



# Media Kit 2020

# China



**VOGEL** COMMUNICATIONS  
GROUP

## *The Magazine*

### »Automobil Industrie China – AI China«

#### The leading trade journal of the automotive industry in China.

AI China is the Chinese edition of Automobil Industrie. It is produced in China, for China, with content from China. Ongoing reports on all important submarkets cover the entire value chain of the automotive industry. From development, design, production, and logistics to management and economic issue.

AI China lets you reach the key decision makers across the entire value-added chain. With a reader base of over 100,000, the right recipients are defined for each issue in accordance with the principle of "topic-oriented alternating distribution".

#### TARGET GROUP

Automotive manufacturers, suppliers, outfitters and service providers at the decision making level.

**CIRCULATION** \_\_\_\_\_ 26,500 copies per issue  
 \_\_\_\_\_ 42,800 copies of E-Magazine

## *Research & Development*

Internationally advanced design technologies for vehicles and components as well as practical applications and the development trend of components. Special attention is paid to the application and development of vehicle electronics.

**FREQUENCY** \_\_\_\_\_ Every 4 weeks

For the Editorial Calendar see page 4.

## *Auto Production*

From development, design, production, and logistics to management and economics issues. Readers include automotive manufacturers, suppliers, outfitters, and service providers at the decision-making level.

**FREQUENCY** \_\_\_\_\_ Every 4 weeks

For the Editorial Calendar see page 7.

## *Reader Title*

Production Technical Manager	46 %
CEO	29 %
Purchasing Manager	12 %
Engineering Manager	10 %
Others	3 %

## *Targeted Readership Analysis*

Suppliers	49 %
OEMs	45 %
Institutes, Universities	6 %

## *Distribution by company size*

1-50 employees	3 %
51-100 employees	5 %
101-200 employees	8 %
201-500 employees	17 %
501-1,000 employees	32 %
>1,000 employees	28 %
not reported	7 %

# Rate Card

<b>TOTAL CIRCULATION</b>	26,500 copies
<b>MAGAZINE SIZE</b>	210 mm wide, 297 mm high, DIN A4
<b>TYPE AREA</b>	190 mm wide, 270 mm high

## Ads in the Magazine

FORMAT	FORMAT WIDTH × HEIGHT IN MM	PRICE 4C
1/1 Page	210 × 297	3,700.00
Island Page	133 × 190	3,000.00
1/2 Page	190 × 133 94 × 270	2,350.00
1/3 Page	190 × 88 62 × 270	1,500.00
1/4 page	94 × 133 190 × 65	1,200.00

Rate Card no. 12, valid from 01/01/2019.

<b>Loose Inserts</b>	- on demand -		
<b>Bind-Ins</b>	- on demand -		
<b>Discount</b>	3 ads	6 ads	12 ads
	5%	10%	15%

## ■ Surcharges for Special Positions

<b>Front Cover</b>	9,700.00
<b>Inside Front Cover</b>	7,500.00
<b>Inside Back Cover</b>	6,700.00
<b>Back Cover</b>	8,350.00

All prices in EUR plus VAT.

# Editorial Calendar AI Research & Development

ISSUE	DATES	TOPICS	FAIRS
1/2	PD Feb 15 AC Feb 5	<i>New year's Special</i>	<b>CES 2020</b> Jan 7-10
		New Year's Speech, Automotive Innovation Technology, EV, CES 2020/Autonomous Driving, Pursuing the Dreams	<b>EV Japan 2020</b> Jan 15-17 <b>NAIAS 2019</b> Jan <b>China EV 100</b> Jan
3	PD Mar 10 AC Mar 1	<i>Electronica Shanghai Special</i>	<b>Geneva Motor Show</b> Mar 3-15
		Automotive Electronics, Safety System, Powertain, Design and Simulation	<b>electronica Shanghai</b> Mar 18-20
4	PD Apr 15 AC Apr 5	<i>Auto China Special</i>	<b>Detroit Auto Show</b> Apr 21-23
		Auto China Special, Intelligent and Connected vehicle, Chasis and Transmission, New Materials/Lightweight, Pursuing the Dreams	<b>China Plas 2020</b> Apr 21-24 <b>Auto China 2020</b> Apr 21-30 <b>Automotive Lightweight Forum</b> Apr <b>China Automotive Forum</b> Apr
Daily	PD Apr 21 Apr 23 Apr 24	<i>Show Daily</i>	<b>Auto China 2020</b> Apr 21-30
		Show Daily of Auto China: New Models/New Energy Vehicles, New Technology of Auto Parts	

ISSUE	DATES	TOPICS	FAIRS
5	PD May 15 AC May 5	<i>Auto China Special</i>	China International Battery Fair May 25-27
		Auto China Special, Testing, Body and Interior & Exterior, Engine and Emission	
6	PD Jun 10 AC Jun 1	<i>Intelligent and Connected Vehicle Special</i>	CES ASIA Jun 13-15
		Intelligent Connected Vehicle, Safety System, Chasis and Transmission, Design and Simulation, CES Asia	CEE-China International Automotive Jun 30-Jul 2 Electronics EXPO
7/8	PD Aug 15 AC Aug 5	<i>TOP 100 Special</i>	EV China 2020 Jul 8-10
		TOP100 Suppliers, New Energy Vehicle, Body and Interior & Exterior, Automotive Electronics and safety, Pursuing the Dreams	TEDA Forum Aug
9	PD Sep 15 AC Sep 5	<i>Testing Expo Special</i>	IAA Commercial Vehicles Sep 24-30
		Testing, Autonomous Driving, EV, Engine and Emission	CTI China Sep Automotive Testing Expo CHINA 2020 Sep 24-26
10	PD Oct 30 AC Oct 10	<i>New Energy Vehicle Special</i>	SAECCE Oct 22-24
		New Energy Vehicle, Design and Simulation, New Materials/lightweight, Chasis and Transmission, Pursuing the Dreams	PTC ASIA 2020 Oct The 4th Seminar of Automotive Transmission and High Efficiency Driving Technology 2020 Oct

ISSUE	DATES	TOPICS	FAIRS
11	PD Nov 15 AC Nov 5	<i>Smart Cockpit Special</i>	China International Import Expo Nov Guangzhou Auto Show Nov
		Body and Interior & Exterior, Powertrain, Automotive Electronics and Safety, Safety System	
Daily	PD Dec 3 Dec 4 Dec 5	<i>Show Daily</i>	automechanika Shanghai Dec
		Show Daily of automechanika SH: High-end Interviews, New Technology, Auto ecosystem, Future Travel, Audience Testimony	
12	PD Dec 15 AC Dec 5	<i>OEM Partners</i>	
		Purchasing Guide, Industry Analysis, Investment Project Information, Innovative Products, Supplier Recommendation	

# Editorial Calendar AI Auto Production

ISSUE	DATES	TOPICS	FAIRS
1/2	PD Feb 10 AD Feb 1	<i>New year's Special</i>	PTE China 2020 Feb 25-28
		New Year's Speech, Auto Parts' Manufacturing, Four Processes, Intelligent Manufacturing	SIAF 2020 Mar 26-28
3	PD Mar 5 AC Feb 25	<i>New Energy Vehicle Manufacturing Column</i>	SIMM 2020 Mar 30-Apr 2
		Manufacturing Technology of New Energy Vehicle, Machine Vision, Green Production	
4	PD Apr 5 AC Mar 25	<i>CCMT Special</i>	MESSE HANNOVER 2020 Apr 20-24
		CCMT Special, Auto Parts' Manufacturing, Cutting Tools, Chemicals Application, Intelligent Manufacturing	CCMT 2020 Apr 7-11 Auto China 2020 Apr 21-25 The 20th Advanced Manufacturing Technology Forum Apr 23
5	PD May 5 AC Apr 25	<i>CIMES Special</i>	CIMES 2020 May 18-22
		CIMES Special, Metal Working Body Engineering, Quality Inspection, CCMT Review	CWMTE 2020 May

PD: Publication Date | AC: Ad Close

ISSUE	DATES	TOPICS	FAIRS
6	PD Jun 5 AC May 25	<i>Body Engineering Column</i>	ESSEN 2020 Jun 2-5
		Body Engineering & Welding, Connection Technology, Manufacturing Technology of New Energy Vehicle, Industrial Robot, Industrial 4.0, Industrial Robots, CIMES Review	CRS 2020 Jun 4-6 DMC 2020 Jun 10-14
7	PD Jul 5 AC Jun 25	<i>AMTS Special</i>	AMTS 2020 Jul 8-11
		AMTS Special, Four Processes, Investment Project Information, Automation and Delivery Assembly, Auto Parts Manufacturing	AHTE 2020 Jul 8-11
8	PD Aug 5 AC Jul 25	<i>Powertrain Manufacturing Special</i>	The 2nd China Summit of High Efficient Manufacturing and Intelligent Manufacturing of Crankshafts and Connecting Rods
		Powertrain Manufacturing, Surface Treatment, Cutting Tools, Testing and and Quality Control, AMTS Review	The 7th China Forum of Advanced Manufacturing Technology of Automotive Transmission 2020
9	PD Sep 5 AC Aug 25	<i>CIIF Special</i>	CIIF-MWCS/IAS/RS Sep
		CIIF Special, Body Engineering, Automation and Logistics, 3D Printing, Auto Parts Manufacturing	CAPE 2020 Sep
10	PD Oct 5 AC Sep 25	<i>New Energy Vehicle Manufacturing Column</i>	The Forum of Manufacturing Technology on New Energy Vehicle Parts
		Manufacturing Technology of New Energy Vehicle, Chassis Parts Manufacturing, Automotive Electronics Manufacturing, Testing and Quality Control, CIIF Review	SAECCE Oct 22-24



ISSUE	DATES	TOPICS	FAIRS
11	PD Nov 5 AC Oct 25	<i>Intelligent Manufacturing Column</i>	Guangzhou Auto Show 2020 Nov
		Industry 4.0, Automation and Logistics, Body Engineering, Industrial Safety	China International Import Expo (CIIE) Nov PTC ASIA Nov DMP 2020 Nov
12	PD Dec 5 AC Nov 25	<i>OEM Partners</i>	AMS 2020 Dec
		Purchasing Guide, Investment Project Information, Industry Analysis, Innovative Products, Supplier Recommendation	

PD: Publication Date | AC: Ad Close

# Digital Advertising

## Banner

**auto.vogel.com.cn**

The multimedia platform with magazine, E-magazin, Daily show website, WeChat, Micro-Blog, E-Newsletter and events will help you to create fission communication effects.

### Page Impressions

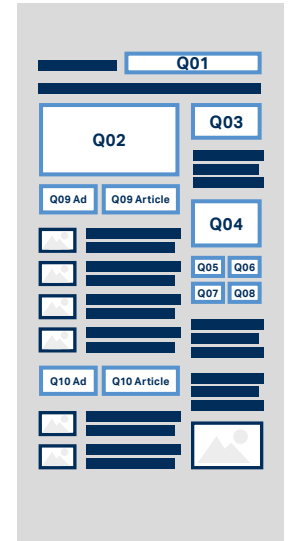
Monthly \_\_\_\_\_ 669,213  
Daily \_\_\_\_\_ 22,307

### Average Unique Visitors

Monthly \_\_\_\_\_ 128,475  
Daily \_\_\_\_\_ 4,283

POSITION	CODE	SPECS (PX)	FORMAT	PRICE			
				1X	3X	6X	12X
Top Across Column Ad	Q01	740x60	jpg/gif/swf	5,500.00	4,950.00	4,400.00	3,300.00
Focus Pictures Ad	Q02	750x360	jpg/gif/swf	4,750.00	4,300.00	3,800.00	2,850.00
Left Banner Ad	Q03	360x150	jpg	2,750.00	2,500.00	2,200.00	1,650.00
Left Banner Ad	Q04	360x200	jpg/gif/swf	2,750.00	2,500.00	2,200.00	1,650.00
Logo Banner Ad	Q05-08	300x150	jpg/gif/swf	1,500.00	1,350.00	1,200.00	900.00
Frequency(Week)				1X	2X	3X	4X
Advertorial Ad (Ad+Article)	Q09	360x100	jpg/gif/swf	2,750.00	2,500.00	2,200.00	1,650.00
Advertorial Ad (Ad+Article)	Q10	360x100	jpg/gif/swf	2,750.00	2,500.00	2,200.00	1,650.00

All prices in EUR plus VAT.



## Newsletter

### E-Newsletter Frequency

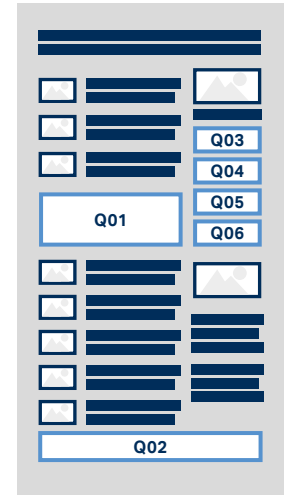
2 issues / month (on the 15th and 30th day of each month)

**Recipients** 100,000 / issue

**Opening Rate** >20%

POSITION	CODE	SPECS (PX)	FORMAT	PRICE
Top Banner	Q01	590x150	jpg/gif/swf	2,000.00
Bottom Banner	Q02	800 x 93	jpg/gif/swf	1,800.00
Button Banner	Q03-06	200x70	jpg/gif/swf	900.00

All prices in EUR plus VAT.



# We empower you!

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