

interior motives

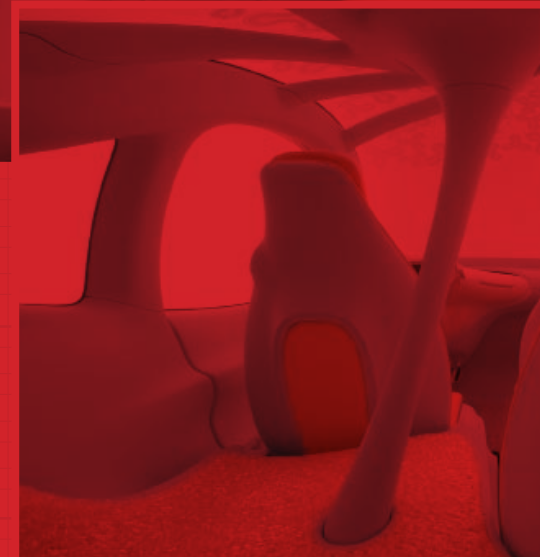
from cardesignnews



**MEDIA
PACK
/2010**

DESIGNING THE INTERIOR IS A CHALLENGE.

- / functionality
- / materials
- / safety legislation
- / new technologies
- / space
- / cost of supply and build
- / delivering on the exterior promise
- / measured against five human senses



INTERIORS IN FOCUS

Car Design News is proud to step out of the computer screen and on to high-grade paper to team up with a magazine that celebrates the very best in interior design.

Every quarter, *Interior Motives* takes an in-depth look at the most important concepts and production cars from the previous three months. Superb photography, exclusive sketches and insightful text bring the design processes and technologies – at suppliers as well as OEMs – into sharp focus.

Spring 2010

Highlights and key interior designs from the NAIAS Detroit, New Delhi and Geneva Motor Shows

Summer 2010

Covering the best vehicle interiors from the New York and Beijing Auto Shows, plus in-depth design development stories on the summer's best production car unveils

Fall/Autumn 2010

Get under the skin of the best designs from the Paris and Moscow motor shows and the winning student entries from the 2010 Interior Motives Design Awards

Winter 2010/11

Highlights from the Sao Paulo and Los Angeles auto shows and an in-depth exploration of the key production debuts from the final quarter of 2010



SUPPLIERS IN PRINT



Ford Iosis MAX

Vehicle type: **concept/5-door MPV**

Design Director: **Martin Smith**

Chief interior designer: **Ernst Reim**

Lead designer:s **Robert Egan, Murat Seven**

Colour & trim: **Ruth Pauli**

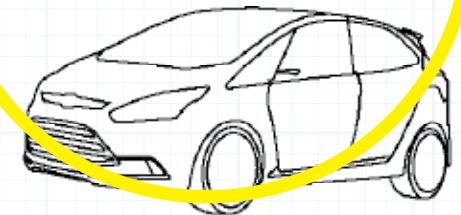
Project started: **December 2007**

Project completed: **February 2009**

Prototype built by: **Carozzeria Coggiola**

Launch: **Geneva/March 2009**

Supplier	Component
SALT Gavina	interior trim
Gravitex Eschmann	IP/console grain
Mario Levi	leather



**'NAMECHECKING
THE SUPPLIERS'**

IN DETAIL



**'SUPPLIER
QUOTES AND
TECHNICAL
DESCRIPTIONS'**



Docia Duster

Model Year: 2025
Category: SUV
Release Date: February 2025

Price Range: \$25,000 - \$35,000
Manufacturer: Renault



the Dust

READERSHIP

Interior Motives from Car Design News is circulated to design directors, studio heads and senior influential independent designers who are at OEMs and Tier one suppliers.

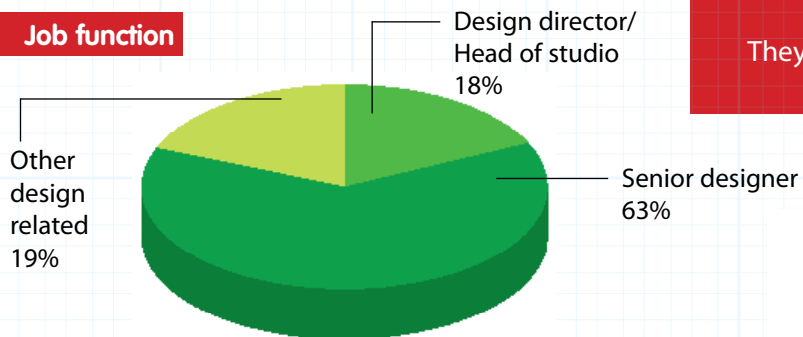
The total readership is 5,100.

This most senior and most influential part of the international automotive design community is a readership which is both discerning and hard to reach. These readers have regularly seen Interior Motives over the past five years, and are identifiable as senior professionals among the 700,000 absolutely unique annual users of Car Design News.

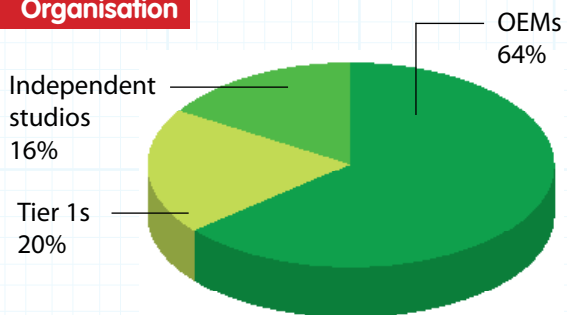
They welcome this special focus on interiors.



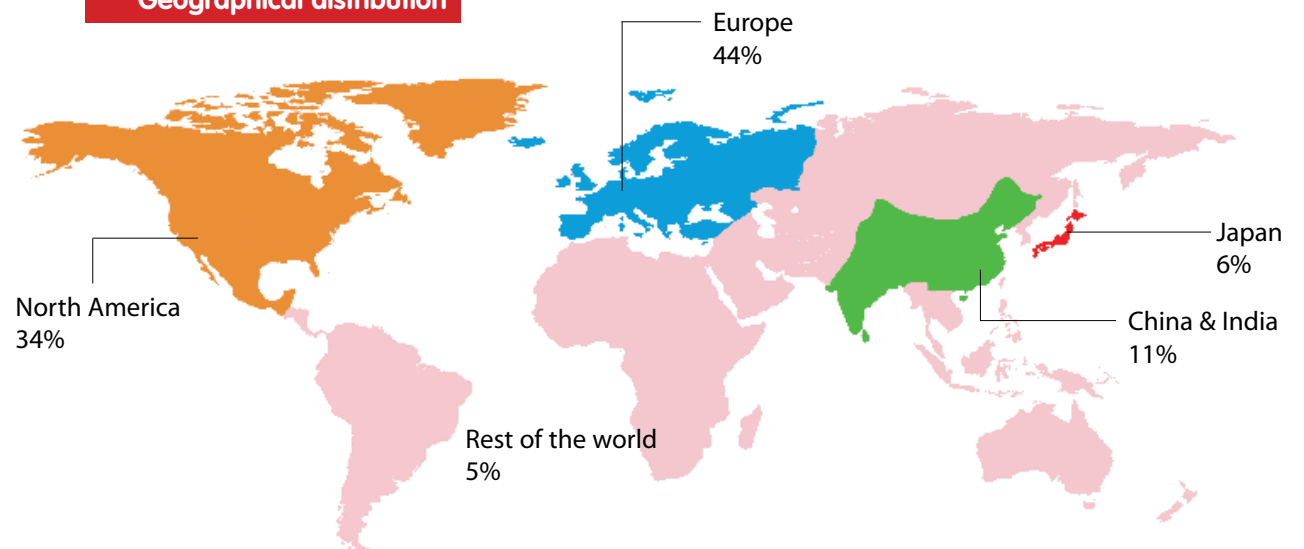
Job function



Organisation



Geographical distribution



Source: Publisher's own survey 2007. Research methodology used email alert and distribution of a link to online SNAP software, and allowed completion of the survey on a web server. The email alert was sent to a sample 3011 current and former readers across the world. Having alerted the sample to the survey, the onus was on the respondent to complete the survey. All responses were anonymous.

BENEFITS TO ADVERTISERS & SPONSORS

Since its launch in 2002 as a successful stand-alone magazine, *Interior Motives* has reflected the increasing emphasis on interiors.

Interior Motives is part of a portfolio of magazine, online and event activities which are used by automotive designers worldwide.

Now a part of the *Car Design News* portfolio you have the benefit of :

- / being seen in a magazine focused purely on interiors
- / placing your message in an editorial environment which matches the qualities you want to deliver
- / being associated with the successful interiors you helped to create
- / securing influential yet hard-to-reach design directors and managers
- / branding in an exclusive distribution to autoshow delegates and associated governing bodies



THE PORTFOLIO

The Car Design News portfolio contains:

www.carsdesignnews.com

An average 70,000 unique users per month accessing around 3 million pages per month. Over the course of a year, the site has 700,000 absolutely unique users. It contains:

- / reports on new concepts and production cars
- / daily reporting from more than a dozen auto shows around the world
- / investigations of the design development behind the creation of new vehicles
- / design reviews, written by designers for designers
- / interviews and 'Who's Where' reports on the movements of senior designers
- / design school exhibitions

Interior Motives Magazine

A high-quality magazine that focuses on arguably the most challenging aspect of automotive design, the interior.

Special publications

Such as the GM and Chrysler design editions, which had a global print circulation and are both still accessible online

Interior Motives China Conference, 21-22 April 2010

Held at the same time as the Beijing Auto Show, this conference attracts senior level delegates. It is the only international conference bringing expertise from developed markets to meet design influences in China.

Car Design Night

This event brings together 250+ senior designers from OEMs, Tier One suppliers and design houses. To be held in Delhi, Geneva and Beijing.

CDN China Design Awards, 21 April 2010

Modelled on the successful global Interior Motives Design Awards, this event showcases the young design talent in China.

Interior Motives Design Awards

From hundreds of entries from dozens of design schools across the globe, this competition comes to a climax at an awards ceremony in Paris that announces the winners and an overall student designer of the year.



RATE CARD

IN PRINT	Size	frequency	€			\$			£		
			x 1	x 2	x 4	x 1	x 2	x 4	x 1	x 2	x 4
interiormotives	Page	per insertion	4000	3500	3000	5000	4300	3750	3000	2750	2500
	Half page	per insertion	3000	2600	2250	3750	3250	2750	2250	2100	1900
	Quarter page	per insertion	2000	1750	1500	2500	2150	1850	1500	1350	1250

WEB		page impressions	€			\$			£		
			100K	200K	300K	100K	200K	300K	100k	200k	300k
cardesignnews www.cardesignnews.com		Home + all pages	2500	4600	6000	3000	5400	6600	2000	3400	4500
		Home Page only	1300	2400	3000	1600	2800	3600	1100	1800	2100

WEB + PRINT	Page	Page impressions	€			\$			£		
			x 1	x 2	x 4	x 1	x 2	x 4	x1	x2	x3
interiormotives cardesignnews www.cardesignnews.com			100K	200K	400K	100K	200K	400K	100k	200k	300k
		price	4500	8500	14500	5700	10000	17500	3250	6500	11500

CONTACTS

Publisher/Conference Director

Abel Sampson
abel.sampson@ultimamedia.com
+44 (0)20 8987 0963

Sales & Sponsorship

Zhuo Tan
zhuo.tan@ultimamedia.com
+44 (0)20 8987 0932

Sales & Sponsorship

Giovanni Barreca
giovanni.barreca@ultimamedia.com
+44 (0) 2089870969

Editor

Euan Sey
euan.sey@ultimamedia.com
+44 (0)20 8987 0980

Editor – Car Design News

Eric Gallina
eric.gallina@cardesignnews.com
+44 (0)20 8987 0982

ULTIMAMEDIA Ltd.
Lamb House, Church Street, London W4 2PD, UK
Fax. +44 (0)20 8987 0928 or 0948



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All advertisement orders are subject to acceptance from the Publisher and are subject to the conditions set out below. Any other proposed condition shall be void unless in writing and specifically accepted in writing by the Publisher.

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Should late publication or the failure of an advertisement to appear be due to the act or default of the Advertiser or the Advertiser's servants or agents then the space will be paid for in full notwithstanding that the advertisement has not appeared (such omission or suspension shall be notified to the Advertiser as soon as possible).
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4. In no circumstances does the placing of an order confer the right to renew on similar terms.
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7. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than six weeks before the date of insertion.
8. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 5, all unearned volume discounts will be surcharged. The Publisher reserves the right to levy a surcharge in the event of insertions not being completed within the contracted period.
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COPY, PROOFING, VOUCHERS

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13. Copy matter provided must conform to the Publisher's printing specifications and any additional work involved may be charged for.

14. Provided copy is received two weeks prior to stipulated copy date, the Publisher will provide proofs if requested. However, costs incurred may be charged for.
15. A voucher copy will be provided for each advertisement published.
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17. The Publisher reserves the right to destroy all artwork and other materials which have been in the Publisher's (or the Publisher's printers) custody for three months, provided that the Advertiser or the Advertiser's agent has not given instructions to the contrary. The Publisher may exercise this right without giving further notice to the Advertiser.

PAYMENT OF ACCOUNTS

Credit accounts are strictly nett and must be settled upon receipt of invoice unless otherwise agreed. If an account is overdue, the Publisher reserves the right to suspend insertion and charge interest calculated at 4% above the Bank of England base rate. Failure to pay accounts in accordance with the Publisher's terms and conditions will make advertising agencies liable to reductions in any commission otherwise allowed to agencies.

Company offices

ULTIMAMEDIA Ltd.
Lamb House, Church Street,
London W4 2PD, UK
Tel. +44 (0) 208 987 0900