Automotive News Europe

Media Information 2008

From cover to cover, we've got Europe covered

crain

www.autonewseurope.com

Rate Card No. 13 (Effective January 1, 2008) – Four Color Process

		1x	3x	6x	9x	12x	18x	24x
1/1	Full Page	€ 12,960	€ 12,308	€ 11,660	€ 11,337	€ 11,013	€ 10,689	€ 10,365
A4	Junior Page	€ 8,880	€ 8,439	€ 7,995	€ 7,773	€ 7,551	€ 7,329	€ 7,106
1/2	Half Page	€ 8,360	€ 7,940	€ 7,522	€ 7,313	€ 7,104	€ 6,895	€ 6,686
2/5	Two-Fifth Page	€ 7,250	€ 6,883	€ 6,521	€ 6,340	€ 6,158	€ 5,978	€ 5,796
1/3	Third Page	€ 5,650	€ 5,367	€ 5,084	€ 4,943	€ 4,802	€ 4,661	€ 4,519
1/4	Quarter Page	€ 4,580	€ 4,349	€ 4,120	€ 4,006	€ 3,891	€ 3,777	€ 3,662
1/5	Fifth Page	€ 3,890	€ 3,691	€ 3,497	€ 3,400	€ 3,302	€ 3,206	€ 3,108

Combination frequency rates available with *Automotive News* and *Automobilwoche*.
Online-information for banner-ads on request.

Supplement Rates* (Car Cutaways, 25 Leading Women, Segmentation, Guide to Advanced Automotive Technology)

		1x	3x	6x	9x	12x	18x	24x
A4	Page	€ 8,880	€ 8,439	€ 7,995	€ 7,773	€ 7,551	€ 7,329	€ 7,106
A4	Page Spread	€ 14,330	€ 13,613	€ 12,897	€ 12,539	€ 12,180	€ 11,822	€ 11,464
1/2	Half Page	€ 5,600	€ 5,317	€ 5,037	€ 4,897	€ 4,758	€ 4,617	€ 4,477

* Does not include Guide to China's Auto Market and Global Market Data Book.

Classified Rates (Black/White)

1/1	Full Page	€ 10,580
1/2	Half Page Horizontal	€ 6,350
1/4	Quarter Page	€ 3,490

Single Column/Rate (SCMM) € 7,85

Classified Column Widths

1: 52 mm
2: 108 mm
3: 164 mm
4: 220 mm
5: 277 mm

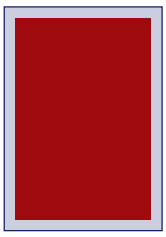
Classified Formats

(width x height)

Full Page	277 x 368 mm
Half Page Horizontal	277 x 175 mm
Half Page Vertical	137 x 368 mm
Quarter Page	137 x 175 mm
Quarter Page Horizontal	277 x 94 mm

Copy deadline for classified advertisements:
10 days before publication date.

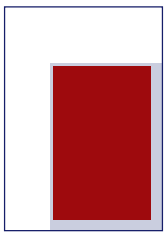
Standard Advertisement Sizes (width x height)



Full Page

Bleed*
302 x 416 mm
(11 7/8” x 16 3/8”)

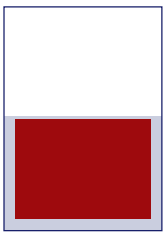
Non Bleed
277 x 390 mm
(10 7/8” x 15 1/4”)



Junior Page

Bleed*
229 x 310 mm
(9” x 12 1/4”)

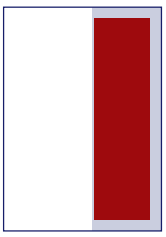
Non Bleed
217 x 295 mm
(8 1/2” x 11 5/8”)



Half Page Horizontal

Bleed*
302 x 205 mm
(11 7/8” x 8 1/8”)

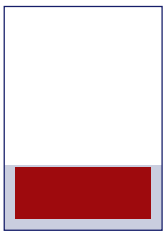
Non Bleed
277 x 190 mm
(10 7/8” x 7 1/2”)



Two-Fifth Page Vertical

Bleed*
122 x 416 mm
(4 7/8” x 16 3/8”)

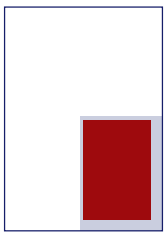
Non Bleed
108 x 390 mm
(4 1/4” x 15 1/4”)



Quarter Page Horizontal

Bleed*
302 x 112 mm
(11 7/8” x 4 3/8”)

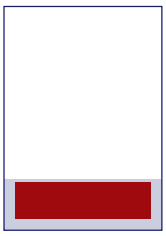
Non Bleed
277 x 97 mm
(10 7/8” x 3 3/4”)



Quarter Page Standard

Bleed*
149 x 205 mm
(5 7/8” x 8 1/8”)

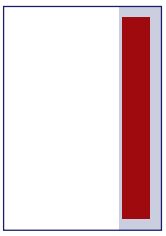
Non Bleed
137 x 190 mm
(5 3/8” x 7 1/2”)



Fifth Page Horizontal

Bleed*
302 x 89 mm
(11 7/8” x 3 1/2”)

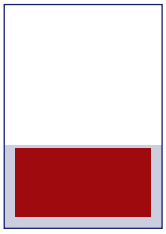
Non Bleed
277 x 74 mm
(10 7/8” x 2 7/8”)



Fifth Page Vertical

Bleed*
64 x 416 mm
(2 1/2” x 16 3/8”)

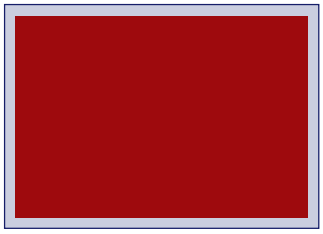
Non Bleed
52 x 390 mm
(2” x 15 1/4”)



Third Page Horizontal

Bleed*
302 x 145 mm
(11 7/8” x 5 3/4”)

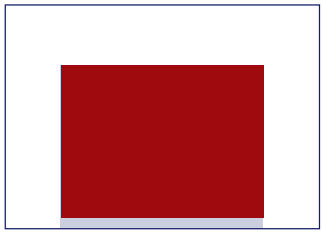
Non Bleed
277 x 130 mm
(10 7/8” x 5 1/8”)



Two Page Spread

Bleed*
604 x 416 mm
(23 3/4” x 16 3/8”)

Non Bleed
579 x 390 mm
(22 3/4” x 15 1/4”)



Junior Page Spread

Bleed*
458 x 310 mm
(18” x 12 1/4”)

Non Bleed
458 x 295 mm
(18” x 11 5/8”)

Trim Size
302 mm (11 7/8”) width x 416 mm (16 3/8”) depth

Live/Type Area
277 mm (10 7/8”) width x 390 mm (15 1/4”) depth

Screen
Color: 150 lines per inch (60 lines per cm), hard
Black and White: 120 lines per inch (40 lines per cm)

CD Requirements
File to be supplied as high-resolution pdf, with color proof.

Paper Weight
54 g/m²
Supplement: 90 g/m² – Envelope of supplement: 200 g/m²

Any amendments to films or copy will be recharged to client.

Shipping Instructions
Please send your materials along with a proof to:

Sabine Bunzel
Production Department
Automotive News Europe
Crain Communications GmbH
Argelsrieder Feld 13
D-82234 Oberpfaffenhofen
Germany

Phone: +49 8153 907521
Fax: +49 8153 907425
E-mail: sbunzel@craincom.de

Automotive News Europe – Supplements A4 sized (width x height)

A4 Page Non Bleed	185 x 272 mm (7 1/4” x 10 3/4”)
A4 Page Bleed*	210 x 297 mm (8 1/4” x 11 3/4”)
Page Spread Non Bleed	395 x 272 mm (15 1/2” x 10 3/4”)
Page Spread Bleed*	420 x 297 mm (16 1/2” x 11 3/4”)
1/2 Page Vertical Non Bleed	89 x 272 mm (3 1/2” x 10 3/4”)
1/2 Page Vertical Bleed*	101.5 x 297 mm (4” x 11 3/4”)
1/2 Page Horizontal Non Bleed	185 x 133 mm (7 1/4” x 5 1/4”)
1/2 Page Horizontal Bleed*	210 x 145.5 mm (8 1/4” x 5 3/4”)

* For bleed ads, please add 3 mm (1/8”) on sides, top and bottom.

Editorial Calendar 2008

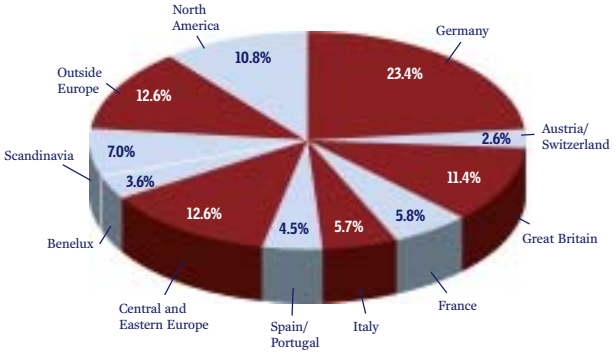
	Issue Date	Closing Date	Editorial Features	Shows / Conferences
January	**January 7** No. 1	December 21	■ Guide to Industry Executives: The key leaders to watch in 2008 ■ Detroit Auto Show Preview ■ Spotlight on technology ■ Car cutaway: Cars and their suppliers	*Detroit Auto Show NAIAS* *13–27 January* *Auto Mässan, Göteborg* *16–19 January*
	January 21 No. 2	January 4 *Bonus Distribution Automotive News World Congress*	■ *Automotive News Europe*/PricewaterhouseCoopers Quarterly Shareholder Value Report ■ Detroit Auto Show coverage ■ Car cutaway	*Automotive News World Congress* *Detroit, Michigan* *21–24 January*
February	**February 4** No. 3	January 18	■ Focus page: Europeans in Brazil ■ Spotlight on technology ■ Car cutaway	*LogiMAT, Stuttgart* *19–21 February*
	February 18 No. 4	February 1	■ Focus page: Automotive advertising ■ Car cutaway	
March	**March 3** No. 5	February 15 *Bonus Distribution Geneva Auto Show*	■ A-Z Guide to the Geneva Auto Show ■ Spotlight on technology ■ Car cutaway	*Geneva Auto Show* *4–16 March* *CeBIT, Hanover* *4–9 March*
	March 17 No. 6	February 29	■ Guide to purchasing: Who is in charge and what is changing? ■ Geneva Auto Show coverage ■ Car cutaway	*New York International Auto Show* *21–30 March*
	March 31 No. 7	March 14	■ SUPPLEMENT: Car Cutaways: A look at who supplies what to Europe's leading new models ■ Spotlight on technology ■ Car cutaway	*AMI 2008, Leipzig* *5–13 April*
April	**April 14** No. 8	March 28	■ SUPPLEMENT: Guide to China's Auto Market ■ Powertrain Map: A guide to Europe's engines and transmissions plants ■ *Automotive News Europe*/PricewaterhouseCoopers Quarterly Shareholder Value Report ■ Focus page: Europeans in Russia ■ Car cutaway	*SAE World Congress, Detroit* *14–17 April* *The Commercial Vehicle Show Birmingham* *15–17 April* *Hanover Industry Fair* *21–25 April*
	April 28 No. 9	April 11	■ Supplier Talk from the Top I: Europe's leading suppliers speak out ■ Spotlight on technology ■ Car cutaway	*e-procurement & supply, Nürnberg* *6–8 May*
May	**May 12** No. 10	April 25	■ SUPPLEMENT: 25 Leading Women ■ Supplier Talk from the Top II ■ Car cutaway	*Automotive News Europe Congress, Turin* *19–21 May* *NEXT, Turin* *21–25 May* *Reifen, Essen* *23–25 May*
	May 26 No. 11	May 9	■ SUPPLEMENT: Segmentation A look at who won and lost in each auto segment ■ Coverage of the Automotive News Europe Congress ■ Spotlight on technology ■ Car cutaway	

Editorial Calendar 2008

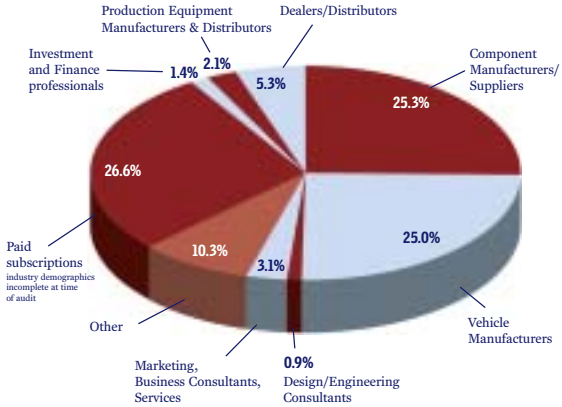
	Issue Date	Closing Date	Editorial Features	Shows / Conferences
June	**June 9** No. 12	May 23	■ Guide to dealer groups: An annual look at the top 50 dealers in Europe ■ Car cutaway	
	June 23 No. 13	June 6	■ SUPPLEMENT: Global Market Data Book ■ Dealer Talk from the Top I: Europe's leading dealers interviewed ■ Spotlight on technology ■ Car cutaway	
July	**July 7** No. 14	June 20	■ Focus page: Top 30 European suppliers ■ Focus page: Europeans in China ■ Car cutaway	
	July 21 No. 15/16	July 4	■ Focus page: Who is who in design? ■ Spotlight on technology ■ *Automotive News Europe*/PricewaterhouseCoopers Quarterly Shareholder Value Report ■ Car cutaway	*British International Auto Show, London* *23 July–3 August*
Aug	**August 18** No. 17	August 1	■ Eurostars: A look at Europe's leading executives ■ Car cutaway	*MIMS Moscow Auto Show* *24–28 August*
Sept	**September 1** No. 18	August 15	■ Spotlight on technology ■ Car cutaway	
	September 15 No. 19	August 29 *Bonus Distribution Automechanika*	■ Guide to platforms: What is shared by carmakers keeps changing ■ Car cutaway	*Automechanika, Frankfurt* *16–21 September* *IAA Commercial Vehicle Show, Hanover* *25 September–2 October*
	September 29 No. 20	September 12 *Bonus Distribution Paris Auto Show*	■ A-Z Guide to Paris Auto Show ■ Focus page: Europeans in India ■ Spotlight on technology ■ Car cutaway	*Paris Auto Show* *2–19 October*
October	**October 13** No. 21	September 26	■ Guide to global automotive partnerships: A poster showing the interlocking relationships of the world's automakers ■ *Automotive News Europe*/PricewaterhouseCoopers Quarterly Shareholder Value Report ■ Paris Auto Show coverage ■ Dealer Talk from the Top II ■ Car cutaway	*Materialica, Munich* *14–18 October* *Systems, Munich* *21–24 October*
	October 27 No. 22	October 10	■ SUPPLEMENT: Guide to Advanced Automotive Technology ■ Spotlight on technology ■ Car cutaway	*IZB, Wolfsburg* *29–31 October*
November	**November 10** No. 23	October 24	■ CEO Talk from the Top I Europe's leading decision-makers speak out ■ Assembly plant map: Guide to Europe's manufacturing sites ■ Car cutaway	*Electronica, Munich* *11–14 November*
	November 24 No. 24	November 7	■ CEO Talk from the Top II ■ European Automotive Hall of Fame: A look at the newest inductees ■ Car cutaway	*Euromold, Frankfurt* *3–6 December*
Dec	**December 8** No. 25/26	November 21	■ CEO Talk from the Top III ■ Spotlight on technology ■ Car cutaway	*Bologna Motor Show, Bologna* *4–14 December*

Circulation / Readership

Number 1 for European Circulation

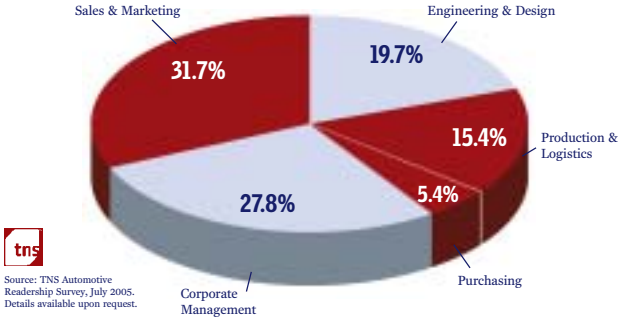


Number 1 for Industry Circulation



- Over 74% of *Automotive News Europe's* qualified circulation is paid subscribers

Readership by Job Function



Source: TNS Automotive Readership Survey, July 2005. Details available upon request.

- *Automotive News Europe* has an average of 4 readers per copy.
- 45% of *Automotive News Europe's* readers spend more than 20 minutes reading each issue, with 21% of the readers spending more than 40 minutes reading each issue.
- 70% of *Automotive News Europe's* readers influence or make the final decision in the purchasing process.
- Each *Automotive News Europe* reader represents around 2.6 million Euros of purchasing power.

Automotive News Europe's circulation reaches all areas of the supply chain.

Circulation:	
BPA Qualified	17,079
Other	6,475
Total circulation	23,554

*Source: BPA BPA June 2006 Audit Report

Online rates on request:
For more information call your
Automotive News Europe Sales Manager

Online Advertising Options

Home Page
Top Leaderboard
Size: 728 x 90 pixel
Time Peroid: Monthly, exclusive

Medium Rectangle
Size: 300 x 250 pixel
Time Peroid: Monthly, exclusive

Lower Leaderboard
Size: 728 x 90 pixel
Time Peroid: Monthly, exclusive

Breaking news alert:

Only one banner-postion available

Breaking news emails totals:	Jul 07
Received	99,515
Opened	27,902
Clicks	3,146
CTR*	11.28%

*CTR = Click-through rates

Exclusive: All alerts sponsored by one advertiser

Daily email-newsletter:
www.autonews.com/ANEnewsletter

ANE Daily Top Leaderboard
Size: 728 x 90 pixel
Time Peroid: Weekly, exclusive

ANE Daily Medium Rectangle
Size: 300 x 250 pixel
Time Peroid: Weekly, exclusive

ANE Daily Lower Leaderboard
Size: 728 x 90 pixel
Time Peroid: Weekly, exclusive

Metrics on request

Weekly email-newsletter:
www.autonews.com/ANEnewsletter

ANE Weekly Top Leaderboard
Size: 728 x 90 pixel
Time Peroid: Monthly, exclusive

ANE Weekly Medium Rectangle
Size: 300 x 250 pixel
Time Peroid: Monthly, exclusive

ANE Weekly Lower Leaderboard
Size: 728 x 90 pixel
Time Peroid: Monthly, exclusive

Metrics on request

Total site: Click on
www.autonewseurope.com
www.autonews.com

Monthly average:	
Total no. of page views	1.9 million
Average duration	7 minutes, 14 seconds

Contact your Automotive News Group Sales Manager today:

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Automotive News Europe

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