

# Media Information 2007



From cover to cover,  
we've got Europe covered

# Advertising Rates 2007

## Rate Card No. 12 (Effective January 1, 2007) – Four Color Process

|                           | 1x       | 3x       | 6x       | 9x       | 12x      | 18x      | 24x      |
|---------------------------|----------|----------|----------|----------|----------|----------|----------|
| <b>1/1 Full Page</b>      | € 12,640 | € 12,008 | € 11,376 | € 11,060 | € 10,744 | € 10,428 | € 10,112 |
| <b>A4 Junior Page</b>     | € 8,460  | € 8,037  | € 7,614  | € 7,403  | € 7,191  | € 6,980  | € 6,768  |
| <b>1/2 Half Page</b>      | € 7,960  | € 7,562  | € 7,164  | € 6,965  | € 6,766  | € 6,567  | € 6,368  |
| <b>2/5 Two-Fifth Page</b> | € 6,900  | € 6,555  | € 6,210  | € 6,038  | € 5,865  | € 5,693  | € 5,520  |
| <b>1/3 Third Page</b>     | € 5,380  | € 5,111  | € 4,842  | € 4,708  | € 4,573  | € 4,439  | € 4,304  |
| <b>1/4 Quarter Page</b>   | € 4,360  | € 4,142  | € 3,924  | € 3,815  | € 3,706  | € 3,597  | € 3,488  |
| <b>1/5 Fifth Page</b>     | € 3,700  | € 3,515  | € 3,330  | € 3,238  | € 3,145  | € 3,053  | € 2,960  |

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

Combination frequency rates available with  
*Automotive News* and *Automobilwoche*.



## Supplement Rates\* (Car Cutaways, Guide to Advanced Automotive Technology)

|                       | 1x       | 3x       | 6x       | 9x       | 12x      | 18x      | 24x      |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|
| <b>A4 Page</b>        | € 8,460  | € 8,037  | € 7,614  | € 7,403  | € 7,191  | € 6,980  | € 6,768  |
| <b>A4 Page Spread</b> | € 13,980 | € 13,281 | € 12,582 | € 12,233 | € 11,883 | € 11,534 | € 11,184 |
| <b>1/2 Half Page</b>  | € 5,330  | € 5,064  | € 4,797  | € 4,664  | € 4,531  | € 4,397  | € 4,264  |

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

## Classified Rates (Black/White)

|                                  |          |
|----------------------------------|----------|
| <b>1/1 Full Page</b>             | € 10,580 |
| <b>1/2 Half Page Horizontal</b>  | € 6,350  |
| <b>1/4 Quarter Page</b>          | € 3,490  |
| <b>Single Column/Rate (SCMM)</b> | € 7,85   |

## Classified Column Widths

|           |        |
|-----------|--------|
| <b>1:</b> | 52 mm  |
| <b>2:</b> | 108 mm |
| <b>3:</b> | 164 mm |
| <b>4:</b> | 220 mm |
| <b>5:</b> | 277 mm |

## Classified Formats

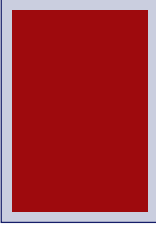
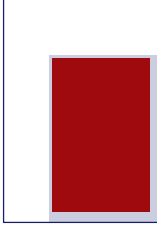
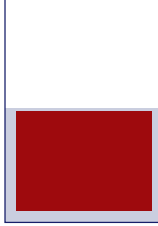
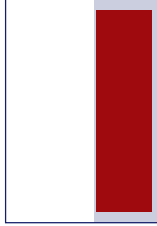
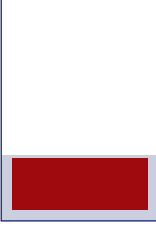
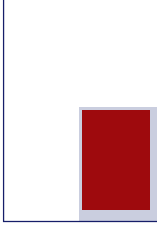

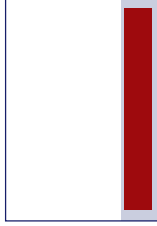
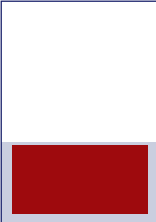
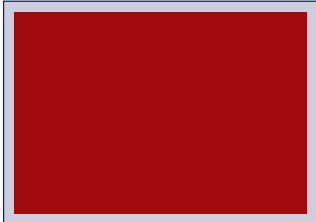

(width x height)

|                                |              |
|--------------------------------|--------------|
| <b>Full Page</b>               | 277 x 368 mm |
| <b>Half Page Horizontal</b>    | 277 x 175 mm |
| <b>Half Page Vertical</b>      | 137 x 368 mm |
| <b>Quarter Page</b>            | 137 x 175 mm |
| <b>Quarter Page Horizontal</b> | 277 x 94 mm  |

## Color Surcharges

Per color: + 10%  
Four color process: + 25%

## Standard Advertisement Sizes (width x height)

|   |  |   |  |
|---|--|---|--|
|  <p><b>Full Page</b></p> <p>Bleed*<br/>302 x 416 mm<br/>(11 7/8" x 16 3/8")</p> <p>Non Bleed<br/>277 x 390 mm<br/>(10 7/8" x 15 1/4")</p>            |  <p><b>Junior Page</b></p> <p>Bleed*<br/>229 x 310 mm<br/>(9" x 12 1/4")</p> <p>Non Bleed<br/>217 x 295 mm<br/>(8 1/2" x 11 3/8")</p>             |  <p><b>Half Page Horizontal</b></p> <p>Bleed*<br/>302 x 205 mm<br/>(11 7/8" x 8 1/8")</p> <p>Non Bleed<br/>277 x 190 mm<br/>(10 7/8" x 7 1/2")</p> |  <p><b>Two-Fifth Page Vertical</b></p> <p>Bleed*<br/>122 x 416 mm<br/>(4 7/8" x 16 3/8")</p> <p>Non Bleed<br/>108 x 390 mm<br/>(4 1/4" x 15 1/4")</p> |
|  <p><b>Quarter Page Horizontal</b></p> <p>Bleed*<br/>302 x 112 mm<br/>(11 7/8" x 4 3/8")</p> <p>Non Bleed<br/>277 x 97 mm<br/>(10 7/8" x 3 3/4")</p> |  <p><b>Quarter Page Standard</b></p> <p>Bleed*<br/>149 x 205 mm<br/>(5 7/8" x 8 1/8")</p> <p>Non Bleed<br/>137 x 190 mm<br/>(5 3/8" x 7 1/2")</p> |  <p><b>Fifth Page Horizontal</b></p> <p>Bleed*<br/>302 x 89 mm<br/>(11 7/8" x 3 1/2")</p> <p>Non Bleed<br/>277 x 74 mm<br/>(10 7/8" x 2 7/8")</p>  |  <p><b>Fifth Page Vertical</b></p> <p>Bleed*<br/>64 x 416 mm<br/>(2 1/2" x 16 3/8")</p> <p>Non Bleed<br/>52 x 390 mm<br/>(2" x 15 1/4")</p>           |
|  <p><b>Third Page Horizontal</b></p> <p>Bleed*<br/>302 x 145 mm<br/>(11 7/8" x 5 3/4")</p> <p>Non Bleed<br/>277 x 130 mm<br/>(10 7/8" x 5 1/8")</p> |  <p><b>Two Page Spread</b></p> <p>Bleed*<br/>604 x 416 mm<br/>(23 3/4" x 16 3/8")</p> <p>Non Bleed<br/>579 x 390 mm<br/>(22 3/4" x 15 1/4")</p>  |  <p><b>Junior Page Spread</b></p> <p>Bleed*<br/>458 x 310 mm<br/>(18" x 12 1/4")</p> <p>Non Bleed<br/>458 x 295 mm<br/>(18" x 11 3/8")</p>       |  |

### 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.

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

### Shipping Instructions

Please send your materials along with a proof to:

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Production Department  
*Automotive News Europe*  
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Germany

Phone: +49 8153 907521

Fax: +49 8153 907425

E-mail: [iheiligensetzer@craincom.de](mailto:iheilgensetzer@craincom.de)

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

|                              |                                  |                                      |                                  |
|------------------------------|----------------------------------|--------------------------------------|----------------------------------|
| <b>A4 Page Non Bleed</b>     | 185 x 272 mm (7 1/4" x 10 3/4")  | <b>1/2 Page Vertical Non Bleed</b>   | 89 x 272 mm (3 1/2" x 10 3/4")   |
| <b>A4 Page Bleed*</b>        | 210 x 297 mm (8 1/4" x 11 3/4")  | <b>1/2 Page Vertical Bleed*</b>      | 101.5 x 297 mm (4" x 11 3/4")    |
| <b>Page Spread Non Bleed</b> | 395 x 272 mm (15 1/2" x 10 3/4") | <b>1/2 Page Horizontal Non Bleed</b> | 185 x 133 mm (7 1/4" x 5 1/4")   |
| <b>Page Spread Bleed*</b>    | 420 x 297 mm (16 1/2" x 11 3/4") | <b>1/2 Page Horizontal Bleed*</b>    | 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.

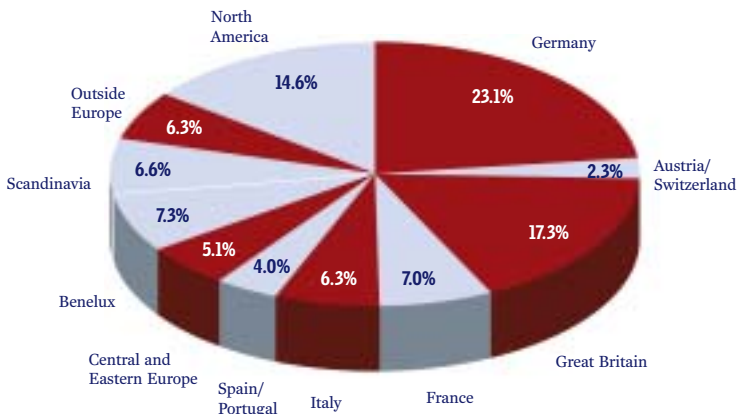
# Editorial Calendar 2007

|          | Issue Date           | Closing Date  | Editorial Features   | Shows / Conferences   |
|----------|----------------------|---|--|---|
| January  | January 8<br>No. 1   | December 22<br><b>Bonus Distribution</b><br><i>Automotive News World Congress</i> | <ul style="list-style-type: none"> <li>■ Guide to Industry Executives</li> <li>■ Spotlight on Technology</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Detroit Auto Show NAIAS 7-21 January</i></li> <li>🚗 <i>Automotive News World Congress, Dearborn, Michigan 15-18 January</i></li> <li>🚗 <i>AutoZum, Salzburg 17-20 January</i></li> </ul>                          |
|          | January 22<br>No. 2  | January 5   | <ul style="list-style-type: none"> <li>■ <i>Automotive News Europe/PricewaterhouseCoopers Quarterly Shareholder Value Report</i></li> <li>■ Detroit Auto Show coverage</li> </ul>  |   |
| February | February 5<br>No. 3  | January 19  | <ul style="list-style-type: none"> <li>■ Mergers and acquisitions in Europe's supplier industry</li> <li>■ Spotlight on Technology</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>LogiMAT, Stuttgart 13-15 February</i></li> </ul>  |
|          | February 19<br>No. 4 | February 2  | <ul style="list-style-type: none"> <li>■ Preview to the Geneva Auto Show</li> </ul>  |   |
| March    | March 5<br>No. 5     | February 16<br><b>Bonus Distribution</b><br><i>Geneva Auto Show</i>               | <ul style="list-style-type: none"> <li>■ A-Z Guide to the Geneva Auto Show</li> <li>■ Spotlight on Technology</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>Geneva Auto Show 8-18 March</i></li> <li>🚗 <i>CeBIT Hannover 15-21 March</i></li> </ul>   |
|          | March 19<br>No. 6    | March 2<br><b>Bonus Distribution</b><br><i>RAI, Amsterdam</i>                     | <ul style="list-style-type: none"> <li>■ Geneva Auto Show coverage</li> <li>■ Guide to purchasing: who's in charge and what is changing?</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Automotive News Europe New Powertrain Technologies Conference, Amsterdam 27-28 March</i></li> </ul>   |
| April    | April 2<br>No. 7     | March 16  | <ul style="list-style-type: none"> <li>■ <b>SUPPLEMENT: Car Cutaways: An "inside" look: Who supplies what of Europe's most important models?</b></li> <li>■ Preview of the SAE World Congress</li> <li>■ Coverage of Amsterdam Auto Show and coverage of Automotive News Europe New Powertrain Technologies Conference</li> <li>■ Spotlight on Technology</li> </ul> | <ul style="list-style-type: none"> <li>🚗 <i>New York International Auto Show 6-15 April</i></li> <li>🚗 <i>AMI 2007, Leipzig 14-22 April</i></li> </ul>  |
|          | April 16<br>No. 8    | March 30<br><b>Bonus Distribution</b><br><i>SAE World Congress</i>                | <ul style="list-style-type: none"> <li>■ <i>Automotive News Europe/PricewaterhouseCoopers Quarterly Shareholder Value Report</i></li> <li>■ Preview of Shanghai Auto Show</li> <li>■ Europe's changing car retailing landscape</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>SAE World Congress, Detroit 16-19 April</i></li> <li>🚗 <i>Hannover Industry Fair 16-20 April</i></li> <li>🚗 <i>Automechanika Istanbul 2007 19-22 April</i></li> <li>🚗 <i>Auto Shanghai 20-28 April</i></li> </ul> |
|          | April 30<br>No. 9    | April 13  | <ul style="list-style-type: none"> <li>■ Automotive advertising: a look at the advertising strategies that automakers use to sell cars across Europe</li> <li>■ Coverage of the SAE World Congress</li> <li>■ Coverage of Shanghai Auto Show</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Automotive Testing Expo 2007, Stuttgart 8-10 May</i></li> </ul>   |
| May      | May 14<br>No. 10     | April 27  | <ul style="list-style-type: none"> <li>■ <b>SUPPLEMENT: Guide to China's Auto Market</b></li> <li>■ Supplier Talk from the Top: interviews with the heads of Europe's biggest supplier companies</li> <li>■ Guide to Platforms: what is shared by carmakers keeps changing</li> <li>■ Spotlight on Technology</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>e-procurement &amp; supply, Nürnberg 8-10 May</i></li> </ul>  |
|          | May 28<br>No. 11     | May 11<br><b>Bonus Distribution</b><br><i>International Auto Show Barcelona</i>   | <ul style="list-style-type: none"> <li>■ Supplier Talk from the Top II</li> <li>■ Trends in automotive information technology</li> <li>■ Powertrain Map: a guide to Europe's engines and transmissions plants</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>International Auto Show, Barcelona 9-17 June</i></li> </ul>   |

# Editorial Calendar 2007

|          | Issue Date             | Closing Date   | Editorial Features  | Shows / Conferences  |
|----------|------------------------|--|---|--|
| June     | June 11<br>No. 12      | May 25   | <ul style="list-style-type: none"> <li>■ Supplier Talk from the Top III</li> <li>■ Guide to major European dealer groups</li> <li>■ Spotlight on Technology</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>transport logistic, Munich 12-15 June</i></li> </ul>   |
|          | June 25<br>No. 13      | June 8<br><b>Bonus Distribution</b><br><i>ANE Congress</i>           | <ul style="list-style-type: none"> <li>■ <b>SUPPLEMENT: Global Market Data Book</b></li> <li>■ Who's who in car design: a look at new trends in body and interior design and the people behind them</li> <li>■ Dealers Talk from the Top</li> </ul> | <ul style="list-style-type: none"> <li>🚗 <i>Automotive News Europe Congress, Prague 25-27 June</i></li> </ul>  |
| July     | July 9<br>No. 14       | June 22  | <ul style="list-style-type: none"> <li>■ Coverage of the Automotive News Europe Congress</li> <li>■ European suppliers in Asia</li> <li>■ Top global suppliers</li> <li>■ Spotlight on Technology</li> </ul>  |  |
|          | July 23<br>No. 15/16   | July 6   | <ul style="list-style-type: none"> <li>■ Top European suppliers</li> <li>■ <i>Automotive News Europe/PricewaterhouseCoopers Quarterly Shareholder Value Report</i></li> </ul>   |  |
| Aug      | August 20<br>No. 17    | August 3   | <ul style="list-style-type: none"> <li>■ Guide to global automotive partnerships: a poster showing the interlocking relationships of the world's automakers</li> <li>■ Spotlight on Technology</li> </ul>   |  |
| Sept     | September 3<br>No. 18  | August 17<br><b>Bonus Distribution</b><br><i>Frankfurt Auto Show</i> | <ul style="list-style-type: none"> <li>■ A-Z Guide to the Frankfurt Auto Show</li> <li>■ Spotlight on Technology</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>Frankfurt Auto Show (IAA) 11-23 September</i></li> </ul>   |
|          | September 17<br>No. 19 | August 31<br><b>Bonus Distribution</b><br><i>Frankfurt Auto Show</i> | <ul style="list-style-type: none"> <li>■ Coverage of the Frankfurt Auto Show</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>EMO, Hannover 17-22 September</i></li> </ul>   |
| October  | October 1<br>No. 20    | September 14   | <ul style="list-style-type: none"> <li>■ Guide to logistics providers in Europe</li> <li>■ Spotlight on Technology</li> </ul>   | <ul style="list-style-type: none"> <li>🚗 <i>Equip Auto 2007, Paris 15-20 October</i></li> </ul>  |
|          | October 15<br>No. 21   | September 28   | <ul style="list-style-type: none"> <li>■ <i>Automotive News Europe/PricewaterhouseCoopers Quarterly Shareholder Value Report</i></li> <li>■ Preview of the Tokyo Motor Show</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Materialica 2007, Munich 16-18 October</i></li> <li>🚗 <i>Systems 2007, Munich 22-26 October</i></li> <li>🚗 <i>K 2007, Duesseldorf 24-31 October</i></li> <li>🚗 <i>Tokyo Motor Show 27 October-11 November</i></li> </ul> |
|          | October 29<br>No. 22   | October 12   | <ul style="list-style-type: none"> <li>■ <b>SUPPLEMENT: Guide to Advanced Automotive Technology</b></li> <li>■ Tokyo Motor Show coverage</li> </ul>   |  |
| November | November 12<br>No. 23  | October 26   | <ul style="list-style-type: none"> <li>■ CEO Talk from the Top: vehicle makers' top executives speak out</li> <li>■ Assembly plant map</li> <li>■ Spotlight on Technology</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Los Angeles Auto Show 16-25 November</i></li> <li>🚗 <i>Midest, Paris November</i></li> <li>🚗 <i>ELMIA Subcontractor, Jönköping, Sweden, November</i></li> </ul>  |
|          | November 26<br>No. 24  | November 9   | <ul style="list-style-type: none"> <li>■ CEO Talk from the Top II</li> <li>■ European Automotive Hall of Fame: A profile of the new members who will be inducted into the Hall of Fame</li> <li>■ Coverage of the Los Angeles Auto Show</li> </ul>  | <ul style="list-style-type: none"> <li>🚗 <i>Euromold 2007, Frankfurt 28 November-1 December</i></li> </ul>   |
| Dec      | December 10<br>No. 25  | November 23  | <ul style="list-style-type: none"> <li>■ CEO Talk from the Top III</li> <li>■ European automotive industry roundup 2007 and outlook 2008</li> <li>■ <i>Automotive News Europe Woman of the Year</i></li> <li>■ Spotlight on Technology</li> </ul>   |  |

## Number 1 for European Circulation



### Circulation:

**BPA Qualified** 16,789  
**Other** 6,729

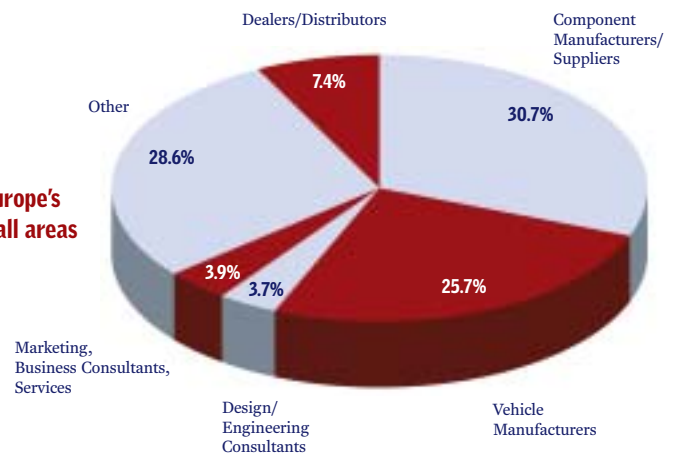
**Total circulation** **23,518**

\*Source: BPA BPA International circulation statement, June 2006

- More than 75% of *Automotive News Europe's* qualified circulation is paid subscribers
- Automotive News Europe* has a broader circulation across Europe than any other news publication in the automotive industry
- From cover to cover, we've got Europe covered: No other publication offers such comprehensive coverage of the European market

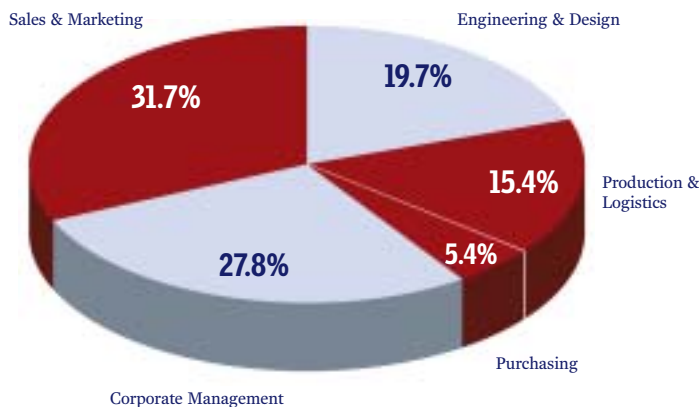
**Automotive News Europe's circulation reaches all areas of the supply chain.**

## Number 1 for Industry Circulation



# Readership

## Readership by Job Function



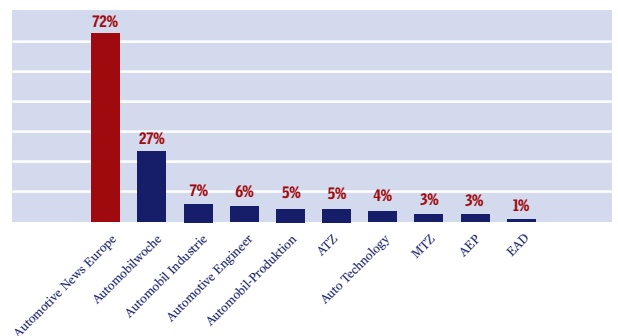
- Automotive News Europe* has an average of 4 readers per copy.
- 45% of *Automotive News Europe's* readers spend more than 20 minutes reading each issue, with 21% of the readers spending more than 40 minutes reading each issue.
- 70% of *Automotive News Europe's* readers influence or make the final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

## Independant Readership Research

### Independent readership research

In July of 2005, the independent market research company Audience Selection conducted a readership research study among English-speaking key executives in the European auto industry. Over 500 executives from both vehicle manufacturers and suppliers were surveyed.

**Q. Of the automotive trade publications you receive, which ones do you read regularly?**



- Automotive News Europe* is regularly read by 2.7 times more people in Europe than any other European or national automotive trade publication.

Source: TNS Automotive Readership Survey, July 2005. Survey list independently supplied by Dun & Bradstreet. Details available upon request.

# Contact your Automotive News Group Sales Manager today:

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**Automotive News Europe**

