



We help grow your business

Global news, insight, intelligence, content and connections for the automotive manufacturing industry

Online | Content marketing | Print

Essential global resource for manufacturing professionals and suppliers

ams

automotive manufacturing solutions

automotive manufacturing solutions – AMS provides global coverage of vehicle production processes, technologies, equipment and materials to its worldwide audience of automotive manufacturing professionals.

voice of the industry

Content marketing – From Channel, Brand and Advertising partnerships through to webinars/podcasts, whitepapers and the new Marketplace Directory, AMS is an established platform to communicate your own content to its global audience of automotive manufacturing specialists at OEMs and tier suppliers.



Online – The AMS website brings together all editorial content, grouped by subject, searchable and with links to social media channels. The weekly e-newsletter is distributed industry wide and features articles on OEM manufacturing plants, processes, technology and more.



Print – Across four print issues per year, plus special supplements and extensive online content, the AMS editorial team explores plant operations, explains production technologies, with visits to major manufacturing locations and interviews with OEM executives and production managers.

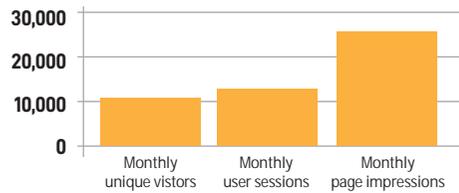
WHO YOU CAN REACH

Online | E-newsletter | Social media | Print

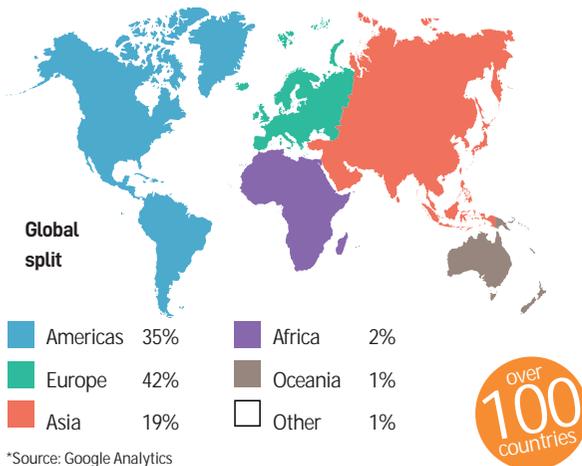
Reach a global audience of automotive manufacturing decision makers and influencers

Online

Unique visitors per month: **10,126***
Page impressions per month: **18,369***

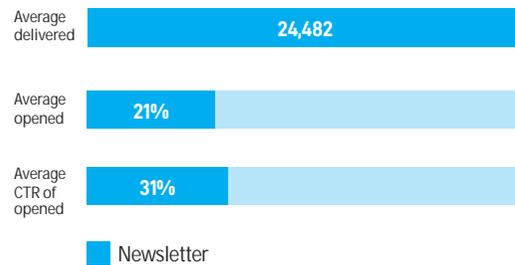


*Source: BPA Brand Report – 6 month period ending June 2019



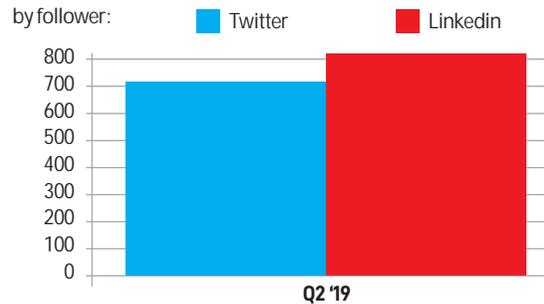
E-newsletter

Average circulation per issue: **24,482***



*Source: BPA Brand Report – 6 month period ending June 2019

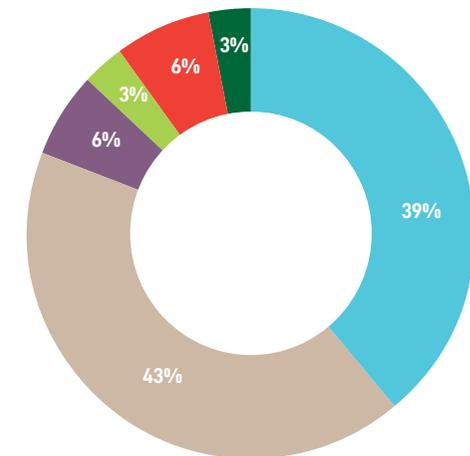
Social media



Source: BPA Brand Report – 6 month period ending June 2019

Print

Circulation per issue: **8,989***
Readership per issue: **34,534****

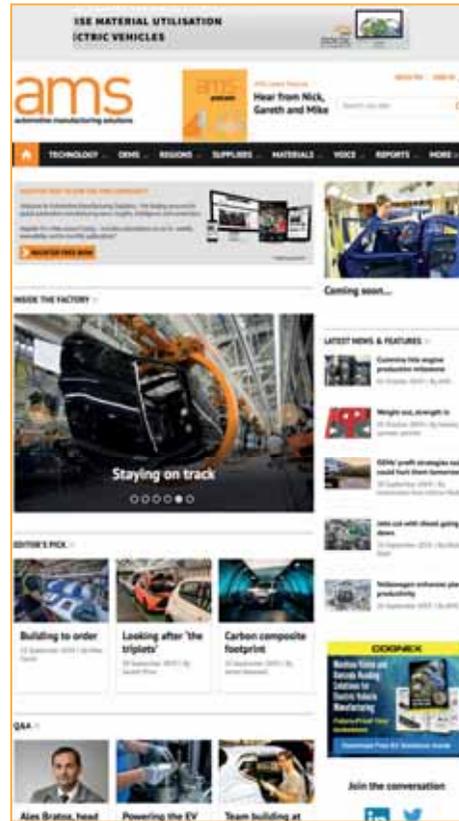


- Corporate / Management and Procurement
- Manufacturers / Engineers
- Quality Control / Logistics
- Sales & Marketing
- Consulting / IT
- Other

*Source: BPA Brand Report – 6 month period ending June 2019
**AMS Readership survey



AMS Website – Leaderboard advertising and MPUs are just two of the many online advertising opportunities available



High performance, flexible, connected. If this describes your automobiles, shouldn't it describe your factory, too?

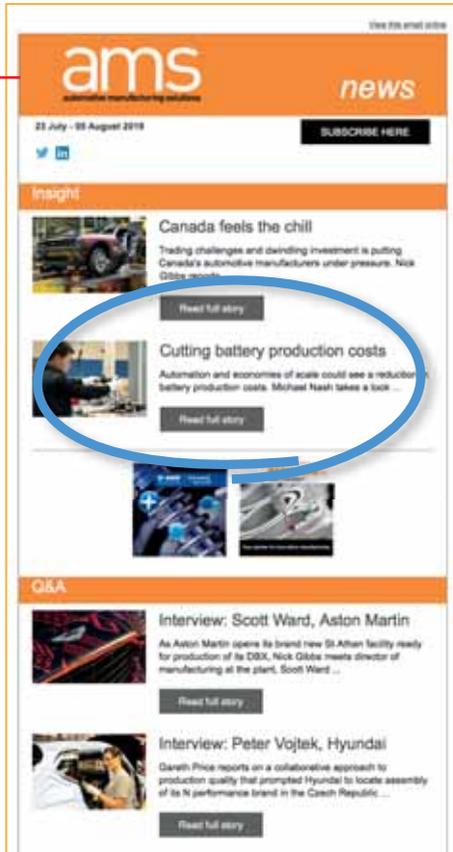
The automotive factory of the future is flexible, efficient and part of a collaborative ecosystem that boosts operational, sustainability and safety performance on many levels. Whatever the application, from powertrain assembly, body-in-white, paint processes, press automation or automotive components, ABB Robotics is helping the world's leading automakers and their suppliers make the factory of the future a reality, today. Visit www.abb.com/automotive to learn more.

ABB
Tel: +46 (0)31 32 9044
Fax: +46 (0)31 32 9023
email: contact.center@se.abb.com



AMS Magazine – A wide range of advertising options are available across both the printed magazine and specialist supplements





AMS eNewsletter – Branding on the weekly e-newsletters can be achieved via button advertising as well as MPUs within a linked article or text advert as a featured article



AMS Marketplace – A limited number of exclusive full page advertising is available within the annual directory, which is published in January

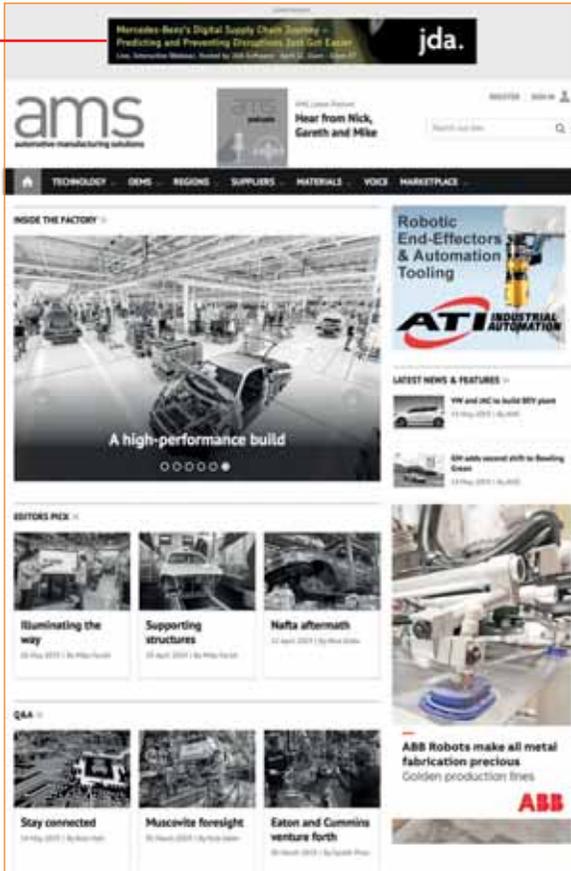


Brand awareness | Global reach | Lead generation

Advertising online at automotivemanufacturingsolutions.com puts your brand and messaging in-front of a global audience of automotive manufacturing decision makers and influencers.

A wide range of options, positions and packages are available and all include full analytics and reporting. Combine with content marketing, print and event sponsorship for a multichannel campaign.

Options: Leaderboard (masthead/in-content); MPU; Tower MPU; Sticky MPU; custom sizes



Leaderboard masthead: Puts your brand/messaging first on any visit to automotivemanufacturingsolutions.com

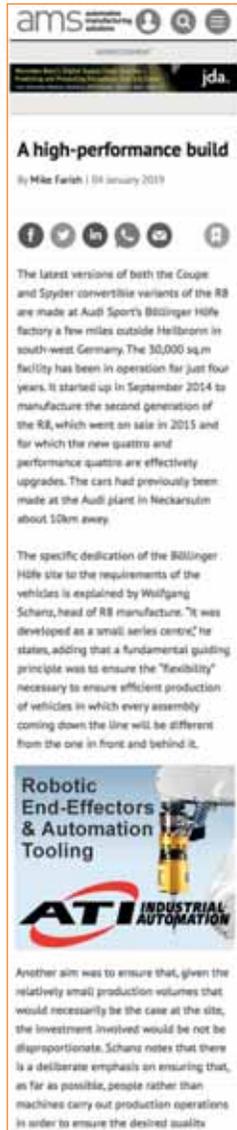


MPUs and Tower MPUs: Position your brand/messaging alongside our latest homepage editorial. Also available on specific sections for greater targeting

Leaderboard in-content: Place your brand/messaging within targeted or random editorial for awareness amongst engaged readers



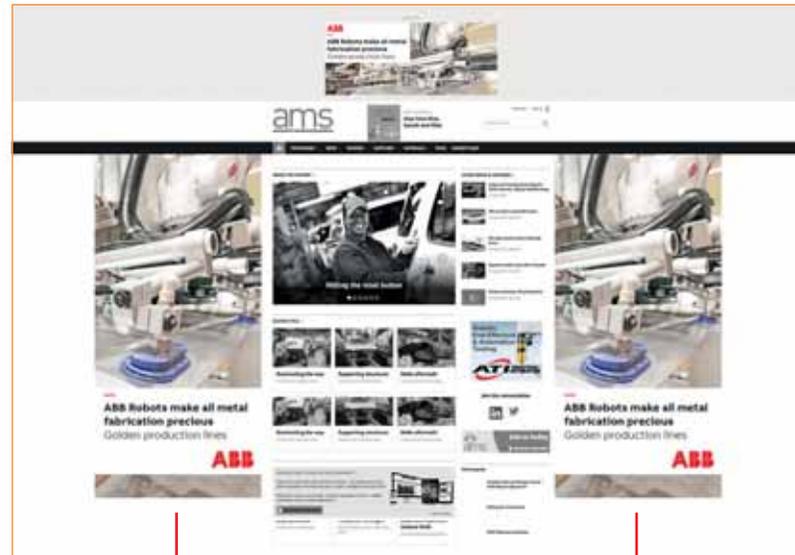
Sticky MPUs: Ensure your brand/messaging is visible throughout specific page visits



Mobile:
automotivemanufacturingsolutions.com is fully optimised for mobile – content and advertising – ensuring your brand/messaging continues to be seen across all devices



Deep Leaders:
A more impactful first impression for any visit to automotivemanufacturingsolutions.com



Wall Paper:
Takeover the homepage background or/and specific site sections for an opportunity that will stand out from the crowd

Newsletter:
Advertising on our weekly newsletter puts your brand directly in-front of more than 20k automotive manufacturing professionals



Newsletter:
A range of advertising options are available including single or shared positions (one of upto four). Content marketing packages include promotional campaigns across our weekly newsletters and feature an image plus summary and link to the full article (all hosted within VOICE of the Industry)

Brand relationship | Thought leadership | Lead generation

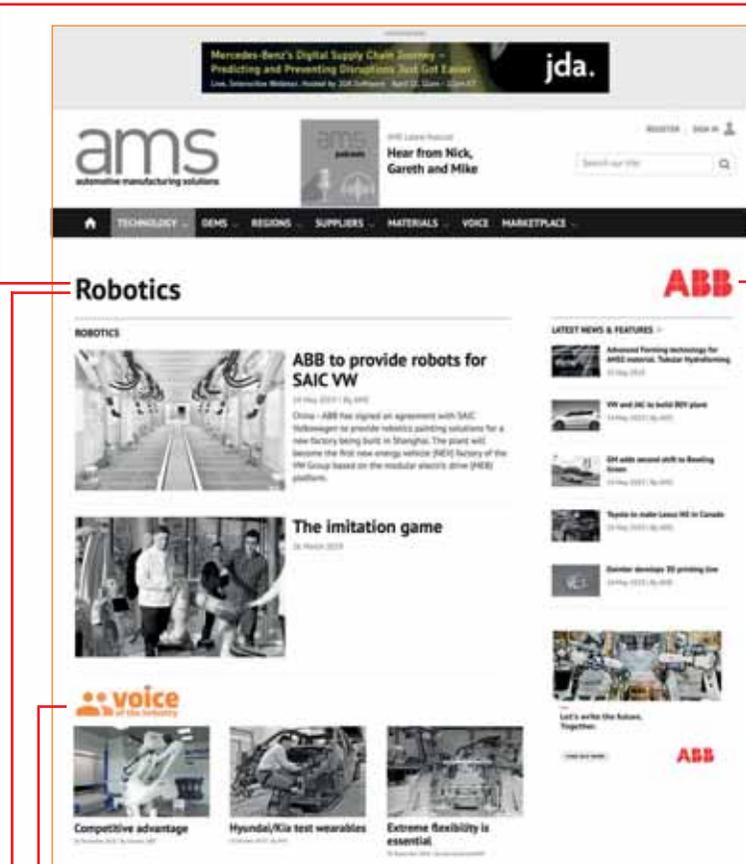
As a channel partner you develop a deeper relationship with our audience through highly targeted advertising and branded content.

Basic packages include sponsorship of your chosen 'channel' with branding and links alongside at least one online content marketing piece, which is promoted on the homepage, within VOICE (see left), via our weekly newsletter and on social media channels.

Options: Branding; sponsorship; advertising; content marketing; channel takeover

Channel Partner:

A wide range of existing channels are available for you to sponsor or you can put forward your own (subject to approval)



Marketplace

Full profile page:
Opportunity to get your story to engaged viewers

Additional MPU position:
MPU also available on your article page to provide further branding and opportunity to generate leads



Sponsored article:

Our dedicated channel for your content marketing. All content marketing is hosted on VOICE and will include at least 7-days homepage promotion on automotivemanufacturingsolutions.com. Editorial services are available and all content is subject to approval



Channels:

Assembly, Automation, Bodyshop, Machining, Measurement, Paintshop, Powertrain, Quality, Robotics, Systems and more...

End of article profile:

Opportunity to provide a short company profile with links to full profile

Related Articles:

Platform can be set to automatically pull through articles related to your brand

Brand relationship | Thought leadership | Lead generation



Video:

Bring your brand to life in sight and sound to fully engage our users. Full video production services are available or we can host your existing materials. All videos will be hosted on your own video portal and via our VOICE of the Industry channel and come with a bespoke marketing campaign

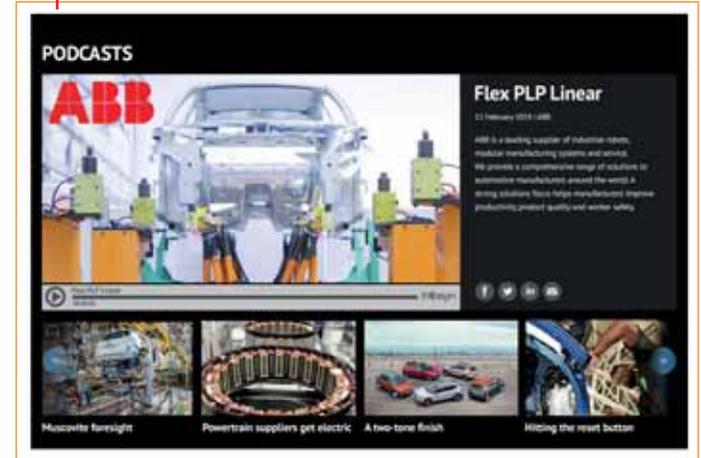


Reports/Whitepaper/Surveys/Polls:

Present your business as a thought leader by providing industry insights/intelligence to our audiences. Full research, editorial and design services are available to create your own reports. Alternatively, we can promote your existing products via dedicated features within the platform.

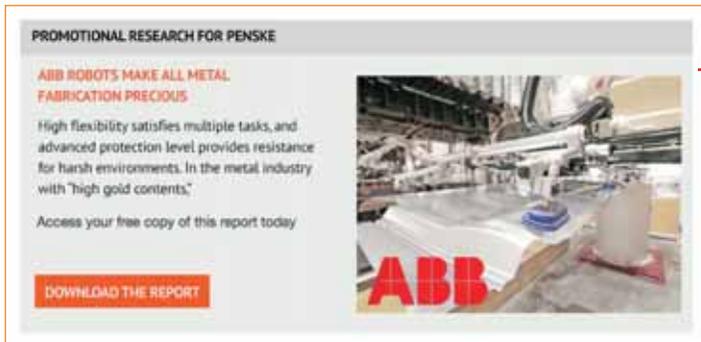
Podcasts:

Bring your brand to life, in your own words, for users on the move. Our podcast service includes full management, production, delivery and marketing. Your podcast series will be featured within its own podcast portal, hosted within the VOICE section of automotivemanufacturingsolutions.com, and on your own channel or microsite



Newsletter:

Channel Partners can sponsor dedicated newsletters for their respective channel or/and chose to create their own dedicated version. Editorial and design services available for support



Webinars:

Communicate with our global audience 'live' from your own desktop. Package includes full editorial support in planning, structure, rehearsal and on-the-day moderation. Webinar streamed and recorded using the AMS webinar platform, hosted on automotivemanufacturingsolutions.com and includes an introduction by the editorial team. A dedicated marketing campaign will drive leads of registrants and viewers

Brand impact | Content marketing | Lead generation

Brand partnership is focused on elevating your branding to be the primary focus whilst benefitting from the global audience our content and SEO delivers.

From masthead takeover with content marketing and advertising to full microsite capabilities linked directly to automotivemanufacturingsolutions.com, you can position your brand as a major thought leader in the sector.

Options: High profile branding; sponsorship; advertising; content marketing; microsite



Masthead takeover:
Your logo/creative/colour pallet is featured across the masthead to raise your profile for all page users



Your branding
Your navigation

Dedicated Microsite:
Your branding, your navigation, your content...but managed by us and hosted on automotivemanufacturingsolutions.com/companyname to ensure you gain the full benefit of our site traffic and SEO. We will also promote extensively online, via social media and our weekly newsletters

Your content

Sponsored article:
Our dedicated channel for your content marketing. All content marketing is hosted on VOICE and will include at least 7-days homepage promotion on automotivemanufacturingsolutions.com. Editorial services are available and all content is subject to approval



Wallpaper:
Page takeover is complete when tied in with the wall paper option - an opportunity that will stand out from the crowd

Present to a global audience of industry professionals 'live' from your desktop

- Obtain pre-qualified leads from audience registration data
- Conduct a live chat Q&A session with attendees
- Target top executives at OEMs, suppliers and more
- Record and retain the session

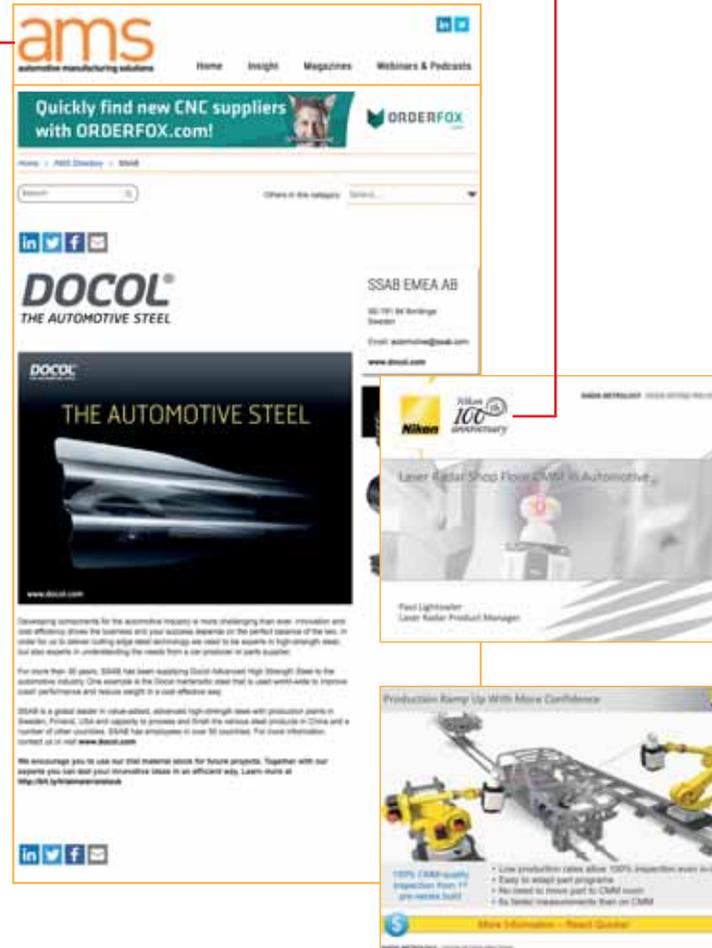
How it works

- Broadcast from your desktop
- Webinar is introduced by the editorial team
- Promoted to the entire global database - dedicated emails, web page, e-Newsletter and social media
- Presentation recorded and available online at automotivemanufacturingsolutions.com

AMS Webinar Viewing Activity



Source: BPA Brand Report - 6 Month Period Ended June 2019



Engage with a global audience - in your own words

- Obtain pre-qualified leads from audience registration data
- Introduction by the editorial team
- Promoted to the entire AMS global database through dedicated emails, web page, e-Newsletter and social media
- Capture listeners at drive time/train time or outside of office hours
- Presentation available for playback online at automotivemanufacturingsolutions.com



Showcase your capabilities to our global audience of automotive manufacturing decision makers and grow your business – 365 days a year

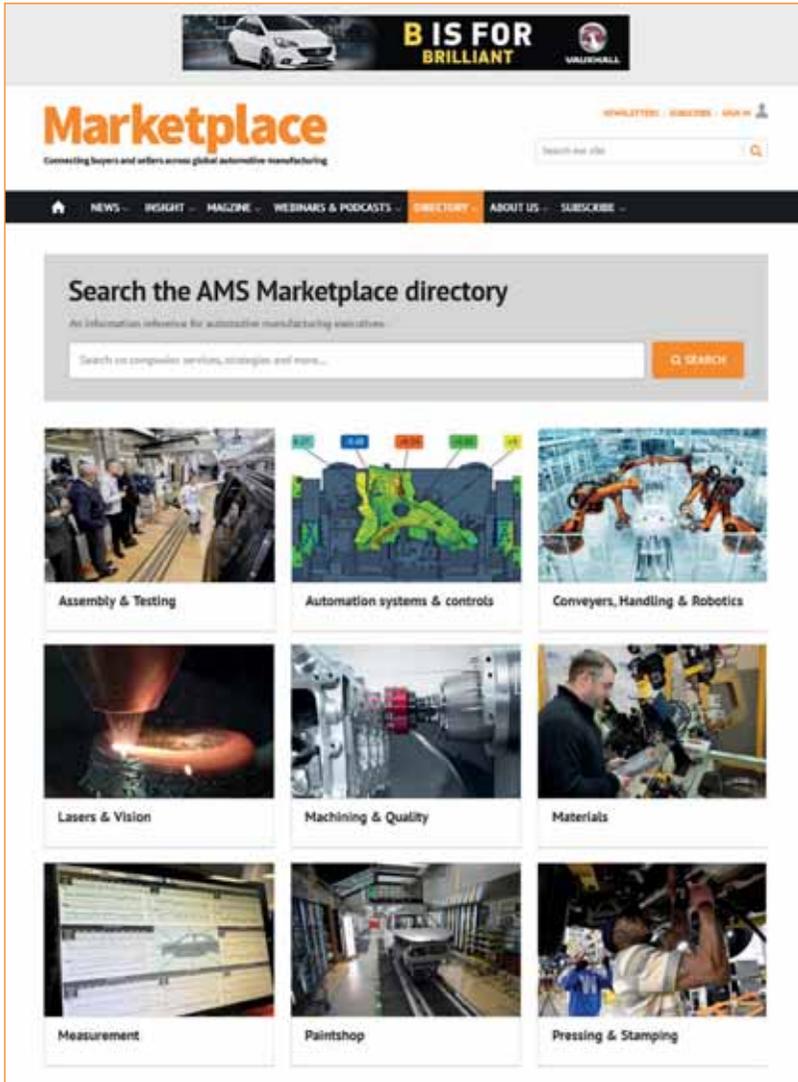


For providers, a single destination to showcase your range of capabilities, experiences and supporting content to the visitors and readers of Automotive Manufacturing Solutions, online and in print.



For buyers, a single resource for identifying, comparing and engaging multiple providers of automotive manufacturing products, technology and solution provider/s – 365 days a year.

Marketplace is a one-stop shop for buyers and providers of automotive manufacturing products and services



Digital | E-newsletter

Be part of this comprehensive guide to the world's automotive manufacturing products and services

Use the power of Digital to deliver your message and generate leads

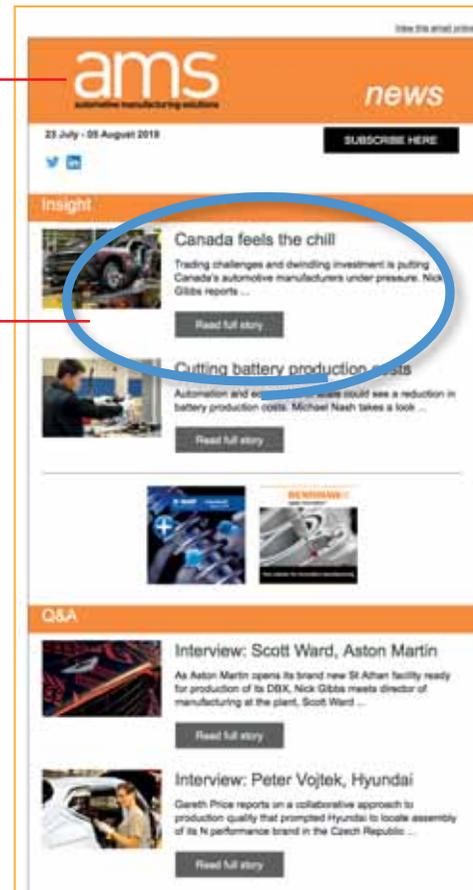
- Reach over 20,000+ automotive manufacturing decision-makers every week
- Notifies the latest technology, applications, news and people insights

Advertising options include:

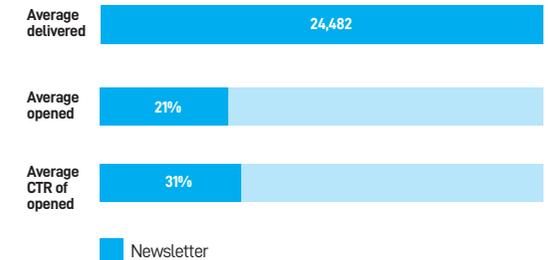
- Company logo
- MPU within a linked article

Plus, AMS News is also used to promote:

- From the Industry sponsored articles
- Webinars
- Podcasts



Average circulation per issue: **24,482***



*Source: BPA Brand Report – 6 month period ending June 2019

MAGAZINE AND DIRECTORY



- The only globally-circulated magazine dedicated to the technology and operation of vehicle manufacturing
- Published four times each year and BPA audited
- Available as an online, page-turning magazine and via Apple / Amazon / Kindle apps
- Detailed coverage from car plants and their equipment suppliers around the world including interviews with senior production executives, plant visits, technology analysis, applications reports and the latest product

REGIONAL & TECHNICAL SUPPLEMENTS



ATS – Automotive Tier Supplier

With huge investments being made in the development and production of electric vehicles, we look at how tier suppliers are adapting production processes and technologies in step with OEM customer needs.



Automotive Coatings

With OEMs and Tier suppliers demanding coatings that require less materials, are faster curing, harder wearing and environmentally friendly, AMS takes an in-depth look at the solutions including the latest coatings, application and curing systems. We also report on how these are being used in current production operations.



Emobility

AMS examines the production processes helping to make the electrified-automotive future a reality. We look at case studies and assembly across all areas of the emobility manufacturing process.



Environment & sustainability

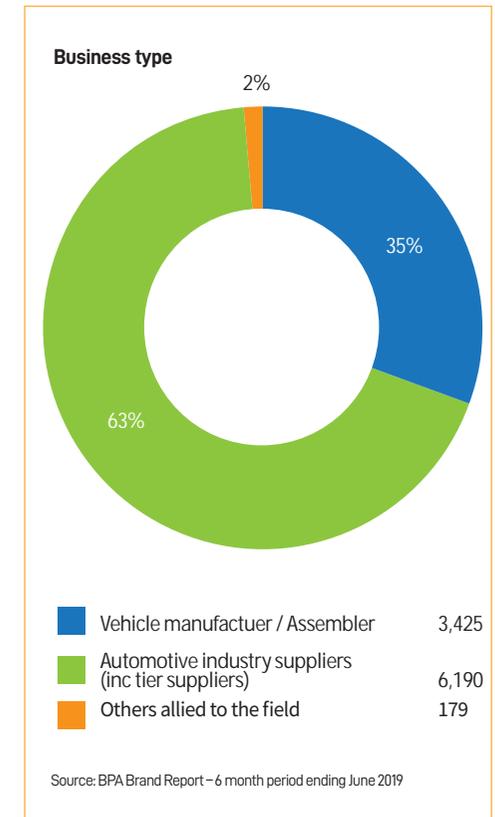
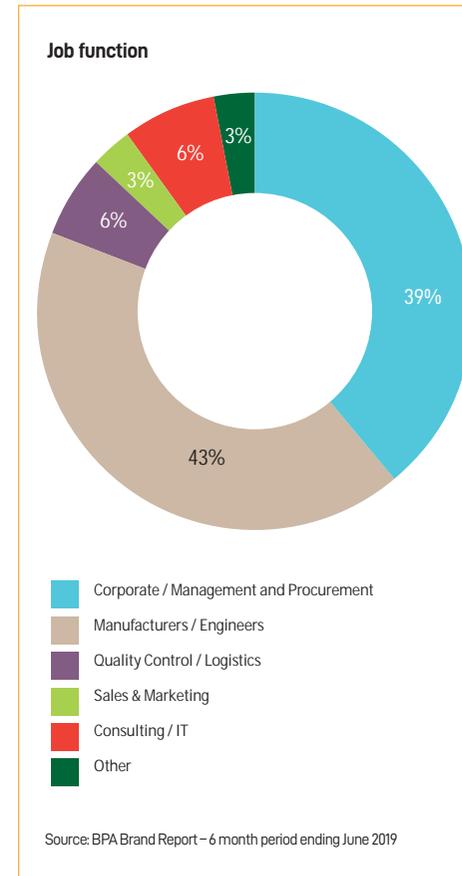
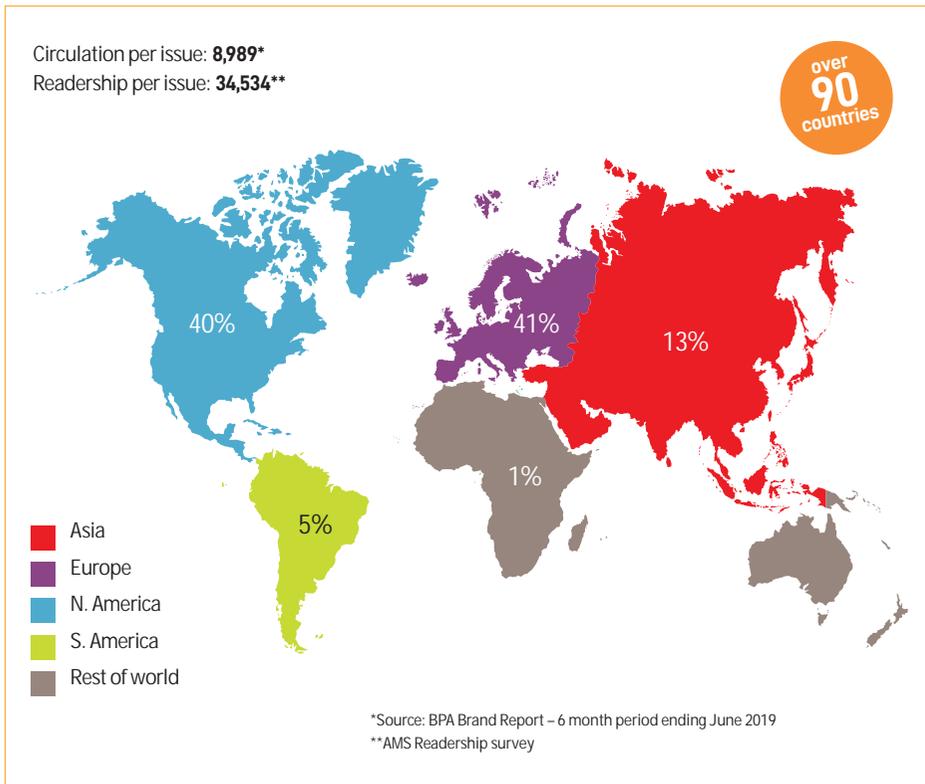
While the shift to electric powertrains reduces vehicle emissions, the production processes also have to achieve large scale reductions in energy and material consumption as well as greater efficiencies in waste management. We offer insights into the growing use of renewable energy sources and recycled materials in OEM and Tier supplier operations.

Advertising options include From the Industry case studies of supplier capability, advertising, inserts, bellybands



Job function | Business type

The only globally circulated magazine dedicated to the technology and operations of vehicle manufacturing



Online coverage of the major industry trade shows will include:

Metav • Hannover Messe • Paint Expo • Control • Automatica • IMTS • AMB • Motek • EuroBlech • SPS Drives

ISSUE	OEM FOCUS	GLOBAL FOCUS	TECHNOLOGY	MATERIALS	MANUFACTURING FOCUS	AMS SUPPLEMENTS
SPRING (APR-JUNE) – Ad copy deadline: 28/02/20 – Sponsored articles: 10/02/20 – Print date: 10/03/20	Geely Great Wall Maruti Tata	Asia	Digital manufacturing: I4.0 smart factories Cloud based systems Predictive maintenance From CAD to production	Steel: Lightweighting Forming Joining solutions Material development	Working environment: Workforce for the future Virtual reality Augmented systems Ergonomics	E-mobility: New vehicle platforms EV Powertrains Battery development
SUMMER (JULY-SEPT) – Ad copy deadline: 18/06/20 – Sponsored articles: 29/05/20 – Print date: 29/06/20	GM Ford FCA	North America	Measurement & quality: Vision systems CMM Test procedures New applications	Composites: Material development Lightweighting Joining solutions Forming	Heavy vehicles: Truck Bus Off-highway	Automotive coatings: Automation Application Coating systems
AUTUMN (OCT-DEC) – Ad copy deadline: 17/09/20 – Sponsored articles: 28/08/20 – Print date: 29/09/20	Daimler BMW PSA/Opel Renault	Europe	Additive manufacturing: Design/production Materials Equipment Applications	Aluminium: Lightweighting Joining solutions Forming Casting	Two wheelers: Next generation models Production operations Electric powertrains	Environment & sustainability: Waste management Renewable energy Process efficiency
WINTER (JAN-MAR 2021) – Ad copy deadline: 30/11/20 – Sponsored articles: 09/11/20 – Print date: 09/12/20	VW Audi Skoda	South America	Automation & control: Robotics/HMI Materials handling Control platforms I4.0 technologies	Recycled materials: Sources Metals Plastics Fabrics	Contract manufacturing: Who's building what for who Multi-model/platform manufacturing	Tier suppliers: Producing for EV Flexible manufacturing future proofing

CONTENT MARKETING

PRINT - Magazine issues, regional and technology supplements		£
Sponsored article: 2pp article (also published on website) inclusion in newsletter, plus leaderboard Mid-page unit (MPU) adverts with articles (Including design and editorial)		8250
WEB		£
AMS Marketplace Showcase your capabilities to our global audience of automotive manufacturing decision makers with an online company profile in AMS Marketplace. Includes 1 or 2 pages in print version published with Jan-Mar issue of AMS magazine	Full profile (12 months)	9500
	Entry level profile (12 months)	5900
Video with short article plus leaderboard and MPU, and inclusion in newsletter		3500
Webinars Your presentation hosted online and viewed globally		8650
Customised Podcasts Your presentation downloaded and listened to globally <small>Note: to build audience it is recommended that a minimum series of three podcasts is delivered</small>		4300
Reports/White papers/Surveys/Polls with short article plus leaderboard and MPU, and inclusion in newsletter		6230
Channel Partner Could include Voice of the Industry, Executive interview, Industry trends, Case studies, Thought leadership		13350 (3 months)

ADVERTISING

PRINT - Magazine issues, regional and technology supplements		£
Single page		7500
Half page		4500
Third page		3600
Quarter page		3100
Covers (inside front,back/outside back)		9000
WEB		£
Leaderboard	per month	925
Mid-page unit (MPU)	per month	1200
Homepage takeover	24 hours	1350
	48 hours	1780
Interactive digitised brochure (IDB)		3500
NEWSLETTER		£
Top banner	per month	2000
Banner	per month	1750
Bottom banner or badge	per month	1200

CONTENT MARKETING

PRINT - Magazine issues, regional and technology supplements		€
Sponsored article: 2pp article (also published on website) inclusion in newsletter, plus leaderboard Mid-page unit (MPU) adverts with articles (Including design and editorial)		9500
WEB		€
AMS Marketplace Showcase your capabilities to our global audience of automotive manufacturing decision makers with an online company profile in AMS Marketplace. Includes 1 or 2 pages in print version published with Jan-Mar issue of AMS magazine	Full profile (12 months)	11400
	Entry level profile (12 months)	7080
Video with short article plus leaderboard and MPU, and inclusion in newsletter		4150
Webinars Your presentation hosted online and viewed globally		9950
Customised Podcasts Your presentation downloaded and listened to globally <small>Note: to build audience it is recommended that a minimum series of three podcasts is delivered</small>		4950
Reports/White papers/Surveys/Polls with short article plus leaderboard and MPU, and inclusion in newsletter		7150
Channel Partner Could include Voice of the Industry, Executive interview, Industry trends, Case studies, Thought leadership		15350 (3 months)

ADVERTISING

PRINT - Magazine issues, regional and technology supplements		€
Single page		8695
Half page		4950
Third page		3910
Quarter page		3440
Covers (inside front,back/outside back)		10425
WEB		€
Leaderboard	per month	1050
Mid-page unit (MPU)	per month	850
Homepage takeover	24 hours	1350
	48 hours	1780
Interactive digitised brochure (IDB)		3500
NEWSLETTER		€
Top banner	per month	2300
Banner	per month	1950
Bottom banner or badge	per month	1380

CONTENT MARKETING

PRINT - Magazine issues, regional and technology supplements		\$
Sponsored article: 2pp article (also published on website) inclusion in newsletter, plus leaderboard Mid-page unit (MPU) adverts with articles (Including design and editorial)		11150
WEB		\$
AMS Marketplace Showcase your capabilities to our global audience of automotive manufacturing decision makers with an online company profile in AMS Marketplace. Includes 1 or 2 pages in print version published with Jan-Mar issue of AMS magazine	Full profile (12 months)	12350
	Entry level profile (12 months)	7670
Video with short article plus leaderboard and MPU, and inclusion in newsletter		4850
Webinars Your presentation hosted online and viewed globally		11650
Customised Podcasts Your presentation downloaded and listened to globally <small>Note: to build audience it is recommended that a minimum series of three podcasts is delivered</small>		5800
Reports/White papers/Surveys/Polls with short article plus leaderboard and MPU, and inclusion in newsletter		8400
Channel Partner Could include Voice of the Industry, Executive interview, Industry trends, Case studies, Thought leadership		18025 (3 months)

ADVERTISING

PRINT - Magazine issues, regional and technology supplements		\$
Single page		11120
Half page		7110
Third page		5625
Quarter page		4950
Covers (inside front,back/outside back)		15012
WEB		\$
Leaderboard	per month	1250
Mid-page unit (MPU)	per month	1000
Homepage takeover	24 hours	1800
	48 hours	2400
Interactive digitised brochure (IDB)		4725
NEWSLETTER		\$
Top banner	per month	2700
Banner	per month	2350
Bottom banner or badge	per month	1600



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