

# Auto Futures

Media Kit 2023

An award-winning content hub  
dedicated to the future of mobility

  
autofutures

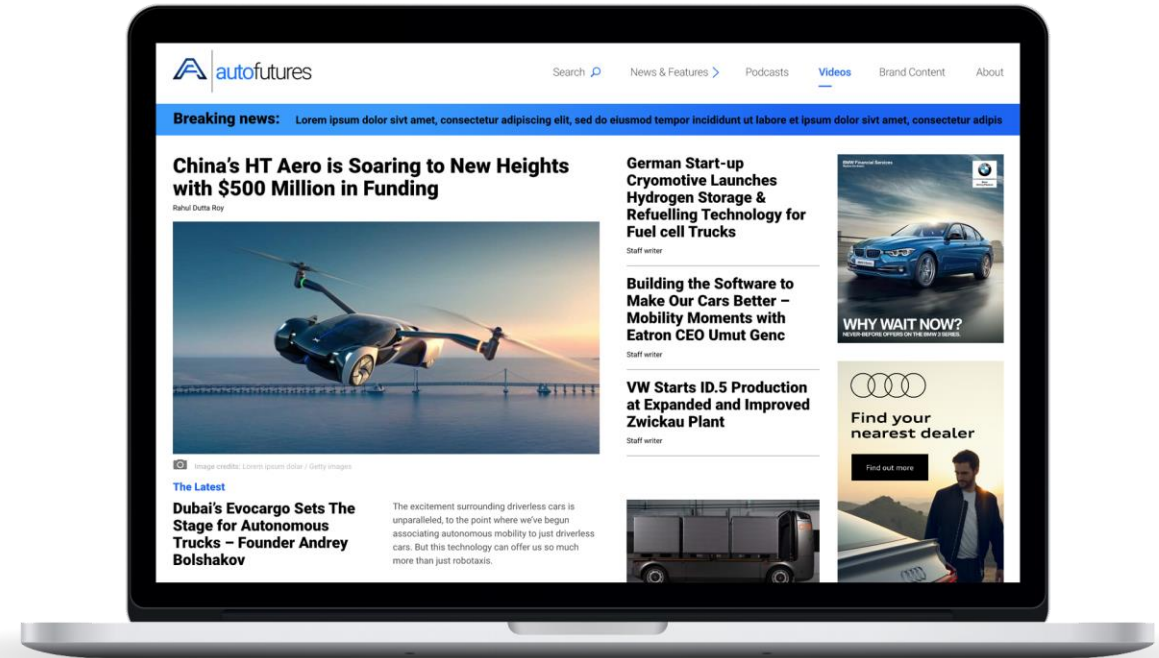
# Auto Futures - a global mobility audience

Auto Futures is an award-winning digital content hub dedicated to the future of mobility. It is part of DMA Media Group, Europe's leading news services company

Our international team of journalists and content creators work around-the-clock, providing a fast-growing industry audience with breaking news, features with thought leaders and event coverage, plus exclusive videos and podcasts.

Working and partnering with us means you will reach a highly engaged, niche audience of international professionals, industry journalists and key decision makers.

Reaching them with your PR content, ads and sponsored content will maximise your brand's communications objectives.



Commercial and PR opportunities include:

- Category and content sponsorship
- Website advertisement
- Editorial partnerships
- Brand content distribution
- Newsletter sponsorship
- Podcast sponsorship
- CEO and thought leader interviews
- Broadcast interviews and streaming

# Auto Futures Packages

## Pack One

3 month Standard package

Advertorial

Auto Futures will incorporate your brand in its editorial calendar. This will include 2x features written by our journalists - for example:

- featured article / long-form editorial
- expert interview / Q&A
- profile of CEO or other executives / talent
- social shares across Auto Futures channels

Prominent exposure on autofutures.tv to amplify audience reach via a dedicated brand content module

Dedicated content module on autofutures.tv homepage to prominently showcase your brand's key stories, with editorial input from our in-house journalists to amplify audience reach.

This content module will curate all your brand content (news stories, press releases, longform Editorial interviews, videos)  
The content module will be live for 1 month  
(\* additional hosting can be purchased)

Content distribution to journalists and influencers in Europe and globally - via thenewsmarket.com and GreenNewsMarket

Distribution of 1 x press release to journalists and influencers in Europe and globally - via Auto Futures and thenewsmarket.com  
Your content will benefit from our targeted news alerts to our extensive media network - covering key topics such as mobility and green stories.

**TOTAL CONTENT PACKAGE £5,000**

## Pack Two

12 month Standard Plus

Advertorial

Up to x6 feature content/advertorials written by Auto Futures journalists  
(1 every 2 months on average)

Sponsored Content Module

Dedicated content module on Auto Futures homepage (live for 1-month campaign)  
(\* additional hosting can be purchased)

Brand Page

Dedicated Auto Futures brand page

Press Release Publication

Up to 12x press releases published on Auto Futures and thenewsmarket.com

Distribution

1x custom media list built based on key sectors.

**TOTAL CONTENT PACKAGE £12,500**

## Pack Three

12 month Premium

Advertorial

Up to x9 feature content/advertorials written by Auto Futures journalists  
Social shares across Auto Futures channels

Sponsored Content Module

Dedicated content module on Auto Futures homepage (live for 1-month campaign)  
(\* additional hosting can be purchased)

Brand Page

Dedicated Auto Futures brand page

Ad Unit

1x ad unit on Auto Futures (1 month)

Press Release Publication

Unlimited press releases published on Auto Futures and thenewsmarket.com.

Distribution

1x custom media list burnt based on key sectors.

**TOTAL CONTENT PACKAGE £17,500**

# Auto Futures Standalone Pricing

## Special Rates for Startups

We offer a 25% discount on the net cost of all ad placements for startups not tied to an already established company that were founded less than five years ago.

## PR, Marketing and Media Relations

In addition to our ads and advertorial opportunities, our PR, marketing and media relations experts are also on hand to help brands and PR agencies in the tech, transport, energy and mobility sectors connect with the international media, targeting a highly engaged, niche audience of journalists, industry professionals and decision-makers. Prices available on request.

Ad type	Description	Budget
Advertorial	<ul style="list-style-type: none"><li>1 x advertorial</li><li>Production of a complete written advertorial for you by Auto Futures journalists or tile editor</li><li>Permanent archiving afterwards and traceability in the relevant category on Auto Futures</li></ul>	£2,500
Press Release	<ul style="list-style-type: none"><li>1 x press release on Auto Futures</li><li>Cross publishing to our news distribution platform, thenewsmarket.com, reaching 36,000+ news outlets globally. Includes 1 x custom media list built.</li></ul>	£1,500
Ad unit	<ul style="list-style-type: none"><li>1x ad unit on Auto Futures (2 weeks per ad) Option of sidebar or interstitial</li><li>1x ad unit on Auto Futures (2 weeks per ad) Banner (header)</li></ul>	£1,000 £1,500
Sponsored Content Module	<ul style="list-style-type: none"><li>1x content module (1 month campaign) Content/press releases provided by you</li><li>Dedicated content module on Auto Futures homepage to prominently showcase your brand's key stories.</li><li>If you require us to create content, please see advertorial sponsored content pricing.</li></ul>	£2,000
Sponsored Poll	<ul style="list-style-type: none"><li>Sponsored poll on Twitter and Auto Futures homepage (live for 2 weeks)</li></ul>	£1,000
Newsletter Ad	<ul style="list-style-type: none"><li>1x banner advert in Auto Futures newsletter sent every fortnight, reaching more than 2,000 highly engaged business leaders and influencers</li></ul>	£POA

# Auto Futures - a global mobility audience



**344,690**  
user visits



**511,891**  
page views



**1,245**  
downloads



**1:09**  
Minutes avg.  
session duration

**28%**  
**Americas**  
of which U.S. 85%

**34%**  
**Europe**  
Top 3: UK, Germany,  
France

**35%**  
**Asia**  
Top 3: India, South Korea,  
Japan

**1%**  
**Africa**

**2%**  
**Oceania**

Source: Google Analytics, 1 April 2022 - 31 March 2023  
17% year on year increase in page views

## Auto Futures - a global mobility audience

Auto Futures delivers the best in automotive and mobility content daily, including breaking news, interviews with industry leaders, deep-dives into pressing issues, videos, podcasts, and more.

Auto Futures attracts and reaches a leading global audience of industry tastemakers, influencers, journalists, green-conscious consumers and more, who use our news services to keep up with the future of mobility.

### Government & Associations

European People's Party  
The Climate Group  
Committee for Climate Change  
Renewable Energy Association  
CBI  
Centre for London

### Academic research & consultants

University of Warwick  
Smithsonian Institute  
Imperial College London  
University of Oxford  
Cranfield University  
McKinsey  
PwC  
KPMG  
BOG  
Accenture  
Bain and Co  
Arthur D. Little  
Indian Institute of Management Bangalore  
Korea Institute of Science & Technology Information  
Organisation for Economic Co-operation & Development  
Euromonitor  
Capgemini

### B2C

Prospective and Current EV Owners  
Tech Evangelists  
Eco-Conscious Consumers  
Urban Mobility Users

### Financial

Deutsche Bank  
Societe Generale US  
Bank of America Merrill Lynch  
S&P Global Market Intelligence  
Asset Finance International  
MCAP Global Finance

### Media & PR

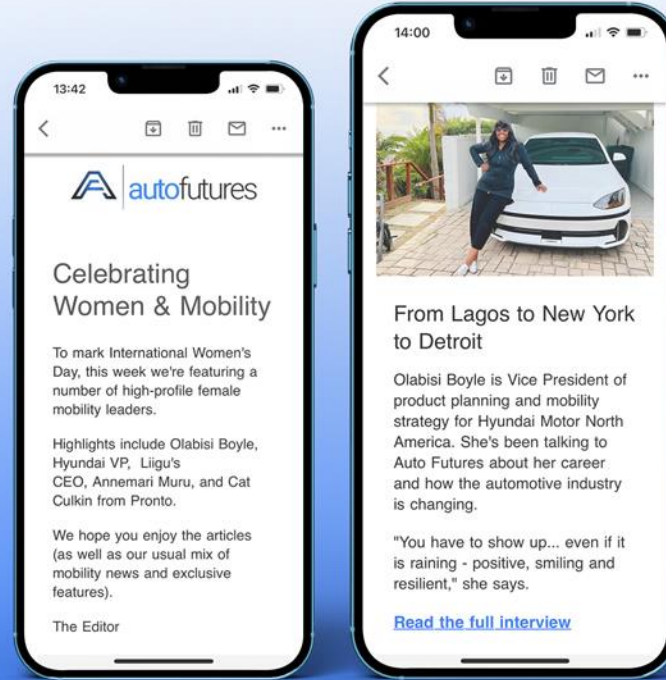
Deutsche Welle  
Financial Times  
YouTube | BBC  
The New York Times  
Reuters  
Mail Online  
Daily Mail  
Metro  
Top Gear  
News UK  
Tamedia (Swiss)  
Brunswick  
Edelman  
Writers' Guild of America  
The Motley Fool  
PFPR Communications  
The Guild of Motoring Writers  
France Télévisions

### Industry, car manufacturers & OEM's

Fiat Chrysler Automobiles  
Bosch  
Tom Tom  
Volvo  
ABB  
EDF Energy  
Tata  
Schneider Electric US  
Groupe PSA  
Ford  
Honda  
General Motors  
VW  
KIA  
Mercedes-Benz  
RAC Group  
BP  
Chargemaster  
Tesla

# Auto Futures - a global mobility audience

Our stories and content engage on multiple platforms through our newsletter, website, Twitter and LinkedIn channels



Coming soon: Auto Futures YouTube channel which will include podcasts, behind-the-scenes, interviews etc.



# Auto Futures - a global mobility audience

## Who we work with

400+ CEOs, presidents, founders and top executives interviewed, including:

Bill Ford	<b>Ford</b>
Franz von Holzhausen	<b>Tesla</b>
Olabisi Boyle	<b>Hyundai Motor</b>
Joost de Vries	<b>DeLorean Cars</b>
Kenneth Herschel	<b>Viggo</b>
Scott Keogh	<b>Scout Motors</b>
Philip Gross	<b>Snow Lake Lithium</b>
Hans Pehrson	<b>Polestar</b>
Dr. Xinzhou Wu	<b>XPENG</b>
Sue Ozdemir	<b>Exro Technologies</b>
Marc Raibert	<b>Boston Dynamics</b>

Michael Lohscheller	<b>Nikola Corporation</b>
David Lorenz	<b>Lunaz</b>
Gunnar Froh	<b>Wunder Mobility</b>
Ödgård Andersson	<b>Zenseact</b>
Ola Kallenius	<b>Daimler</b>
Henrik Fisker	<b>Fisker</b>
Tony Aquila	<b>Canoo</b>
Daniel Barel	<b>REE</b>
Travis Katz	<b>BrightDrop</b>
Charlie Jardine	<b>EO Charging</b>
Carl-Magnus Norden	<b>Volta Trucks</b>

## Brand Content Partners





# Thank you

## Contact:

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