

# VEHICLE DYNAMICS INTERNATIONAL



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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 10,200 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



### June 2010 Issue

**Vehicle Dynamics Expo Europe 2010 show issue**

#### Special focus

- Weight Reduction and Packaging Technologies • Tires • ESC • Vehicle Dynamics Expo Preview

### January 2011 Issue

**Vehicle Dynamics International Awards Issue**

#### Special focus

- Dynamics test and measurement equipment • Electric and hydraulic steering technologies • Bushes, bump stops and mounts

**VEHICLE DYNAMICS**  
**EXPO**

# 2010 Magazine Advertising Rates



	<i>Full-page</i>	<i>Half-page</i>
<b>Number of insertions</b>	<b>£ sterling</b>	<b>£ sterling</b>
1	3,750	2,495
2 (per insertion)	3,550	2,300
<b>Special positions available on request</b>		

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 magazine went digital in 2009 and was a resounding success from the time of its launch and throughout the rest of the year. Each issue of the digital version of the publication is read, in its entirety, by over 7800 additional readers (based on figures in 2009). The digital version of Vehicle Dynamics International magazine is hosted at [www.VehicleDynamicsInternational.com](http://www.VehicleDynamicsInternational.com) and, as well as being used by visitors to read the magazine, the new web-site also features weekly industry news updates, blogs, recruitment advertisements, web-exclusive articles and a free-to-use archive of back issues of Vehicle Dynamics International magazine.

Furthermore, [www.VehicleDynamicsInternational.com](http://www.VehicleDynamicsInternational.com) also includes the opportunity for a small number of advertisers to secure one of the limited number of sponsorship banners for a 12-month period.

[www.VehicleDynamicsInternational.com](http://www.VehicleDynamicsInternational.com) also hosts the Supplier Spotlight Directory. This Directory is a comprehensive listing of leading test and development industry suppliers in which those listed will gain a 200-300 word company profile, logo, images and contact details for each company.

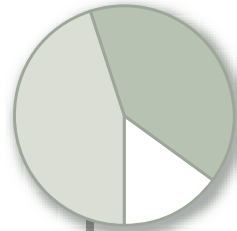
The key news stories, jobs and blogs are e-mailed to 20,000 vehicle dynamics engineers and executives each and every month, ensuring that the web-site and the Supplier Spotlight Directory achieve excellent industry penetration.



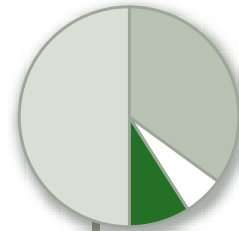
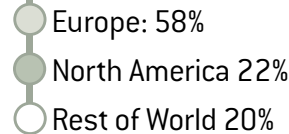
## Distribution



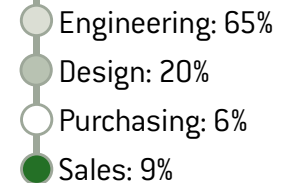
10,202 requested copies are distributed worldwide free of charge by name and job title to senior managers involved in design, engineering, purchasing and R&D. Copies are only distributed within companies and departments involved in the areas of chassis, suspension, steering, braking, ride and handling.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