

# Connecting OEMs & Suppliers Globally



**AutoPartsAsia**  
CONNECTING OEMs & SUPPLIERS GLOBALLY

[www.autopartsasia.in](http://www.autopartsasia.in)

# Magazine

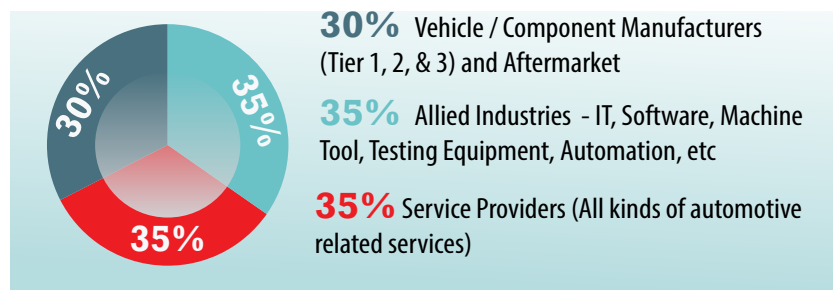
**AutoParts Asia** connects **Automotive OEMs and Suppliers Globally** by providing in-depth information on vehicle makers, component manufacturers, aftermarket players and allied industries such as machine tool, IT, software, automation/robotics, lubricants etc. It reaches the decision makers of automotive industry across the globe in print and online editions.

A weekly Newsletter reaches the who's who of the industry to keep themselves abreast of the happenings in the world.

## Reader's Profile

- Chairman / President / MD ..... **45%**
- CEO / CTO / CMO / CFO / COO ..... **25%**
- Plant Head / Supply Chain Head .... **16%**
- Technical / R&D Staff ..... **10%**
- Marketing Personnel ..... **4%**

## Industry Profile



## ABM Events



Asian Powertrain Conference



Asian Retread Conference



Asian Tyre & Rubber Conference

## Circulation Details

|                   |               |
|-------------------|---------------|
| UAE               | 365           |
| USA               | 375           |
| India             | 7,045         |
| Sri Lanka         | 400           |
| Malaysia          | 233           |
| Singapore         | 120           |
| Thailand          | 185           |
| Indonesia         | 155           |
| China             | 505           |
| Germany           | 653           |
| Rest of Europe    | 415           |
| Rest of the world | 523           |
| <b>Total</b>      | <b>10,974</b> |

# Digital

The vibrant website of **AutoParts Asia** updates news from Vehicle and Component Manufacturers, Aftermarket players, and also news from the Allied Industries.

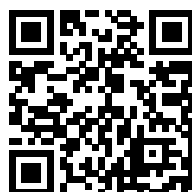
## Social Media

**AutoParts Asia** has active presence on various social media engaging who's who of the industry.



## Read the latest edition of **AutoParts Asia** via Magzter

Available on web, iOS & Android, even before the print copy release.



Scan code

## Newsletter



**5,000+**

**AutoParts Asia** weekly Newsletter reaches the policy and decision-makers in the automotive industry, the vehicle manufacturers, parts suppliers, aftermarket, allied industries, service providers, research and technical institutions. Hence it is a valuable industry update for the professionals.

# Ad Tariff

## Print Ad Rates

| Position               | Rate      |
|------------------------|-----------|
| Back cover             | USD 4,000 |
| Inside covers          | USD 3,000 |
| Special position       | USD 2,500 |
| Full page              | USD 2,000 |
| Half page              | USD 1,000 |
| Double-spread pull out | USD 3,000 |
| Front cover gatefold   | USD 6,000 |
| Back cover gatefold    | USD 5,000 |

## Print Subscription Rates

|              |         |           |
|--------------|---------|-----------|
| Single Issue | USD 20  |           |
| One Year     | USD 200 | 12 issues |
| Two Years    | USD 400 | 24 issues |

Attractive combo and bulk subscription offers available !

Contact:

mail@abm.net.in

## Print Ad Specifications



**Double-spread Pull Out Bleed**  
420 x 297 mm  
(+5mm extra 4 sides)



**Full Page Bleed**  
210 x 297 mm  
(+5mm extra 4 sides)



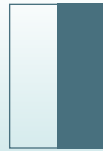
**Full Page Print Area**  
180 x 265 mm



**Half Page Bleed**  
210 x 148 mm  
+ 5 mm bleed on 3 sides



**Half Page Print Area**  
180 x 135 mm



**Half Page Vertical Bleed**  
110 x 297 mm  
+ 5 mm bleed on 3 sides



**Half Page Vertical Print Area**  
90 x 265 mm

### Dimension

Overall size: 210 x 297 mm + 5mm bleed on all sides  
Print area: 180 mm x 265 mm

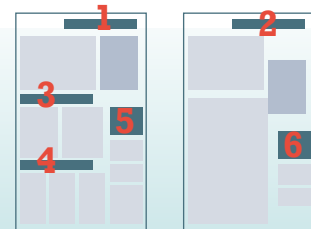
### Material Format

PDF, TIFF, EPS or JPEG file  
Colour mode - CMYK  
Resolution - 300 dpi

## Website Ad Rates & Specifications

|                               | Standard     | Mobile       |           |
|-------------------------------|--------------|--------------|-----------|
| 1. Head Banner                | 728 x 90 px  | 320 x 100 px | USD 1,000 |
| 2. Head Banner (Article Page) | 728 x 90 px  | 320 x 100 px | USD 850   |
| 3. Body Long Banner I         | 728 x 90 px  | 320 x 100 px | USD 800   |
| 4. Body Long Banner II        | 728 x 90 px  | 320 x 100 px | USD 500   |
| 5. Side Banner                | 300 x 250 px | 300 X 250 px | USD 250   |
| 6. Side Banner (Article Page) | 300 x 250 px | 300 X 250 px | USD 150   |

\* Web banner rates per month

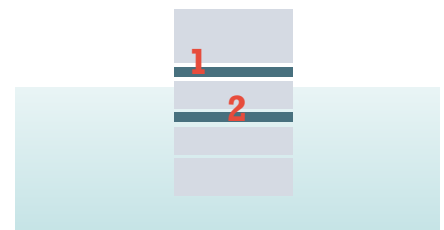


Web banner format: JPEG, PNG or GIF Resolution :72 dpi

## Newsletter Ad Rates & Specifications

|                         |             |         |
|-------------------------|-------------|---------|
| 1. Newsletter First Ad  | 600 x 70 px | USD 150 |
| 2. Newsletter Second Ad | 600 x 70 px | USD 100 |

\* Newsletter ad rates per release



\* All rates are subject to applicable taxes

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# Editorial Calendar

## January 2019

**Ad Close:** Dec 22  
**Release Date:** Dec 26, 2019

## May 2019

**Ad Close:** Apr 22  
**Release Date:** Apr 26, 2019

## September 2019

### Filters, Oils & Lubes

Lubricants & filters play a vital role in not only improving efficiency but also increasing the life of the vehicle. The edition will cover major players in the lubricants & filters segments.

**Ad Close:** Aug 22  
**Release Date:** Aug 26, 2019

## February 2019

### ACMA-Automechanika Special

**Ad Close:** Jan 22  
**Release Date:** Jan 26, 2019

## June 2019

### 4<sup>th</sup> Anniversary Special

Like the past three Anniversary Special Editions, this will also be based on a major theme and also on sustainability. It will have a host of columns penned by Captains of Industry from across the globe.

**Ad Close:** May 22  
**Release Date:** May 26, 2019

## October 2019

### New Mobility

Depleting fossil fuel drives OEMs to focus on New Mobility. This edition will focus on the OEMs that are working on EVs, hybrids and their suppliers.

**Ad Close:** Sep 22  
**Release Date:** Sep 26, 2019

## March 2019

### Automotive Electronics

Increasing electronics in vehicles need collaboration amongst OEMs, suppliers and solutions providers. This edition will cover players in IT, Software and Electronics.

**Ad Close:** Feb 22  
**Release Date:** Feb 26, 2019

## July 2019

**Ad Close:** Jun 22  
**Release Date:** Jun 26, 2019

## November 2019

**Ad Close:** Oct 22  
**Release Date:** Oct 26, 2019

## April 2019

### Automotive Testing

Complexities in vehicles drive OEMs to test them holistically while also validating sub-systems. This edition will cover automotive testing companies from across the world.

**Ad Close:** Mar 22  
**Release Date:** Mar 26, 2019

## August 2019

### Commercial Vehicles

OEMs have been working hard to develop affordable solutions to comply with the emission norms. This special edition will cover the players in CV segment and their suppliers from across the globe.

**Ad Close:** Jul 22  
**Release Date:** Jul 26, 2019

## December 2019

### Aftermarket

Effective aftermarket is key to vehicles' health thereby minimising accidents. The special edition will focus on the global aftermarket industry and the major players in this segment.

**Ad Close:** Nov 22  
**Release Date:** Nov 26, 2019

# Event Calendar

## January 2019

**ARAI - SIAT 2019**, January 16-18, 2019, Pune, India  
**IMTEX**, January 24-30, 2019, Bengaluru, India

## February 2019

**ACMA-Automechanika 2019**, February 14-17, 2019, New Delhi, India  
**Automotive Engineering Show**, February 14-17, 2019, New Delhi, India

## March 2019

**Australian Auto Aftermarket Expo 2019**, March 4-6, 2019, Melbourne, Australia  
**Tyrexpo Asia 2019 / Garagexpo Asia 2019**, March 19-21, 2019, Singapore  
**INAPA 2019**, March 20-22, 2019, Jakarta, Indonesia  
**Automechanika KL 2019**, March 21-23, 2019, KL, Malaysia

## April 2019

**Commercial Vehicle Forum 2019**, April 26, 2019, Pune, India

## May 2019

**Global Automotive Components and Suppliers Expo 2019**, May 21-23, 2019, Stuttgart, Germany  
**Automotive Testing Expo Europe 2019**, May 21-23, 2019, Stuttgart, Germany  
**Autopromotec 2019**, May 22-26, 2019, Bologna, Italy

## June 2019

**Automechanika Dubai 2019**, June 10-12, 2019, Dubai, UAE  
**Asian Tyre and Rubber Conference**, June 13-14, 2019, Chennai, India  
**Malaysia Commercial Vehicle Exhibition (MCVE) 2019**, June 20-22, 2019, KL, Malaysia

## July 2019

**Automotive Engineering Show**, July 4-6, 2019, Chennai, India  
**Tyre Expo India 2019**, Chennai, India

## August 2019

**Citexpo 2019**, August 19-21, 2019, Shanghai, China

## September 2019

**IAA Cars**, September 12-22, 2019, Frankfurt, Germany  
**EMO Hannover 2019**, September 16-21, 2019, Hannover, Germany

## October 2019

**Automotive Testing Expo 2019**, October 22-24, 2019, Novi, USA  
**APEX/SEMA 2019**, October 30-November 2, 2019, Las Vegas, USA

## November 2019

**Automechanika Shanghai 2019**, Shanghai, China  
**Automotive Mega Trends (HD Truck Pune/ Connected Car Pune)**

## December 2019

**EXCON**, December 10-14, 2019, Bengaluru, India



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