2026 MEDIA PACK

IoT Automotive News is the world's premier B2B news site for the Automotive/IoT sector, providing cutting edge news and in-depth analysis of the manufacturers and technology providers impacting this market.

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

Our mission is to deliver timely and comprehensive information on IoT advancements shaping the automotive landscape. We strive to foster a community of thought leaders and industry experts, facilitating dialogue and knowledge exchange to drive forward the future of mobility.

AREAS OF COVERAGE INCLUDE:

>> Artificial Intelligence
>> Autonomous Driving
>> ADAS
>> Cyber Security
>> Connectivity
>> Infrastructure
>> Intelligent Navigation
>> Industry 5.0

© IoT Automotive

KEY FEATURES:

> Insightful Articles: Our team of experienced writers and industry experts produce in-depth articles covering a wide range of topics, including connected vehicles, autonomous driving, cybersecurity, smart infrastructure, and more.

> Exclusive Interviews: Gain unique perspectives from leading figures in the automotive and IoT sectors through our exclusive interviews. Hear from CEOs, innovators, and thought leaders shaping the future of mobility.

> Market Analysis: Stay informed with our comprehensive market analysis, including trends, forecasts, and insights into the evolving landscape of IoT in automotive.

> Product Reviews: Get firsthand reviews and analysis of the latest IoT-enabled automotive products, gadgets, and technologies, helping you make informed decisions in an ever evolving market.

> Event Coverage: Access highlights and key takeaways from major industry events, conferences, and exhibitions worldwide, keeping you up-to-date with the latest developments and networking opportunities.

© IoT Automotive

AUDIENCE

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

Audience Job Titles:

A. General/Corporate Management

B. Engineering and Design

C. Purchasing

D. Manufacturing/Production Engineering

E. Information Technology

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

GOOGLE ANALYTICS:

> Users: 42K

> Avg. session duration: 2m 18s

> Engagement rate : 46.8%

> Page views : 93,470

> Users by Country:

1. USA	2. China	3. Germany
4. India	5. S. Korea	6. UK
7. Japan	8. France	

Our website ranks first on both Google and Bing for IoT Automotive searches.

© IoT Automotive

IoT AUTOMOTIVE – X (Twitter)

X is the go-to source for breaking Automotive/IoT news, with thousands of readers checking it daily to stay informed in this fast-paced market.

IoT Automotive News has established a worldwide network of influential leaders who are shaping the Automotive/IoT market.

Snapshot of X Partner Network - Our Collaborators and Followers:

1. OEM's – Aiways, Audi, BYD, Ford, Geely Group, Hyundai, Mercedes-Benz, Stellantis, Toyota, VW, Xpeng, Zeekr ...

2. CEO's - Aicha Evans - CEO Zoox, Jean-Philippe Imparato - CEO Alfa Romeo, Jim Farley - CEO Ford, Jack Cheng - CEO MIH Alliance (Foxconn)

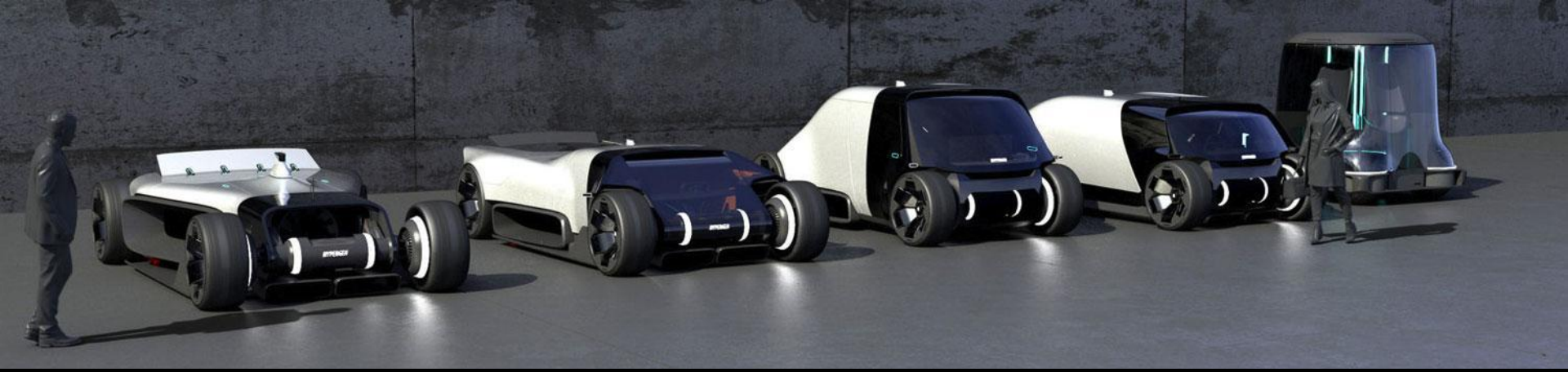
3. SENIOR EXECUTIVES - example: Qualcomm

> Nakul Duggal - SVP & GM, Automotive
> Juho Sarvikas - President of N.America
> Enrico Salvatori - SVP & President, EMEA

4. TECH PLAYERS - Baidu, Bosch, Cisco, Continental, Denso, Faurecia, Huawei, Nokia, Nvidia, Qualcomm, Visteon, ZF AG

5. STARTUPS - Aurora, Beep, Cruise, Innoviz, May Mobility, Motional, Nuro, Ouster, OXA, Pony.ai, RoboSense, Torc, TuSimple, Waymo, ZOOX ...

© IoT Automotive



OPPORTUNITIES

IoT Automotive News offers a range of advertising opportunities to help businesses and organizations reach our highly engaged audience. From banner ads and sponsored content to newsletter placements, we tailor advertising solutions to meet your specific needs and objectives.

Exclusive Sponsorship: We have a unique opportunity to sponsor IoT Automotive News, powered by [Your Company Logo]. This presents a superb branding opportunity, with your logo prominently showcased across the website on desktop, tablet, and mobile platforms.

Your logo will be prominently featured in the top sticky banner, sidebar menu, and footer banner, guaranteeing maximum visibility to our audience. Rate: POA

X (Twitter) SPOTLIGHT NEWS Sponsorship: Customized banners or videos promoting our daily/weekly news, tailored specifically for your brand. Rate: POA

Website Banner Solutions:

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, suppliers ..

© IoT Automotive

BENEFITS OF PARTNERING WITH IOT AUTOMOTIVE NEWS:

> Reach a Targeted Audience: Connect with a highly targeted audience of professionals and executives interested in IoT and automotive technology. Our platform ensures your message reaches the right people who are actively engaged in the industry.

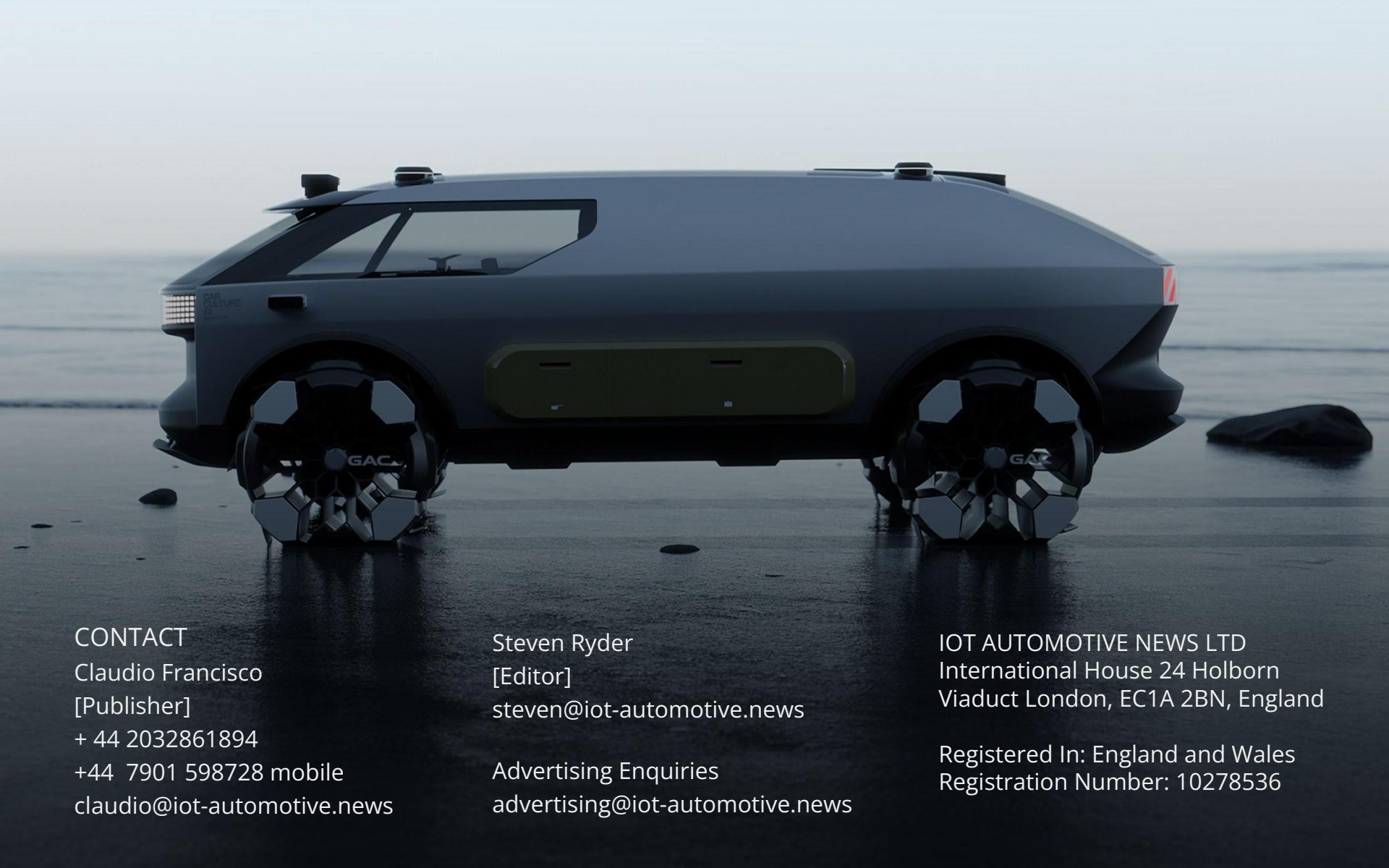
> Enhance Brand Visibility: Increase your brand's visibility and awareness within the IoT and automotive sectors. By advertising with us, your brand will be prominently featured alongside premium content, reinforcing your presence and credibility in the industry.

> Drive Engagement and Leads: Engage our audience through interactive advertising formats and targeted campaigns. Generate quality leads from businesses interested in your products, services, or solutions.

> Maximize ROI: Maximize your return on investment (ROI) with targeted advertising campaigns that deliver measurable results.

Partnering with IoT Automotive News provides you with a unique opportunity to engage with a highly relevant audience, enhance your brand visibility, and drive business growth in the rapidly evolving IoT automotive industry.

© IoT Automotive



CONTACT
Claudio Francisco
[Publisher]
+ 44 2032861894
+44 7901 598728 mobile
claudio@iot-automotive.news

Steven Ryder
[Editor]
steven@iot-automotive.news

Advertising Enquiries
advertising@iot-automotive.news

IOT AUTOMOTIVE NEWS LTD
International House 24 Holborn
Viaduct London, EC1A 2BN, England

Registered In: England and Wales
Registration Number: 10278536