Lightweighting and the use of lightweight structural materials continue to lead the list of technologies to meet the 2025 CAFE standards. / 2017 WARD’S AUTOMOTIVE TRENDS SURVEY /
LIGHTWEIGHTING

EVERY ISSUE. EVERY ARTICLE. 365 DAYS A YEAR.

*Lightweighting World* is the only trade publication in the automotive industry exclusively dedicated to lightweighting design, engineering and manufacturing processes. We target 25,000 decision makers with every issue. This combination of targeted editorial and circulation gives you direct access to the designers, engineers and manufacturers who need your products to succeed. **No other trade publication can match the power of our vertical reach to the industry.**

100% INDUSTRY-DRIVEN EDITORIAL CONTENT

With technical and applications-driven content unmatched in the automotive media, *Lightweighting World* engages readers with focuses on all the key areas that relate to automotive lightweighting processes—including manufacturing and engineering developments, new technologies, components and materials.

Companies looking to profit in this burgeoning sector of the industry make *Lightweighting World* their primary media partner because our team delivers results—that others simply can’t match.

**$133.1 Billion**

The lightweight materials market value will grow to $133.1 billion by 2019 at a CAGR of 8.5%.

(Source: MarketsandMarkets)

In parallel with the expansion of the lightweight materials is the critical need for new designs, equipment and assembly solutions for all levels of the automotive supply chain.

LightweightingWorld.com
LIGHTWEIGHTING WORLD IS THE INDUSTRY’S GATEWAY to the latest technical breakthroughs, applications, trends and initiatives for lightweight vehicle development.

We showcase how industry leaders are tackling the most pressing materials, design, manufacturing and production challenges. Each issue delivers peer-produced technical and applications content designed to help readers gain insight and collaborate for greater results.

Innovative people, companies and suppliers are helping to build momentum for vehicle weight reduction. Lightweighting World puts their contributions in the spotlight, as well as the initiatives that are key to success.

FEATURE COVERAGE

- Materials – including Steel, AHSS, Aluminum/Aluminum Alloys, Plastics/Composites, Magnesium
- Design/Modeling/Simulation Tools
- Chemicals/Adhesives/Sealants
- Body Structures/Exterior Components
- Fastening/Joining/Bonding/Assembly Systems/Automation
- Vehicle Interiors & Components
- Engines & Components/Parts
- Drivetrains & Components
- Frame/Chassis Components
- Molding/Forming/Die-Cast Systems & Services
- Electrical Components
- Crash Safety Systems
- Testing/Analytical Instrumentation
- Tooling/Cutting Equipment/Welding Services
- Furnace Systems for Materials Production
- Coatings/Surface Treatments
- 3-D/Additive Products & Services

COLUMNS & DEPARTMENTS

- Weighing In – The latest news, trends and insights
- Products+Processes – How specific solutions are being integrated into lightweighting initiatives
- Executive Insight – Enterprise-level thinking on lightweighting initiatives
- Industry Focus – In-depth reports on the technologies and business moves impacting the vehicle lightweighting industry
- Lightweighting World Q & As – Industry experts share their insight with readers

LightweightingWorld.com
2019 EDITORIAL CALENDAR

CONTENT THEMES & DEADLINES

JANUARY / FEBRUARY

Ad Close: 12/11/2018
- Additive Manufacturing
- Plastics Poised for Growth
- Design & Simulation Tools
- LIGHTWEIGHTING WORLD EXPO 2019
  Call for Presentations

MARCH / APRIL

Ad Close: 02/12/2019
- Materials: High-Strength & Advanced Steels
- Processes: Molding/Forming/Die-Cast Systems
- Products: Chemicals/Adhesives/Sealants
- Lightweighting of Engine & Drivetrain Components
- CAFE Regulations

MAY / JUNE

Ad Close: 04/12/2019
- 2019 CORPORATE CAPABILITIES Special Section
- Processes: Integrating Composite Parts into Steel/Aluminium Body
- Products: Frame/Chassis Components
- Crash Safety Systems

JULY / AUGUST

Ad Close: 06/14/2019
- Optimizing Multi-Material Approaches
- Materials: Aluminum Sheet Extrusions
- Processes: Fastening/Joining/Assembly Solutions
- Products: Vehicle Interiors & Components

SEPTEMBER / OCTOBER

Ad Close: 08/13/2019
- BONUS DISTRIBUTION: LIGHTWEIGHTING WORLD Expo 2019
- Processes: Tooling/Cutting Equipment/Welding
- Products: Furnace Systems for Materials Production
- Forming/Molding with Composites/Thermoplastics

NOVEMBER / DECEMBER

Ad Close: 10/15/2019
- Materials: Hydroforming, Stamping, Tailor Rolled Blanks
- Processes: Heat-Treated Castings for Lightweighting
- Products: Fastening/Joining Systems
- Lightweighting for Electric/Autonomous Vehicles

NOTE
All Ad Materials Due 3 Days After Ad Closing Dates.
This editorial calendar features a general outline of key topics we will be addressing. Not every article and column planned for each issue is listed, and we welcome additional editorial ideas for any of our 2019 editions. The publisher reserves the right to make changes to this planning guide.
**LIGHTWEIGHTING WORLD** IS CIRCULATED TO 25,000+ AUTOMOTIVE PROFESSIONALS involved with engineered lightweighting applications at OEMs, Tier 1, Tier 2 and Tier 3 suppliers, engineering/consulting firms, R&D and educational organizations.

**SPECIFIC JOB FUNCTIONS / TITLES OF RECIPIENTS:**

**UPPER MANAGEMENT**
President and chief executive officer, senior VP/global sales, senior vice president and general manager, director of engineering, president, chief operating officer, vice president of manufacturing, vice president of operations, director of manufacturing, vice president of research and development, managing director

**MID-LEVEL MANAGEMENT**
Advanced engineering director, design manager, technical support manager, research and development director, materials supervisor, engineering manager, supply chain manager, logistical support manager, global product validation manager, design engineer, vice president of sales and engineering, senior manufacturing engineer, product development supervisor, senior project manager, lead project engineer, safety, security and environmental manager, injections operation manager, director of technology development and laboratory testing, product engineering director, global logistics manager, production planning manager

**STAFF LEVEL**
Mechanical designer, senior manufacturing engineer, CAD/CAM engineer, production engineer, applications engineer, research and design engineer, senior systems engineer, senior controls engineer, quality and warranty engineer, chief designer, procurement coordinator, manufacturing process engineer
SAMPLE AUTOMOTIVE-RELATED ORGANIZATIONS RECEIVING LIGHTWEIGHTING WORLD MAGAZINE

Aalbers Tool
Geometric Technologies
Whitesell Corp.
Praxair
Yusa Corp.
Cogebi
Multek
AFCO
MISUMI
PWO Canada
Magtrol
Faurecia
Inalfa Roof Systems
ArcelorMittal
GDC
NADS
Goodyear
American Stitchco
UD Trucks
Stäubli
CHIRON
LumaSense Technologies
SRG Global
TEC
Ferro
Amtech
Isra Surface Vision
AGMA
Arkema
Fiat Chrysler
SGL Carbon
DelStar Technologies
Avon Automotive
Minnesota Rubber & Plastics
Yaskawa
Roy Metal Finishing
LTC Roll & Engineering Co.
General Motors
SABIC
Creative Extruded Products
IGB Automotive
Toyota
Ritatsu Mfg.
ebm-papst
Hengst
EFC International
Lea
DURA
Mercedes-Benz RDNA
Bose ESG
TLX Technologies
Hwashin America
M&C Specialties
Essar Steel Algoma
Charter Automotive
Bridgewater Interiors
Crown Group
ZF TRW
SEA Ltd.
Bendix CVS
Bühler
Acument Global Technologies
Murakami Mfg.
Valiant Tool & Mold
ITW
Wescast Industries
Federal-Mogul
Carlex Glass
Valeo Sylvania
MAHLE Filter Systems
Heartland Automotive
KTH Parts Industries
ETS-Lindgren
Fabco Automotive
Toledo Molding & Die
Fox Valley Molding
BMW Designworks
Volkswagen
Jaguar Land Rover
Nucor Steel
Magna Powertrain
Unique Fabricating
Forming Technologies
Engineered Materials Systems
Applied Composites Engineering
Kaiser Aluminum
Creative Pultrusions
Alumco
Tesla Motors
Kayser Automotive Systems
Stemco Motor Wheel
Whitford Corp.
Novasol
TACLE Seating
Nissan Technical Center
Summit Polymers
Inergy Automotive Systems
Hoffmann Die Cast
PMC Systems
MPC
Ford Motor Company
American Howa
UQM Technologies
ESI
Hematite
ELESYS
Master Molded Products
fischer Automotive
Defiance Metal Products
Weldon Solutions
American MITSUBA
Spectra Premium Industries
Irvin Automotive
Matcor Metal Fabrication
Bosch Rexroth
Orion Test Systems
M & N Plastics
Viking Plastics
Iscar Metals
Draexlmaier Automotive
Hyundai Motor

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ArcelorMittal is the world’s leading steel and mining company, with a presence in 60 countries and an industrial footprint in 18. Guided by a philosophy to produce safe, sustainable steel, we are the top supplier of quality steel in the major global steel markets, including automotive, packaging, with world-class research and development, and outstanding distribution networks. Through our core values of sustainability, quality and leadership, we operate responsibly with respect to the health, safety and well-being of our employees, contractors and the communities in which we operate.

Will your organization grow its share of this burgeoning market? Get a critical leg-up by participating in and collaborations are happening now in the industry. Companies are positioning to be part of the action. Will your organization grow its share of this burgeoning market? Get a critical leg-up by participating in the Corporate Capabilities 2019 Edition from Lightweighting World.

Lightweighting World magazine’s Corporate Capabilities is the first and only in-depth reference specifically designed for the automotive lightweighting industry. Whether you are a specialized niche manufacturer or global supplier, this is the one issue you can’t afford to miss.

From material choices, design and prototyping services to fabrication and manufacturing, new contracts and collaborations are happening now in the industry. Companies are positioning to be part of the action. Whether you are a specialized niche manufacturer or global supplier, this is the one issue you can’t afford to miss.

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2019 DISPLAY ADVERTISING RATES

RATES

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Inside Front Cover and Back Cover: Add 20% / Inside Back Cover: Add 10%
All other premium positions: Add 10% / Special position premiums upon request

SPECIFICATIONS & MECHANICAL REQUIREMENTS

(All sizes are width x height)

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Publisher + Executive Editor, John Pellettieri, JohnP@Lightweightingworld.com, (818) 368-5620
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