



Auto Electronics from Penton

From powertrain to X-by-wire, Auto Electronics brings in-depth design information and how-to details to keep engineers up-to-date on all aspects of automotive electronics. Topics covered include Hybrid Electric Vehicles, System Architecture, Powertrain, Data Buses/In-Vehicle Networking, Body Electronics, Human Machine Interface (HMI), Telematics/In-Vehicle Navigation, Voice Recognition, Testing & Simulation, Multimedia, Infotainment, Embedded Systems, Sensors & Security, On-Board Vehicle Diagnostics, Tire Pressure Monitoring System (TPMS), Active & Passive Safety Systems, and Solid-State Lighting.

SEGMENTS

15,942	Total Universe / Universe Rate	\$150.00/M
13,088	Records with Phones	+ \$60.00/M
	Email (call for counts)	\$375.00/M
	Transmission	+ \$50.00/M

DESCRIPTION

From powertrain to X-by-wire, Auto Electronics brings in-depth design information and how-to details to keep engineers up-to-date on all aspects of automotive electronics. Topics covered include Hybrid Electric Vehicles, System Architecture, Powertrain, Data Buses/In-Vehicle Networking, Body Electronics, Human Machine Interface (HMI), Telematics/In-Vehicle Navigation, Voice Recognition, Testing & Simulation, Multimedia, Infotainment, Embedded Systems, Sensors & Security, On-Board Vehicle Diagnostics, Tire Pressure Monitoring System (TPMS), Active & Passive Safety Systems, and Solid-State Lighting.

Auto Electronics serves engineers, designers, and integrators in the automotive industry.

Job Title	Postal	Email
Engineering/design	12960	1466
Corporate Management	5475	311
Research & Development	1024	77
Quality/testing/reliability	1066	108
Manuf/production Engrng	766	56
Manuf/production Ops	375	28
Purchasing	411	24

Title Category	Postal	Email
Top Management	2391	303
Middle/administrative Management	1657	195
Financial Management	115	8
Sales & Marketing Management	374	50

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

Canada

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/28/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

New To System	07/28/2015
Last Update	07/28/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

Information Technology (it) Professionals	813	110
Production Management	764	88
Engineering Management Professionals	7500	924
	833	130
All Other Management	50	4
Vp-level	347	47
Director-level	426	54
Manager-level	2252	259
Assistant -level	63	6
Human Resources	4	0
Purchasing	60	6
Retired	14	3
Senior (c-level Or Higher)	1401	186
Students	7	2
Education	27	8
Medical	66	9
Lawyers	1	0

Year Started	Postal	Email
Prior To 1900	16	1
1901-1950	210	4
1951-1975	651	28
1976-1990	1289	73
1991-2000	1209	67
2001-2005	718	46
2006-2010	1388	100
2011+	957	73

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

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<http://www.penton.com/OurMarkets/ElectricalEnergyandMechanicalSystems/tabid/83/Default.aspx>

(navigating, cars, tech, motor)

SELECTS		AVERAGE INCOME	
Bus/Industry Type	\$15.00/M	Value	not available
Components Involved In	\$15.00/M		
FTP	\$75.00/F		
Job Function	\$15.00/M	MINIMUM ORDER	
Key Code	\$3.00/M	Minimum Quantity	5,000
One Name per Site	\$15.00/M	Minimum Price	\$0.00
Recommend, Specify or Purchase	\$15.00/M		
NET NAME ARRANGEMENTS			

SCF	\$10.00/M	Net Name is allowed	
State	\$10.00/M	Floor	0%
Zip	\$10.00/M	Minimum Quantity	0
Products Rec/Eval/Spec/Approve	\$15.00/M	Run Charges	\$10.00/M
Veh Systems/Components	\$15.00/M		
Job Title	\$15.00/M		
Employee Size	\$15.00/M		
Industry	\$15.00/M		

GENDER

Male	85%
Female	4%

EXCHANGES**Exchange is not allowed**

REUSE**Please inquire**

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled after tests have been sent will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.

KEY CODING**Key Coding is available**

Charges	\$3.00/M
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ADDRESSING

EMAIL	\$75.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS
