

2009 MEDIA SCHEDULE AND ADVERTISING RATES

EUROPEAN AUTOMOTIVE COMPONENTS **NEWS**

NEW
DIGITAL-ONLY
FORMAT!



Market reports / Interviews / Component focus

Distributed to **95,000 automotive professionals**, weekly, worldwide



European Automotive Components News is the first digital newspaper devoted to the supply, purchase and business issues of the European automotive components market.

What's in it?

European Automotive Components News delivers mission-critical information to a focused automotive components sector readership of specifiers and decision makers in Europe's original equipment automotive manufacturing sector, featuring:

Incisive news from the European and international components sector

Exclusive interviews with industry leaders

The latest automotive technological developments

Specialist reports from leading analysts such as KPMG, Frost & Sullivan, Just-Auto.

[Click to view sample pages](#)



Direct delivery

European Automotive Components News is now an exciting bi-monthly electronic newspaper delivered directly into the email in-boxes of almost **100,000 registered automotive professionals** worldwide, giving the best-possible coverage for companies supplying components, modules, materials and services to the European OE automotive industry:

- **Fantastic marketing opportunities** including interactive advertising, technology showcases and company profiles
- **More news**, more frequently
- Fully dynamic, **interactive content**
- **Easy-to-read** format

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Additional weekly news bulletins

- Providing a fully qualified, highly responsive outlet for company and product news
- Delivering further weekly readers to European Automotive Components News

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Who gets it?

European Automotive Components News reaches nearly 100,000 automotive professionals from the following disciplines:

- Managing directors & CEOs
- Purchasing & strategic sourcing directors
- Technical directors
- Design & application engineers
- Project leaders & engineers
- Testing & validation specialists
- Materials test & evaluation engineers
- Logistics & distribution managers
- Production managers

distribution

53%

Europe

63%

of readers work within the world's OEM and Tier 1 development departments

distribution

28%

Asia Pacific and Rest of World

distribution

19%

Americas



Digital magazine advertising

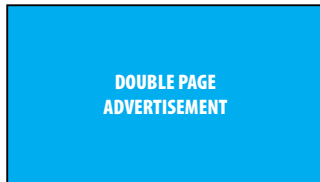
Half-page colour advert: £1,550

Full-page colour advert: £2,850

Double-page spread: £3,450

- Series discounts are available for multiple bookings
- High-profile editorial opportunities are available; please enquire at time of booking

[Click to view sample pages](#)



Banner Advertising

Exclusive marketing opportunities – for full 12-month period

Head-of-page banner: £9,950 (one only!)

Junior banners: £6,450 each (only five available)

All banners appear on weekly email news bulletins



Online **Supplier Directory**

- One-stop sourcing of products and services
- Multiple category listings
- Edit/update as often as you want

Full 12-month listing for £1,000!





January 2009 – 23 January
Batteries and infotainment

March 2009 – 6 March
Precision components, freight and component logistics

May 2009 – 24 April
European Automotive Components Expo 2009 show preview

June 2009 – 29 May
Mechatronics, actuators, motors

September 2009 – 14 August
Electronics, sensors, cabling, connectors

November 2009 – 2 October
Coatings and surface technology

Contact Chris Hamilton now for further information:
Tel: +44 (0)1306 743744 | email: c.hamilton@ukintpress.com

