

The magazine

Launched in September 2008, *Transmission Technology International* is the annual showcase for suppliers of automotive transmissions, components, solutions, and services to the original equipment automotive sector.

Featuring case studies, technology white papers, and interviews with leading industry figures, *Transmission Technology International* provides a unique platform to showcase your transmission technology.

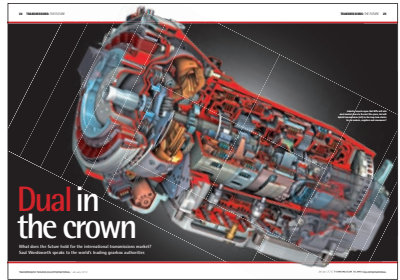
Our new electronic version ensures a truly global reach enabling access for a further 25,000 automotive professionals.

Frequency

An annual showcase, the next edition of *Transmission Technology International* will be distributed in November 2010.

Circulation

Transmission Technology International 2010 will be circulated globally to key decision makers and specifiers within all automotive OEMs and Tier 1 suppliers. Chief powertrain engineers, transmission and integration specialists, application and design engineers, global procurement specialists, senior and board-level management – *Transmission Technology International* will be sent to over 12,000 individually named professionals by request. Global circulation is split 55% Europe, 25% the Americas, 17% Asia-Pacific and 3% rest of the world with substantial penetration in Brazil, India, eastern Europe, and Russia.



Distribution and Rates

Further distribution will take place at the world-renowned CTI Transmission Symposia. *Transmission Technology International* will be presented to all delegates at:

CTI Berlin, December 2010

CTI Detroit, May 2011

Engine Expo Stuttgart, June 2011

Engine Expo Detroit, October 2011

Advertising rates

Full-page color: £3650

Half-page color: £2600

Double-page spread color: £5500

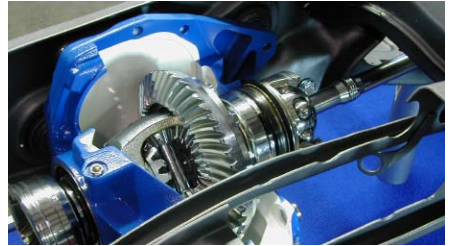
Previous contributions from:

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Aisin
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Antonov
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Diehl Metall
Drivetrain Innovations

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Schaeffler Group
Shell

SKF Smart Manufacturing Technology
Tickford Powertrain Test
Torotrak
Varibox
Vocis
Xtrac
ZF
Zeroshift



Format and Contents

Transmission Technology International will be a fully illustrated publication written by the industry for the industry. Selected suppliers will be invited to contribute a technical white paper, and in some instances, will be the subject of a major case study or interview. These in-depth features will be supported by independently commissioned editorial from our leading specialized journalists and resources.



**To feature your
company and technology,
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