SAE 2014 AUTOMOTIVE MEDIA CALENDAR

- Print: 8x frequency - 71,618 circulation[1]
- Digital: 6x frequency - 62,000 circulation[2]
- ★ Feature
- **TR** Technology Report
- ☆ Editorial Webcast Feature

Mail/Send Date Shown in Circle	Closing Dates*	Value Added		AUTOMOTIVE ENGINEERING PRINT & DIGITAL MAGAZINE EDITORIAL FOCUS							
				Vehicle Development & Systems	Powertrain & Energy	Electronics	Interiors	Body & Chassis	Materials	Testing & Simulation	Online Show Coverage (Highlights in Print & Digital Magazines)
Jan 14 Digital	IO: Jan 2 Art: Jan 3	eResponse	eResponse Blast - Sent Mar. 24	TR	TR	★ Instruments & Displays					• International Consumer Electronics Show (CES) • North American International Auto Show
Feb 4 Print	IO: Jan 9 Art: Jan 14	Hybrid distribution eResponse		TR	★ Hybrids & Electric Drives	TR	TR	★ Body	TR	☆ April Webcast: Software for Design & Test	• Chicago Auto Show
Mar 4 Print	IO: Feb 6 Art: Feb 11	Advertiser Study eResponse		★ Design	TR	TR	★ Safety	TR	☆ May Webcast: Lightweighting	TR	• Preview: SAE World Congress • Geneva Motor Show
Mar 18 Digital	IO: Mar 6 Art: Mar 7	eResponse		TR	★ Alternative Fuels	TR					• Mid America Trucking Show
Apr 1 Print	IO: Mar 6 Art: Mar 11	Congress distribution eReponse	eResponse Blast - Sent Jun. 9	★ State of Engineering	TR	★ Active Safety	TR	TR	TR	★ Aerodynamics	• Show Issue: SAE World Congress • New York International Auto Show • Auto China
May 6 Digital	IO: Apr 24 Art: Apr 25	eResponse		TR	TR			★ Vehicle Dynamics			
Jun 3 Print	IO: May 8 Art: May 13	eResponse		★ Systems Engineering/ Integration	☆ August Webcast: Engine Design & Efficiency	TR	TR	★ Materials	TR	TR	• Formula SAE Michigan
Jul 1 Print	IO: Jun 5 Art: Jun 10	Profile issue eReponse	eResponse Blast - Sent Sept. 23	★ Global Viewpoints	★ Drivelines	TR		TR	★ Composites	TR	
Aug 5 Digital	IO: Jul 24 Art: Jul 25	eResponse		TR	TR	★ Powertrain Management					
Sep 2 Print	IO: Aug 4 Art: Aug 7	NAIPC distribution eResponse		★ New 2015 Cars	TR	★ Chassis Electronics	★ HVAC	TR	TR	TR	
Sep 16 Digital	IO: Sep 4 Art: Sep 5	eResponse		TR	★ Fuel Cells	TR					• IAA Commercial Vehicles Hanover • SAE Commercial Vehicle Engineering Congress
Oct 7 Print	IO: Sep 19 Art: Sep 24	Advertiser Study Convergence distribution eResponse	eResponse Blast - Sent Dec. 5	TR	TR	☆ December Webcast: Autonomous Vehicles	TR	★ Design	TR	★ CAD/CAE	• Paris Motor Show • SAE Convergence
Nov 4 Print	IO: Oct 9 Art: Oct 14	eResponse		TR	★ New 2015 Engines	TR	★ Seating	TR	★ Metals	TR	• SEMA Show • LA Auto Show
Dec 2 Digital	IO: Nov 18 Art: Nov 19	eResponse		★ Innovations of the Year	TR	TR					

*Artwork for digital ads with enhancements must be submitted 7 business days prior to the published art deadline.

Send/Mail date in bold [IO/Material deadline in parenthesis]

DIGITAL TECHNOLOGY MAGAZINE	TECHNOLOGY eNEWSLETTERS							INDUSTRY eNEWSLETTER	ENGINEERING E-SOURCE - 'Main' 9x to 100,000 - Automotive 8x to 70,000 - Electronics 4x to 70,000 - Materials & Coatings 2x to 50,000 - Sensors/Test & Measurement 9x to 70,000 - Asia 1x to 40,000
SAE Vehicle Electrification	SAE Electronics & Connectivity	Automotive Engineering Powertrain	SAE Heavy Duty	SAE Hybrid & Electric Vehicles	SAE Test & Measurement	SAE Vehicle Engineering	Emerging Trends	Automotive	
4X 80,000	6X 30,000	6X 30,000	6X 40,000	4X 35,000	6X 30,000	6X 145,000	4X 25,000	**12X 110,000**	
	January 6 *[December 19]*	**January 13** *[January 3]*		**January 20** *[January 8]*				**January 8** *[January 2]*	Auto **Jan 10** *[Dec 19]* 'Main' **Jan 29** *[Jan 15]* Sensors/T&M **Jan 31** *[Jan 17]*
Feb 11 *[IO: Jan 30]* *[Art: Jan 31]*			**February 24** *[February 12]*		**February 17** *[February 5]*	**February 3** *[January 22]*		**February 5** *[January 29]*	Electronics **Feb 14** *[Jan 31]* Materials & Coatings **Feb 24** *[Feb 10]* Sensors/T&M **Feb 28** *[Feb 14]*
	March 3 *[February 19]*	**March 24** *[March 12]*					**Autonomous Vehicles March 17** *[March 5]*	**March 5** *[February 26]*	Auto **Mar 7** *[Feb 21]* 'Main' **Mar 26** *[Mar 12]* Asia **Mar 28** *[Mar 14]*
				April 21 *[April 9]*	**April 28** *[April 15]*	**April 7** *[March 26]*		**April 2** *[March 26]*	Auto **Apr 4** *[Mar 21]* 'Main' **Apr 23** *[Apr 9]* Sensors/T&M **Apr 30** *[Apr 16]*
May 13 *[IO: May 1]* *[Art: May 2]*	**May 12** *[April 30]*	**May 19** *[May 7]*	**May 5** *[March 13]*					**May 7** *[April 30]*	Electronics **May 9** *[Apr 25]* 'Main' **May 21** *[May 7]* Sensors/T&M **May 30** *[May 16]*
			June 30 *[June 5]*		**June 16** *[June 4]*	**June 2** *[May 21]*	**Software for Design & Test June 23** *[June 11]*	**June 4** *[May 28]*	Auto **Jun 11** *[May 28]* 'Main' **Jun 23** *[Jun 9]* Sensors/T&M **Jun 25** *[Jun 11]*
	July 14 *[July 1]*	**July 21** *[July 9]*		**July 28** *[July 16]*				**July 2** *[June 30]*	Auto **Jul 14** *[Jun 30]* Materials & Coatings **Jul 28** *[Jul 14]*
Aug 12 *[IO: July 31]* *[Art: Aug 1]*			**August 25** *[July 31]*		**August 18** *[August 6]*	**August 4** *[July 23]*		**August 6** *[July 30]*	Electronics **Aug 11** *[Jul 28]* 'Main' **Aug 13** *[Jul 30]* Sensors/T&M **Aug 27** *[Aug 13]*
	September 8 *[August 27]*	**September 29** *[September 17]*					**Light-weighting September 22** *[September 10]*	**September 3** *[August 27]*	Auto **Sep 5** *[Aug 22]* 'Main' **Sep 22** *[Sep 8]* Sensors/T&M **Sep 26** *[Sep 12]*
			October 13 *[October 9]*	**October 20** *[October 8]*	**October 27** *[October 15]*	**October 6** *[September 24]*		**October 1** *[September 24]*	Auto **Oct 8** *[Sep 24]* Electronics **Oct 22** *[Oct 8]* Sensors/T&M **Oct 24** *[Oct 10]* 'Main' **Oct 29** *[Oct 15]*
Nov 12 *[IO: Oct 31]* *[Art: Nov 3]*	**November 3** *[October 22]*	**November 17** *[November 5]*	**November 24** *[December 4]*				**Engine Design & Efficiency November 3** *[October 23]*	**November 5** *[October 29]*	Auto **Nov 7** *[Oct 24]* Sensors/T&M **Nov 21** *[Nov 7]*
					December 8 *[November 24]*	**December 8** *[November 24]*		**December 3** *[November 26]*	'Main' **Dec 8** *[Nov 24]*

[1]June 2013 BPA Audit Statement [2]Publisher's own data