



Automotive News Europe
MEDIA KIT



a note from the EDITOR

Our mission is to help business leaders better navigate the powerful and complex automotive industry. We believe that excellent journalism has the ability to help leaders decipher, comprehend and make better decisions that will move the auto industry forward. *Automotive News Europe* is the only pan-European network of media outlets – from print publications to online news delivery and must-attend events with pan-European influence and global decision-makers.

Automotive News Europe was established in 1996 to cover Europe with the same style and standard as *Automotive News*, which has long been regarded as the auto industry's newspaper of record. Founded in 1925, *Automotive News* has earned the trust of its audience because of its impartiality and commitment to journalistic excellence. It is recognized globally for its authority, integrity and clear, unbiased reporting on business-to-business issues related to automotive manufacturers and their tiered original equipment suppliers as well as dealers.

Automotive News Europe readers are today's leaders and tomorrow's rising stars — a loyal, engaged audience which turns to us to provide context and understanding of the industry's top stories.

LUCA CIFERRI

Associate Publisher & Editor
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EVENTS



AUTOMOTIVE NEWS EUROPE RISING STARS

JULY 7 • BRUSSELS

On the evening before the Europe Congress, we celebrate *Automotive News Europe's* Rising Stars. This is an award program that has been a huge success since its launch in 2011. A Rising Star is an automotive executive with a pan-European profile who has driven change, fostered innovation and made courageous decisions. They are multilingual, experienced yet under age 45, and they are on course to grow in influence within the industry.

Nominations are accepted online, and then a jury comprised of previous award winners and *Automotive News Europe's* editorial team selects the Rising Stars. In 2019, nearly 250 industry leaders came together to celebrate the European Rising Stars.

anerisingstars.com



AUTOMOTIVE NEWS EUROPE CONGRESS

JULY 8 • BRUSSELS

The Automotive News Europe Congress was established in 1997 and provides a comprehensive perspective on the industry's big issues through a series of keynote addresses, top-level presentations and panel discussions. The event provides answers to critical questions from the best in the business and networking opportunities.

The Congress is attended by high-level executives and key decision-makers in the European industry from automakers, suppliers and service providers for open discussions and networking in a pan-European environment. In 2019, we welcomed more than 300 delegates from some of the biggest companies in Europe's auto industry, including the heads of Jaguar, Nissan, Opel, Toyota, Volkswagen and Volvo.

ane-congress.com

- Know of a great addition to our 2020 speaker lineup? Tell us about them, at: www.autonews.com/speakersubmit
- Learn how your company can sponsor the Congress: Contact Ellen Dennehy at edennehy@autonews.com

MONTHLY MAGAZINE

The *Automotive News Europe* monthly magazine is must-read for automakers and suppliers operating in Europe. Printed and distributed to 1,000 crucial decision-makers in Europe, as well as 200 select senior executives in the U.S., *Automotive News Europe* is also emailed on the first Monday of each month to 30,000 additional readers as a digital edition.

IN EVERY ISSUE

- Exclusive interviews with key OEM and supplier executives
- Comprehensive sales data by model, brand and country on a monthly basis; production data on a quarterly basis
- Latest launches: an inside look at key new models
- Car cutaways: see who has parts in crucial new models

SPECIAL SUPPLEMENTS

Ask about advertising opportunities in these popular supplements, shipped with the monthly magazine, emailed to our full audience and distributed at Automotive News Group global events.



CAR CUTAWAYS JULY • Close: June 15

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.



TALK FROM THE TOP DECEMBER • Close: Nov. 16

Exclusive interviews with Europe's most influential top auto executives. Seize this opportunity to reach the decision-makers in a fast-changing industry with your ad in this supplement.

PRINT ADVERTISING RATES

MAGAZINE & SUPPLEMENT ADVERTISING	1X	3X	6X	12X
Full Page	€4,350	€4,100	€3,900	€3,650
Two-Page Spread	8,650	8,250	7,800	7,350
Half Page	3,100	2,850	2,750	2,600
Third Page	1,950	1,800	1,700	1,600
Quarter Page	1,450	1,350	1,300	1,200
Bellyband	6,250	6,000	5,650	5,200

Cover 2, 3 or other special placement: 10% surcharge. **Back cover:** 20% surcharge. All rates are gross.

Cancellation Policy: Advertising cancellations must be received prior to the issue close date to avoid a penalty. Cancellations may result in forfeiture of discounts earned.



JANUARY 6

Close Date: **December 9**

Tougher EU emissions rules: Winners and losers

Turkey: Risks and rewards

Mild hybrids: Transitional technology or long-term solution?

Sales predictions for the next decade

FEBRUARY 3



Close Date: **January 20**

Can Europe's 2019 EV leaders stay on top in 2020?

Consumer Electronics Show coverage

Analysis of Europe's 2019 sales by market and brand

MARCH 2



Close Date: **February 17**

Why VW's MEB might become the world's leading EV architecture

Geneva auto show preview

Russia: Risks and rewards

2019 European sales by segment

APRIL 6



Close Date: **March 23**

Geneva auto show highlights

North Africa: Risks and rewards

Analysis of Europe's 2019 light commercial vehicle sales

The future of car retailing in Europe



MAY 4



Close Date: **April 20**

Hot trends for hybrids in Europe

Market analysis: Exotics

Automotive News World Congress coverage

JUNE 1



Close Date: **May 18**

Beijing auto show highlights

Vienna Motor Symposium coverage

Rising Stars: Europe's youngest and brightest leaders

JULY 6

Close Date: **June 22**

Automotive News Europe Congress coverage

Rising Stars ceremony coverage

Detroit auto show highlights

Suppliers: Talk from the Top - Part 1



AUGUST 3



Close Date: **July 20**

Where Europe stands on mobility as a service

Top 50 European suppliers

What killed the minivan in Europe?

Suppliers: Talk from the Top - Part 2

SEPTEMBER 7



Close Date: **August 24**

European sales by segment: Half-year review

Diesel: Dying a slow death or ready for a long run?

Suppliers: Talk from the Top - Part 3

OCTOBER 5

Close Date: **September 21**

Eurostars: The industry's most successful top executives

The battle to be Europe's No. 1 Asian brand

Who wins from growing battery cell production in Europe?

Paris auto show preview

Suppliers: Talk from the Top - Part 4

NOVEMBER 2



Close Date: **October 19**

Europe's high potential in the race to launch autonomous driving

Paris auto show highlights

Guide to Europe's 50 biggest dealer groups

DECEMBER 7

Close Date: **November 23**

Electrifying results: Who benefits most from electrification?

Los Angeles auto show highlights

Will minicars survive more stringent European emissions targets?

Will SUVs surpass cars as Europe's preferred model type in 2021?

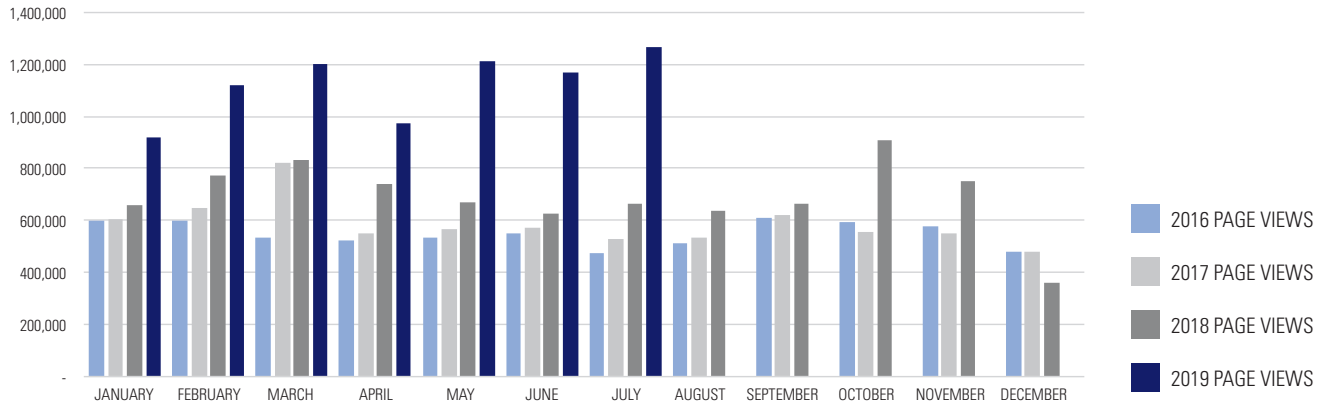


Bonus Distribution Supplement Quarterly shareholder value analysis of Europe's most powerful auto companies

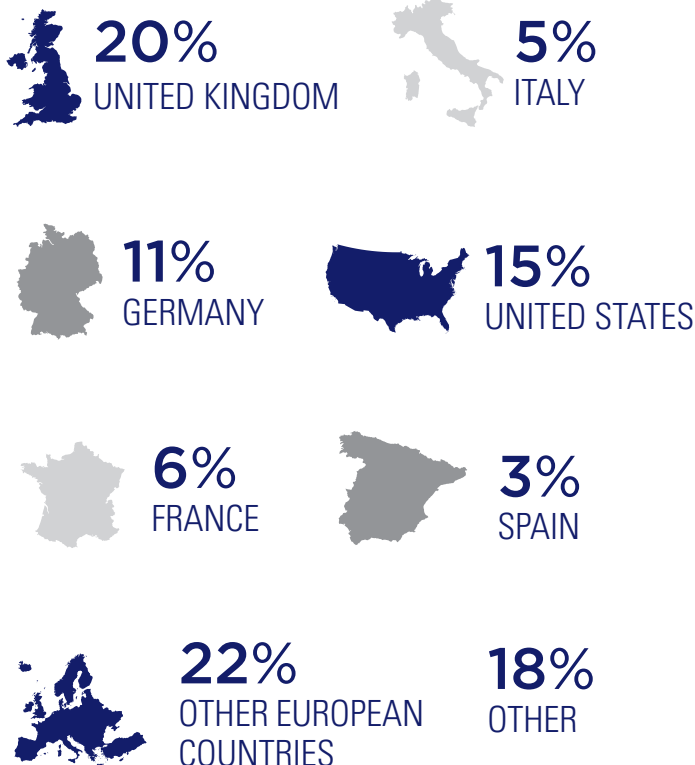
WEBSITE & EMAILS

Automotive News Europe's digital offerings keep auto executives informed around the clock. The website gets nearly 1.1 million page views each month. Daily, weekly and breaking email newsletters reach readers in their office or on their mobile devices. Present your brand message within this rich news environment.

1,098,834 MONTHLY PAGE VIEWS



WEBSITE VISITORS BY COUNTRY



WEBSITE VISITORS BY SECTOR



DAILY NEWSLETTER SUBSCRIBERS BY SECTOR



WEBSITE ADS

Every day, thousands of top business leaders visit autonewseurope.com to learn what's happening around the auto industry. These online ad opportunities ensure your brand is visible to them on a daily basis.

HOMEPAGE BANNER ADS: SOLD WEEKLY

POSITION	IMPRESSIONS	RATE
Top Leaderboard	50,000	€1,875
Super Leaderboard	50,000	2,000
Top Leaderboard Pushdown	50,000	2,350
Half Page	50,000	1,875

RUN OF SITE BANNER ADS: SOLD MONTHLY

POSITION	IMPRESSIONS	RATE
Top Leaderboard	100,000	€5,550
Super Leaderboard	100,000	5,760
Billboard	100,000	6,250
Medium Rectangle	100,000	5,550
Interstitial	70,000	7,840
Half Page	75,000	2,250



THOUGHT LEADERSHIP BOX

This integrated "sponsored content" box, which appears on articles and index pages, is ideal for brands that want to tell their story or describe their thought leadership asset in longer form. The Thought Leadership Box placement includes a headline, up to 550 characters of text and one click-thru URL. Reporting is delivered in the form of total clicks and impressions.

CONTENT ADS: SOLD MONTHLY

SITE SECTION	IMPRESSIONS	RATE
Homepage	200,000	€4,800
Run of Site	75,000	3,000

LOGO **SPONSORED CONTENT**

Personalized. Customized. Optimized.

We introduced exciting new upgrades to our digital marketing solution at NADA 2019

- An all-new website platform with new homepage and VDP experiences, enhanced personalization, and integrated Cox Automotive digital retailing.
- NEW Managed Services capabilities, including Custom Video, Fixed Ops content and creative and reputation management, to help you stand out from your competition and sell more
- Our most advanced advertising solution ever, providing more audience reach on Facebook, improved audience targeting, and new vAuto integrations.

[Click here to learn more](#)

CONTENT INTELLIGENCE ENGINE

By combining cutting-edge 1:1 targeting technology with a high-impact, mid-article ad unit, we've created a great opportunity for you to engage with our readers, drive them into your marketing funnel, and convert them into leads and paying customers.

How it works: Our Engine will analyze the key themes in your content piece and tease your content to readers whose reading habits most closely match the themes you're writing about. After your campaign runs, you'll be provided with an analysis of what types of content resonated most with our audience, and predictive insights on what topics to write about in the future.

RUN OF SITE CONTENT ADS: SOLD MONTHLY

POSITION	RATE
Content Intelligence Engine	€5,000

EMAIL NEWSLETTERS

There is nothing more valuable than direct access to someone’s attention. Newsletters allow us to engage with our readers in two important ways: The Daily Newsletter is sent Monday-Friday to more than 20,000 engaged subscribers. Breaking News Alerts are sent to more than 21,000 engaged subscribers who need the most important news, the moment it happens.

DAILY NEWSLETTER: SOLD WEEKLY

POSITION	IMPRESSIONS	RATE
Top Leaderboard	40,000	€2,460
Medium Rectangle	40,000	2,260

BREAKING NEWS ALERT: SOLD WEEKLY

POSITION	IMPRESSIONS	RATE
Top Leaderboard	60,000	€4,100
Medium Rectangle	60,000	3,900

DIGITAL VOLUME DISCOUNT

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

€ 6,000+	3%
€ 10,000+	5%
€ 15,000+	10%
€ 20,000+	12.5%
€ 30,000+	15%
€ 40,000+	17.5%
€ 60,000+	20%

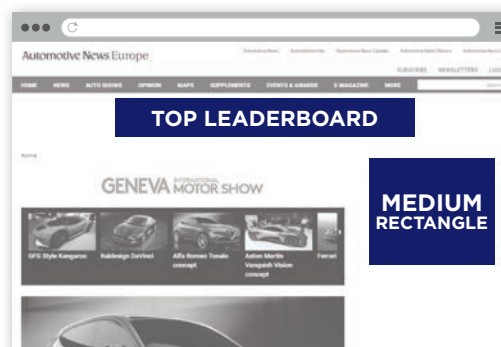
Digital advertising rates shown are in euros and are gross rates. 15% agency discount is granted to registered agencies.

Cancellations must be received 5 business days prior to live to avoid a penalty. Cancellations may result in forfeiture of discounts earned.

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.

	IMPRESSIONS	RATE
Geneva Auto Show (March)	100,000	€8,100
Paris Motor Show (September)	100,000	8,100



DIGITAL EDITION SPONSORSHIP



Emailed on the first Monday of each month to 30,000 readers, the digital edition can also be downloaded in PDF form at autonewseurope.com and via the iPhone and iPad apps.

As a sponsor, you will enjoy varied and continuous presence throughout the digital edition and the announcement email. This exclusive sponsorship opportunity includes:

- Full page ad adjacent to the front cover
- Top leaderboard in the digital edition email
- Logo and skyscraper on digital edition
- Logo on the autonewseurope.com home page for the entire month
- Banner ad on iPad edition

1X	3X	6X	12X
€3,500	3,150	2,850	2,600



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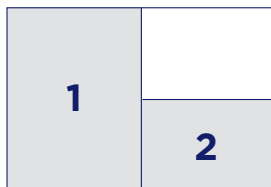
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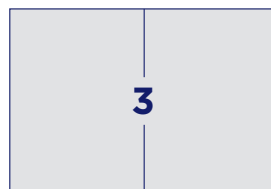
PRINT SPECS

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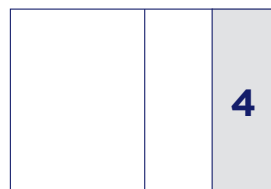
1. FULL PAGE

Trim: 210 x 297 mm (8.3 x 11.7 in)
Non Bleed: 176 x 259 mm (6.9 x 10.2 in)



2. HALF PAGE HORIZONTAL

Trim: 210 x 147 mm (8.3 x 5.8 in)
Non Bleed: 176 x 129 mm (6.9 x 5.1 in)



3. TWO-PAGE SPREAD

Trim: 420 x 297 mm (16.6 x 11.7 in)
Non Bleed: 377 x 259 mm (14.9 x 10.2 in)

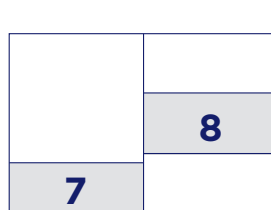
4. HALF PAGE VERTICAL

Trim: 103 x 297 mm (4.1 x 11.7 in)
Non Bleed: 86 x 258 mm (3.4 x 10.2 in)



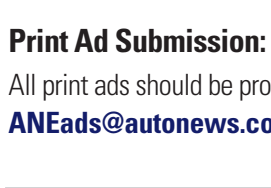
5. THIRD PAGE HORIZONTAL

Trim: 210 x 103 mm (8.3 x 4.1 in)
Non Bleed: 176 x 85 mm (7.0 x 3.4 in)



6. THIRD PAGE VERTICAL

Trim: 73 x 297 mm (2.9 x 11.7 in)
Non Bleed: 56 x 258 mm (2.2 x 10.2 in)



7. QUARTER PAGE HORIZONTAL

Trim: 210 x 83 mm (8.3 x 3.3 in)
Non Bleed: 176 x 65 mm (7.0 x 2.6 in)

8. BELLYBAND

Front: 210 x 100 mm (8.3 x 3.9 in.)
Back: 190 x 100mm (7.5 x 3.9 in.)

Print Ad Submission:

All print ads should be provided as PDFx4 files with crop marks and sent to:

ANEads@autonews.com

DIGITAL SPECS

Visit autonews.com/specs to get the full digital specs.

Digital Ad Submission:

Please send all digital assets to: **AdOps-AutoNews@crain.com**

Unless otherwise noted, all assets are due 5 business days prior to campaign launch.

CRAIN