Automotive News Europe

2018 MEDIA KIT

autonewseurope.com  @autonewseurope  autonewseurope
Entering its 22nd 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 Turin, Italy, June 5-6, 2018 – as well as gala events such as the Rising Stars and Eurostars awards dinners. The biggest names in the industry attend these events, which make 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
Associate Publisher & 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 1,100 select executives at top European automakers and suppliers as well as 100 executives in the United States.

The monthly magazine features original, trend-setting stories and interviews, plus sales numbers for Europe, Russia and Turkey on a monthly basis, as well as European production estimates 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

- **26%** visit europe.autonews.com at least every other day
- **70%** visit europe.autonews.com more than two times per month
- Average page views per month: **613,301**
- Every 8 seconds, an automotive industry executive somewhere around the world opens an email from Automotive News Europe

*Source: Omniture, 1/1/17 – 7/31/17, Chartbeat 1/1/17–7/31/17*
# 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 and the top 10 sellers in EU’s 28 largest markets
- European production estimates per brand and model on a quarterly basis
- Shareholder return for European automakers, suppliers and retailers on a quarterly basis
- Latest Launches: We assess the hottest new models in Europe
- Car Cutaways: See which suppliers have parts in Europe’s latest models

## JANUARY 1
- Who is gaining from Russia’s rebound
- European sales predictions for 2018
- Why Europe works for Ford
- Bonus distribution at Automotive News World Congress

Ad close: Dec 11  
Materials due: Dec 15

## FEBRUARY 5
- How the Renault-Nissan-Mitsubishi super-alliance will shake up the industry
- Detroit auto show highlights
- Consumer Electronics Show coverage
- AN World Congress coverage
- European 2017 sales: Winners and losers

Ad close: Jan 19  
Materials due: Jan 22

## MARCH 5
- PSA-Opel: A look back, a look forward
- SPECIAL SECTION: SUPER MODELS: KEY NEW MODELS EXCEEDING THEIR MAKERS’ EXPECTATIONS
- Geneva auto show preview
- Bonus distribution at Geneva auto show events

Ad close: Feb 16  
Materials due: Feb 19

## APRIL 2
- Fiat Chrysler 2.0: The post-Marchionne era
- Geneva auto show highlights
- Hybrid trends in Europe
- SPECIAL SECTION: 2017 WINNERS & LOSERS IN EUROPEAN LCV SALES

Ad close: March 16  
Materials due: March 19

## MAY 7
- How Tesla aims to gain traction in Europe
- 48-volt hybrids: Analysis of the next big trend
- Automotive News PACE Award winners
- How automaker, supplier and retailer shares fared in Q1

Ad close: April 20  
Materials due: April 23

## JUNE 4
- Brexit: 2 years after the shock
- SPECIAL SECTION: ELECTRIFYING EUROPE: PREPARING FOR A RAPID SWITCH TO ELECTRIFIED POWERTRAINs
- Rising Stars: Europe’s youngest and brightest leaders
- L.E.A.D.E.R. Award winners
- Bonus distribution at Automotive News Europe Congress

Ad close: May 18  
Materials due: May 21

## JULY 2
- Audi, BMW and Mercedes extend their rivalry to EV sector
- Automotive News Europe Congress and Rising Stars coverage
- Talk from the Top with leading global supplier execs

Ad close: June 15  
Materials due: June 18

## AUGUST 6
- Mapping Jaguar Land Rover’s progress on the road to 1 million sales
- Top 50 European suppliers
- Europe’s first-half sales winners and losers

Ad close: July 20  
Materials due: July 23

## SEPTEMBER 3
- How VW Group is re-inventing itself after its diesel scandal
- 2018 first-half European sales by segment
- SPECIAL SECTION: FIRST-HALF WINNERS & LOSERS IN EUROPEAN LCV SALES

Ad close: Aug 17  
Materials due: Aug 20

## OCTOBER 1
- Latest trends in lightweight materials
- Paris auto show preview
- EUROSTARS: The industry’s most successful top executives
- Bonus distribution at Paris auto show events

Ad close: Sept 14  
Materials due: Sept 17

## NOVEMBER 5
- Who has the edge in battle to be Europe’s No. 1 Asian brand
- Guide to Europe’s 50 biggest dealer groups
- Talk from the Top with leading global automaker execs

Ad close: Oct 19  
Materials due: Oct 22

## DECEMBER 3
- EV push shakes up European racing with rise of Formula E
- Los Angeles auto show highlights
- Talk from the Top with leading global automaker execs

Ad close: Nov 16  
Materials due: Nov 19
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. Our special supplements are emailed – together with the monthly magazine – to our 31,000 subscribers on the first Monday of each month are accessible free of charge to all registered users of autonewseurope.com for three years. Printed copies of the special supplements are also mailed to more than 1,100 select executives at top European automakers and suppliers as well as 100 executives in the United States. Below is a listing of the topics that will get that level of intense attention in 2018.

**JULY 2018: 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.

**DECEMBER 2018: Talk From The Top**

The Automotive News Europe editorial staff secures exclusive interviews with Europe's most influential top auto executives. Seize this opportunity to reach the decision makers in a fast changing industry with your ad in this supplement.

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

<table>
<thead>
<tr>
<th>Magazine Advertising</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
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<tr>
<td>Page</td>
<td>4,200</td>
<td>3,995</td>
<td>3,780</td>
<td>3,560</td>
</tr>
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<td>Spread</td>
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<td>7,990</td>
<td>7,560</td>
<td>7,130</td>
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<td>2,800</td>
<td>2,585</td>
<td>2,470</td>
<td>2,340</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,870</td>
<td>1,750</td>
<td>1,670</td>
<td>1,620</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,400</td>
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<tr>
<td>Embedded Video in any size ad, additional:</td>
<td>710</td>
<td>670</td>
<td>640</td>
<td>540</td>
</tr>
</tbody>
</table>

| Supplement Advertising: | 4,200 | 3,995 | 3,780 | 3,560 |

*Cover 2, 3 or other special placement: 10% surcharge. Back cover: 20% surcharge. All rates are gross.*
Digital Edition Sponsorship
Many readers view the monthly magazine as a digital edition, providing an exclusive sponsorship opportunity which includes:
- Second cover ad in the digital and print edition
- Logo and skyscraper on digital edition
- Logo on the autonewseurope.com home page for the entire month
- Banner ad on iPad edition

**Price in €.**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
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<th>6X</th>
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<tr>
<td></td>
<td>5,940</td>
<td>5,570</td>
<td>5,360</td>
<td>4,995</td>
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</table>

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.

**Price in €.**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
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<td>6,130</td>
<td>5,880</td>
<td>5,520</td>
<td>5,100</td>
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Homepage & Run of Site
Place your advertisement where our readers spend nearly 15 minutes of their day!

**AUTONEWSEUROPE.COM AD POSITIONS**

**WEEKLY – HOME PAGE**

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Price in €</th>
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</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>45,000</td>
<td>1,690</td>
</tr>
<tr>
<td>Top Leaderboard pushdown</td>
<td>45,000</td>
<td>2,120</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>45,000</td>
<td>1,690</td>
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<tr>
<td>Half Page</td>
<td>45,000</td>
<td>1,090</td>
</tr>
<tr>
<td>Branding Bar (Full site)</td>
<td>50,000 weekly</td>
<td>1,270</td>
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</table>

**MONTHLY – RUN OF SITE**

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
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<tr>
<td>Top Leaderboard</td>
<td>85,000</td>
<td>4,720</td>
</tr>
<tr>
<td>Top Leaderboard pushdown</td>
<td>85,000</td>
<td>5,900</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>85,000</td>
<td>4,720</td>
</tr>
<tr>
<td>Half Page</td>
<td>60,000</td>
<td>1,800</td>
</tr>
<tr>
<td>Filmstrip</td>
<td>60,000</td>
<td>2,010</td>
</tr>
<tr>
<td>Billboard</td>
<td>85,000</td>
<td>5,900</td>
</tr>
<tr>
<td>Trends &amp; Thoughts Box (Full site)</td>
<td>200,000 monthly</td>
<td>6,750</td>
</tr>
</tbody>
</table>

*All rates are gross.*
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 Daily Newsletter is sent to more than 26,000 subscribers. Breaking News Alerts are sent to more than 22,000 subscribers.

### EMAIL NEWSLETTERS AD POSITIONS

#### DAILY NEWSLETTER – Sold by the week

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Price in €</th>
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</thead>
<tbody>
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<td>Medium Rectangle</td>
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<td>2,260</td>
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<tr>
<td>Mid Leaderboard</td>
<td>45,000</td>
<td>1,070</td>
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**All rates are gross.**

#### BREAKING NEWS ALERTS – Sold by the month

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>60,000</td>
<td>4,100</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>50,000</td>
<td>3,250</td>
</tr>
<tr>
<td>Lower Leaderboard</td>
<td>40,000</td>
<td>1,280</td>
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</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>
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</thead>
<tbody>
<tr>
<td>Geneva Auto Show – March</td>
<td>100,000</td>
<td>7,900</td>
</tr>
<tr>
<td>Paris Auto Show – October</td>
<td>100,000</td>
<td>7,900</td>
</tr>
</tbody>
</table>

All rates are gross.

Earned Euro Volume Discount
Discounts apply to gross online spend on autonewseurope.com website, email newsletters, print and digital monthly magazine.

All advertising rates shown are in euro and are gross rates. 15% agency discount is granted to registered agencies.

<table>
<thead>
<tr>
<th>Gross Euro Volume</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 2017 winners came from all disciplines – general management, engineering, manufacturing, finance, product planning – and from companies across Europe, including Benteler, Dana, Faurecia, Jaguar Land Rover, Magna Steyr, Nissan, Opel and Schaeffler 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 previous winners of the award and Automotive News Europe’s editorial team, gets together each 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 2018 the Congress will take place on June 5-6 in Turin, Italy.

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 2017 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.

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Print Advertising Specifications

Formats:
High resolution PDFx1a sent to ANEads@autonews.com
or upload files via FTP: files.crain.com

   Login ID: aneads
   Password: Aneads1 (password is case sensitive)

Bellybands:
Front: 100mm x 210mm
Back: 100mm x 190mm
Contact us for full specifications.

STANDARD ADVERTISEMENT SIZES – (WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Width x Height</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Trim Size/ Bleed*</td>
<td>8.3 x 11.7 in</td>
</tr>
<tr>
<td>Type area/non-bleed</td>
<td>176 x 259 mm</td>
</tr>
<tr>
<td>6.9 x 10.2 in</td>
<td></td>
</tr>
<tr>
<td>DOUBLE PAGE SPREAD</td>
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<td>Type area/non-bleed</td>
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<tr>
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<tr>
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<td>THIRD PAGE VERTICAL</td>
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<td>Type area/non-bleed</td>
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<td>176 x 65 mm</td>
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<tr>
<td>7.0 x 2.6 in</td>
<td></td>
</tr>
<tr>
<td>QUARTER PAGE VERTICAL</td>
<td>58 x 297 mm</td>
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<tr>
<td>Trim Size/ Bleed*</td>
<td>2.3 x 11.7 in</td>
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<tr>
<td>Type area/non-bleed</td>
<td>43 x 258 mm</td>
</tr>
<tr>
<td>1.7 x 10.2 in</td>
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</table>

* Please add 3 mm on all sides for bleed.
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
- In addition, a 300 x 250 px creative unit is needed for each placement for use on mobile
- Maximum file size is 20k
- 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? Ask your rep.

### WEBSITE AD POSITIONS

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Max File Size</th>
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<tr>
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<td>728 x 90 px</td>
</tr>
<tr>
<td>Top Leaderboard Pushdown</td>
<td>970 x 90 px, 970 x 418 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>Skyscraper</td>
<td>209 x 1044 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>
</tr>
<tr>
<td>Trends &amp; Thoughts Box (Full Site)</td>
<td>620 x 180 px</td>
</tr>
</tbody>
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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>
<th>Max File Size</th>
</tr>
</thead>
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<td>728 x 90 px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Medium Rectangle for mobile (needed for all email ad positions)</td>
<td>300 x 250 px</td>
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### ADDITIONAL PRODUCTION CHARGES FOR SITE PLACEMENTS

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>A/B Testing</td>
<td>€440</td>
</tr>
<tr>
<td>Geotargeting</td>
<td>€440</td>
</tr>
</tbody>
</table>
»Contacts

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sghedine@autonews.com

Submit Monthly Magazine advertising material to:
ANEads@autonews.com
Submit Online creative to:
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