Entering its 21st year, Automotive News Europe remains the unrivaled source of news products for people doing business in all facets of the European automotive industry.

Today, the level of depth and understanding that Automotive News Europe provides is more crucial than ever because the industry is in the middle of a huge paradigm shift.

The ongoing digital transformation is affecting everything from vehicle engineering and manufacturing to the way that cars are sold and serviced. In addition, social media is changing the entire customer experience.

These challenges can only be managed if there is communication and cooperation between manufacturers, suppliers and dealers.

With its well-researched stories, commentaries, analyses and data, Automotive News Europe is the preferred information source for decision-makers and opinion leaders operating in Europe. Our products help them build the foundation needed to make the right business decisions.

Our monthly magazine complements our strong website, autonewseurope.com, which provides up-to-the-minute news on the key developments affecting the European industry. Our subscribers can count on us to give them an overview of what is happening in the industry with our free daily newsletter. If there is breaking industry news to report, our readers will receive a news alert with all the key details.

In addition, our interactive vehicle assembly plant and powertrain plant maps offer the most comprehensive overview of what is being made at more than 230 factories. Our special supplements cover a wide array of topics. The Car Cutaways supplement shows the key suppliers to the most important vehicles sold in Europe. The Talk from the Top special issue provides insights from the most powerful auto executives in the region.

Automotive News Europe also annually hosts a high-caliber congress – the next takes place in Barcelona, Spain June 20-21, 2017 – as well as gala events such as the Rising Stars and Eurostars awards dinners. The biggest names in the industry attend these events, which makes them great opportunities for networking.

Automotive News Europe offers the most diverse, most comprehensive suite of products and events in the region. We invite you to take advantage of our exclusive access to help you reach your premium target groups via print, online or face-to-face.

Luca Ciferri
Editor
Automotive News Europe
Reach CEOs and Top Industry VIPs

Published 12x per year, Automotive News Europe is available to readers at autonewseurope.com, and via the iPhone and iPad apps. Readers can also download the magazine in PDF form. Printed copies of the monthly publication are also mailed to more than 1,000 select executives at top European automakers and suppliers as well as 50 executives in the United States.

The monthly magazine features original, trend-setting stories and interviews, plus sales numbers for Europe, Russia and Turkey, as well as European production estimates on a monthly basis and shareholder return for European automakers, suppliers and retailers on a quarterly basis. It is emailed to 31,000 subscribers on the first Monday of each month, and is accessible free of charge to all registered users of autonewseurope.com.

In the monthly magazine, advertisers can further engage with readers via the use of hotlinks to the advertiser's website, ad-jolting and embedded videos. Past copies are archived at autonewseurope.com, so advertising messages continue to gain valuable impressions long after the original publication date.

Automotive News Europe

- **48%** visit europe.autonews.com more than once per day
- **82%** visit europe.autonews.com more than once per week
- Average page views per month: **543,536**
- Every 8 seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe

Source: Omniture, 1/1/16 – 7/31/16

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**Website Visitors:**

- **26%** United States
- **40%** All Other Countries
- **12%** United Kingdom
- **10%** Germany
- **8%** France
- **6%** Italy

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**Daily Newsletter Subscribers:**

- **28%** Manufacturers
- **27%** Suppliers
- **16%** Retail
- **30%** Professional Services
- **2%** Other

Source: ExactTarget, 1/1/16 – 7/31/16
### Editorial Calendar - Monthly Magazine

Included in every issue:

- Monthly and year-to-date sales data for Europe, Russia and Turkey
- Europe's top 50 selling models
- European production estimates per brand and model on a monthly basis
- Shareholder return for European automakers, suppliers and retailers on a quarterly basis.
- Latest Launches: We assess the latest models to reach Europe's roads
- Car Cutaways: See which suppliers have parts in Europe's latest models

#### JANUARY 2
- Sales predictions for the coming year
- Exotic car market analysis
- Key 2017 product launches
- Bonus distribution at Automotive News World Congress

**Ad close: Dec 9**  **Materials due: Dec 12**

#### FEBRUARY 6
- Detroit auto show highlights
- Consumer Electronics Show coverage
- AN World Congress coverage
- CONNECTED CAR SUPPLEMENT

**Ad close: Jan 20**  **Materials due: Jan 23**

#### MARCH 6
- Geneva auto show preview
- Hybrids model trends in Europe
- 2016 European sales by segment
- Bonus distribution at Geneva auto show events

**Ad close: Feb 17**  **Materials due: Feb 20**

#### APRIL 3
- Geneva auto show highlights
- The battle between design and over-design
- SPECIAL SECTION: VOLVO AT 90

**Ad close: March 17**  **Materials due: March 20**

#### MAY 1
- Subcompact SUV and crossover market analysis
- Automotive News PACE Award winners
- How automaker, supplier and retailer shares fared in Q1

**Ad close: April 13**  **Materials due: April 18**

#### JUNE 5
- Rising Stars: Europe's youngest and brightest leaders
- L.E.A.D.E.R. Award winners
- Compact premium segment market analysis
- Bonus Distribution at Automotive News Europe Congress

**Ad close: May 19**  **Materials due: May 22**

#### JULY 3
- Automotive News Europe Congress coverage
- Rising Stars ceremony coverage
- CAR CUTAWAYS SUPPLEMENT

**Ad close: June 16**  **Materials due: June 19**

#### AUGUST 7
- European 2017 first half sales: Winners and losers
- Top 50 European suppliers
- SPECIAL SECTION: FERRARI AT 70

**Ad close: July 21**  **Materials due: July 24**

#### SEPTEMBER 4
- Frankfurt auto show preview
- EUROSTARS: The industry's most successful top executives
- 2017 first-half European sales by segment
- Bonus distribution at Frankfurt auto show and events

**Ad close: Aug 18**  **Materials due: Aug 21**

#### OCTOBER 2
- Frankfurt show highlights
- Subcompact segment market analysis
- Guide to Europe's 50 biggest dealer groups

**Ad close: Sept 15**  **Materials due: Sept 18**

#### NOVEMBER 6
- Los Angeles auto show preview
- Who is gaining most from plug-in hybrid sales surge
- Talk from the Top with leading global automaker execs

**Ad close: Oct 20**  **Materials due: Oct 23**

#### DECEMBER 4
- Los Angeles auto show highlights
- 2017 hits & misses
- TALK FROM THE TOP SUPPLEMENT

**Ad close: Nov 17**  **Materials due: Nov 22**
Automotive News Europe – Special Supplements

Some topics are so multifaceted that they require a more in-depth look in order to tell the whole story. In such cases Automotive News Europe uses the full power of its editorial team to provide the necessary coverage. Below is a listing of the topics that will get that level of intense attention in 2017.

**FEBRUARY**

**Connected car**
Connected cars will revolutionize the industry, as well as private and public transportation. We look at which companies are best positioned to capitalize from this dramatic change. This supplement will be distributed with the February 6 issue of Automotive News Europe.

**JULY**

**Car Cutaways**
We take a closer look at Europe’s most important new models to reveal the key contributions of suppliers whose expertise matches, or even exceeds, carmakers’ own know-how in many developing technologies. This supplement will be distributed with the July 3 issue of Automotive News Europe.

**DECEMBER**

**Talk From The Top**
Exclusive interviews with Europe’s most influential executives. Seize this opportunity to reach the decision-makers in the industry with your ad in this supplement that will be distributed with the December 4 issue of Automotive News Europe.

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**Automotive News Europe Advertising** *(Price in €)*

<table>
<thead>
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<th>Magazine Advertising:</th>
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<th>6X</th>
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<td>2,400</td>
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<tr>
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<td>1,620</td>
<td>1,570</td>
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<tr>
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<td>3,880</td>
<td>3,670</td>
<td>3,460</td>
</tr>
</tbody>
</table>

*Prices in €. All rates are gross.*
Digital Edition Sponsorship

Many readers view the monthly magazine as a digital edition, providing an exclusive sponsorship opportunity which includes:

- Full page ad opposite the front page of the digital edition
- Full page ad in the print and digital edition
- Logo and sky scraper on digital edition
- Logo on the autonewseurope.com home page for the entire month
- Banner ad on iPad edition

<table>
<thead>
<tr>
<th>Price in €.</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<td>5,770</td>
<td>5,410</td>
<td>5,200</td>
<td>4,850</td>
</tr>
</tbody>
</table>

Homepage & Run of Site

Place your advertisement where our readers spend nearly 15 minutes of their day!

<table>
<thead>
<tr>
<th>AUTONEWSEUROPE.COM AD POSITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKLY – HOME PAGE</strong></td>
</tr>
<tr>
<td>Top Leaderboard</td>
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<tr>
<td>Top Leaderboard pushdown</td>
</tr>
<tr>
<td>Super Leaderboard</td>
</tr>
<tr>
<td>Medium Rectangle</td>
</tr>
<tr>
<td>Half Page</td>
</tr>
<tr>
<td>Branding Bar (Full site)</td>
</tr>
</tbody>
</table>

| **MONTHLY – RUN OF SITE** | |
| Top Leaderboard | 85,000 | 4,580 |
| Top Leaderboard pushdown | 85,000 | 5,730 |
| Super Leaderboard | 85,000 | 4,980 |
| Medium Rectangle | 85,000 | 4,580 |
| Half Page | 60,000 | 1,750 |
| Filmstrip | 60,000 | 5,730 |
| Billboard | 85,000 | 5,730 |
| Trends & Thoughts Box (Full site) | 200,000 monthly | 6,540 |

All rates are gross.

Bellyband Sponsorship

Reach more than 1,200 select CEOs and top executives who receive Automotive News Europe as a print edition. As sponsor, your ad appears as a bellyband giving you maximum exposure.

Includes a full page ad in the print and digital edition.

<table>
<thead>
<tr>
<th>Price in €.</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>5,950</td>
<td>5,710</td>
<td>5,360</td>
<td>4,950</td>
</tr>
</tbody>
</table>
Email Newsletters

The European auto industry is constantly changing. Readers need to know what their competitors are doing and what new products are coming, and Automotive News Europe’s daily newsletter and breaking news alerts do just that. The newsletters are created in responsive design to provide an optimal viewing experience on all platforms – desktop, tablet, mobile. The newsletters are sent to more than 26,000 subscribers.

EMAIL NEWSLETTERS AD POSITIONS

<table>
<thead>
<tr>
<th>DAILY NEWSLETTER</th>
<th>Impressions</th>
<th>Price in €</th>
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</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>45,000</td>
<td>2,390</td>
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<tr>
<td>Medium Rectangle 1</td>
<td>45,000</td>
<td>2,190</td>
</tr>
<tr>
<td>Medium Rectangle 2</td>
<td>45,000</td>
<td>1,800</td>
</tr>
<tr>
<td>Mid Leaderboard</td>
<td>45,000</td>
<td>1,040</td>
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</table>

<table>
<thead>
<tr>
<th>BREAKING NEWS ALERTS</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
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<td>3,990</td>
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<tr>
<td>Medium Rectangle</td>
<td>50,000</td>
<td>3,150</td>
</tr>
<tr>
<td>Lower Leaderboard</td>
<td>40,000</td>
<td>1,240</td>
</tr>
</tbody>
</table>

All rates are gross.
Auto Show Microsites

Stand out at major industry events by becoming an exclusive event sponsor on autonewseurope.com. Your leaderboard and rectangle ads will appear alongside the latest news from the event and will be archived with the event for 6 to 12 months.

<table>
<thead>
<tr>
<th>Event</th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American International Auto Show (Detroit) – January</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Geneva Auto Show – March</td>
<td>100,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Frankfurt Auto Show – September</td>
<td>100,000</td>
<td>7,500</td>
</tr>
</tbody>
</table>

All rates are gross.

Website & Newsletter Volume Discount

Discounts apply to gross online spend on autonewseurope.com website or email newsletters.

<table>
<thead>
<tr>
<th>Spend Level</th>
<th>Discount</th>
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<tbody>
<tr>
<td>€ 6,000+</td>
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<tr>
<td>€ 10,000+</td>
<td>5%</td>
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<tr>
<td>€ 15,000+</td>
<td>10%</td>
</tr>
<tr>
<td>€ 20,000+</td>
<td>12.5%</td>
</tr>
<tr>
<td>€ 30,000+</td>
<td>15%</td>
</tr>
<tr>
<td>€ 40,000+</td>
<td>17.5%</td>
</tr>
<tr>
<td>€ 60,000+</td>
<td>20%</td>
</tr>
</tbody>
</table>
Launched in 2011, Automotive News Europe’s first Rising Stars award program was a huge success. Subsequent award programs have been equally successful. The 2016 winners came from all disciplines – design, engineering, manufacturing, finance, product planning – and from companies across Europe, including BorgWarner, Delphi, Faurecia, Ferrari, Johnson Controls, Kia and Toyota to name a few.

A Rising Star is an automotive executive with a pan-European profile who has driven change, fostered innovation and made courageous decisions. To qualify, candidates should have a minimum of 10 years of work experience, have multiple language skills and be 45 years or younger. We accept nominations from carmakers, suppliers, automotive service providers and retail/aftersales businesses.

The jury, consisting of select Rising Stars of the previous years and Automotive News Europe’s editorial team, gets together each year in March to select the Rising Stars in the following categories:

- Aftermarket & Customer Service
- PR & Communications (including social media)
- Design
- Engineering
- Finance
- General management
- Human resources
- IT & Connected Car (including big data & analytics)
- Manufacturing
- Marketing
- Purchasing
- Sales

The Automotive News Europe Congress was established in 1997 and provides a comprehensive perspective on the industry’s big issues through a series of keynote addresses, top-level presentations and panel discussions. The event provides answers to critical questions from the best in the business. Look forward to personally discussing points of interest with other high-level executives.

The Congress is held each year in June, with the annual Rising Stars award program the night before. In 2017 the Congress will take place on June 20-21 in Barcelona, Spain.

The Congress is attended by top industry executives and key decision-makers from automakers, suppliers and service providers. More than 20 journalists from all over the world attended the 2016 Congress and we welcomed nearly 300 representatives from more than 100 different companies. The ANE Congress brings together the leaders in the European industry for open discussions and networking in a pan-European environment.
Print Advertising Specifications

Formats:
High resolution PDFx1a sent to ANEads@autonews.com or upload files via FTP: files.crain.com
Login ID: aeads
Password: Aeads1 (password is case sensitive)

Advertising rates shown are in Euro and are gross rates. 15% agency discount is granted to registered agencies.

MONTHLY MAGAZINE AD SIZES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>210 x 297 mm</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>210 x 147 mm</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>103 x 297 mm</td>
</tr>
<tr>
<td>Third Page Horizontal</td>
<td>210 x 103 mm</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>73 x 297 mm</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>210 x 83 mm</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>58 x 297 mm</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>420 x 297 mm</td>
</tr>
</tbody>
</table>

* Please add 3 mm on all sides for bleed.

STANDARD ADVERTISEMENT SIZES – (WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Trim Size/ Bleed*</th>
<th>Type area/non-bleed</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
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<tr>
<td>DOUBLE PAGE SPREAD</td>
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<td>377 x 259 mm</td>
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<tr>
<td>HALF PAGE HORIZONTAL</td>
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<td>176 x 129 mm</td>
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<tr>
<td>HALF PAGE VERTICAL</td>
<td>103 x 297 mm</td>
<td>86 x 258 mm</td>
</tr>
<tr>
<td>THIRD PAGE HORIZONTAL</td>
<td>210 x 103 mm</td>
<td>176 x 85 mm</td>
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<tr>
<td>THIRD PAGE VERTICAL</td>
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<td>56 x 258 mm</td>
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<tr>
<td>QUARTER PAGE STANDARD</td>
<td>210 x 83 mm</td>
<td>176 x 65 mm</td>
</tr>
<tr>
<td>QUARTER PAGE VERTICAL</td>
<td>58 x 297 mm</td>
<td>43 x 258 mm</td>
</tr>
</tbody>
</table>
Digital Advertising Specifications

WEBSITE

Formats:
- Ad units accepted as jpg, gif, animated gif, png, HTML5 (3rd party served only)
- Maximum file size is 40k
- All Rich Media units must be 3rd party served
- Supply URL to link ad
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed
- Contact us for a complete list of Digital Edition specifications

EMAIL

Formats:
- Ad units accepted as jpg, gif, animated gif
- In addition, a 300 x 250 px creative unit is needed for each placement for use on mobile
- Maximum file size is 20k
- First frame should include critical content as some email servers will not display animation
- Rich Media units cannot run in email positions
- Email placements cannot be 3rd party served
- Supply URL to link ad

VIDEO – MAGAZINE ONLY

Formats:
- .flv, .avi files or YouTube link
- Minimum 500px wide
- Aspect ratio can be set by advertiser

Online ad materials are due at least five business days prior to campaign start date. All 3rd party ad-serving costs are the responsibility of the advertiser.

To submit online creative, email AdOps-autonews@crain.com

Need help creating rich media units to run on Automotive News Europe? Ask about our partnership with Sizmek including capabilities and costs.

WEBSITE AD POSITIONS

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Ad Size</th>
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<tbody>
<tr>
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<td>728 x 90 px</td>
</tr>
<tr>
<td>Top Leaderboard Pushdown</td>
<td>970 x 90 px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Half Page/Filmstrip*</td>
<td>300 x 600 px</td>
</tr>
<tr>
<td>Branding Bar (Full Site)</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250 px</td>
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<tr>
<td>Trends &amp; Thoughts Box (Full Site)</td>
<td>620 x 180 px</td>
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*Filmstrip is a rich media unit consisting of up to 5 frames, within a 300x600 unit size. For website use only.

EMAIL AD POSITIONS

<table>
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<tr>
<th>Dimensions</th>
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<td>300 x 250 px</td>
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<tr>
<td>Medium Rectangle for mobile (needed for all email ad positions)</td>
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ADDITIONAL PRODUCTION CHARGES FOR SITE PLACEMENTS

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<th>Service</th>
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<tbody>
<tr>
<td>A/B Testing</td>
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<tr>
<td>Geotargeting</td>
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</tbody>
</table>
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Submit Online creative to:
AdOps-AutoNews@crain.com

Or upload files via FTP:
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Login ID: aneads
Password: Aneads1
(password is case sensitive)

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