



**2010
Schedule
of Issues
OEM Edition**

Automotive News
autonews.com

2010 Schedule of Issues

OEM Edition

Since 1925, *Automotive News* has been the place for all the news that is happening among automotive retailers, suppliers and manufacturers. Given the breadth of changes in our industry recently, *Automotive News* is with you every step of the way with information you can trust. Whether it is breaking news sent to your phone, digital editions and web products delivered to your desktop, or our print edition, *Automotive News* is there for you. Our award-winning editorial team covers the news everywhere it happens around the world. We also offer data, daily newscasts, webinars, conferences and events to keep you up to speed. *Automotive News*, *Automotive News Europe*, *Automotive News China* and *Automobilwoche* are created locally and are backed by our global resources of 50 editors and reporters, as well as our commitment to journalistic excellence.



Automotive News is the best way to reach the decision-makers of the automotive industry - everywhere in the world.

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When IAC was established in 2007 as the largest global, tier-one supplier nobody ever heard of - we knew we needed to quickly identify the highest-impact media for reaching industry decision makers to introduce the new company and its core products - not just in North America, but in markets around the world. As expected, the professional sales staff of *Automotive News* presented strong data backing the circulation and readership claims of their many growing and global products. With limited marketing dollars and the ever-present need for decisions backed by strong data - IAC's choice to partner with *Automotive News* was obvious.

David Z. Ladd

*Executive Director,
Marketing & Communications
International Automotive Components*

“Automotive News continues to operate at the highest levels. If you're looking for a top notch organization to partner with whether it be print advertising, web banner ads, webinars, networking, or automotive events, Automotive News should be tops on your list.”

Phil Feinsot

*Marketing Director
i2 Technologies*

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Special Opportunities for 2010:



Issue Date: June 14, 2010
Close Date: May 26, 2010

In conjunction with the Automotive News Green Car Conference & Exhibition on June 16, *Automotive News* will look at what OEMs and suppliers are doing to reach the 2016 combined CAFE of 35 mpg. Included in the coverage will be electrification, turbo-charging, weight reduction, downsizing and many other green topics.



Issue Date: September 13, 2010
Close Date: August 25, 2010

Every five years, *Automotive News* profiles the 100 women who are truly making strides in the ever-changing North American auto industry. Included in this year's section will be a look at where some past honorees are now.

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Rates - OEM Edition Rates effective October 1, 2009 (Rate Card No.77)

Four Color Process Rates (including frequency discounts for the most frequently used ad space units):

SIZE	1X	3X	6X	9X	12X	18X	26X	36X	52X
70" Full Page	\$11,645	\$11,295	\$10,947	\$10,597	\$10,248	\$10,015	\$9,782	\$9,549	\$9,316
40" Jr. Page	9,625	9,336	9,048	8,759	8,470	8,278	8,085	7,893	7,700
35" Half Page	8,750	8,487	8,226	7,963	7,700	7,526	7,350	7,176	7,000
80" Jr. Spread	18,325	17,775	17,226	16,676	16,126	15,760	15,393	15,027	14,660
140" 2-Pg. Sprd.	22,365	21,693	21,024	20,352	19,682	19,234	18,787	18,339	17,892

Black & White Rates (1X rate)

70" Full Page	\$9,020
40" 4 col x 10" Jr. Pg.	7,000
35" 5 col x 7" Half Pg.	6,125
30" 3 col x 10"	5,250
14" 1 col x 14"	2,450
10" 2 col x 5"	1,750
1" 1 col x 1"	175
80" 8 col x 10" Jr. Sprd	14,000
140" 2-Page Spread	18,040

Color Rates

	Per Page	Per Spread
AAAA Standard Colors <i>(ads less than 35 inches)</i>	\$965 725	\$1,435 1,075
Matched Color <i>(ads less than 35 inches)</i>	2,240 1,680	3,305 2,480
Four Color Process <i>(ads less than 35 inches)</i>	2,625 1,970	4,325 3,245
Five Color (Four Color Process Plus Matched Color) <i>(ads less than 35 inches)</i>	4,665 3,500	7,840 5,880

Agency Commission

15% of gross billing is allowed to recognized agencies for space, color and position, provided account is paid within 30 days of invoice date.

Frequency discounts are available with Automotive News China, Automotive News Europe and Automobilwoche.

Mechanical Requirements

Publication Trim Size: 10 7/8" x 14 1/2"

Printing: Heat-set web offset

Binding: Saddle stitched

Paper Stock: Glass coated, 36lb., basis weight

Line Screen: 120-line screen recommended

Edit Page Size: Full page is 70 column inches:

5 columns wide, 14" deep.

Column width is 2"

Space sold in multiples of 1/4" per column with minimum space of one column inch.

Bleed Ads: No extra charge for bleeds.

All advertising should be provided in a digital format. For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Center, please visit our website at www.crain.com/digital_ad.

Digital media, proofs or copy

Terry Driscoll
Production Department
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Phone: 313-446-6062
E-mail: tdriscoll@crain.com

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Sales Department
Automotive News
1155 Gratiot Avenue
Detroit, MI 48207-2997
E-mail: nlong@autonews.com
Phone: 313-446-6021
Fax: 313-446-8030






Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

These terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to Automotive News unless modified by written agreement signed by an officer of Crain Communications (Publisher), and shall supersede any inconsistent statements in such order or contract. For complete advertising information, go to www.autonews.com or consult our full media kit.

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Automotive News

ISSUE DATE	AD CLOSE	CONTENT
	OEM	
January 4 1	Dec 18 Early Close	<ul style="list-style-type: none"> •2009: Year in Photos •North American International Auto Show Preview
12 - 14		<ul style="list-style-type: none"> •Automotive News World Congress, Detroit Marriott Renaissance Center
18 3	Jan 4	<ul style="list-style-type: none"> •North American International Auto Show Coverage •Car Cutaway •Automotive News World Congress Coverage
February 1 1	Jan 18	<ul style="list-style-type: none"> •Car Cutaway •OEM News
15  3	Feb 1	<ul style="list-style-type: none"> •Chicago Auto Show Coverage
March 1 1	Feb 15	<ul style="list-style-type: none"> •Geneva Auto Show Preview
15 3	Mar 1	<ul style="list-style-type: none"> •PACE Award Finalists
29 1	Mar 15	<ul style="list-style-type: none"> •PACE Award Finalists •New York Auto Show Preview •Focus Page: Marketing Cable •Car Cutaway
April 12  3	Mar 29	<ul style="list-style-type: none"> •Car Cutaway •OEM News
12		<ul style="list-style-type: none"> •Automotive News PACE Awards, Max M. Fisher Music Center, Detroit
26 1	April 12	<ul style="list-style-type: none"> •Quarterly Shareholder Value Report
May 10 3	April 26	<ul style="list-style-type: none"> •Talk from the Top: North American CEOs
24   1	May 10	<ul style="list-style-type: none"> •Focus Page: Marketing Television •Car Cutaway •Exclusively Sponsored Supplement: Top 150 North American Suppliers (NAT) Close Date: May 7
27		<ul style="list-style-type: none"> •Automotive News Marketing Seminar, Westin Bonaventure Hotel, Los Angeles
June 14  4	May 26 Early Close	<ul style="list-style-type: none"> •Special Section: The Road Ahead: 35 mpg in 2016 •Exclusively Sponsored Supplement: Top 100 Global Suppliers (OEM) Close Date: May 21
16		<ul style="list-style-type: none"> •Automotive News Green Car Conference & Exhibition, Novi, Michigan
28 2	June 14	<ul style="list-style-type: none"> •Car Cutaway •OEM News

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	OEM	
July 26 2	July 12	<ul style="list-style-type: none"> •Future Products: General Motors •Quarterly Shareholder Value Report •Focus Page: Digital Marketing
August 2  CAR Management Briefing Seminars  3	July 19	<ul style="list-style-type: none"> •North American Manufacturing Section •Future Products: Ford •Exclusively Sponsored Supplement: Guide to Industry Executives (OEM) Close Date: July 9
4 - 6		•CAR Management Briefing Seminars Show Dailies (Close Date: July 7)
16 1	Aug 2	•CAR Management Briefing Seminars Coverage, Traverse City
30 3	Aug 16	<ul style="list-style-type: none"> •Talk from the Top: Agency & Marketing Executives •Future Products: Japan (Toyota, Nissan, Honda) •Car Cutaway
September 13 1	Aug 25 Early Close	• Special Section: 100 Leading Women in the North American Auto Industry
27 3	Sept 13	<ul style="list-style-type: none"> •Car Cutaway •OEM News
October 11 1	Sept 27	•Talk from the Top: Global CEOs 
25 3	Oct 11	<ul style="list-style-type: none"> •Talk from the Top: Global CEOs •Quarterly Shareholder Value Report •Focus Page: Marketing Magazines •Car Cutaway
November 1 4	Oct 18	•Vehicle Technology Section
22 3	Nov 8	<ul style="list-style-type: none"> •Automotive Design Section •Los Angeles Auto Show Coverage •Car Cutaway
December 6 1	Nov 22	•Green Car Section

Key To Symbols On The Calendar



Bonus distribution of *Automotive News* at industry events means your ad dollars go even further, and your ad makes even more good impressions.



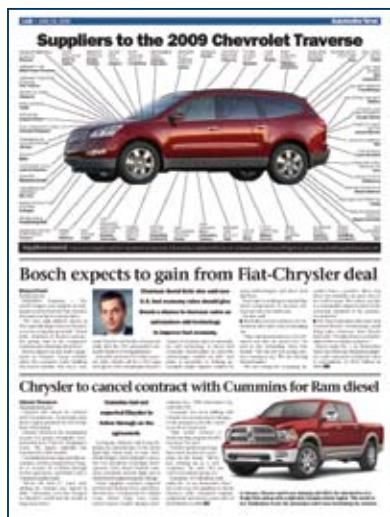
All ads 14" or larger in these issues are automatically included in a GfK Starch readership study, to gauge the effectiveness of the advertisement.

2010 Schedule of Issues Audience

Automotive News

We deliver the OEM audience.

If you only want to reach the OEM audience, no one delivers like *Automotive News*. Bound into 24 issues of the national edition, the OEM edition commands the attention of 88,000* readers in this core demographic group. By featuring specific editorial content tailored directly to this market, the OEM edition addresses the unique needs and interests of manufacturers and suppliers from around the world.



OEM Circulation:

33,267

Vehicle Manufacturers	5,893
Suppliers and Other Manufacturers (including independent design & engineering)	10,470
Financial/Investment/Legal/Insurance	5,027
Advertising/Marketing Services	2,688
Media/Information Services	1,708
Consulting Services	3,425
Education/Organization/Government Services	2,216
IT/E-commerce	792
Other Professional Services	1,048

Publisher's own data for the August 24, 2009 issue.

Pass-along Readership.

Research shows that manufacturers and suppliers in the U.S. and Canada who subscribe to *Automotive News* share their copies with an average of **4.5 additional readers**, extending the reach of your message to all critical layers in the influencing/purchasing process.*

Total Manufacturer and Supplier Pass-Along Readership:

88,277*

CORPORATE - includes corporate, group management and financial	23,945
ADMINISTRATION - includes department management, purchasing, information systems & personnel	16,485
OPERATIONS - includes plant management and plant engineering	3,606
MANUFACTURING & PRODUCTION - includes quality control, logistics/shipping	3,746
ENGINEERING AND DESIGN - includes styling and R&D	14,758
SALES & MARKETING/COMMUNICATIONS - includes customer service	22,602
OTHER - all other titles	3,135

*Source: Macro International Inc. Study verified by Audit Bureau of Circulations, January 2008. Full study results available upon request.

This analysis reflects the total projected recipients on the research study sample.

Reach the world's most important automotive industry leaders

Automotive News, Automotive News Europe, Automotive News China and Automobilwoche are created locally and backed by our global resources as well as our commitment to journalism excellence. Contact your regional sales manager to learn more about advertising and sponsorship opportunities.

Automotive News has been North America's leading automotive newspaper for more than 80 years. A vibrant Web site with more than two million users monthly contains the day's breaking news and features a daily newscast and webinars. Daily and weekly e-mails and breaking news alerts keep the industry's top executives up-to-date.



Circulation: 67,172
Published: Weekly
Language: English
Distribution: North America
Audited by: ABC
Web site: autonews.com

Automobilwoche is the German language newspaper for automotive industry executives. Launched in January 2002, the paper today is continually among the top 40 German B2B publications in the advertising market and in 2005 was elected by the Association of the German Press as "magazine of the year."



Circulation: 39.347
Published: Bi-weekly
Language: German
Distribution: Germany, Austria, Switzerland
Audited by: IVW
Web site: automobilwoche.de

Automotive News Europe is the only English-language news gathering organization that covers all of Europe online. *Automotive News Europe* offers daily and weekly emails, breaking news alerts and full coverage of Europe's biggest auto shows.



Registrants: 86,000
Language: English
Distribution: Pan-European
Audited by: ABC
Web site: autonewseurope.com

Automotive News China is the only Chinese and English Web site and weekly e-mail newsletter for automotive industry executives. Launched in November 2006, *Automotive News China* is written by a skilled team of journalists in China and augmented by the resources of the Automotive News Group of publications



Registrants: 35,900
Published: Weekly
Language: Chinese, English
Distribution: Worldwide
Source: WebTrends
Web site: autonewschina.com

Automotive News - Many choices, one source.

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