

# Automotive News

## 2017 OEM Editorial Calendar

**CRAIN** autonews.com

# Automotive News

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### MEXICO IS BACK

The standard narrative about Mexico — record auto production, rising exports and amazing domestic demand for new vehicles — has changed. Last year, Mexican government allowed 1.35 million new vehicles, up 12 percent, and the record pace continues this year. What's behind the boom? **PAGES 6, 281**

### Industry blindsided as CAFE fines jump

Change could upend compliance strategies

**Ryan Greene**

WASHINGTON — Automakers were blindsided about the cost of meeting the new average fuel economy target set in a startling new study. The cost of not meeting them is about to go a lot higher.

Not exactly, the National Highway Traffic Safety Administration will issue fines double the fine to assess automakers that fall short of their annual corporate average fuel economy standards. For some manufacturers, that increase could upend the economics of their fuel economy compliance strategies, and may force up and make sure they that automakers' exposure to fines for non-compliance will only grow as the CAFE requirements grow tougher next year.

That's what NHTSA's estimated an automaker's average fuel economy target. That means an automaker's risk of missing their target will only increase if they don't have more than the increased fines may have already cost them.

The Alliance of Automobile Manufacturers blasted the study, saying it's "harder for automakers to make progress toward their emissions targets" and call for a "broad range of regulatory changes to meet the 2017 target."

**PAGE 28**

### Pressure mounts on muscle car impresario

Dealer sues Saleen over custom work

**Nick Buckley**

SALEEN'S relationship with Franking Sales Automotive, alleging that and Frank of custom, and another dealership says it's having trouble getting dealers to deliver a supercharged Mustang that was promised and paid for long ago. Financial documents show that Saleen is promising to deliver a custom Mustang to the dealership, but the dealership is not getting the car. Saleen, a former Ford engineer who has been customizing cars since 1980, says he has been promising to deliver a custom Mustang to the dealership, but the dealership is not getting the car. Saleen, a former Ford engineer who has been customizing cars since 1980, says he has been promising to deliver a custom Mustang to the dealership, but the dealership is not getting the car.

**PAGE 28**

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### future product pipeline

**2017 Buick LaCrosse**

**2017 Chevy Camaro ZL1**

Having swapped much of its track, Buick also has links in the last few years. General Motors is a full-blown crossover model. New dimensions of the GMC Terrain and Chevrolet Equinox and Traverse are on tap for next year, with some new midsize SUVs. **PAGES 24, 26, 27**

### GMC's NEXT MOVE

Big growth targets will require fresh products

**Mike Colton**

DETROIT — In March 2015 GMC chief financial officer Mike Colton said the company's most ambitious plan in the next few years is to grow the General Motors truck brand's market share by two-thirds over the next decade, up from about 12 percent.

Since then, GMC's U.S. market share hasn't budged, despite the hot market for pickup trucks and SUVs. The real question is whether GMC's growth targets are realistic, or if the company will require new models and strategies.

Can general revenue strategy pay off? **PAGE 21**

### BEST DEALERSHIPS

Which dealerships are the best to work for? See the list of this year's top 100. **PAGES 17-21**

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### SALEEN

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**PAGE 28**

### FLITE

FLITE is a new platform for... **PAGE 28**



# Automotive News

Since 1925, *Automotive News* has been the primary source for news happening among automotive retailers, suppliers and manufacturers. Distinct from other publications in the field, *Automotive News* remains a fully subscriber-paid publication, a testament to the value it delivers to the reader. The award-winning news operation is anchored by a weekly print edition supported by a robust website, newsletters and video broadcasts as well as live and virtual industry events, all backed by a global team of more than 65 editors and reporters.

## THE AUTOMOTIVE NEWS AUDIENCE

**4.7 readers per copy** among manufacturers and suppliers.<sup>2</sup>

## HERE'S WHAT MANUFACTURER AND SUPPLIER SUBSCRIBERS HAVE TO SAY ABOUT AUTOMOTIVE NEWS:<sup>1</sup>

"As a supply parts manufacturer, we use *Automotive News* to keep up on the latest news, including monthly sales/marketing data."

"Provides useful information and data about what is trending in the automotive industry."

"I am an automotive supplier...we put issues in our breakroom for employees to learn more about the automotive industry."

"*Automotive News* is the best magazine providing good insights and world-leading professional data related to the automotive industry."

"It is like having an automotive conference at our office every week. Great reporting and analysis."

<sup>1</sup> Signet Research verbatim comments, 2016

<sup>2</sup> ICF Macro pass-along study, 2016

<sup>3</sup> Given by ABM, the Association of Business Information and Media Companies



## Winner of the Grand Neal Award

Recognized as the most outstanding editorial entry from among the winners in all categories, 2015.<sup>3</sup>



WEEKLY FEATURES

In every issue, 52 times a year:

- Final Assembly
- Cars & Concepts
- Incentive Tables
- Opinion Page

MONTHLY FEATURES

Topics we highlight every month:

- Marketing
- Legal File
- N.A. Production Report
- Production Line
- U.S. Sales Report
- Frontiers: Mobility, connectivity & beyond

# JANUARY

2	1	9	2	16	3	23	4	30	1
<p>EARLY CLOSE: DEC 19</p> <p>2016: Year in Review</p> <p><b>Special Section:</b> <b>North American International Auto Show</b></p> <p><i>*Bonus distribution at NAIAS</i></p>		<p>EARLY CLOSE: DEC 21</p> <p>Marketing page</p> <p>Consumer Electronics Show coverage</p> <p>North American International Auto Show coverage</p> <p>U.S. Sales Report – 2016</p> <p><b>Guide to Industry Executives</b> <i>Exclusively sponsored supplement</i></p>	<b>AD STUDY</b>	<p>AD CLOSE: JAN 4</p> <p>Production Line page</p> <p>Automotive News World Congress coverage</p> <p>North American International Auto Show coverage</p>		<p>AD CLOSE: JAN 11</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>N.A. Production Report – 2016</p>		<p>AD CLOSE: JAN 18</p> <p>Legal file</p> <p>Q&amp;A: The Supplier Speaks</p>	
<p><b>AUTOMOTIVE NEWS WORLD CONGRESS</b> Jan 10-11 • Detroit • <a href="http://autonews.com/worldcongress">autonews.com/worldcongress</a></p> <p><i>*Bonus distribution of Jan 9 issue</i></p>									

# FEBRUARY

6	2	13	3	20	4	27	1
<p>AD CLOSE: JAN 25</p> <p>Chicago Auto Show preview</p> <p>U.S. Sales Report – Jan.</p>		<p>AD CLOSE: FEB 1</p> <p>Marketing page</p> <p>Chicago Auto Show coverage</p> <p>N.A. Production Report – Jan.</p> <p>Toronto Auto Show preview</p>	<b>AD STUDY</b>	<p>AD CLOSE: FEB 8</p> <p>Production Line page</p> <p>Toronto Auto Show coverage</p>		<p>AD CLOSE: FEB 15</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>Legal file</p> <p>PACE Award finalists</p> <p>Geneva Auto Show preview</p>	

# MARCH

6	2	13	3	20	4	27	1
<p>AD CLOSE: FEB 22</p> <p>PACE Award finalists</p> <p>U.S. Sales Report – Feb.</p>		<p>AD CLOSE: MAR 1</p> <p>Marketing page</p> <p>PACE Award finalists</p> <p>Geneva Auto Show coverage</p>		<p>AD CLOSE: MAR 8</p> <p>Production Line page</p> <p>PACE Award finalists</p> <p>N.A. Production Report – Feb.</p>		<p>AD CLOSE: MAR 15</p> <p>Frontiers: Mobility, connectivity &amp; beyond</p> <p>Legal file</p> <p>PACE Award finalists</p>	

# APRIL

<b>3</b>	2	<b>10</b>	3	<b>17</b>	4	<b>24</b>	1
AD CLOSE: MAR 22 <b>Special Section: Rising Stars - Automakers and Suppliers</b>		AD CLOSE: MAR 29 Marketing page PACE Award winners SAE coverage New York Auto Show preview <i>*Bonus distribution at the New York Auto Show</i> U.S. Sales Report – March Auto Shanghai preview		AD CLOSE: APR 5 Production Line page New York Auto Show coverage N.A. Production Report – March	<b>AD STUDY</b>	AD CLOSE: APR 12 Frontiers: Mobility, connectivity & beyond Legal file Q&A: The Supplier Speaks Auto Shanghai coverage	

**AUTOMOTIVE NEWS PACE AWARDS**  
April 3 • Detroit • [autonews.com/pace](http://autonews.com/pace)

*\*Bonus distribution of April 3 issue*

# MAY

<b>1</b>	2	<b>8</b>	3	<b>15</b>	4	<b>22</b>	1	<b>29</b>	2
AD CLOSE: APR 19 Current auto industry news		AD CLOSE: APR 26 U.S. Sales Report – April <b>Special Section: Marketing</b> Q&A: Agency & Marketing Executives		AD CLOSE: MAY 3 Production Line page N.A. Production Report – April		AD CLOSE: MAY 10 Frontiers: Mobility, connectivity & beyond Talk from the Top: North American Automaker Executives		AD CLOSE: MAY 17 Legal file	

**AUTOMOTIVE NEWS MARKETING SEMINAR**  
May 9 • Los Angeles • [autonews.com/laseminar](http://autonews.com/laseminar)

*\*Bonus distribution of May 8 issue*

# JUNE

<b>5</b>	3	<b>12</b>	4	<b>19</b>	1	<b>26</b>	2
AD CLOSE: MAY 24 Talk from the Top: North American Automaker Executives U.S. Sales Report – May		AD CLOSE: MAY 31 Marketing page		AD CLOSE: JUN 7 Production Line page N.A. Production Report – May	<b>AD STUDY</b>	AD CLOSE: JUN 14 Frontiers: Mobility, connectivity & beyond Legal file Automotive News Europe Congress coverage <b>Guide to Top Suppliers</b> <i>Exclusively sponsored supplement</i>	

**AUTOMOTIVE NEWS EUROPE RISING STARS**  
June 20 • Barcelona • [anerisingstars.com](http://anerisingstars.com)

**AUTOMOTIVE NEWS EUROPE CONGRESS**  
June 20-21 • Barcelona • [ane-congress.com](http://ane-congress.com)

# JULY

<b>3</b>	<b>10</b>	<b>17</b>	<b>24</b>	<b>31</b>
AD CLOSE: JUN 21 Q&A: The Supplier Speaks	AD CLOSE: JUN 28 Marketing page U.S. Sales Report – June	AD CLOSE: JUL 5 Production Line page	AD CLOSE: JUL 12 Frontiers: Mobility, connectivity & beyond Future Product Pipeline: General Motors N.A. Production Report – June	AD CLOSE: JUL 19 Legal file Future Product Pipeline: Japan (Toyota, Nissan, Honda) <b>Special Section: State of Suppliers</b> Guide to Industry Executives <i>Exclusively sponsored supplement</i>

# AUGUST

<b>7</b>	<b>14</b>	<b>21</b>	<b>28</b>
AD CLOSE: JUL 26 U.S. Sales Report – July Future Product Pipeline: Europe (BMW, Mercedes-Benz, Mini, Smart)	AD CLOSE: AUG 2 Marketing page Future Product Pipeline: Europe (Jaguar Land Rover, Volvo) N.A. Production Report – July	AD CLOSE: AUG 9 Production Line page Future Product Pipeline: Korea (Hyundai, Kia)	AD CLOSE: AUG 16 Frontiers: Mobility, connectivity & beyond Legal file Future Product Pipeline: Ford Motor Co.



**CAR MANAGEMENT BRIEFING SEMINARS SHOW DAILIES**

**Aug 1, 2, 3** AD CLOSE: JUL 12

*\*Bonus distribution of July 31 issue*

# SEPTEMBER

<b>4</b>	<b>11</b>	<b>18</b>	<b>25</b>
AD CLOSE: AUG 23 U.S. Sales Report – Aug. Future Product Pipeline: Japan (Mazda, Mitsubishi, Subaru) Frankfurt Motor Show preview	AD CLOSE: AUG 30 Future Product Pipeline: Europe (Audi, VW)	AD CLOSE: SEPT 6 Production Line page Future Product Pipeline: Fiat Chrysler Automobiles Frankfurt Motor Show coverage N.A. Production Report – Aug. <b>Special Section: Marketing</b> Q&A: Agency & Marketing Executives	AD CLOSE: SEPT 13 Frontiers: Mobility, connectivity & beyond Legal file Future Product Pipeline: Exotics (Aston Martin, Bentley, Ferrari, Lamborghini, Maserati, Porsche, Rolls-Royce, Tesla)



# OCTOBER

<b>2</b>	4	<b>9</b>	1	<b>16</b>	2	<b>23</b>	3	<b>30</b>	4
AD CLOSE: SEPT 20 Q&A: The Supplier Speaks		AD CLOSE: SEPT 27 Marketing page U.S. Sales Report – Sept.		AD CLOSE: OCT 4 Production Line page N.A. Production Report – Sept. Tokyo Motor Show preview <b>Special Section: Best Dealerships To Work For</b> EARLY CLOSE: SEPT 22		AD CLOSE: OCT 11 Frontiers: Mobility, connectivity & beyond Talk from the Top: Global Automaker Executives		AD CLOSE: OCT 18 Legal file Tokyo Motor Show coverage	

**AUTOMOTIVE NEWS BEST DEALERSHIPS TO WORK FOR  
Oct 12 • Chicago • [autonews.com/bestdealerships](http://autonews.com/bestdealerships)**

*\*Bonus distribution of Oct 16 Special Section*

# NOVEMBER

<b>6</b>	1	<b>13</b>	2	<b>20</b>	3	<b>27</b>	4
AD CLOSE: OCT 25 SEMA coverage U.S. Sales Report – Oct.		AD CLOSE: NOV 1 Marketing page Talk from the Top: Global Automaker Executives		AD CLOSE: NOV 8 Production Line page N.A. Production Report – Oct.		AD CLOSE: NOV 15 Frontiers: Mobility, connectivity & beyond Legal file Automotive News All-Stars Los Angeles Auto Show preview	

# DECEMBER

<b>4</b>	1	<b>11</b>	2	<b>18</b>	3	<b>25</b>	4
EARLY CLOSE: NOV 20 U.S. Sales Report – Nov. Los Angeles Auto Show coverage		AD CLOSE: NOV 29 Marketing page		AD CLOSE: DEC 6 Production Line page N.A. Production Report – Nov.		AD CLOSE: DEC 13 Frontiers: Mobility, connectivity & beyond Legal file	



In 2017, we will conduct six studies to determine recall and readership of ads appearing in *Automotive News*. These reports provide valuable data to the advertiser, including measurement comparative to other ads. All print ads 10

column inches and larger are automatically included in the studies, at no charge to the advertiser.

The studies will be conducted on ads in these issues:

- January 9
- April 17
- August 28
- February 13
- June 19
- September 18

# SALES



**Detroit**

Karen Rentschler  
 Managing Director,  
 Sales and Events  
 313-446-6058  
 krentschler@autonews.com



**Detroit**

Russ Procassini  
 313-446-0350  
 rprocassini@autonews.com



**Detroit**

Jerry Salame  
 313-446-0481  
 jsalame@autonews.com



**New York**

Scott Ghedine  
 212-210-0126  
 sghedine@autonews.com



**New York**

Henry Woodhouse  
 212-210-0125  
 hwoodhouse@autonews.com



**Los Angeles**

Taren Zorn  
 310-426-2416  
 tzorn@autonews.com



**Europe**

Thomas Heringer  
 Sales & Marketing Director  
 +49 8153 9074 04  
 theringer@craincom.de



**Classified**

Angela Schutte  
 800-388-1800 /313-446-0326  
 aschutte@crain.com



**Production**

Terry Driscoll  
 313-446-6062  
 tdriscoll@crain.com

## SPECS

**Publication Trim Size:** 10 7/16" x 14 1/2"

**Printing:** Heat-set web offset

**Binding:** Saddle stitched

**Paper Stock:** Gloss coated, 36lb., basis weight

**Line Screen:** 120-line screen recommended

**Edit Page Size:** Full page is 70 column inches:  
 5 columns wide, 14" deep

**Column Width:** 1 13/16" or 11 picas

Space is available in any number of columns or inches, with limitations on depth as noted, except that any ad exceeding 13" in depth will run and be billed at 14" full column depth. Space is sold in multiples of 1/4" per column with minimum space of one column inch.

**Agency Commission:** 15% of gross billing allowed to recognized agencies for space, color and position provided account is paid within 30 days of invoice date.

**Bleed ads:** No extra charge for bleeds.

**Ad Submission:** All digital ad files should be uploaded online at  
<https://autonews.sendmyad.com>

Print advertising should be provided as PDFx1a files.

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