

# VEHICLE DYNAMICS INTERNATIONAL

# 2009

media schedule

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- Publication Schedule
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IN THE WORKSHOP: VEHICLE DYNAMICS EXPO NORTH AMERICA TECHNOLOGY ROUND-UP

**VEHICLE DYNAMICS INTERNATIONAL**

## Supercars

**FEATURES:**  
 Ferrari 430 Scuderia, Corvette C6RS,  
 Lamborghini Gallardo Superleggera  
 and Alfa Romeo 8C Competizione

Meet the  
 people  
 who make  
 the magazine   Find out  
 how  
 the magazine  
 is put together   We hope  
 you'll  
 enjoy  
 the magazine

THE BIG DEBATE: EXPERT OPINIONS ON SUSPENSION ARCHITECTURE VERSUS TUNING

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## F1

How Ferrari race-proves its chassis technology  
**PLUS:** getting Honda back to the front

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 is put together

SHOW ISSUE: VEHICLE DYNAMICS EXPO EUROPE, MAY 6, 7, 8, 2008, MESSE STUTTGART

**VEHICLE DYNAMICS INTERNATIONAL**

Ford goes global with its dynamic small car

## Fiesta

**RUNFLATS:**  
 The future prospects for self-supporting tires

**EXCLUSIVE DRIVE:**  
 Magneti Marelli's U-link suspension prototype

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SHOW SPECIAL: VEHICLE DYNAMICS EXPO NORTH AMERICA, OCTOBER 20-24 2008, NOVI, MICHIGAN

**VEHICLE DYNAMICS INTERNATIONAL**

## Reality check

Do dynamicists focus on what the customer really wants?

**STEERING:**  
 How to get more features for less cash

**JOHN HILTON:**  
 The chassis challenge of a micro car

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## Introduction



Vehicle Dynamics International covers the latest news, technologies, engineering, testing and developments relating to suspension, chassis, stability and traction controls, steering, braking, ride and handling.

Vehicle Dynamics International, which has 10,500 readers worldwide and is independently audited by ABC, offers companies targeting OEM and Tier 1 component suppliers in this area a 100% targeted readership. No other international magazine is dedicated to this important area of vehicle design and engineering.

"Vehicle Dynamics International magazine and the associated trade shows have been a key portion of our marketing plan to introduce CarSim software around the world. The publication is an excellent venue for connecting to the global vehicle dynamics community. Our software is now used by vehicle and chassis development engineers in 45 countries thanks in part to the readers of Vehicle Dynamics International magazine."

Thomas D. Gillespie , Ph.D.  
Director of Product Planning  
Mechanical Simulation Corporation

## Publication Schedule



### March 2009 Issue Special focus

- Suspension Technology • Simulation Software

### June 2009 Issue

#### Vehicle Dynamics Expo Europe show issue

### Special focus

- Brake Technologies

**VEHICLE DYNAMICS**  
**EXPO 2009**

### September 2009 Issue

#### Vehicle Dynamics Expo North America show issue

### Special focus

- North American Dynamics Industry • ESC and Traction Systems

**VEHICLE DYNAMICS**  
**EXPO 2009**  
**north america** 

### November 2009 Issue

### Special focus

- Steering Technologies • Test Rigs and Test Tracks

## 2009 Magazine Advertising Rates



	<i>Full-page</i>	<i>Half-page</i>
Number of insertions	£ sterling	£ sterling
1	3,750	2,495
2 (per insertion)	3,550	2,300
3 (per insertion)	3,450	2,200
4 (per insertion)	3,250	2,100

Special positions available on request

Vehicle Dynamics International magazine invites selected advertisers to maximize on their commercial representation in two ways:

### 1) Products and Services Profiles

Allocated to selected full-page advertisers, Products and Services Profiles enable an organization to announce new technologies or technological developments in a 1,000 or 500-word feature (article length depends on availability). The Products and Services Profiles are presented in the comprehensive Products and Services section in Vehicle Dynamics International magazine.

### 2) Products and Services Section

This enables advertisers to publish a short, sharp editorial/press release-style contribution of around 200 words, highlighting product launches, company changes and so on.

## Digital Media Advertising Rates



### Hosted for a 12-month period

Head-of-page lead banner	£9,950
Base-of-page lead banner	£8,450
Junior banner*	£6,450
Industry Directory	£1,000

\* left- or right-hand column, limited to five suppliers  
All options exclusive to magazine advertisers and Expo exhibitors

### [www.vehicledynamicsinternational.com](http://www.vehicledynamicsinternational.com)

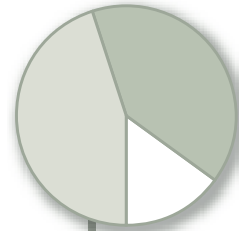
Vehicle Dynamics International goes digital in 2009, meaning that each issue will reach a further 7,300 key test engineers and decision makers, boosting the circulation of the world's leading dynamics industry magazine to almost 20,000 copies, four times a year. Moreover, the digital issue gives rise to [www.vehicledynamicsinternational.com](http://www.vehicledynamicsinternational.com) on which it will be hosted. Launched in March 2009, this magazine portal will feature weekly industry news updates, blogs, and of course access to the latest issue of Vehicle Dynamics International. A free-to-use archive of every issue ever published is also being assembled, plus we will host industry recruitment advertisements at no cost. Furthermore, [www.vehicledynamicsinternational.com](http://www.vehicledynamicsinternational.com) will give the opportunity to some advertisers to secure one of the limited number of sponsorship banners for a 12-month period and will see the creation of the Vehicle Dynamics Industry Directory. This Directory, exclusive to magazine-advertisers and Expo-exhibitors, will establish a comprehensive listing of leading test and development industry suppliers in which those listed will gain a 200- to 300-word company profile, images and contact details for each company. Note that the key news stories, jobs and blogs of the week will be emailed to the entire Vehicle Dynamics International database each and every week, ensuring the website achieves excellent industry penetration.



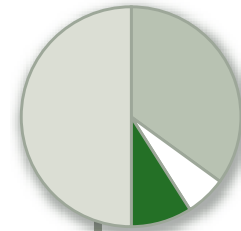
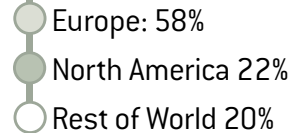
## Distribution



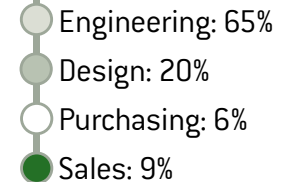
10,202 requested copies are distributed worldwide free of charge by name and job title to senior managers involved in design, engineering, purchasing and R&D. Copies are only distributed within companies and departments involved in the areas of chassis, suspension, steering, braking, ride and handling. The circulation is ABC audited.



### Region



### Readership



## Mechanical Details



**Format:** All material should be supplied electronically via email. Comprehensive details are available at: [www.ukipme.com/guidelines](http://www.ukipme.com/guidelines)

**Proof:** Cromalin or progressives for color

**Page trim size:** 210mm (width) x 297mm (height)

**Text area:** 180mm (width) x 270mm (height)

**Half page:** 180mm (width) x 132mm (height)

All printed matter should be within 5mm (quarter inch) of edge to allow for trimming

## Contact Details

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