



Ward's Auto World from Penton

WARD'S AUTO WORLD magazine, published twelve times per year, targets readers that are the driving force behind the competitive automotive manufacturing business.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA
Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/20/2015
Counts Through	07/20/2015

DATA CARD MAINTENANCE

New To System	07/20/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

SEGMENTS

47,335	Total Universe / Universe Rate	\$150.00/M
40,773	Records with Phones	+ \$60.00/M
10,220	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

WardsAuto has covered the auto industry for more than 80 years, serving those within automakers, dealerships, suppliers and others serving or observing the industry with a wide range of information products. Wards Auto Worlds' widely trusted reporting and data has earned Ward's Automotive Group a reputation as THE SOURCE for global auto industry news, statistics and analysis.

Primary Business	Postal	Email
Light Vehicles: Pass Car	13376	1480
Heavy Truck Or Bus	4794	349
Engines	3193	288
Systems/components/parts	32772	2568
Indpt Eng/design Svcs	4612	451
Old Material Supplier	87	38
Other (describe)	941	267

Job Title	Postal	Email
Corporate Management	14369	1042
Engineering/design	24848	2226
Research & Development	4282	434
Quality / Testing	5491	540
Manu/prod Engineering	4710	437
Manufacturing/prod Op	3233	301
Purchasing	2027	196
Old Sales/mkting/comm	277	75
Old Info Sys/legal/fin/hr	53	11

Other (describe)	520	189
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Title Category	Postal	Email
Top Management	14194	1098
Middle/administrative Management	9726	892
Financial Management	1118	108
Sales & Marketing Management	2028	253
Information Technology (it) Professionals	2164	222
Production Management	4222	334
Engineering Management	24536	2159
Professionals	2961	335
All Other Management	205	13

Vp-level	1931	157
Director-level	1977	208
Manager-level	12084	1065
Assistant -level	239	17
Human Resources	63	5
Purchasing	472	36
Retired	110	16
Senior (c-level Or Higher)	9371	662
Students	22	3
Education	72	13
Medical	317	33
Lawyers	11	1

Gender	Postal	Email
Both	1631	153
Female	3403	337
Initials	770	60
Male	53810	4912
Undetermined	308	28
Invalid	0	6

Level of Management	Postal	Email
Senior Management	10190	932
Middle Management	17358	1691
Staff	14573	1617

Which Manu Employed By	Postal	Email
Bmw / Rolls Royce / Mini	437	48
Daihatsu	33	2

Chrysler	1750	143
Fiat	58	2
Ford (volvo)	3048	490
General Motors (saab & Hum	4588	531
Honda (acura)	987	112
Hyundai	130	31
Isuzu	49	2
Kia	39	5
Mazda	80	8
Mitsubishi	151	14
Nissan (infiniti)	412	70
Porsche	28	2
Psa Peugeot/citroen	24	0
Renault	19	0
Subaru	145	17
Suzuki	41	1
Toyota (lexus / Scion)	856	79
Volkswagen (audi)	151	24
Other (describe)	3949	490
Mercedes-benz (smart)	66	13
Jaguar	8	4
Land Rover	7	1

Vehic Sys/ Comp Involved	Postal	Email
Total Vehicle Managemen	6857	781
Body & Structural	4024	537
Fasteners/adhesives	3199	381
Bumpers/fascias	1870	282
Seals/gaskets	2391	309
Trim/hardware/mirrors	2448	338
Belts/hoses	1459	185
Other Exterior Systems	1083	133
Other Compnts	310	37
Seat Systems	2733	350
Power & Signal Distrib	2737	311
Instrument Panels	3115	390
Electronic Switches	3641	427
Trim	2455	326
Occupant Restraint Sys	1914	244
Other Interior Systems	1150	151
Ferrous/nonferrous Met	4943	615
Plastics/composites	4134	530
Frame/suspension/axles	4170	504
Paints/coatings	2493	301

Wheels/covers/tires	2139	302
Rubber/elastomers	2742	370
Steering	2770	336
Lubricants/chemicals	2065	287
Brakes	3484	418
Other Materials	392	57
Other Chassis Systems	764	100
Test Equip	3797	490
Engine/engine Componen	8257	1064
Comp Design/eng Hardwa	2771	370
Transmissions	4754	625
Mfg/production Equip	3537	440
Exhaust/emission Syste	3536	439
Other Design/mfg Equip	555	71
Air/fuel Systems	3961	507
Other Powertrain Syste	1568	244
Instrumentation	2510	292
Lighting	2467	293
Driver Comfort/info	2642	350
Engine Control	3060	388
Other Elec Sys/compnts	1324	168
Glass	1037	158

State	Postal	Email
Alaska	59	4
Alabama	797	67
Arkansas	420	18
Arizona	522	63
British Columbia	1	1
California	3839	370
Colorado	412	30
Connecticut	650	54
District Of Columbia	27	6
Delaware	80	6
Florida	1230	115
Georgia	906	69
Hawaii	50	5
Iowa	771	36
Idaho	129	7
Illinois	3885	327
Indiana	3699	246
Kansas	479	29
Kentucky	1194	61
Louisiana	251	12
Massachusetts	758	66
Maryland	461	45

Maine	124	7
Michigan	13123	1676
Minnesota	1104	82
Missouri	1108	72
Mississippi	270	14
Montana	62	4
North Carolina	1604	128
North Dakota	105	8
Nebraska	365	36
New Hampshire	201	20
New Jersey	784	72
New Mexico	131	9
Nevada	125	14
New York	2032	167
Ohio	5430	473
Oklahoma	490	35
Ontario	11	4
Oregon	539	48
Pennsylvania	2017	147
Puerto Rico	8	2
Quebec	3	2
Rhode Island	117	7
South Carolina	1092	111
South Dakota	143	6
Tennessee	1736	165
Texas	2246	198
Utah	351	19
Virginia	744	66
Virgin Islands	1	0
Vermont	90	7
Washington	524	53
Wisconsin	2439	177
West Virginia	126	9
Wyoming	17	2

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

Their diverse portfolio of properties can help you reach your target audience.

Advertising:

For other Advertising opportunities please visit: <http://penton.com/OurMarkets/AutomotiveampTrucking/tabid/78/Default.aspx>

(automobiles, machinery, expert)

SELECTS

Area of Involvement
Bus/Industry Type

\$15.00/M
\$15.00/M

AVERAGE INCOME

Value

not available

Level of Management	\$15.00/M	MINIMUM ORDER	
Max per Company/Sites	\$15.00/M	Minimum Quantity	5,000
Number of Employees	\$15.00/M	Minimum Price	\$0.00
Phone Number	\$60.00/M		
Sales Volume	\$15.00/M		
SCF	\$10.00/M	NET NAME ARRANGEMENTS	
SIC/NAICS Code	\$15.00/M	Net Name is allowed	
State	\$10.00/M	Floor	0%
Vehicle Make	\$15.00/M	Minimum Quantity	0
Zip	\$10.00/M	Run Charges	\$10.00/M
Job Title	\$15.00/M		
Manufactured Employed By	\$15.00/M	EXCHANGES	
Vehicle Systems/Components Involved	\$15.00/M	Exchange is not allowed	
Employee Size	\$15.00/M	REUSE	
Primary Business		Please inquire	
Which Manu Employed By			
Title Category		CANCELLATION	
Gender		Charges	\$50.00/F
		CANCELLATION INSTRUCTIONS	
GENDER		All orders cancelled before the mail date will incur a	
Male	85%	\$50/F Cancellation fee, \$10/M Run Charges plus	
Female	5%	applicable media and shipping fees. No cancellations	
		will be accepted after the mail date.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M
		ADDRESSING	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		SPECIAL INSTRUCTIONS	