

Automotive News China

2017 Editorial Calendar



REACH THE WORLD'S LARGEST AUTOMOTIVE MARKET

Available online and via email, Automotive News China serves Chinese automotive industry executives and global auto executives with responsibility for the Chinese market. Automotive News China Managing Editor and veteran Chinese auto industry reporter Yang Jian provides weekly analysis of and insight into key topics of interest to those in the industry.

Automotive News China covers:

- Domestic Chinese automakers who export vehicles worldwide: SAIC, BYD, Chery, Geely, Great Wall and more
- Purchasing operations of global automakers doing business in China: General Motors, Ford, Volkswagen, Toyota and more
- Global suppliers who make components in China: Bosch, Continental, Denso, Magna, Faurecia, Lear, Visteon and more
- Chinese suppliers who sell to automakers in China and worldwide: Wanxiang Group, Yanfeng Automotive Trim, Fuyao Glass, CITIC Dicastal and more

Advertise in Automotive News China and your ad message appears in these three products:

- Automotive News China website
- Twice-weekly Automotive News China email newsletter
- Breaking news emails sent as warranted



Weekly Ad Positions	Dimensions	Website Ad Size	Email Ad Size	Impressions	Net Rate
Top Leaderboard	728 x 90 px	40k	20k	20,000	\$2,750
Top Leaderboard Pushdown	970 x 90 px 970 x 418 px		N/A	20,000	3,400
Medium Rectangle 1	300 x 250 px		20k	20,000	2,000
Medium Rectangle 2	300 x 250 px		20,000	500	
Lower Leaderboard	728 x 90 px		20,000	500	
Interstitial	640 x 480 px		N/A	20,000	3,400
Full Site Branding Bar (monthly, website only)	300 x 100 px		N/A	50,000	1,250
Text Ad + Logo (on email only)	50 words + 120 x 60 px logo	Logo 20k	N/A	12,500	500

In all cases, please provide a second piece of creative sized 300 x 250 px for use in responsive design emails.

THE LEADING ONLINE SOURCE OF AUTOMOTIVE INDUSTRY INSIGHT

The Automotive News China audience is composed of more than **57,301 registrants**, who receive the newsletter and have access to the website, which contains article archives and past issues. The Automotive News China **website and email newsletter** are published in simplified Chinese and English to allow advertisers to offer targeted messages to each audience segment.

WEBSITE METRICS

YTD Monthly Average	
Page Views	68,647
Visits	26,274
Page Views/Visit	3
Unique Visitors	13,516
Average Time on Site	7 minutes
Repeat Visitors	59%
New Visitors	41%

Source: Omniture 1/1/16 - 7/31/16

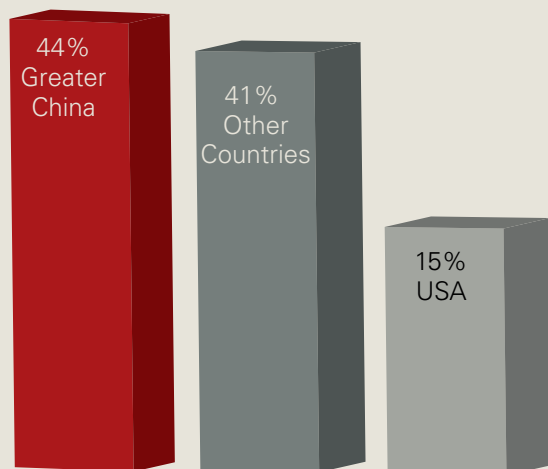
EMAIL NEWSLETTER METRICS

YTD Average	Sent	Open Rate
English Language	21,714	35%
Chinese Language	35,587	4.5%
Combined Weekly	57,301	16.1%

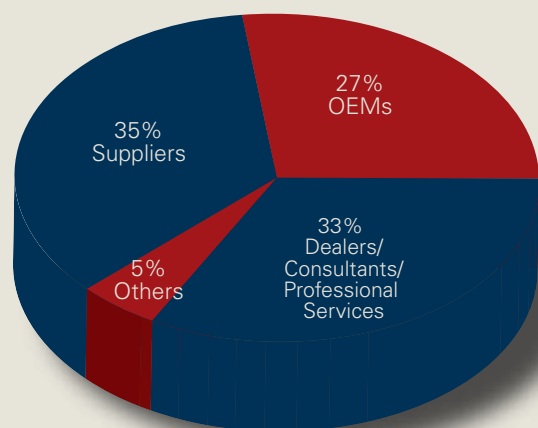
Source: Exact Target 1/1/16-7/31/16

In 2016, advertisers have generated 1,473,750 ad impressions and 3,962 clicks.

WHO'S ONLINE AT AUTONEWSCHINA.COM?



Source: Omniture 1/1/16 - 7/31/16



Source: Omniture 1/1/16 - 7/31/16

SALES

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WEBSITE ADVERTISING SPECS

- Ad units accepted as jpg, gif, animated gif, png, HTML5 (3rd party served only)
- Maximum file size is 40k
- All Rich Media units must be 3rd party served
- Supply URL to link ad
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only userinitiated sound allowed

EMAIL ADVERTISING SPECS

- Ad units accepted as jpg, gif, animated gif
- In addition, a 300 x 250 px creative unit is needed for each placement for use in responsive design
- Maximum file size is 20k
- First frame should include critical content as some email servers will not display animation
- Rich Media units cannot run in email positions
- Email placements cannot be 3rd party served
- Supply URL to link ad

Online ad materials are due at least five business days prior to campaign start date. All 3rd party ad-serving costs are the responsibility of the advertiser.

To submit online creative, email AdOps-autonews@crain.com

Need help creating rich media units to run on Automotive News? Ask about our partnership with Sizmek including capabilities and costs.

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