

About WardsAuto World

Editorial Calendar

Rates & Specs

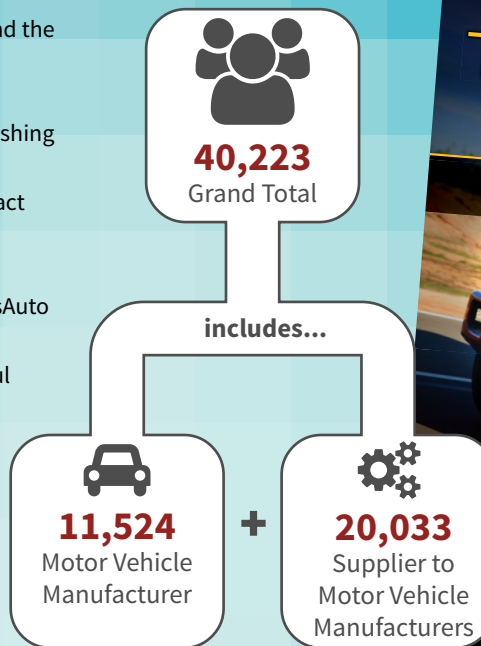
The Industry's Preferred Magazine Putting Trends and Technologies in Perspective

For four decades, WardsAuto World has been a unique voice in the industry, diving into important topics of the day and looking beyond the headlines for insights that matter to automakers and suppliers.

Some sources do little beyond aggregating news of the day or rehashing press releases. WardsAuto World editors take a forward-looking approach to today's news, asking "How will this development impact OEMs and Tier 1 suppliers tomorrow and years into the future?"

It's this anticipatory approach to journalism that has earned WardsAuto World a following throughout the buying chains at OEMs. They consistently tell us they appreciate the magazine's deep, thoughtful approach to covering what matters most to them, and they often pass it along to colleagues to share our insights throughout their organizations.

Today, WardsAuto World is a digital magazine, with issue alerts sent to our subscribers twice each month. The format allows you to embed video and interactive features within your message to engage with our high-level audience.



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	Focus	Feature
JAN	Ward's 10 Best Engines The 10 best engines for 2015, with profiles of our choices	- Electrical / Electronics - Safety - Fuel efficiency update
FEB	Design How new and anticipated fuel economy standards are changing design	- Lightweight materials - Electrical / Electronics - Autonomous Features
MAR	Safety New safety-related trends and innovations; making small cars safer	- Electrical / Electronics - Alternative powertrains - Green manufacturing
APR	Engineering Technological trends, plus human-interest issues concerning engineers	- Chassis / Suspension - Testing - Electrical / Electronics
MAY	Ward's 10 Best Interiors We announce and profile our selections for the 10 Best Interiors of the new model year WARDSAUTO INTERIORS CONFERENCE	- Environmentally friendly materials - Student Design Competition
JUN	Fuel Efficiency Standards How auto makers are adapting to an evolving political climate under the Obama administration	- Chassis / Suspension - Interiors - Electrical / Electronics

	Focus	Feature
JUL	Supplier Technologies A detailed look at innovations suppliers are introducing that will make vehicles cleaner, safer and more efficient	- Innovative powertrains - Electrical / Electronics - Autonomous Features
AUG	Manufacturing Sales/production outlook Green Factories	- Safety - Materials - Electrical / Electronics
SEP	Innovative Materials New trends in materials, applications and design	- Chassis / Suspension - Testing - Fuel efficiency update - Lightweight materials
OCT	New Vehicles & Supplier Tech 2016 vehicles, systems, components, and more	- Electrical / Electronics - Exteriors - Autonomous Features
NOV	Innovative Powertrains The latest trends in non-traditional powertrains	- Environmentally friendly materials - Fuel efficiency update
DEC	What's Next in 2016 The North American outlook, with in-depth analysis and data	- Chassis / Suspension - Interiors - Electrical / Electronics - Autonomous Features

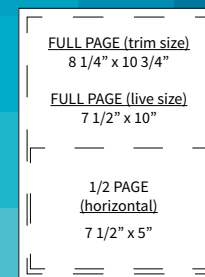
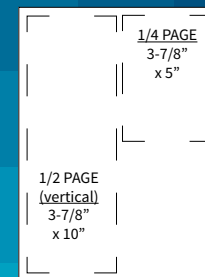
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2015 Display Advertising Rates

Rates (Gross)	1x	3x	6x	12x	18x	24x	Size
Page	\$5,690	\$5,536	\$5,381	\$5,088	\$4,955	\$4,861	8.25" x 10.75" (trim) 8.25" x 11.00" (bleed) 7.5" x 10.00" (live area)
Spread	\$10,778	\$10,468	\$10,158	\$9,572	\$9,306	\$9,118	16.5" x 10.75"
2/3 Page	\$4,066	\$3,960	\$3,840	\$3,640	\$3,538	\$3,472	3.875" x 10.00"
1/2 Isl/Vertical	\$3,551	\$3,450	\$3,360	\$3,188	\$3,104	\$3,046	7.5" x 5.00"
1/2 Page	\$3,295	\$3,211	\$3,117	\$2,961	\$2,886	\$2,841	2.5" x 10.00"
1/3 Page	\$2,678	\$2,611	\$2,549	\$2,433	\$2,371	\$2,340	4.5" x 5.00"
1/4 Page	\$2,190	\$2,141	\$2,097	\$2,008	\$1,963	\$1,936	3.875" x 5.00"



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