

# ADAS & Autonomous Vehicle

INTERNATIONAL

THE INTERNATIONAL  
REVIEW OF AUTONOMOUS  
VEHICLE TECHNOLOGIES:  
FROM CONCEPTION  
TO MANUFACTURE TO  
IMPLEMENTATION



# 2025

**MEDIA AND  
ADVERTISING  
DATA**

**“GREAT MAGAZINE  
WITH A GOOD MIX  
OF CONTENT”**

*Roy Johansson, lead HW design engineer,  
Volvo Autonomous Solutions*

**“A VERY GOOD AND  
RELIABLE SOURCE  
OF INFORMATION  
FOR MY JOB”**

*Cristin Paun, manager of advanced  
engineering, Daimler Trucks*

**“ALWAYS LOOK  
FORWARD TO READING  
AND SHARING WITH  
MY COLLEAGUES”**

*Arvind Srivastav, software engineer, Zoox*

OFFICIAL PUBLICATION AND MEDIA PARTNER FOR:

**ADAS**  
& AUTONOMOUS VEHICLE  
TECHNOLOGY EXPO | EUROPE

**ADAS**  
& AUTONOMOUS VEHICLE  
TECHNOLOGY SUMMIT  
★ NORTH AMERICA ★

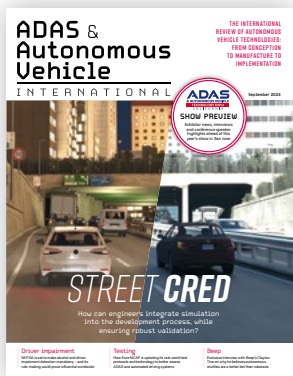
[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com)

# ADAS & Autonomous Vehicle

INTERNATIONAL

## ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

Published by the organizer of ADAS & Autonomous Vehicle Technology Expo and Conference in Stuttgart, Germany, *ADAS & Autonomous Vehicle International* presents the latest technologies, innovations and case studies from the fast-moving world of connected and autonomous vehicles, including the latest developments in ADAS and road safety.



Distributed free of charge to an international circulation of **40,000** engineers and decision makers (per individual request) from vehicle OEMs, 'big tech' and Tier 1 and Tier 2 manufacturers, the magazine is available in both print and digital format. The digital edition enables readers to opt to 'listen' to content, as well as view embedded video, etc.

With a strong focus on automotive, mass mobility, commercial, off-highway and last-mile delivery applications, advertisers enjoy access to all of the fastest-growing autonomous markets, as well as those driving ADAS innovation and road safety developments.

ADAS & AUTONOMOUS VEHICLE INTERNATIONAL

**FREE APP AVAILABLE**

*download now!*

SEARCH ADAS & AUTONOMOUS VEHICLE INTERNATIONAL IN YOUR APP STORE

## READER SURVEY<sup>1</sup>

### READERSHIP

**58%** work for an OEM or Tier 1  
**80%** are final decision makers or influencers

### QUALITY OF CONTENT

**98%** say it's good/very good/excellent

### RELEVANCE OF CONTENT

**90%** say the content is relevant to them and their role

### FORMAT

**58%** read the print magazine  
**42%** prefer to read the digital version

### NEWSLETTER READERS

**76%** of respondents subscribe to the weekly newsletter  
Of which **89%** rated the newsletter as good/very good/excellent

**64%** of readers share their copy with colleagues [on average 2-3]

**79%** of readers find the magazine useful for sourcing new products

**42** Net Promoter Score

<sup>1</sup> Reader survey conducted by publisher, October 2024

## PUBLISHING SCHEDULE

### April 2025

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE PREVIEW ISSUE

• Sensors/sensor fusion • Semiconductors/SoCs



### September 2025

ADAS & AUTONOMOUS VEHICLE TECHNOLOGY SUMMIT NORTH AMERICA PREVIEW ISSUE

• Simulation • Testing • Proving grounds



### January 2026\*

CES 2026, LAS VEGAS SPECIAL EDITION

• Driver monitoring systems  
• Software/AI • V2X (5G, etc) • Mapping  
• Legislation/regulation (safety/testing standards)

\*Published November 2025

## ADVERTISING RATES (£ STERLING)

| Number of insertions | Covers    | Front 25 pages     |           | Remaining pages |           |
|----------------------|-----------|--------------------|-----------|-----------------|-----------|
|                      | Full page | Double-page spread | Full page | Full page       | Half page |
| 1                    | £5,250    | £6,250             | £4,250    | £3,500          | £2,950    |
| 2                    | £5,000    | £5,950             | £4,050    | £3,325          | £2,500    |
| 3                    | £4,750    | £5,650             | £3,825    | £3,150          | £2,650    |

Prices are per edition.

Magazine advertising dimensions are available online: [www.ukimediaevents.com/guidelines](http://www.ukimediaevents.com/guidelines).

## PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending on availability. There is a dedicated section within every edition of *ADAS & Autonomous Vehicle International* for product launches, updates, technical development articles, case studies and, in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.



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[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com)

## ADAS & AUTONOMOUS VEHICLE TECHNOLOGY INTERNATIONAL ONLINE

[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com) hosts a fully interactive version of *ADAS & Autonomous Vehicle International* magazine

[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com) is the leading news platform for the ADAS and autonomous driving sector, and the only portal where you can read the very latest issue of *ADAS & Autonomous Vehicle International* – with online readers able to access the issue at least two weeks before the print version is circulated.

The online version features interactive advertisements and articles that link straight through to advertisers' featured websites, as well as the option for readers to listen to content, view embedded video, etc.

[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com) continues to grow, with an average of **20,000 unique monthly visitors** (2023), and a **weekly e-newsletter** sent to **40,000 industry professionals**.

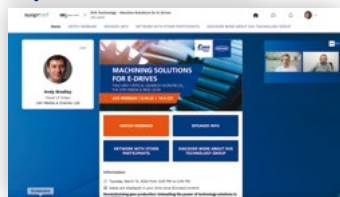
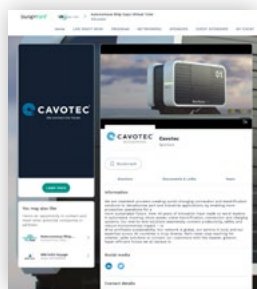
Alongside breaking news, the website includes exclusive features, opinion and videos, as well as opportunities for brands to showcase their expertise and thought leadership via custom-crafted content such as their own webinar, white paper, opinion piece, supplier interview, etc.



## WEBINARS

*ADAS & Autonomous Vehicle International* can host and run an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up



*ADAS & Autonomous Vehicle International* webinars are run on Swapcard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar. It can host product PDFs, case study documents and additional video content.

[www.autonomousvehicleinternational.com](http://www.autonomousvehicleinternational.com)

## DIGITAL ADVERTISING

### WEBSITE BANNER RATES

|                    |                  |                          |
|--------------------|------------------|--------------------------|
| Site header banner | 600 x 75 pixels  | <b>£1,200 per month*</b> |
| Main menu banner   | 900 x 90 pixels  | <b>£1,000 per month*</b> |
| Large banner       | 300 x 300 pixels | <b>£900 per month*</b>   |
| Junior banner      | 300 x 150 pixels | <b>£650 per month*</b>   |

\*minimum three months



### WEEKLY E-NEWSLETTER

Sent to more than 40,000 key industry professionals weekly, our e-newsletter keeps the autonomous vehicle sector up to date with the latest industry news and developments.

|                 |                |
|-----------------|----------------|
| 12 months ..... | <b>£11,950</b> |
| 6 months .....  | <b>£6,450</b>  |
| 3 months .....  | <b>£3,450</b>  |

### EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 40,000 key industry professionals.

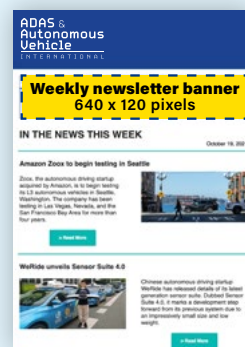
|                           |               |
|---------------------------|---------------|
| International email ..... | <b>£3,600</b> |
| Regional/expo email ..... | <b>£2,150</b> |

**FOR MORE THAN ONE MAILER IN A PACKAGE, PLEASE INQUIRE**

### PROMOTED CONTENT

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, related to your innovation, service or product. Content is also promoted on weekly e-newsletter.

**RATES AVAILABLE UPON REQUEST**



### CONTACT US

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# ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE

CO-LOCATED WITH:

automotive  
testingexpo  
\*EUROPE\*

MAY 20, 21 & 22, 2025  
MESSE STUTTGART, GERMANY  
[www.adas-avtexpo.com/stuttgart](http://www.adas-avtexpo.com/stuttgart)

## EXHIBITING OR SPEAKING AT ADAS & AUTONOMOUS VEHICLE TECHNOLOGY EXPO EUROPE 2025?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

- Advertise and share your latest customer case study or technology innovation in an exclusive article in an issue of your choice;
- All exhibitors who advertise in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with advert);
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide - the on-site catalogue used by visitors to navigate the show;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event;
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

