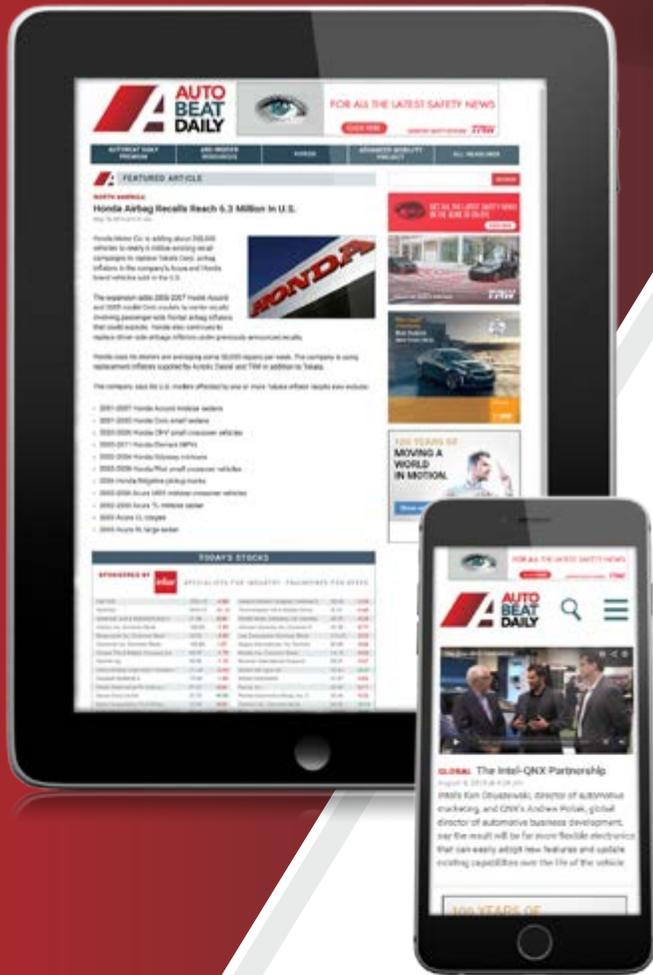


INTRODUCING THE NEW



## The Automotive Industry's Premier Integrated Marketing Solution

AutoBeat has long been the first place automotive executives and decision makers turn each morning to get a focused, first look at industry news. Over the years, AutoBeat has grown from an automotive news service to an automotive networking service. We connect the automotive industry through a wide array of custom solutions – web, email, events, video, etc. In recent years, we have sought partnerships that would assist in our continued evolution from news to networking to knowledge provider. Earlier this year, we found our partner in Gardner Business Media, Inc.

With this piece, we are excited to announce our partnership with Gardner Business Media, Inc., in particular, *Automotive Design & Production*, to create the automotive industry's most complete integrated marketing solution and most comprehensive information resource.

The following pages provide a brief overview of AutoBeat Daily and *Automotive Design & Production*.

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 Director of Sales  
 AutoBeat Daily  
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Mike Vohland  
 Publisher  
 Automotive Design & Production  
 mvohland@autofieldguide.com

## WEBSITE

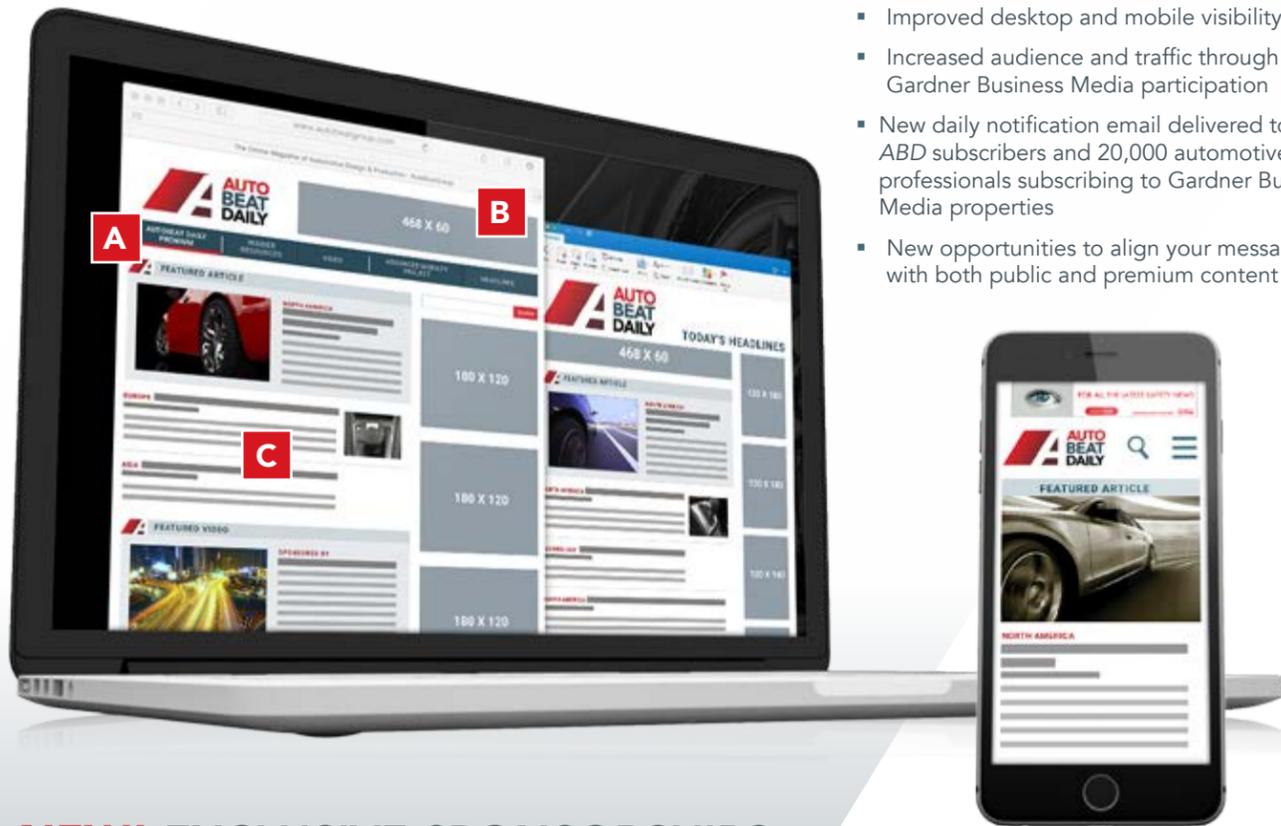
*AutoBeat* is the first and most important news briefing of the day for top automotive industry executives and key decision makers. Offering an uncluttered and direct channel to more than 155,000 readers, *AutoBeat* is the platform to make an impression, convey a point of view, present capabilities or announce new products. Below highlights the new *AutoBeat Daily*. Responsively designed, refocused to include multiple content types and reimagined to meet the growing needs of an evolving and expanding audience of automotive industry influencers, the latest *AutoBeat Daily* is the partner to help you grow your business.

### NEW FEATURES

- A** Public and premium content options
- B** New, high-profile, high-impact sponsorships
- C** Assimilation of domestic and international content
  - Responsively designed and optimized for both mobile and desktop viewing
  - Integration with Gardner Business Media content and audience

### BENEFITS

- Improved desktop and mobile visibility
- Increased audience and traffic through Gardner Business Media participation
- New daily notification email delivered to all ABD subscribers and 20,000 automotive professionals subscribing to Gardner Business Media properties
- New opportunities to align your message with both public and premium content



## NEW! EXCLUSIVE SPONSORSHIPS

### EDITORIALS

Become the sole sponsor of bi-monthly industry editorials from Publisher Bill Hampton. These pieces will appear in a highlighted box with your logo, within the main news the *AutoBeat Daily* premium site. Editorials will be archived. *Minimum 12-month commitment.*

**\$28,000** per year for 24 editorials

### COMMENTARIES

Exclusive sponsorship of Senior Editor Steve Plumb's monthly column on industry trends of general interest. These commentaries will appear on the public-access page of the redesigned *AutoBeat Daily* Websites in a highlighted box with your logo. Columns will be archived. *Minimum 12-month commitment.*

**\$18,000** for 12 commentaries

### WEBINARS

Allow us to work with you to create an exciting and well-attended webinar. Promotion through both *AutoBeat Daily* and *Automotive Design & Production*. *AutoBeat* Publisher Bill Hampton available as moderator.

**\$7,500** each

## EMAIL

Sent to all *AutoBeat* subscribers and subscribing companies and 20,000 qualified automotive professionals subscribed to Gardner Business Media properties, the new *AutoBeat Daily* e-mail delivers the top automotive industry news direct to the desktop and mobile devices of top automotive industry decision makers.

The email has been completely redesigned to include images, headlines, summaries and display advertisement. The audience has been completely expanded to include automotive management and design titles from *Automotive Design & Production*. An advertisement in *AutoBeat Daily* is the opportunity to develop your brand, while keeping your marketing message top-of-mind to thousands of automotive industry influencers.

### NEW FEATURES

- A** Responsively designed and optimized for both mobile and desktop viewing
- B** Public and premium content
- C** New, high-profile, high-impact sponsorships
  - Content and audience integration with Gardner Business Media
  - Email delivered to all ABD subscribers + 20,000 automotive professionals subscribing to Gardner Business Media properties



### BENEFITS

- Improved desktop and mobile visibility
- Expanded audience that includes Gardner Business Media subscribers
- Increased activity and engagement via new graphic format

## NEWSLETTER ADVERTISING

Advertising opportunities with our all-new daily notification e-mail.

### SIDE BANNER

(4 available per push)  
120 x 180 pixels

One week per month for 6 months  
**\$5,000** each

One week per month for 12 months  
**\$9,000** each

### TOP LEADERBOARD BANNER

(1 available per push)  
468 x 60 pixels

One week per month for 6 months  
**\$12,000** each

One week per month for 12 months  
**\$20,000** each

# PRINT

Supplier	OEM	Other
19,505	16,070	2,416

# REACH

## AUTOMOTIVE COMPONENTS

COMPONENT	CIRCULATION	FACILITIES
Powertrain	18,709	7,081
Interiors	16,408	5,615
Chassis	16,351	5,961
Electronics	15,974	5,903
Exterior	16,076	5,659

## JOB TITLE CATEGORIES

CATEGORY	CIRCULATION
Design/Product Eng	14,763
Company Mgmt	10,853
Process/Mfg Eng	9,755
Purchasing	1,033
Sales/Marketing	1,045
Other	542

## PRODUCTION PROCESSES

PROCESS	CIRCULATION	FACILITIES
HSM	19,116	7,438
CNC Ops	18,095	7,588
CAD/CAM	12,279	5,421
Inspection	14,233	5,592
Assembly	2,211	1,206
Robotics	506	164
Additive Mfg	15,896	5,911

# DIGITAL

E-NEWS	23,808
BLOG	18,615
DIGITAL ONLY ISSUE	31,963
WEBSITE	35,423
PAGEVIEWS	

## TOTAL MARKET COVERAGE

Dedicated to helping decision makers produce more efficient vehicles, *AD&P* is the only magazine to address product and process development through the automotive supply chain. Our balanced circulation provides a unique audience for your advertising message. *AD&P* also delivers more management readers than our competition, along with a targeted base of design and manufacturing engineers.



Products of Gardner Business Media

To learn more about *Automotive Design & Production*, please contact:

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Publisher

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