

ENGINE



POWERTRAIN

technology international

2022 MEDIA & ADVERTISING DATA

The world's only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of vehicle engines



“ A well-rounded, in-depth, appealing resource for engine engineers and executives. ”
Sandeep Sovani, Ph.D., Director - Global Automotive Industry, ANSYS Inc.

Engine + Powertrain Technology International continues to be the industry’s most widely read publication* dedicated to advanced IC, electric, hybrid, fuel-cell and novel powertrain technologies.

*Publisher’s statement

Engine + Powertrain Technology International is distributed to over 10,000 industry professionals worldwide, while only senior personnel meet our subscription requirements. Readers of Engine + Powertrain Technology International include:

- Head of Powertrain
- Head of R&D
- Chief Powertrain Engineer
- Senior Powertrain Engineer
- Engine and emissions chief test engineer
- Managing Director
- President

ABC AUDIT

As one of the world’s largest transportation trade publishers, we consistently invest in the development of our circulation. Engine + Powertrain Technology International's unique ABC audited circulation consists of powertrain professionals throughout the world’s OEMs and principal Tier 1 and Tier 2 suppliers. An average of **10,000 copies** of each issue are mailed to an ABC-audited circulation in over 100 countries, with a further 8,000 key decision makers* subscribing to our fully interactive digital edition.

*Publisher’s statement

ABC Average Net Circulation January 1, 2020, to December 31, 2021: 9,288

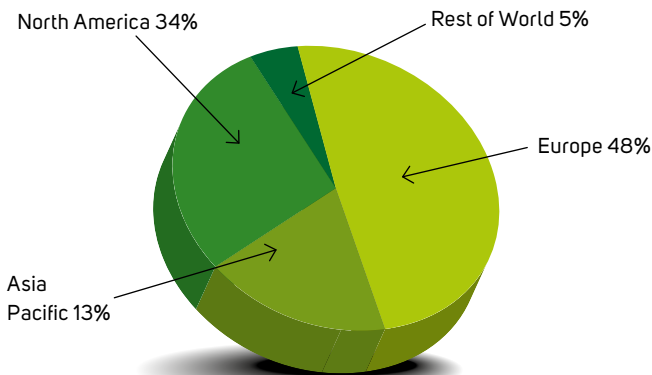
Engine + Powertrain Technology International is designed to put the latest developments in automotive and truck engine components, technologies and services in front of the key decision makers and those who work specifically on next-generation powertrain solutions.

TECHNOLOGIES FEATURED

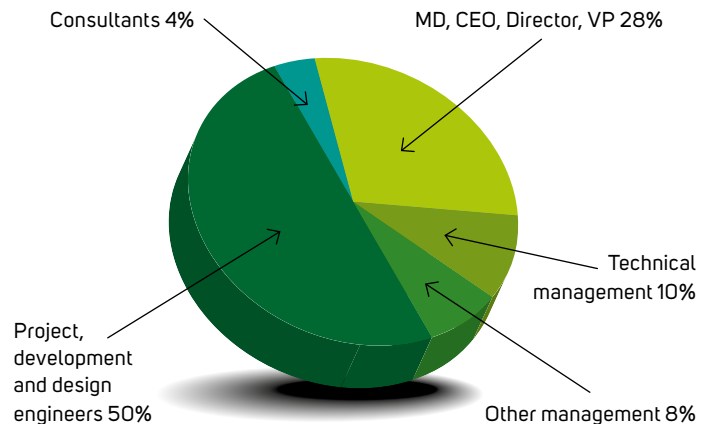
- Ignition & fuel systems
- Exhaust & emissions systems and strategies
- Fluid Systems, pumps
- Materials and material testing
- Timing and valvetrain systems
- Manufacturing systems
- Powertrain electronics and management
- Powertrain & component test



CIRCULATION BY REGION



CIRCULATION BY JOB TITLE *

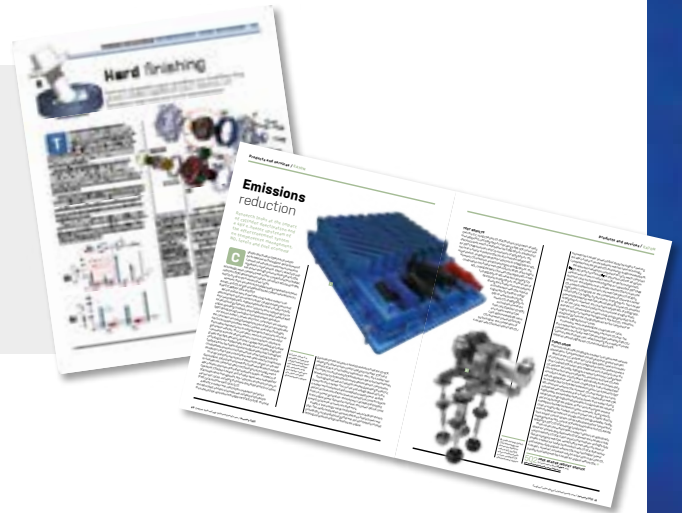


*Publisher’s statement



PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, dependent on availability. This provides a dedicated section within every edition of *Engine Technology International* for product launches, updates, technical development articles and case studies, and in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.



ANNUAL SHOWCASES

TRANSMISSION TECHNOLOGY INTERNATIONAL

transmission
TECHNOLOGY INTERNATIONAL

A growing part of the *Engine + Powertrain Technology International* brand, this annual supplement highlights the growing importance of power transmission systems in the battle to lower emissions whilst fulfilling customer demands for increased performance and comfort.

Now published every year, *Transmission Technology International* is the only dedicated publication to showcase novel and mainstream transmission technologies to a global audience.

As well as a verified international circulation to the OE power train sector, we've established strong links with the world's leading transmission development events worldwide. *Transmission Technology International* is the only

magazine to benefit from bonus distribution to delegates and visitors at the following world-class conferences:

- CTI Transmission Symposium (Berlin, December 2022 and Shanghai 2022 and USA 2022)

These events have a combined attendance of over 5,000 key attendees – *Transmission Technology International* is the only way to access this kind of decision-making and purchasing power.



ENGINE + POWERTRAIN TECHNOLOGY INTERNATIONAL ANNUAL SHOWCASE

engine
POWERTRAIN
technology international



Compiled each Autumn, the *Engine + Powertrain Technology International Annual Showcase* provides our advertisers with the best editorial opportunity of the year.

Circulated to our entire verified database and with copies available throughout the year this high-profile publication gives advertisers a chance to demonstrate how their methods and technologies have helped customers to save money, streamline processes, develop products or increase customer satisfaction.

A digital version of the *Engine + Powertrain Technology International Annual Showcase* will also be available on www.EngineTechnologyInternational.com for an entire year.

There are just two package options available within our Annual Showcase publications - a half-page advertisement with a one-and-half-page technical editorial contribution or a full-page advertisement with a three-page contribution.



WWW.ENGINETECHNOLOGYINTERNATIONAL.COM

Average monthly total unique visitors
17,824

Source: Google Analytics, 2 Sept - 1 Oct 2021

Average monthly total page views
38,397

Source: Google Analytics, 2 Sept - 1 Oct 2021

Hosted on the magazine portal site www.EngineTechnologyInternational.com, our electronic version is fully-interactive and provides the same excellent content in a navigable and easy-to-read format.

www.EngineTechnologyInternational.com also hosts a free-to-use archive of recent issues, blogs, extended technical articles and free industry recruitment advertisements.

Key news stories, blogs and jobs of the week are emailed to the *Engine + Powertrain Technology International* database each and every week, ensuring excellent industry penetration and recognition.

Furthermore, the website offers advertisers the opportunity to secure one of a limited number of sponsorship banners for a 12-month period and to have an entry in the industry Supplier Spotlight section. These opportunities are exclusive to magazine advertisers and provide extended, consistent exposure to the largest possible audience of power train engineers, bar none.

Additional opportunities exist to sponsor the weekly e-newsletter or to place a banner on the digital version of the latest publication. Our editorial team can also work with you on custom web content, promoted in the weekly e-newsletter.

ADVERTISEMENT RATES 2022

	Full Page	Half Page
Engine + Powertrain Technology International - March	£5,050	£4,065
Engine + Powertrain Technology International - June	£5,050	£4,065
Engine + Powertrain Technology International - September	£5,050	£4,065
Transmission Technology International - Annual	£5,475	£5,225
Engine + Powertrain Technology International – Annual (January)	£5,475	£5,225

WEB RATES

Hosted for a 12-month period
 Head-of-page lead banner - **£10,475**
 Base-of-page lead banner - **£8,925**
 Junior Banner - **£6,875**
 Supplier Spotlight - **£1,275**
 Emailer - **£3,350**
 Webinar - **£5,000**

(Exclusive to magazine advertisers)

APP BANNER RATES: **£7,975** for 1 year

Special positions, sizes and covers – prices and availability on request. Series discounts available: 2 insertions 5%, 3 insertions 7.5%, 4 insertions 10%.

Mechanical details, technical specifications and guidelines on supplying your advertising material are available on our web site www.ukimediaevents.com/guidelines/engine.php

Free App available
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Search 'Engine + Powertrain Technology' in your app store now



2022

PUBLISHING SCHEDULE

MARCH 2022

Alternative Power – A look at the new generation of alternative powertrain types including hydrogen combustion, hydrogen fuel cell and the development of novel fueling infrastructure. Next-generation gasoline/diesel combustion technologies

JUNE 2022

Testing Technology – ETI deep-dives the latest trends and developments in powertrain testing technology. How is the Testing industry evolving to meet a new-generation of drive solution. (Automotive Testing Europe special issue)

SEPTEMBER 2022

Battery and Electric Focus: This spotlights the new developments in energy-storage drive technologies. This will look at pure battery-electric solutions – including solid-state cells, novel pack chemistries and manufacturing techniques – as well as powertrain hybridization and supercapacitor technologies (Automotive Testing North America special issue)

JANUARY 2023 (ANNUAL SHOWCASE)

Sustainability Spotlight – What solutions are being developed to ensure the sustainability of passenger vehicles. Will the BEV of the future continue to rely on rare earth metals? And do gasoline, diesel and alternative-fuel IC engines have a long future ahead when developed beyond the current constraints.

CONTACT

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