Every 8 seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe

Source: Omniture Site Catalyst Monthly Average 1/1/15-8/31/15
Automotive News Europe

- **46%** visit autonewseurope.com more than once per day
- **32%** visit autonewseurope.com more than once per week
- Average page views per month: **514,843**
- Every 8 seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe
- Average time spent on site: **19 minutes**

Source: Omniture Site Catalyst
Monthly Average 1/1/15-8/31/15

**Reach CEOs and Top Industry VIPs**

Published digitally 12x per year, the Automotive News Europe E-Magazine is emailed to 32,000 subscribers on the first Monday of each month.

It is accessible free of charge to all registered users of autonewseurope.com, and via the iPhone and iPad apps. Readers can also download the magazine in PDF form. Printed copies are mailed to more than 1,000 select executives at top European automakers and suppliers.

In the E-Magazine, advertisers can engage with readers via the use of hotlinks to the advertiser’s website and embedded videos. Past copies are archived at autonewseurope.com, so advertising messages continue to gain valuable impressions long after the original publication date.

<table>
<thead>
<tr>
<th>E-Magazine Advertising</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tr>
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<tr>
<td>1/3 Page</td>
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<td>1,620</td>
<td>1,540</td>
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<td>1/4 Page</td>
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<td>1,090</td>
</tr>
<tr>
<td>Embedded Video in any size ad, additional:</td>
<td>650</td>
<td>610</td>
<td>590</td>
<td>490</td>
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</table>

**Supplement Advertising**: (see page 4)

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<th>6X</th>
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<td>3,690</td>
<td>3,490</td>
<td>3,290</td>
</tr>
</tbody>
</table>

Prices in €. All rates are gross.

**Digital Edition Sponsorship**: This exclusive opportunity includes:
- Full page ad opposite the front page of the digital edition
- Logo and sky scraper on digital edition
- Logo on the autonewseurope.com home page for the entire month
- Banner ad on iPad edition

<table>
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</tr>
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<td>5,150</td>
<td>4,950</td>
<td>4,620</td>
</tr>
</tbody>
</table>

**Bellyband Sponsorship**: Reach more than 1,000 select CEOs and top executives who receive Automotive News Europe as a print edition. As sponsor, your ad appears as a bellyband giving you maximum exposure. Includes a full page ad in the print and digital edition.

<table>
<thead>
<tr>
<th>Bellyband Sponsorship</th>
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<th>3X</th>
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<tr>
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<td>4,890</td>
<td>4,680</td>
<td>4,390</td>
<td>4,050</td>
</tr>
</tbody>
</table>

(Source: Omniture)
» Editorial Calendar

Included in every issue:

- Monthly and year-to-date sales data for Europe, Russia, Turkey and U.S
- Europe’s top 50 selling models
- European production estimates per brand and model on a monthly basis
- Shareholder return for European automakers, suppliers and retailers on a quarterly basis.
- Car cutways: see who has parts in crucial new models

### JANUARY 4

- Sales predictions for the coming year
- Key 2016 product launches
- Guide to Europe’s purchasing executives

**Ad close:** Dec 7  
**Materials deadline:** Dec 14

### FEBRUARY 1

- European 2015 sales: Winners and losers
- Detroit auto show highlights
- Consumer Electronics Show coverage
- AN World Congress coverage

**Ad close:** Jan 11  
**Materials deadline:** Jan 18

### MARCH 7

- Geneva auto show preview
- Hybrids model trends in Europe
- 2015 European sales by segment

**Ad close:** Feb 15  
**Materials deadline:** Feb 22

### APRIL 4

- Geneva auto show highlights
- New York auto show highlights
- Who are the winners in Europe’s largest market segment
- BMW 100th-anniversary supplement

**Ad close:** Mar 14  
**Materials deadline:** Mar 21

### MAY 2

- How China’s slowdown is effecting European automakers’ profitability
- Automotive News PACE Award winners
- Car Cutaways supplement

**Ad close:** Apr 11  
**Materials deadline:** Apr 18

### JUNE 6

- Rising Stars: Europe’s youngest and brightest leaders
- L.E.A.D.E.R. Award winners
- Talk from the Top with leading European automaker execs

**Ad close:** May 16  
**Materials deadline:** May 23

### JULY 4

- Automotive News Europe Congress coverage
- Rising Stars ceremony coverage
- Guide to powertrain plants in Europe – who builds what where
- Automotive News Europe SURE supplier survey

**Ad close:** Jun 13  
**Materials deadline:** Jun 20

### AUGUST 1

- European 2016 first half sales: Winners and losers
- Electric car trends in Europe
- Top 30 European suppliers

**Ad close:** Jul 11  
**Materials deadline:** Jul 18

### SEPTEMBER 5

- 2016 first-half European sales by segment
- Guide to assembly plants in Europe – who builds what where
- Connected Car & Autonomous Driving supplement

**Ad close:** Aug 15  
**Materials deadline:** Aug 22

### OCTOBER 3

- Paris auto show preview
- EUROSTARS: The industry’s most successful top executives
- Guide to Europe’s 50 biggest dealer groups

**Ad close:** Sept 12  
**Materials deadline:** Sept 19

### NOVEMBER 7

- Paris auto show highlights
- Who is gaining most from Europe’s SUV and crossover surge
- Talk from the Top with leading global automaker execs – Part 1

**Ad close:** Oct 17  
**Materials deadline:** Oct 24

### DECEMBER 5

- Los Angeles auto show highlights
- Talk from the Top with leading global automaker execs – Part 2
- European 2016 Talk from the Top supplement

**Ad close:** Nov 14  
**Materials deadline:** Nov 21

*autonewseurope.com*
»Automotive News Europe E-Magazine Supplements

Some topics are so multifaceted that they require a more in-depth look in order to tell the whole story. In such cases Automotive News Europe uses the full power of its editorial team to provide the necessary coverage. Below is a listing of the topics that will get that level of intense attention in 2016.

APRIL

BMW 100
The world’s No. 1 premium brand celebrates its centennial. This special issue looks back at the cars, the people and the decisions that made BMW the success that it is today. This supplement will be distributed with the April 4 issue of Automotive News Europe.

MAY

Car Cutaways
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. This supplement will be distributed with the May 1 issue of Automotive News Europe.

SEPTEMBER

Connected Car & Autonomous Driving
Connected cars and autonomous driving will revolutionize the industry. We look at which companies are best positioned to capitalize on this dramatic change. This supplement will be distributed with the September 5 issue of Automotive News Europe.

DECEMBER

Talk From The Top
Exclusive interviews with Europe’s most influential executives. Seize this opportunity to reach the decision makers in the industry with your ad in this supplement that will be distributed with the December 5 issue of Automotive News Europe.

»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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American International Auto Show (Detroit) – January</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Geneva Auto Show – March</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Paris Auto Show – October</td>
<td>100,000</td>
<td>7,500</td>
</tr>
</tbody>
</table>

All rates are gross.
»Email Newsletters
The European auto industry is constantly changing. Readers need to know what their competitors are doing and what new products are coming, and Automotive News Europe's daily and breaking email newsletters do just that. In 2015, the newsletters will be created in responsive design to provide an optimal viewing experience no matter what device the reader uses – mobile, desktop, tablet. Sent to more than 27,500 subscribers.

»Homepage & Run of Site
Place your advertisement where our readers spend nearly 15 minutes of their day!

AUTONEWSEUROPE.COM AD POSITIONS

<table>
<thead>
<tr>
<th>WEEKLY – HOME PAGE</th>
<th>Impressions</th>
<th>Price in €</th>
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</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>35,000</td>
<td>1,640</td>
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<tr>
<td>Top Leaderboard pushdown</td>
<td>35,000</td>
<td>2,050</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>35,000</td>
<td>1,640</td>
</tr>
<tr>
<td>Half Page</td>
<td>35,000</td>
<td>1,040</td>
</tr>
<tr>
<td>Branding Bar (Full site)</td>
<td>50,000 weekly</td>
<td>1,230</td>
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</table>

<table>
<thead>
<tr>
<th>MONTHLY – RUN OF SITE</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>70,000</td>
<td>4,580</td>
</tr>
<tr>
<td>Top Leaderboard pushdown</td>
<td>70,000</td>
<td>5,730</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>70,000</td>
<td>4,580</td>
</tr>
<tr>
<td>Half Page</td>
<td>70,000</td>
<td>1,750</td>
</tr>
<tr>
<td>Billboard</td>
<td>70,000</td>
<td>5,730</td>
</tr>
<tr>
<td>Trends &amp; Thoughts Box (Full site)</td>
<td>200,000 monthly</td>
<td>6,540</td>
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</table>

All rates are gross.

EMAIL NEWSLETTERS AD POSITIONS

BREAKING NEWS ALERTS
Sold by the month – Sent as news warrants

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
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<tr>
<td>Top Leaderboard</td>
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<tr>
<td>Medium Rectangle</td>
<td>50,000</td>
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<tr>
<td>Mid Leaderboard</td>
<td>40,000</td>
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</table>

DAILY NEWSLETTER
Sold by the week – Sent Monday - Friday

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<tr>
<th>Impressions</th>
<th>Price in €</th>
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</thead>
<tbody>
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<tr>
<td>Medium Rectangle 2</td>
<td>45,000</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>45,000</td>
</tr>
</tbody>
</table>

All rates are gross.

»Website & Newsletter Volume Discount
Discounts apply to gross online spend on autonewseurope.com website or email newsletters

<table>
<thead>
<tr>
<th>Spend</th>
<th>Discount</th>
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</thead>
<tbody>
<tr>
<td>€ 6,000+</td>
<td>3%</td>
</tr>
<tr>
<td>€ 10,000+</td>
<td>5%</td>
</tr>
<tr>
<td>€ 15,000+</td>
<td>10%</td>
</tr>
<tr>
<td>€ 20,000+</td>
<td>12.5%</td>
</tr>
<tr>
<td>€ 30,000+</td>
<td>15%</td>
</tr>
<tr>
<td>€ 40,000+</td>
<td>17.5%</td>
</tr>
<tr>
<td>€ 60,000+</td>
<td>20%</td>
</tr>
</tbody>
</table>

autonewseurope.com
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. Look forward to personally discussing points of interest with other high-level executives.

The Congress is held each year in June, with the annual Rising Stars award program the night before. In 2016 the Congress will take place on June 7-8 in Munich, Germany.

www.ane-congress.com

Launched in 2011, Automotive News Europe’s first Rising Stars award program was a huge success, drawing more than 250 guests to Cologne, Germany. Subsequent award programs have been equally successful. The winners came from all disciplines – design, engineering, manufacturing, finance, product planning – and from companies across Europe, including Aston Martin, Ferrari, Fiat, Opel, Porsche, Toyota, Volkswagen and Volvo to name a few.

A Rising Star is an automotive executive with a pan-European profile who has driven change, fostered innovation and made courageous decisions. To qualify, candidates should have a minimum of 10 years of work experience, have multiple language skills and be 45 years or younger. We accept nominations from carmakers, suppliers, automotive service providers and retail/aftersales businesses.

www.anerisingstars.com

The Congress is attended by top industry executives and key decision-makers from automakers, suppliers and service providers. More than 30 journalists from all over the world attended the 2015 Congress and we welcomed nearly 300 representatives from more than 120 different companies. The ANE Congress brings together the leaders in the European industry for open discussions and networking in a pan-European environment.
» Advertising Specifications

WEBSITE

Formats:
- jpg, gif, animated gif, Flash
- If sending Flash, save in version 8 or lower and refer to: www.crain.com/flash
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed
- Supply URL to link ad

File Size:
- Maximum file size is 40k for jpg and gif
- 50k maximum for Flash format only

EMAIL

Formats:
- jpg, gif, animated gif (No Flash)
- First frame should include critical content, as some email servers will not display animation
- Flash files and other rich media ads are not allowed on emails
- Supply URL to link ad

File Size:
- Maximum file size is 40k

VIDEO – E-MAGAZINE ONLY

Formats:
- .flv, .avi files or YouTube link
- Minimum 500px wide
- Aspect ratio can be set by advertiser

E-MAGAZINE PRINT

Formats:
- High resolution PDFx1a sent to ANEads@autonews.com or upload files via FTP: files.crain.com
- Login ID: aneads
- Password: Aneads1

• Please add 3 mm on all sides for bleed.

Advertising rates shown are in Euro and are gross rates. 15% agency discount is granted to registered agencies.

Standard Advertisement Sizes – (width x height)

WEBSITE AND EMAIL AD SIZES

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<thead>
<tr>
<th>Width x Height</th>
<th>Top Leaderboard</th>
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<tr>
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<thead>
<tr>
<th>Width x Height</th>
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<tr>
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<td>728 x 90 px</td>
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<table>
<thead>
<tr>
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<th>Trends &amp; Thoughts Box</th>
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<table>
<thead>
<tr>
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MONTHLY E-MAGAZINE AD SIZES

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<tr>
<td></td>
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<table>
<thead>
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<table>
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<td></td>
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<table>
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<td></td>
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</table>

ADDITIONAL PRODUCTION CHARGES FOR SITE PLACEMENTS

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<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>A/B Testing</td>
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<td>GeoTargeting</td>
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</tr>
<tr>
<td>Rich Media (video)</td>
<td>1,320</td>
</tr>
</tbody>
</table>

Online ad materials are due at least five business days prior to campaign start date. All third party ad-serving costs are the responsibility of the advertiser. If you require Automotive News Europe to provide rich media services, additional charges will apply.
Contacts

SALES

Europe
Thomas Heringer
Director of Sales
+49 8153 9074 04
theringer@craincom.de

Alexandra Pethke
+49 8245 9674 97
apethke@craincom.de

Christoph Weiss
+49 8153 9074 63
cweiss@craincom.de

Annette Meiners-Langs
+49 8153 9074 33
ameinerslangs@craincom.de

Detroit
Rick Creer
Director of Sales
+1-313-446-6050
rgreer@autonews.com

Russ Procassini
+1-313-446-0350
rprocassini@autonews.com

Karen Rentschler
+1-313-446-6058
krentschler@autonews.com

Jerry Salame
+1-313-446-0481
jsalame@autonews.com

Los Angeles
Taren Zorn
+1-310-426-2416
tzorn@autonews.com

New York
Scott Ghedine
+1-212-210-0126
sghedine@autonews.com

Henry Woodhouse
+1-212-210-0125
hwoodhouse@autonews.com

Detroit
Rick Creer
Director of Sales
+1-313-446-6050
rgreer@autonews.com

Russ Procassini
+1-313-446-0350
rprocassini@autonews.com

Karen Rentschler
+1-313-446-6058
krentschler@autonews.com

Jerry Salame
+1-313-446-0481
jsalame@autonews.com

Los Angeles
Taren Zorn
+1-310-426-2416
tzorn@autonews.com

New York
Scott Ghedine
+1-212-210-0126
sghedine@autonews.com

Henry Woodhouse
+1-212-210-0125
hwoodhouse@autonews.com

Editorial

Luca Ciferri
Editor
+39 01196 91970
lciferri@autonews.com

Paul McVeigh
Managing Editor
+49 176 7835 3951
pmcveigh@autonews.com

Douglas A. Bolduc
Managing Editor
+49 171 424 6373
dbolduc@autonews.com

Dave Versical
Online Editor
+1-313-446-6789
dversical@autonews.com

Georgia Chapman
Director of European Marketing and Events
+49 (0) 89 5795 9137
gchapman@autonews.com

Online

Nicole Wrobel
Digital Business Director
+1-313-446-5853
nwrobel@autonews.com

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Login ID: aneads
Password: Aneads1 (password is case sensitive)

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