2020

MEDIA PACK

IoT AUTOMOTIVE NEWS - POWERED BY BT

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IoT AUTOMOTIVE.NEWS is a world-leading Internet of Things news platform for the Automotive/IOT sector, bringing you all the latest news and in-depth analysis on manufacturers and suppliers shaping this market.

We've built a powerful publishing engine to create, syndicate and market quality editorial content at scale — and for marketers to express themselves like never before.

Through our dedicated platform we are changing the way content is created, distributed, consumed and shared. We offer advertisers and sponsors unrivalled access to a range of audiences, including senior executives and decision-makers across the globe.

Through a combination of our digital media and social marketing solutions, we provide you with unique access to this influential and hard-to-reach audience within a high quality editorial environment.

We work with key players such as AT&T, British Telecom (BT), CISCO, Ericsson, Gemalto and Nvidia in promoting their solutions to the OEM's and Tier 1 suppliers.

Areas of coverage include:
>> Artificial Intelligence
>> Autonomous Driving
>> ADAS
>> Cyber Security
>> Connectivity
>> Infrastructure
>> Intelligent Navigation
>> Industry 4.0

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SPECIAL REPORTS

Our stable of in-depth reports and supplements drills deeper into more specialist content targeted at specific sectors within our audience.

Special Reports from IoT AUTOMOTIVE.NEWS are designed to set the agenda on big trends, applying high quality and independent editorial.

WEBINARS

A webinar with IoT AUTOMOTIVE.NEWS allows an advertiser to demonstrate thought leadership, deliver targeted branding and drive lead generation. Our team will develop a topic and agenda to suit the audience's appetite and sponsor's industry, develop a custom co-branded marketing campaign and manage all operational and technical support.

REACH YOUR AUDIENCE ON PC, TABLET OR PHONE

Thanks to our platform-independent approach, readers have the flexibility of accessing our news on any modern device on all popular platforms from PCs to tablets and smartphones (e.g. Windows PC, Mac, iOS, Android, etc.).

Powerful and flexible HTML 5 platform, delivering a consistent experience adapting across all HTML5 compatible browsers and devices. Phones, tablets and beyond.

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SOLUTIONS

In a world's first, IoT AUTOMOTIVE.NEWS creates and hosts customs client micro sites on our news platform, incorporating rich media, multimedia (videos), brochures, white papers, hyperlinks to corporate website and social networks like Facebook, LinkedIn and Twitter.

IoT AUTOMOTIVE.NEWS dedicated social media marketing team delivers news campaigns across leading platforms, namely Facebook, LinkedIn and Twitter. Through LinkedIn's industry related channels and groups, we post regular news updates and features that are directly aimed at targeted audiences within the IoT Automotive sector.

LinkedIn isn't just a great networking tool — it can also be the perfect platform for B2B social media marketing.

BENEFITS

>> Increased brand exposure
>> Increased traffic (website, social media pages)
>> Develop loyal fans
>> Provide marketplace insight
>> Generate leads
>> Improve search rankings
>> Grow business partnerships
>> Reduce marketing expenses
>> Improve sales

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AUDIENCE

IoT AUTOMOTIVE.NEWS delivers news to senior executives and decision makers through our news platform, social media campaigns and our weekly newsletter.

IoT AUTOMOTIVE.NEWS
Key statistics by:

Google Analytics

QuillEngage

Avg. Time On Site
25.1 min

Pages/Session
9.59

Demographics [Top 6 regions]:
1. USA
2. Russia
3. Germany
4. China
5. UK
6. Japan

IoT AUTOMOTIVE.NEWS newsletter:
Database of 16,000+ - includes all of the world's major OEMs and suppliers.

Audience Job Titles:
A. General/Corporate Management
B. Engineering and Design
C. Purchasing
D. Manufacturing/Production Engineering
E. Sales/Marketing/Communications
F. Information Technology

LinkedIn Reader Demographics

Top industries
26% Information Technology & Services
26% Automotive
16% Telecommunications

Top job titles
29% CEO / Executive Director
18% Technology Manager
12% Business / Corporate Strategist

Top locations
11% San Francisco Bay Area
11% Bengaluru Area, India
11% London, United Kingdom

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OPPORTUNITIES

Advertising on IoT AUTOMOTIVE.NEWS digital platform connects brands to influential, affluent and engaged audiences, and aligns them with the creative thinking and campaign expertise of IoT AUTOMOTIVE.NEWS. Work with IoT AUTOMOTIVE.NEWS to find the best opportunities for advertising, sponsorship and branded partnerships for your client or your brand.

Social Media Marketing Solutions:
Customised Micro Site
+ Interview/feature + Multimedia (videos) + PDF downloads
+ Hyperlink banners + Unlimited press releases
+ Promoted via Facebook, LinkedIn and Twitter.

Duration: 3 months Rate: €2,000 p/m
6 months Rate: €1,500 p/m
12 months Rate: €1,250 p/m

Banner Solutions:

Duration: 3 months Rate: €1,500 p/m
6 months Rate: €1,200 p/m
12 months Rate: €1,000 p/m

Email blast: IoT AUTOMOTIVE.NEWS newsletter: database of 16,000+ - includes all of the world's major OEMs and suppliers.

Rate: POA

Our services provide a spectrum of opportunities to broaden campaigns and the results they achieve.

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