

# Media

D A T A

# 2018



»Automobil Industrie China – AI China«



## »Automobil Industrie China – AI China« The leading trade journal of the automotive industry in China.

»Automobil Industrie China – AI China« is the Chinese edition of Automobil Industrie. It is produced in China, for China, with content from China.

To better meet the needs of the readers of AI China, the magazine has appeared on a rotating 2-week schedule since 2010, whereby »**Auto Production**« is distributed as one issue of AI and »**Research & Development**« as the next.

»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“.



### »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

**Circulation:** 26,500 copies per issue,  
42,800 copies of E-Magazine



### »Research & Development«

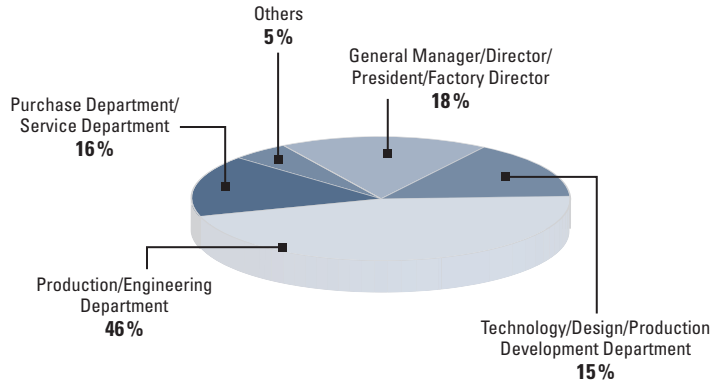
Internationally advanced design technologies for vehicles and components as well as practical applications and the development trend of components. Special attention is paid to the application and development of vehicle electronics.

**Frequency:** Every 4 weeks

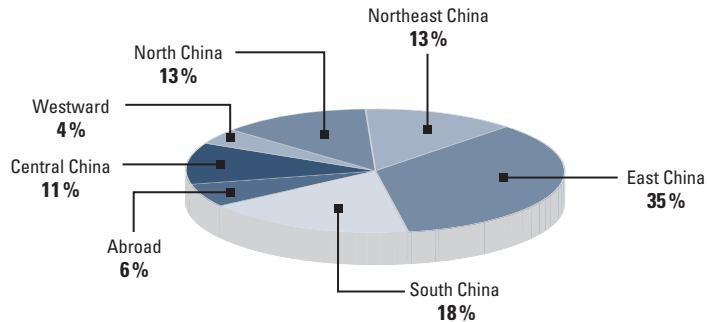
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## »Auto Production«

### Advertisorial

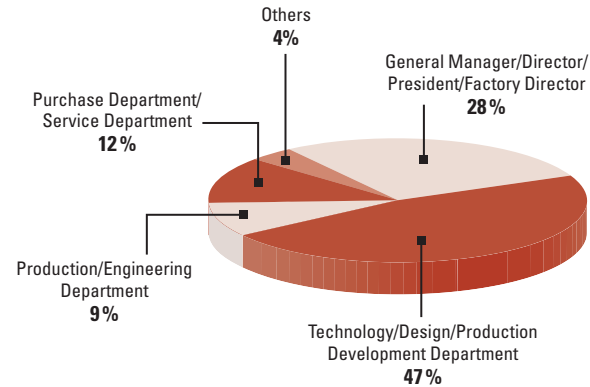


### Areas

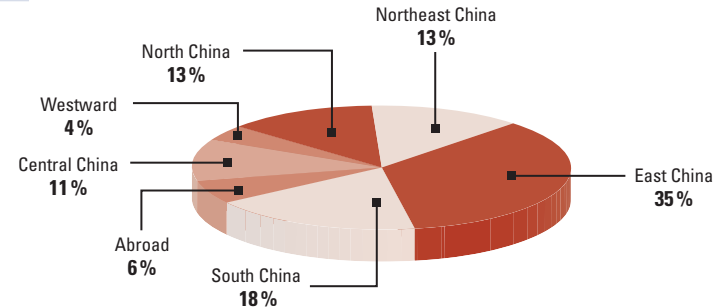


## »Research & Development«

### Department/Title



### Areas



**Focused on the target group:**

»Automobil Industrie China« is geared toward meeting the needs of automotive manufacturers, suppliers, outfitters and service providers at the decision making level.

**High value for the reader and broad spectrum of topics:**

Ongoing reports on all important submarkets cover the entire value chain of the automotive industry. From development, design, production, and logistics to management and economics issues.

**High circulation:**

26,500 copies per issue, 42,800 copies of E-Magazine.

**Experienced Background:**

Automobil Industrie China is the Chinese edition of the international magazine Automobil Industrie that belongs to German Vogel Media Group and is being published for 60 years.

**Always up-to-date:**

»Automobil Industrie China« is published every four weeks and is supplemented by an established Web site ([auto.vogel.com.cn](http://auto.vogel.com.cn))



Issue	Dates	Topics	Events
<b>1/2</b>	PD: 2.28 AC: 1.26	<b>Annual innovation technology</b> , CES/ Automatic driving, Automotive electronics and safety, Powertain	1.9-1.12 <b>CES 2018</b> 1.13-1.28 <b>NAIAS 2018</b>

Issue	Dates	Topics	Events
<b>3</b>	PD: 3.30 AC: 3.10	<b>New energy vehicle</b> , New materials/lightweight, Engine and emission, Testing	3.14 <b>International Automotive Electronics Innovative Technology Forum</b> 3.14-3.16 <b>electronica SH</b>

Issue	Dates	Topics	Events
<b>4</b>	PD: 4.15 AC: 3.25	<b>Auto China</b> , Intelligent and connected vehicle, Chasis and transmission, New energy vehicle, Body and interior & exterior	4.25-4.29 <b>Auto China 2018</b> 4.25 <b>International Automotive Lightweight &amp; Light Parts Technology Forum 2018</b> 4.25 <b>Automatic Transmission Forum</b>

Issue	Dates	Topics	Events
<b>Show Daily</b>	PD: 4.23/25/26	<b>Show Daily of Auto China</b>	4.23-4.24 <b>Media Day of Auto China</b> 4.25-4.29 <b>Auto China 2018</b>

Issue	Dates	Topics	Events
<b>5</b>	PD: 5.30 AC: 5.10	<b>Auto China</b> , ADAS, Powertain/48V, Design and simulation	4.25-4.29 <b>Auto China 2018</b> 4.24-27 <b>China Plas 2018</b> Apr. <b>China Automotive Forum</b>

Issue	Dates	Topics	Events
<b>6</b>	PD: 6.30 AC: 6.10	<b>Intelligent and connected vehicle</b> , New materials/ lightweight, Engine and emission, New energy vehicle	Jun. <b>GAF 2018</b>

Issue	Dates	Topics	Events
<b>7/8</b>	PD: 8.15 AC: 7.25	<b>Chasis and transmission</b> , Safety system, Body and interior & exterior, New energy vehicle	Spt. <b>SAPE2018</b> Spt. <b>Engine 2018</b> Spt. <b>CTI</b>

Issue	Dates	Topics	Events
<b>9</b>	PD: 9.15 AC: 8.25	<b>Testing</b> , Automatic driving, Engine and emission, Automotive electronics	Spt. <b>Taida Forum</b> 9.25-9.27 <b>Automotive Testing Expo</b> 9.27-10.4 <b>IAA Commercial Vehicles 2018</b>

Issue	Dates	Topics	Events
<b>10</b>	PD: 10.30 AC: 10.10	<b>New materials/lightweight</b>	Oct. <b>SAE CCE 2018</b> Oct. <b>China International Automotive Transmission and High Efficiency Transmission Technology Seminar 2018</b>

Issue	Dates	Topics	Events
<b>11</b>	PD: 11.20 AC: 11.01	<b>New energy vehicle</b> , Interior, Safety system, Intelligent and connected vehicle	Nov. <b>Guangzhou Auto Show</b> ; Nov. <b>automechanika Shanghai</b> Nov. <b>International Automotive Congress</b>

Issue	Dates	Topics	Events
<b>Show Daily</b>	PD: 4.23/25/26	<b>Show Daily of automechanika SH</b>	Nov. <b>automechanika</b>

Issue	Dates	Topics	Events
<b>12</b>	PD: 12.20 AC: 12.11	<b>OEM Partners</b> , Industry analysis, Innovative products	

Issue	Date	Special Reports		Exhibition Focus	Hot Topics		Key Exhibition & Meeting
		Subject	Technical Topic		Subject		
		Major Coverage			Major Coverage		
1/2	PD: 1.30	Powertrain Manufacturing	Engine Manufacturing	SIMM/SIAF	Plant Automation		SIMM 3.29-4.1 Shenzhen SIAF 3.4-6 Guangzhou LASER World of PHOTONICS China 3.14-16 Shanghai
	AD: 1.19	Production & manufacturing of power assembly system parts with contents involving cutting, casting, forging, heat treatment, process planning, machining equipment, assembly, inspection, testing and measuring, automation, informatization solutions etc. For example cylinder cover, cylinder block, plunger, crankshaft, connecting rod etc.			Shop control system solution, power driving and control system, automation equipments and automation lines, plant power transmission and distribution engineering, field busbar technology, data acquisition and processing, visual management, quality monitoring, etc.		
	CD: 1.10						
3	PD: 3.10	Intelligent Manufacturing (CCMT Special)	High Efficient Machining	CCMT	Cutting Tools and Auxiliary Tools		SIMM 3.29-4.1 Shenzhen CCMT 4.9-13 Shanghai
	AD: 2.28 CD: 2.20	Advanced intelligent devices in the automotive production; machine tools, cutting tools, measuring and other intelligent design and application, etc.			Cutting tools, shanks, fixtures, chucks, cutting tools' coating and cutting tools management, etc.		
4	PD: 4.08	Auto Parts Manufacture (CCMT Special)	Transmission manufacturing	CCMT	Chemicals Application and Management		CCMT 4.9-13 Shanghai
	AD: 3.30 CD: 3.20	Transmission, gears, pumps, nozzles, connecting rods, brakes, chassis, drive shafts and other auto parts manufacturing, covering production line planning, metal cutting, forming, casting forging, machine tools and cutting tools, application and management of chemicals, test and measurement, surface engineering, etc.			Introduction and application about advanced lubrication oil and cutting fluid performance; MQL; Chemicals management cases introduction, etc.		
5	PD: 5.08	Body Manufacturing Engineering (ESSEN)	Welding Engineering	ESSEN	Laser Processing		CCMT 4.9-13 Shanghai ESSEN 5.8-11 Dongguan
	AD: 4.30 CD: 4.21	Metal forming, stamping and die technology, welding and painting, automation and logistics, robotics, monitoring and inspection, quality and control, safety and environmental protection, IT etc.			Laser welding and cutting, laser marking, laser drilling, etc.		



Issue	Date	Special Reports		Exhibition Focus	Hot Topics	Key Exhibition & Meeting
		Subject	Technical Topic		Subject	
		Major Coverage			Major Coverage	
6	PD: 5.09	Intelligent Factory (IA Beijing)	Sensor	IA	Automation and Logistics	IA-Beijing 5.9-5.11 Beijing
	AD: 4.30 CD: 4.21	Intelligent Device, Intelligent control system solution, power driving and control system, automation equipments and automation lines, data acquisition and processing, quality monitoring, etc.			Warehousing and transportation, warehouse management, logistics automation, robots, RFID, drive and control, wireless communication etc.	
7	PD: 6.26	Metal Working (CIMES Special)	Precision Machining	CIMES	Die and Mold Manufacturing	The 5th China Transmisssion Advanced Manufacturing Technology Summit 2018.6 Beijing CIMES 6.26-30 Beijing The 18th Advanced Manufacturing Technology & Automobile Industry High-level Forum 6.27 Beijing DMC 6.20-23 Shanghai
	AD: 6.15 CD: 5.28	Face the production and manufacture of entire vehicle and parts with contents involving technology palanning, metal cutting, forming and machining, casting and forging, machine tools and cutting tools, inspection, testing and measuring, surface engineering etc.			Cutting tools, shanks, fixtures, chucks, cutting tools' coating and cutting tools management, etc.	
8	PD: 7.31	Automobile Processing Valuable Handbook (CIMES)	Gearbox Machining	CIMES	Inspection and Measurement	CIMES 6.26-30 Beijing
	AD: 7.20 CD: 7.12	Face the production and manufacture of entire vehicle and parts with contents involving technology planning, metal cutting, forming and processing, casting and forging, machine tools and cutting tools, chemicals application and management, inspection, test and measurement, surface engineering etc.			Measuring tools and instrumentation, cmm, measurement robots, industrial images analysis and processing system, cutting tools preset and tester, in-line measuring technology, etc.	
9	PD: 7.31	Body Manufacturing Engineering (AMTS)	Stamping and forming	AMTS	Quality and safe	AMTS 2018.9 Shanghai
	AD: 7.20 CD: 7.12	Metal forming, stamping and die technology, welding and painting, automation and logisitics, robotics, monitoring and inspection, quality and contral, safety and environmental protection, IT etc.			Monitoring and testing, efficient quality control methods, process control equipment, quality control technology, laser tracing equipment etc.	



Issue	Date	Special Reports		Exhibition Focus	Hot Topics	Key Exhibition & Meeting
		Subject	Technical Topic		Subject	
		Major Coverage			Major Coverage	
10	PD: 9.28 AD: 9.19 CD: 9.10	Four Processes (AMTS)	Painting Engineering	AMTS	Automatic Transportation and Assembly	AMTS 2018.9 Shanghai
	Stamping, forming, body welding, body painting, packaging and assembly, transportation and assembly, plant automation, production logistics, industrial robots, automation systems integration, monitoring and testing, quality control, safety and environmental protection, etc.		Face the production and manufacture of entire vehicle and parts with contents involving technology planning, assembly equipment and tools, transportation technology and tools, production logistics, car body tracing, monitoring, etc.			
11	PD: 10.30 AD: 10.19 CD: 10.10	Auto Parts Manufacture	Chassis and Transmission System Manufacturing	DMP	Cutting Tools and Auxiliary Tools	AMB 9.18-22 Stuttgart, DE IMTS 9.10-15 Chicago, US China Auto Parts Advanced Manufacturing Technology Summit MetalForm China 2018.9 Beijing DMP 11.27-30 Dongguan
	Transmission, gears, pumps, nozzles, connecting rods, brakes, chassis, drive shafts and other auto parts manufacturing, covering production line planning, metal cutting, forming, casting forging, machine tools and cutting tools, application and management of chemicals, test and measurement, surface engineering, etc.		Cutting tools, shanks, fixtures, chucks, cutting tools' coating and cutting tools management, etc.			
12	PD: 11.07 AD: 10.26 CD: 10.16	Automation and Logistics (CIIF Special)	Machine Vision	CIIF	Industrial Robots	CeMAT Asia Shanghai CIIF 11.6-10 Shanghai
	Face the automobile & auto parts production which mainly involves automation conveying, control engineer, automatic sorting and packing system, robots, logistics vessel and machinery equipment, warehousing technology and workshop equipment, logistics turnkey system, supplying chain/informatization etc.		New robot technology, robot application solutions, robots, controllers and peripheral equipment			
13	PD: 12.20 AD: 12.10 CD: 11.30	<p><b>Industrial analysis:</b> Current industrial production status, technical characteristics, equipment demand and development trend analysis of different fields such as passenger cars, commercial vehicles and auto parts etc.; <b>Tendency to judge:</b> Machine tools, cutting tools, the four processes technology application trends, market development, the industry needs change, and propose ideas and exclusive judgment; <b>Readers' Voice:</b> Readers' comment on the magazine, technology topic, equipment suppliers, products, etc. Essential edition of 2016 projects investment information; <b>Auto parts suppliers; Advanced technology:</b> entire vehicle, chassis system, transmission system, auto electronics, car body &amp; accessories, common parts; <b>Competitive products:</b> engine, chassis system, transmission system, auto-electronics, car body &amp; accessories, common parts; <b>Equipment suppliers:</b> machines, cutting tools, chemicals, inspection and measurement, automation, logistics, transportation and assembly, stamping formation, welding and cutting, coating materials and painting decoration, enterprise informatization etc.; <b>Classical cases:</b> power assembly design and manufacture, die &amp; mold design and manufacture, auto parts design and manufacture, four processes, plant automation, production logistics, transport and assembly, measurement and test, enterprise informatization.</p>				

## Ads in the Magazine – Rate card No. 11

Effective from 01.01.2018

<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

### Automobile Industry China Advertisement Rates

Format	Width × Height in mm	Price 4c in €
1/1 Page	210 x 297 mm	3,700.-
Island Page	133 x 190 mm	3,000.-
1/2 Page	190 x 133 mm 94 x 270 mm	2,350.-
1/3 Page	190 x 88 mm 62 x 270 mm	1,500.-
1/4 Page	94 x 133 mm 190 x 65 mm	1,200.-

Loose Inserts	– on demand –		
Bind-Ins	– on demand –		
Reductions	3 x	6 x	12 x
	5 %	10 %	15 %

(Basis Price b/w)

Surcharges for Special Positions in €	
Front Cover	9,700.-
Inside Front Cover/ Back Cover	7,500.- 6,700.-
Back Cover	8,350.-

## Digital Ads – Rate card No. 03

Effective from 01.01.2018

[auto.vogel.com.cn](http://auto.vogel.com.cn)

Daily industry reports online. News and features on technology and the economy, and management and other facts about manufacturers, suppliers, and service providers. Compact and competent, up to date and comprehensive.



**TOP ACROSS  
COLUMN AD**

Size (px): 980 × 70



**TOP ACROSS  
COLUMN AD**

Size (px): 650 × 60



**MIDDLE ACROSS  
COLUMN AD**

Size (px): 705 × 70



**LEFT BANNER AD**

Size (px): 270 × 60

Format	Size (px)	Price per month			
		1x	3x	6x	12x
Top Across Column Ad	980 × 70	4,350.– Euro	3,900.– Euro	3,500.– Euro	2,600.– Euro
Top Across Column Ad	650 × 60	5,000.– Euro	4,500.– Euro	4,000.– Euro	3,000.– Euro
Middle Across Column Ad	705 × 70	2,500.– Euro	2,250.– Euro	2,000.– Euro	1,500.– Euro
Left Banner Ad (4)	240 × 50	850.– Euro	750.– Euro	670.– Euro	500.– Euro

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