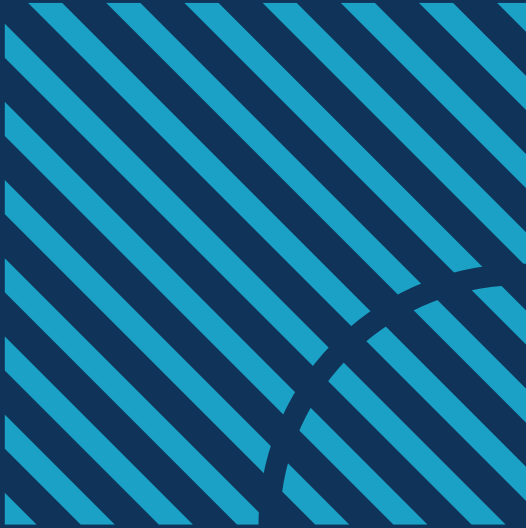




just-auto

media pack

2020 Edition



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“just-auto helps
automotive
professionals
grow their
business”

just-auto can help your business, and you, achieve your marketing objectives.

Dear advertiser,

In the automotive industry, everyone is looking for a competitive advantage. Here at just-auto, we have made it our mission to help automotive industry professionals make the right decisions and formulate successful business strategies. To deliver on this promise, we've spent lots of time listening to customers and have already started to reflect what we have learnt on our site. By doing so, we have been able to analyse and share opportunities for growth with more than 115K of our loyal users. With every automotive company in the Forbes 2000 list of the world's leading companies using just-auto as part of their competitive intelligence, we offer you the perfect place to showcase your product and influence the industry.

Dave Leggett

Managing editor, just-auto



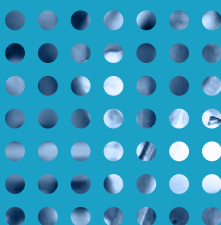
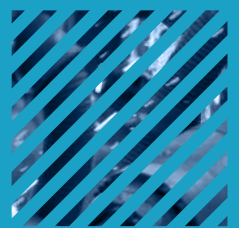
A large, stylized blue quotation mark icon.

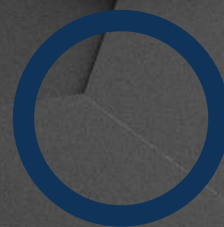
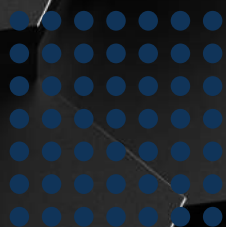
**just-auto's monthly
users would fill
the Royal Albert
Hall more than 20
times over”**

Main Sectors

just-auto's content is segmented into different thematic sections.

Key areas of the site include our continually updated news section, exclusive automotive executive interviews, expert comment & analysis and our sponsored Thought Leaders section.





01

News

02

Comment & Analysis

03

Retail Roundup

04

Hot Issues

05

Thought Leaders

Coverage by Topic

just-auto covers the global automotive industry. Generally, our editorial team focuses on the following themes:

A banner for '01 Car Manufacturers' featuring a background image of a car body on an assembly line with robotic arms.

01 Car Manufacturers

A banner for '02 Automotive Supply Chain' featuring a background image of a warehouse with boxes and icons representing supply chain elements like a truck, a bar chart, and a location pin.

02 Automotive Supply Chain

A banner for '03 Vehicle Markets' featuring a background image of several cars parked in a lot.

03 Vehicle Markets

A banner for '04 Financial' featuring a background image of a hand pointing at a digital screen displaying a bar chart and a line graph.

04 Financial

A banner for '05 Emerging Markets' featuring a background image of a dark space with glowing blue and green digital data points.

05 Emerging Markets

A banner for '06 Technology / R&D' featuring a background image of a dark space with glowing green and orange digital data points.

06 Technology / R&D

A banner for '07 Electric Drive' featuring a background image of a white electric car plugged into a charging station.

07 Electric Drive

A banner for '08 Retail & Aftermarket' featuring a background image of several cars parked in a lot.

08 Retail & Aftermarket

World Coverage

just-auto is the automotive industry website with a truly global reach. With an average 75,000 users per month, just-auto remains the prime media outlet for marketers seeking to reach automotive industry professionals worldwide.

Total Audience

Monthly
Users

119,000

Increase
in users

43%

Audience by region



Europe

38%



Americas

37%



Asia

20%



Africa

2%

Source: Google Analytics February 2019

Editorial Team



David Leggett

Managing Editor

Dave Leggett is just-auto's managing editor. A former director of automotive forecasting of the Economist Group's Economist Intelligence Unit (EIU), Dave has been analysing the auto industry for almost 30 years. Previously, Dave was senior economist at the automotive trade body, the Society of Motor Manufacturers and Traders (SMMT) and a contributor to the EIU Motor Business series.

Calum MacRae

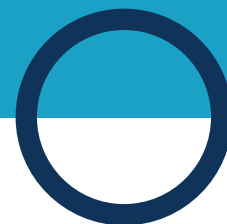
Analyst & Product Manager

Calum MacRae is an automotive specialist with more than 20 years' of experience in the area of automotive research and analysis. Before joining just-auto, he worked for Jaguar Land Rover in the area of powertrain strategy. He also previously headed-up PwC's Autofacts automotive research and analysis division. Calum has a degree in economics from Coventry University where he specialised in the Motor Industry.

Simon Warburton

Supplier Editor

Simon Warburton is just-auto's business editor, covering the manufacturing, supply chain, government relations and industrial relations side of the car business. He is a fluent French speaker with an enviable contact book within the major European automotive players. Previously, Simon has written for Reed Business Information Intelligence division, and acted as Flight International's Paris correspondent.



Graeme Roberts

Deputy & News Editor

Graeme Roberts is just-auto's deputy editor and news editor with special interests including new technology, emerging markets, vehicle assembly and CKD export/assembly. A veteran auto industry journalist with over 30 years' experience, he has worked in both New Zealand and the UK. Graeme enjoys interviewing auto industry executives, and visiting vehicle manufacturing plants.

Glenn Brooks

News & Future Vehicles Editor

Columnist Glenn Brooks is a former money market trader turned auto journalist. Glenn's specialities include global future vehicle programmes for cars and LCVs, manufacturing-related features, powertrain technology including EVs, PHEVs and fuel cells, and aspects of the Chinese automotive industry. A former editor of a Formula 1 magazine, he is the creator of just-auto.com's PLDB future vehicle database.

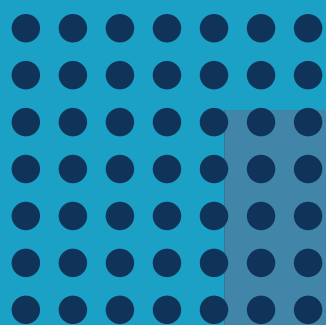
Matthew Beecham

Associate Editor

An associate editor of just-auto, Matthew Beecham has over 18 years' experience of analysing the global automotive components industry. He has consulted for AT Kearney, Belron, Bridgehead International, McKinsey, MIA, MIRA and the Economist Intelligence Unit. Matthew has written for Car Graphic, JAMA and Automotive Engineer, and holds a PhD from Cranfield University.

The just-auto User

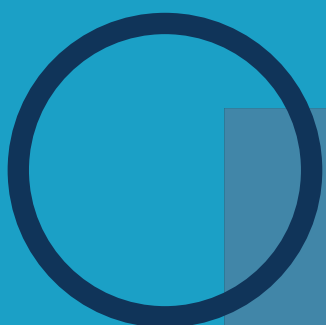
just-auto continues to attract an influential, senior audience from automotive manufacturers and suppliers.



**Users who work for a
vehicle manufacturer**



43%



**Users who are in
management roles**



60%



Users who work for a
component supplier



Users who are in senior
management roles



The just-auto User

just-auto continues to attract an influential, senior audience from automotive manufacturers and suppliers.



83%

of just-auto users agree that just-auto helps them do their job.



84%

of just-auto users agree that just-auto helps them find new products and services.



76%

of just-auto users agree that they use information from just-auto in their decision making.



80%

of just-auto users use just-auto to gain competitive advantage.

A background image showing several people in business attire sitting around a table, engaged in a meeting. They are looking at documents and using pens, suggesting a collaborative work environment.

92%

of just-auto users pass on or discuss content from just-auto with their colleagues.

A background image featuring a complex financial or data chart with multiple lines in green and blue, overlaid on a dark background. The chart includes various data points and labels, representing business analytics.

96%

of just-auto users use just-auto to gather information and inform the rest of their business.

A background image showing a row of modern cars parked in a well-lit showroom or dealership. The focus is on the sleek design and metallic finishes of the vehicles.

99%

of just-auto users use just-auto to stay up-to-date with what is happening in the automotive industry.

A background image showing a person's hands holding and interacting with a tablet device. The screen displays some data or information, and the person appears to be in a professional setting.

91%

of just-auto users use just-auto to stay ahead of industry trends.

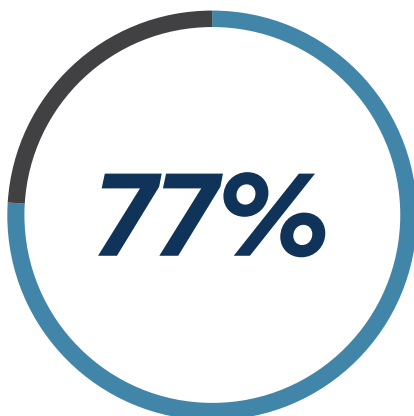
User Traffic



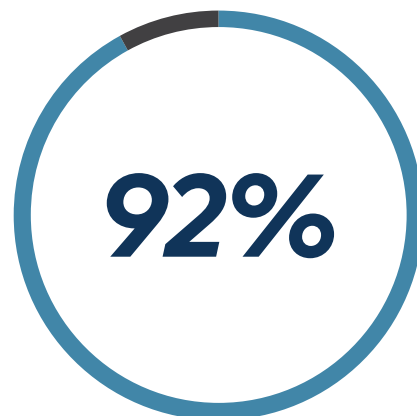
just-auto users are the driving force behind many of the biggest companies in the automotive industry. And because almost three quarters of just-auto users choose to visit just-auto every week, you can be sure that they'll be ready to read about your brand first.

Percentage of just-auto users work in organisations with over 10,000 employees

60%



Visit once a **week**



Visit once a **month**

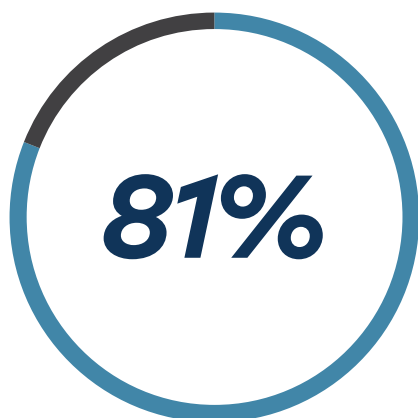
Departmental Budgets



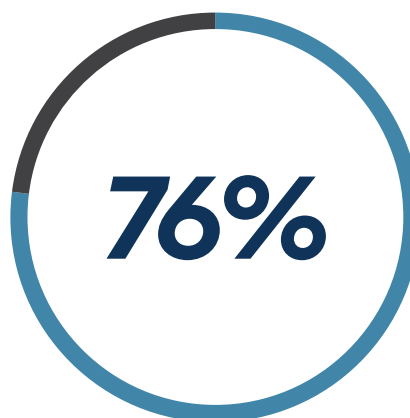
just-auto.com is the chosen go-to site for news and industry analysis. In fact, over half of just-auto users have a departmental budget of over \$1m, giving you the opportunity to put your products and services in front of an affluent, influential audience.

of just-auto users work in organisations with turnovers in excess of \$100m

81%



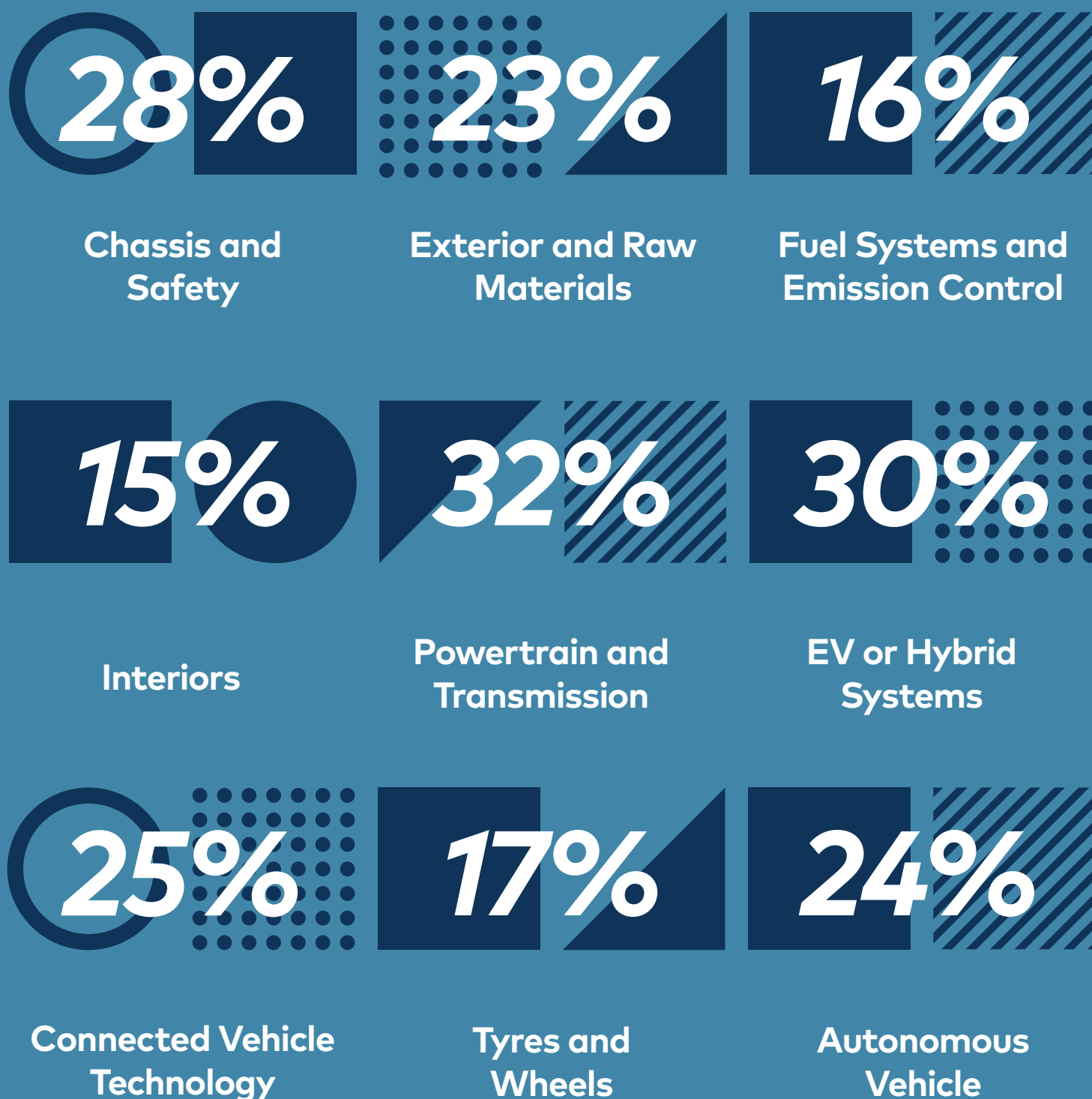
Budget of **over \$500k**



Budget of **over \$1m**

Purchase Influencers

Percentage of just-auto users involved in the purchasing decisions for the following products and services:



Receptive Audience

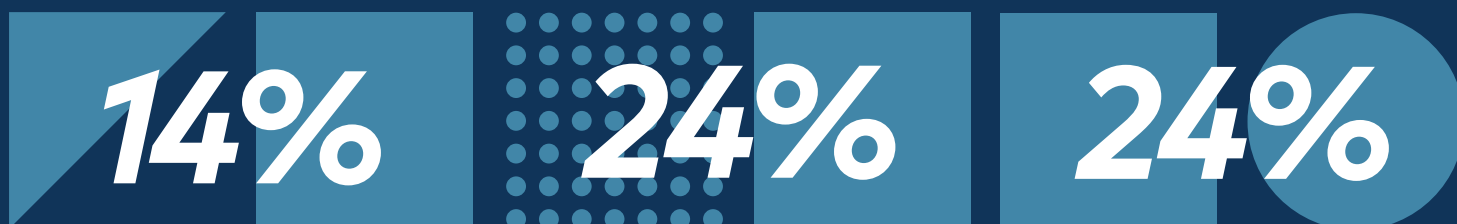
Percentage of just-auto users who buy the following products and services and who will be reviewing their supplier/suppliers in the next 36 months:



Chassis and
Safety

Exterior and Raw
Materials

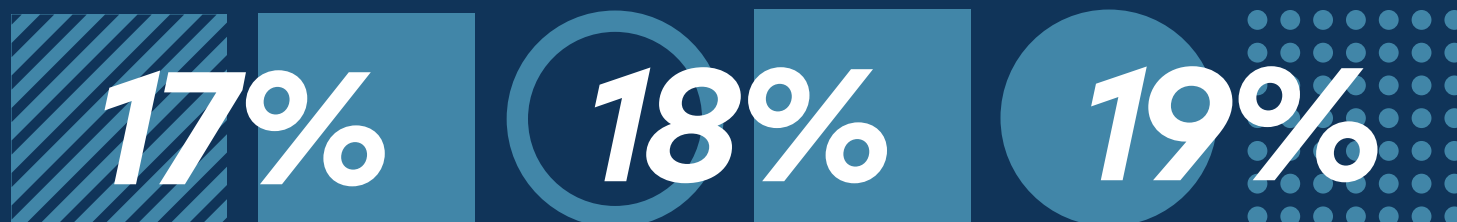
Fuel Systems and
Emission Control



Interiors

Powertrain and
Transmission

EV or Hybrid
Systems



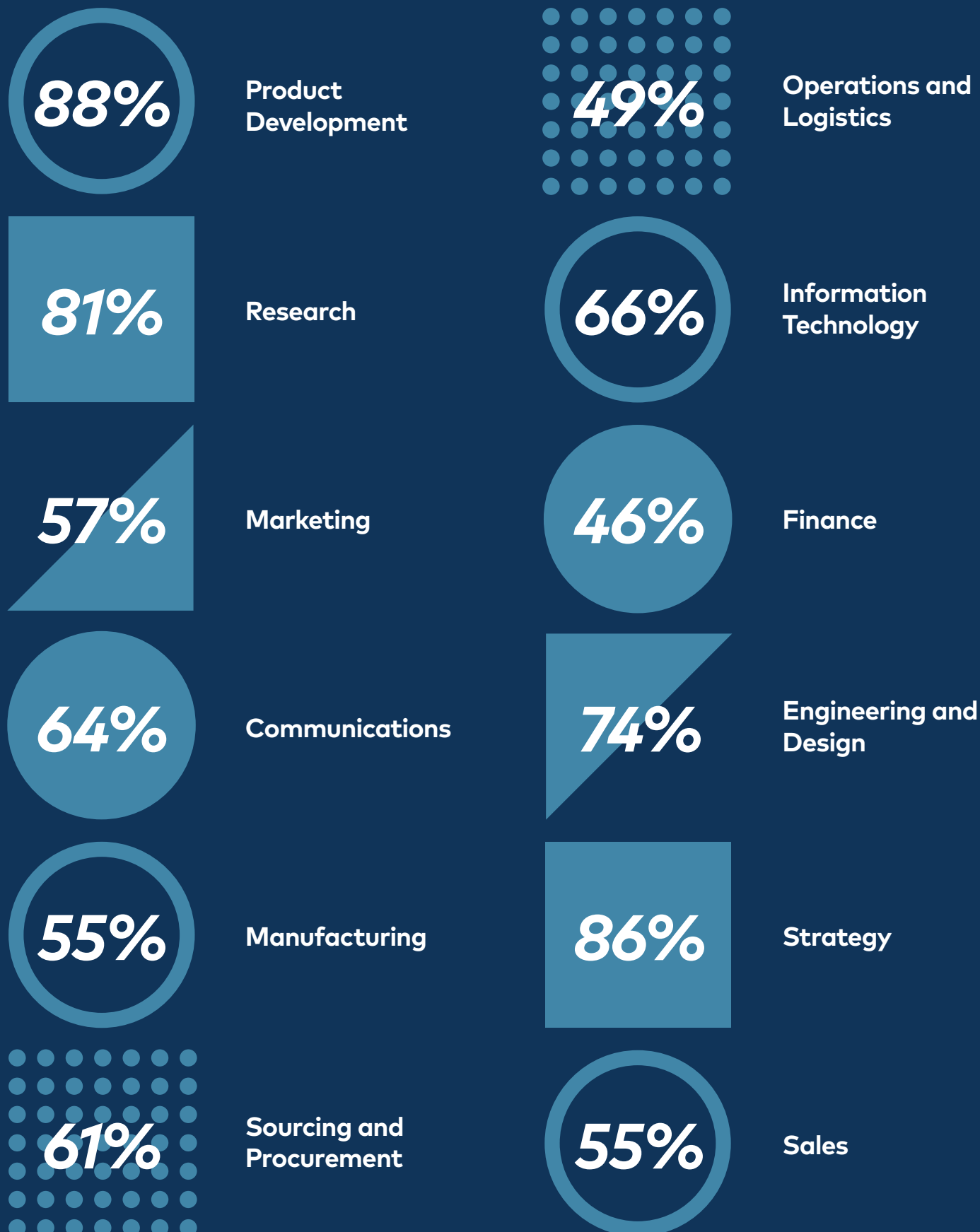
Connected Vehicle
Technology

Tyres and
Wheels

Autonomous
Vehicle

Users By Business Function

Percentage of just-auto users involved in the following business functions:



Trade Shows

just-auto offers the perfect environment for event organisers to get their message out. Some 15% of just-auto users say they like to visit a trade show once every three months



65%

Percentage of just-auto users who **ATTEND** at least one trade show per year.

58%

Percentage of just-auto users who **LIKE** to attend at least one trade show every six months.

Most automotive industry websites offer advertising. just-auto goes the extra mile.

Our Marketing Services team works with B2B marketers, like you, to develop impactful campaigns that generate both awareness and a real financial return.

This is our pledge to you:

1. You can always rely on us to deliver to our promises.
2. We don't bombard our customers. We find that by doing this, customers are more responsive to the advertising messages we choose to share with them.
3. Unlike other media owners, we will always give you honest advice to help you build a successful, long-term campaign.

I would love to show you how just-auto can be the key part of your next campaign. When you are ready, you can call me, Heather Thorp, directly on **+44 (0) 1527 573 611**. I am looking forward to working with you.



Heather Thorp

Marketing Services Manager, just-auto

www.just-auto.com



Marketing Solutions

From brand awareness campaigns to lead generation pushes, just-auto is ready to meet your marketing objectives.



Email Advertising

Email remains one of the most popular and effective B2B marketing channels. Our daily and weekly newsletters feature prominent text ad positions designed to drive traffic to your site. Increase the reach and frequency of your activity by adding email marketing to your campaign with just-auto.



Display

just-auto's half-page and MPU ad formats deliver impact. Our Google Ad Manager server lets you target users by country, and even by company. By using our IAB-standard banner ad positions you will be able to build your brand and drive clicks and engagement.



Webinars

A hosted webinar offers the perfect vehicle to educate, involve and generate interest from just-auto's senior automotive audience. This solution gives you first hand access to our knowledge-seeking executives and leads right to your sales team. Including a full promotional programme before the event, plus recording, reporting and on-demand hosting post-event, a hosted webinar will showcase your expert events to both automotive OEMs and suppliers.

Thought Leaders



Our thought leaders section lets you share your knowledge with decision makers actively seeking solutions and products. Whether your goals are to generate leads, educate or to build brand awareness, we have options to suit your needs, these include:



White papers



Expert articles



Advertorials



Videos



Customer case studies



Informative infographics

Enjoy guaranteed exposure around just-auto, including the homepage, plus a year's worth of content hosting. For those who prefer a mixture of all of these options we can provide a complete solution in the form of an Expert Resource page.

Influence the right people, and showcase your product

Advertising costs and package samples:

Option 1

Reach our validated
subscriber
database and drive
traffic to your site/
landing page from

US\$ 760

Option 2

A focused branding
and awareness
campaign

US\$ 1,502

Option 3

Lead generation
and guest content
publication
including traffic
driving promotions

US\$ 5,544

Our products and services won't suit everyone's needs, but that's ok. Our clients receive tailored campaigns and a personalised service to suit each of their different requirements; a level of benefit everyone can expect when they work with just-auto.

If you'd like to find out whether just-auto can help you, let's arrange a quick telephone call and we can chat through your options.



Heather Thorp

Marketing Services Manager, just-auto

Contact Us

You've seen what we have to offer. A

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Marketing Services Sales

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