will take place on June 9-10 in Birmingham, UK.

Launched in 2011, Automotive News Europe's first Rising Stars award program was a huge success, drawing more than 250 guests to Cologne, Germany. Subsequent award programs have been equally successful. The winners came from all disciplines – design, engineering, manufacturing, finance, product planning – and from companies across Europe, including Aston Martin, Ferrari, Fiat, Opel, Porsche, Toyota, Volkswagen and Volvo to name a few.

A Rising Star is an automotive executive with a pan-European profile who has driven change, fostered innovation and made courageous decisions. To qualify, candidates should have a minimum of 10 years of work experience, have multiple language skills and be 45 years or younger. We accept nominations from carmakers, suppliers, automotive service providers and retail/aftersales businesses.

The jury, consisting of the Rising Stars of the previous years, senior executives of Magma People and Automotive News Europe's editorial team, gets together each year in March to select the finalists and the Rising Stars in the following categories:

- Aftermarket & Customer Service
- Design
- Finance
- Human resources
- Manufacturing
- Purchasing
- PR & Communications (including social media)
- Engineering
- General management
- IT & Connected Car
- Marketing
- Sales (including big data & analytics)

The Congress is attended by top industry executives and key decision-makers from OEMs, supplier organizations and service providers. More than 30 journalists from all over the world attended the 2014 Congress and we welcomed nearly 300 representatives from more than 120 different companies. The ANE Congress brings together the leaders in the European industry for open discussions and networking in a pan-European environment.
Advertising Specifications

WEBSITE
Formats:
- .jpg, .gif, animated .gif, .Flash
- If sending .Flash, save in version 8 or lower and refer to: www.crain.com/.flash
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed
- Supply URL to link ad

File Size:
- Maximum file size is 40k for .jpg and .gif
- 50k maximum for Flash format only

EMAIL
Formats:
- .jpg, .gif, animated .gif (No Flash)
- First frame should include critical content, as some email servers will not display animation
- Flash files and other rich media ads are not allowed on emails
- Supply URL to link ad

File Size:
- Maximum file size is 40k

VIDEO – E-MAGAZINE ONLY
Formats:
- .flv, .avi files or YouTube link
- Minimum 500px wide
- Aspect ratio can be set by advertiser

E-MAGAZINE PRINT
Formats:
- High resolution PDFx1a sent to ANEads@autonews.com or upload files via FTP: files.crain.com
- Login ID: Aneads
- Password: Aneads (password is case sensitive)

Advertising rates shown are in Euro and are gross rates. 15% agency discount is granted to registered agencies.

Standard Advertisement Sizes – (width x height)

WEBSITE AND EMAIL AD SIZES

<table>
<thead>
<tr>
<th>Ad</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Top Leaderboard Pushdown</td>
<td>970 x 90 px and 970 x 418 px</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600 px</td>
</tr>
<tr>
<td>Full Site Branding Bar</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>Trends &amp; Thoughts Box</td>
<td>620 x 180 px</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250 px</td>
</tr>
</tbody>
</table>

Newsletter advertisers provide additional creative sized 300x50 px for use in responsive design email.

MONTHLY E-MAGAZINE AD SIZES

<table>
<thead>
<tr>
<th>Ad</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>210 x 297 mm</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>210 x 147 mm</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>103 x 297 mm</td>
</tr>
<tr>
<td>Third Page Horizontal</td>
<td>210 x 103 mm</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>73 x 297 mm</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>210 x 83 mm</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>58 x 297 mm</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>420 x 297 mm</td>
</tr>
</tbody>
</table>

ADDITIONAL PRODUCTION CHARGES FOR SITE PLACEMENTS

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/B Testing</td>
<td>€440</td>
</tr>
<tr>
<td>Geotargeting</td>
<td>440</td>
</tr>
<tr>
<td>Rich Media (video)</td>
<td>1,320</td>
</tr>
</tbody>
</table>

Online ad materials are due at least five business days prior to campaign start date. All third party ad-serving costs are the responsibility of the advertiser. If you require Automotive News Europe to provide rich media services, additional charges will apply.
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Online Advertising Manager
+1-313-446-1671
dabrams@autonews.com

Submit E-Magazine
advertising material to:
ANEads@autonews.com

Or upload files via FTP:
FTP Site: files.crain.com
Login ID: aneads
Password: Aneads1
(password is case sensitive)