

AUTOMOTIVE

POWERTRAIN

technology international

INCORPORATING

transmission
TECHNOLOGY INTERNATIONAL

2025

MEDIA &

ADVERTISING

DATA

The world's only international publication dedicated to showcasing the latest technology, components and development tools for the design and development of automotive powertrains

Publication
schedule

Readership
profile

Advertising
rates

AUTOMOTIVE POWERTRAIN technology international

Automotive Powertrain Technology International is the industry's most widely read publication* dedicated to the entire range of powertrain technologies, from ICE, to BEV, Hybrid, fuel cell and alternative fuels.

**Publisher's statement*

Automotive Powertrain Technology International is distributed (print/digital) to more than 10,000 industry professionals worldwide (per individual request), with only senior personnel meeting our subscription requirements. Readers of *Automotive Powertrain Technology International* include:

- Heads of powertrain
- Heads of R&D
- Chief powertrain engineers
- Senior powertrain engineers
- Engine and emissions chief test engineers
- Managing directors
- Presidents

Automotive Powertrain Technology International strives to put the latest developments in automotive and truck powertrain components, technologies and services in front of the key decision makers and those who work specifically on next-generation powertrain solutions.

ABC AUDIT

As one of the world's largest transportation trade publishers, we consistently invest in the development of our circulation. *Automotive Powertrain Technology International's* unique ABC audited print circulation consists of powertrain professionals throughout the world's OEMs and principal Tier 1 and Tier 2 suppliers. An average of **8,500 print copies** of each issue are mailed to an ABC-audited circulation in more than 100 countries, with a further 1,500 key decision makers* subscribing to our fully interactive digital edition.

**Publisher's statement*

ABC average net circulation January 1, 2023, to December 31, 2023: 8,461

DIGITAL EDITION

Each issue of *Automotive Powertrain Technology International* is also available in an interactive, digital format, sent directly to **10,000*** subscribers. The digital issue opens up greater creative opportunities for advertisers to engage readers, such as integrating playable and interactive media into technical articles and display adverts. This includes videos, animations and even audio files. The digital edition is extremely popular, with over **15,000 readers*** per issue.

**Publisher's statement*

ABC average net circulation January 1, 2023, to December 31, 2023: 8,461
More detailed circulation breakdown available upon request

“

Excellent material, never obvious. A lot of industry information with effective graphics

Carlo De Marino, Global Chief Engineer, Small Gas Engines – Fiat Chrysler Automobiles

”

PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending on availability. This provides a dedicated section within every edition of *Automotive Powertrain Technology International* for product launches, system updates, technical development articles and 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.



TECHNOLOGIES FEATURED

- Ignition & fuel systems
- Exhaust & emissions systems & strategies
- Materials and material testing
- Timing and valvetrain systems
- Manufacturing systems
- Powertrain electronics & management
- Powertrain & component test
- Charging infrastructure technologies
- Hydrogen combustion & fuel cell solutions
- Battery technologies
- Fluid systems



“

I really enjoy having access to *APT* and all of the detailed information it provides. No other source of information provides me this level of content

Engine Strategy Manager, Stellantis

”



1

MARCH 2025

Media partnership and distributed at Battery Cells & Systems Expo and Vehicle Electrification Expo, Automotive Testing Expo Europe 2025, The Battery Show Europe 2025 and Hydrogen Technology Expo Europe 2025

- EV focus: Power semiconductor advances (inverters and DC-DC)
 - **SPECIAL REPORT**
 - Hydrogen • Both FCEV and H₂ ICE applications
- Copy deadline: Friday, March 7, 2025*

3

SEPTEMBER 2025

incorporating
transmission
TECHNOLOGY INTERNATIONAL

Media partnership and distributed at Automotive Testing Expo North America 2025 and The Battery Show North America 2025

- EV focus – battery cooling
 - **SPECIAL REPORT**
 - Advanced manufacturing – the latest advances in both ICE and EV manufacture. For example, additive manufacture of parts, motor winding technology, etc
- Copy deadline: Friday, August 22, 2025*

2

JUNE 2025

Media partnership and distributed at The Battery Show North America 2025 and Hydrogen Technology Expo Europe 2025

- EV focus – thermal management
 - **SPECIAL REPORT**
 - Simulation • Covering CFD, FEA, multiphysics (hybrids, etc) electro chemical – will address both EV and hybrids
- Copy deadline: Friday, May 9, 2025*

4

JANUARY 2026

Sustainability Spotlight – What solutions are being developed to ensure the sustainability of passenger vehicles? Will the BEV of the future continue to rely on rare earth metals?

- EV focus: Onboard charger technology
 - **SPECIAL REPORT**
 - Sustainability • E-fuels • Rare-earth-free motors • Battery maintenance and recycling
- Copy deadline: Friday, October 31, 2025*

READER SURVEY*

READERSHIP

Over **55%** OEM/Tier 1
70% final decision makers or influencers

QUALITY OF CONTENT

95% say it's good/very good/excellent

RELEVANCE OF CONTENT

77% of readers say the content is relevant to them and their role

PASS-ON READERSHIP

Almost **60%** share their copy with colleagues, on average two to three

WEBSITE VISITS

50% of readers regularly visit the website
80% of those visit at least monthly, with 50% visiting more than fortnightly

74%

of readers find the magazine useful for sourcing new products

63%

don't read any other magazines

55

NET PROMOTER SCORE

*Reader survey conducted April 2024 by the publisher of APTI

transmission TECHNOLOGYINTERNATIONAL

SHOWCASE SUPPLEMENT

Launched in September 2008, *Transmission Technology International* is the annual showcase for suppliers of automotive transmissions, components, solutions and services to the original equipment automotive sector.

Featuring case studies, technology white papers and interviews with leading industry figures, *Transmission Technology International* provides a unique platform to showcase your transmission technology.

Published as a supplement within the September issue of *APTI*, with dedicated soft cover, contents, etc, the publication reaches 10,000 subscribers (print and digital).

FREQUENCY

An annual showcase, the next edition of *Transmission Technology International* will be distributed in September 2025 as part of *Automotive Powertrain Technology International*.

Distributed at The Battery Show North America 2025, Hydrogen Technology Expo Europe 2025, Automotive Testing Expo Europe 2026 and Automotive Testing Expo North America 2026.

FORMAT AND CONTENTS

Transmission Technology International is a fully illustrated, exclusive showcase written by the industry for the industry. Selected suppliers will be invited to contribute a technical white paper and, in some instances, will be the subject of a major case study or interview. These in-depth features will be supported by independently commissioned editorial from our leading specialized journalists and resources.



To feature your company and technology, contact us now!

Simon Edmands, publication director
 Tel: +44 (0)1306 743744 / 871228 (direct)
 Cell: +44 (0)7753 821964
 Email: simon.edmands@ukimediaevents.com

MAGAZINE ADVERTISING RATES*

NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE
1.....	£5,350	£3,950

*DISCOUNTS ARE AVAILABLE FOR SERIES BOOKINGS OF 2, 3 & 4 ISSUE INSERTIONS; LIMITED FREE EDITORIAL OPTIONS ALSO AVAILABLE IN CONJUNCTION WITH ADVERTISEMENTS – FURTHER DETAILS UPON REQUEST.

SPECIAL POSITIONS AVAILABLE

- Inside front cover • Inside back cover • Outside back cover – Rates available upon request



ADVERTISEMENT DIMENSIONS

ADVERT TYPE	MILLIMETERS	INCHES
Full page (trim size)	215 (w) x 275 (h)	8.4646 (w) x 10.8268 (h)
Double-page spread (trim size)	430 (w) x 275 (h)	16.9291 (w) x 10.8267 (h)
Half page (horizontal)	183 (w) x 115 (h)	7.2047 (w) x 4.5276 (h)
Half page (vertical)	90 (w) x 250 (h)	3.5433 (w) x 9.8425 (h)

NOTE: When supplying a full-page or double-page spread advert, please add 3mm (0.1181in) of bleed on all sides of the artwork

MEDIA: Adobe Acrobat PDF is the best format to use when supplying your advert. PDF files should be created at a resolution of 300dpi using CMYK color space

“ The comprehensive magazine for automotive powertrain engineers with interesting and well researched articles ”

Jeremy Norton, Supervisor and Automotive Engineer, Ford Motor Company

WEBSITE

www.automotivepowertraintechnologyinternational.com

Automotive Powertrain Technology International has a strong online presence, with the magazine website acting as an invaluable source of up-to-date news on the latest powertrain technologies. The website attracts 100,000 visitors annually with over 200,000 page views.

A summary of each week's news is circulated in an e-newsletter to a database of 10,000 vetted industry professionals, per individual request.

The website also carries in-depth technical features looking at all aspects of powertrain technology, both ICE and EV, complementing the magazine content.

WEBSITE KEY STATS

- » Daily postings of latest industry news
- » 200,000 page views per annum
- » 100,000 users per annum
- » 10,000 subscribers to weekly e-newsletter

WEBINARS

APTI can run and host 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

APTI 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, which can host product PDFs, case study documents and additional video content.



CONTACT US

For all inquiries please contact:
Simon Edmands, publication director
Tel: +44 (0)1306 743744 / 871228 (direct)
Cell: +44 (0)7753 821964
Email: simon.edmands@ukimediaevents.com

DIGITAL ADVERTISING



WEBSITE BANNER RATES

Updated daily with mission-critical news by our expert team, www.automotivepowertraintechnologyinternational.com is the go-to website for powertrain professionals, with 16,799 average monthly page views and approx. 8,500 unique visitors.

	3 MONTHS	6 MONTHS	12 MONTHS
Site header banner.....	£2,950	£5,250	£9,450
Main menu banner.....	£3,250	£5,750	£10,250
Large banner.....	£2,450	£4,350	£7,650
Junior banner.....	£1,950	£3,450	£6,250

WEEKLY E-NEWSLETTER BANNER RATES

Sent to more than 10,000 key industry professionals weekly, our e-newsletter keeps the automotive powertrain industry up to date with the latest industry news and developments.

12 months.....	£8,500
6 months.....	£6,350
3 months.....	£4,250

EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of more than 9,000 opted-in key industry professionals.

Single emailer..... **£3,350**

For more than one emailer, please inquire

SUPPLIER SPOTLIGHT

A profile in our online directory at www.automotivepowertraintechnologyinternational.com: **£1,200** for twelve months

PROMOTED CONTENT

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content is included in the weekly email newsletter. RATES AVAILABLE UPON REQUEST