

	MON	TUES	WED	THUR	FRI
<b>Week 1</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>
	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy
	<b>WA Engine/Tech Update</b>		<b>Sales Report</b>	<b>The Big Story</b>	
	Engines Transmissions Diesel Alternatives Engine Component Technology Regulatory 10 Best Engines		Breaking coverage of OEM sales figures from previous month, reported the moment automakers announce their numbers (day of week varies: sent on 1st of each month)	Long-Form, In-Depth feature	
<b>Week 2</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>
	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy
<b>Week 3</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>
	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy
	<b>WA Engine/Tech Update</b>		<b>Green Report</b>	<b>The Big Story</b>	
	Engines Transmissions Diesel Alternatives Engine Component Technology Regulatory 10 Best Engines		Update on alternative powertrains and fuels, emissions, CAFÉ and other government regulations	Long-Form, In-Depth feature (reminder)	
<b>Week 4</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>	<b>Daily Edition</b>
	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy	Global Markets Plants and Production Technology Engineering/Design Materials Regulatory/Trade Labor Management and Strategy

## WARDSAUTO EVENTS / FEATURES

### **Wards 10 Best Engines • JAN**

Networking event for 600+ engine professionals

### **North American Engine Specifications Chart • FEB**

Production data presented in digital file and printed chart

### **WardsAuto Outlook Conference • MAR**

Insights and networking session with WardsAuto analysis team

### **WardsAuto Interiors Conference • MAY**

Networking event including Wards 10 Best Interiors program

### **WardsAuto Outlook Conference • JUN**

Insights and networking session with WardsAuto analysis team

### **WardsAuto Dailies for CAR MBS • AUG**

Show coverage in printed reports and digital updates

### **WardsAuto Outlook Conference • SEP**

Insights and networking session with WardsAuto analysis team

### **WardsAuto UX Conference • OCT**

Networking event including Wards 10 Best UX program

### **WardsAuto Outlook Conference • DEC**

Insights and networking session with WardsAuto analysis team

## INDUSTRY EVENTS

### **CES • Las Vegas, NV • JAN**

### **North American International Auto Show**

Detroit, MI • JAN

### **Chicago Auto Show • Chicago, IL • FEB**

### **Geneva Auto Show**

Geneva, Switzerland • FEB

### **SAE World Congress • Detroit, MI • APR**

### **NY Auto Show • NY, NY • APR**

### **Auto Shanghai • Shanghai, China • APR**

### **AeroAuto Conference • Dearborn, MI • MAY**

### **TU Automotive Conference**

Detroit, MI • JUN

### **CAR Management Briefing Seminars**

Traverse City, MI • AUG

### **Frankfurt Auto Show • SEP**

Frankfurt, Germany

### **LA Auto Show • Los Angeles, CA • NOV**

## MONTHLY FEATURES / OPPORTUNITIES

### **Story Behind Wards 10 Best Engines**

Spotlights on development of one of the 10 winning engines every month on WardsAuto.com and in magazine

### **Story Behind Wards 10 Best Interiors**

Spotlights on development of one of the 10 winning interiors every month on WardsAuto.com and in magazine

### **WardsAuto Resource Centers**

Ongoing coverage of key topics: technology, interiors, more, heavily promoted on WardsAuto.com and in newsletters

# Contact Us Today

Let's start building a campaign to turn our audience into your next customers.

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