



**crain** Crain Communications Inc

Who we are, what we do.

**Automotive News Europe**



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## Automotive News Europe

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# Who we are

## About Crain

*An industry leader, Crain Communications Inc is one of the largest privately-owned business publishers in the U.S. with more than 27 business, trade and consumer publications and related websites in North America, Europe and Asia. As an authoritative source of vital news and information to industry leaders and consumers worldwide, each of the company's newspapers, magazines and websites have become required reading in their respective business and consumer sectors.*

## Our History

*Crain Communications was founded in 1916 in Louisville, Kentucky by GD Crain, Jr. It began with a staff of three people and two publications... first publishing Class (subsequently renamed and published by the company today as BtoB) and Hospital Management (a magazine for hospital administrators, which was sold during the 1950s).*

### **The company has grown substantially from its modest beginnings...**

Family-orientation rooted within its corporate culture, Crain Communications is a strong company with 840 employees and 13 offices around the world — its reputation and position are solid, global and growing.

### **A remarkable record of long, stable management...**

As a privately held company, Crain has greater flexibility to reinvest in the business, providing the resources to support its editorial integrity and principles and its growth in the future. The company has had only three chairmen and three presidents since its founding over 90 years ago. Keith Crain, chairman, with elder brother Rance Crain, president, lead the company in a strong legacy set forth first by their father, G.D. Crain, Jr., and later their mother, Gertrude R. Crain. Company founder, G.D. Crain, Jr. helped define the standards of excellence in business-to-business publishing. He served as the company's leader for nearly six decades until his death in 1973. His widow, Gertrude Crain, then followed as company chairman for the next 23 years, establishing new traditions for women in business management both within Crain and outside

the company. Mr. and Mrs. Crain are each remembered as preeminent business leaders of their time and their legacy continues today in Crain's commitment to excellence, high journalistic standards and family-orientation as its foundation.

### **With a long-standing history of thoughtful consideration for its employees...**

With an unwavering standard set back in 1943, Crain Communications has recognized the valuable contributions of employees at all levels through an employee profit-sharing plan. Additionally, the company was among some of the first to establish life and medical insurance plans for workers and installed a comprehensive pension plan in the late 1950s. Today these rich offerings continue, also including a year-end bonus plan for employees which has been maintained over many years.



## Our Brands

» An industry leader, Crain Communications Inc is one of the largest privately-owned business publishers in the U.S. with more than 27 business, trade and consumer publica-

tions and related websites in North America, Europe and Asia. As an authoritative source of vital news and information to industry leaders and consumers worldwide, each of the

company's newspapers, magazines and websites have become required reading in their respective business and consumer sectors.

### Advertising and Media

**AdvertisingAge** www.adage.com

**BtoB**  
THE MAGAZINE FOR MARKETING STRATEGISTS

**CREATIVITY**  
ADCRITIC.COM

**TelevisionWeek**

### Automotive

**Automotive News Europe**

**Automotive News**

**Automobilwoche**  
DIE BRANCHEN- UND WIRTSCHAFTSZEITUNG

**AW**  
AUTOWEEK-LIVING THE AUTOMOTIVELIFE

**Automotive News China**

### Plastics and Rubber

**European Plastics** NEWS

**RubberJournal**

**PLASTICSNEWS**

**PRW**

**Rubber & Plastics News**

**TIRE BUSINESS**

**Urethanes** TECHNOLOGY INTERNATIONAL

### Healthcare

**Modern Healthcare**

**Modern Physician**

### Crain City Publications

ChicagoBusiness.com  
**CRAIN'S**  
CHICAGO BUSINESS

CRAIN'S  
**CLEVELAND** BUSINESS  
www.CrainsCleveland.com

**CRAIN'S DETROIT BUSINESS**

**CRAIN'S**  
NEW YORK BUSINESS

### Human Resources

**STAFFING**  
**INDUSTRY**  
**ANALYSTS**

**Workforce**  
MANAGEMENT

### Environmental

**WASTE & RECYCLING** NEWS

### Investments and Insurance

**Business Insurance**  
www.BusinessInsurance.com

**InvestmentNews**

**Pensions & Investments**

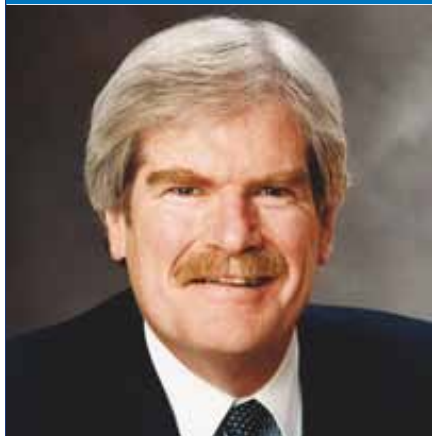
To find out more visit **crain.com/publications**



## Our Leadership

» Crain is led by an esteemed board of directors, a group of vice presidents and other key managers. To meet them, go to [www.crain.com](http://www.crain.com).

### Keith Crain



Chairman,  
**crain** Crain Communications Inc

#### Editor-in-Chief:

Automotive News, AutoWeek,  
Crain's Detroit Business;

#### Editorial Director:

Plastics News, Rubber & Plastics  
News, Tire Business,  
Waste & Recycling News

Keith Crain is chairman of Crain Communications Inc, one of the country's largest trade, consumer and business publishing companies. As a business leader, he has taken his publishing commitment one step further and become one of the most active participants in a myriad of civic and business organizations. In addition to serving as chairman of the board of the College for Creative Studies, a college of fine arts and design, Crain serves on the board of directors of several organizations including the legacy board of The Detroit Medical Center, Detroit Metro Convention & Visitors Bureau, The Automotive Hall of Fame, Downtown Detroit Partnership, Gilmore Car Museum and the Boy Scouts of America.

His first-hand knowledge of the publishing business has assisted Crain in the development of the family-owned company begun by his father in 1916. Since 1971, the company has grown from four titles to over 27 today. *Automotive News* and *Crain's Detroit Business* are just two of the publications that Crain supervises as

editor-in-chief. In this role, he uses his two weekly columns as a forum to address issues and support causes that concern Detroit and the automotive industry. He is also editorial director for several additional publications.

Crain attended Northwestern University and holds honorary doctorate degrees from four universities. With a strong history and commitment to publishing excellence, Crain, as chairman, with his brother, Rance, serving as president, continue to run the privately-held company. Crain Communications currently publishes more than 27 trade, business and consumer magazines with offices in 13 cities worldwide. It employs more than 800 people.

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## Our Philosophy

### »»» *“Readers First”*

» At Crain, our company mantra is “Readers First.” Every decision made at the company is made with the end user in mind.

The driving focus of the company is on a common goal, that is, to be the best—excellence as a company, top publications and services in their respective fields, and valued employees who are respected for what they do.

### Where advertisers don’t affect editorial principles...

Crain’s editorial tenet—that published material must be of real importance to the reader and facts given accurately and fairly—distinguishes the company from its competitors. All Crain publications and electronic news sites operate under the same ethos: it is the responsibility of our editors, reporters and correspondents to ensure that editorial independence is guaranteed in all circumstances. G. D. Crain Jr., the founder of Crain Communications, laid this guiding principle down over 90 years ago, and it continues to stand the test of time.

Crain only publishes material if it passes these stringent tests—establishing the company with an unrivaled reputation for information-rich reporting. This, in turn has attracted readers who want independent and insightful analysis of their respective industries. It has helped build a readership unmatched in the industry including the most senior executives and decision-makers. And it gives advertisers a preeminent opportunity to reach these key decision-makers in their expanding global businesses. The company’s guiding principles have proven to be both strong and influential.



Crain Communications Inc  
Headquarters: Detroit, Michigan, United States



Local Sources,  
Global Resources:

# The Automotive News Group

## The must-read for automotive executives

Circulation: **8,500 – 12,500**  
Published: **Quarterly**  
Language: **English**  
Distribution: **Europe**  
Launched: **1996**  
[www.autonewseurope.com](http://www.autonewseurope.com)

## North America's leading automotive newspaper for more than 85 years

Circulation: **60,413** (June 2010 ABC Audit)  
Published: **Weekly** Language: **English**  
Distribution: **USA** Launched: **1925**  
[www.autonews.com](http://www.autonews.com)

## The only German-language newspaper for the auto industry

Circulation: **37,216** (IVW 2009)  
Published: **Biweekly** Language: **German**  
Distribution: **Germany, Austria, Switzerland**  
Launched: **2002**  
[www.automobilwoche.de](http://www.automobilwoche.de)

## The must-have for those living an automotive lifestyle

Circulation: **279,705**  
Published: **Biweekly**  
Language: **English**  
Distribution: **USA**  
Launched: **1958**  
[www.autoweek.com](http://www.autoweek.com)

## Website and e-mail newsletters for automotive executives covering the Chinese market

Monthly  
website metrics: **53,800**  
Unique visitors: **10,313**  
Language: **Chinese, English**  
Audience: **Global, focus Asia / Pacific**  
Audited by: **Hitbox Analytics**  
Launched: **2006**  
[www.autonewschina.com](http://www.autonewschina.com)

detailed information on the following pages »»»»



## Overview

### Automotive News Europe

*Automotive News Europe* was launched in 1996 as the only pan-European biweekly publication for the automotive industry. It was recognized as the leading authority in the industry, covering automakers, their original equipment suppliers, marketing, technology and distribution networks.

In 2010, *Automotive News Europe's* format changed and the *Automotive News Europe Executive Edition* launched to complement the already extensive online operation at [autonewseurope.com](http://autonewseurope.com) that includes daily and weekly newsletters, breaking news alerts, industry awards, conferences and events.

### Automotive News

Since 1925, *Automotive News* has been the go-to place for all the news that is happening among automotive retailers, suppliers and manufacturers. Whether it is breaking news sent to a phone, digital editions and web products delivered to a desktop, or stories in the award-winning print edition, *Automotive News* covers the news everywhere it happens around the

world. Breaking news, data, daily newscasts, webinars, conferences and events are just some of the offerings. *Automotive News*, *Automotive News Europe* and *Automotive News China* are created locally and are backed by a global team of 50 editors and reporters, as well as a commitment to journalistic excellence. *Automotive News* has an entirely paid circulation of 60,000.

### Automotive News China

If you're looking for the best way to talk to the automotive market in China, please take a look at *Automotive News China*, the dependable source of information and insight on Greater China's automotive market.

Published in both English and simplified Chinese, this online news and information product serves a growing audience of top automotive executives. A skilled team of reporters in China is augmented by the global resources of the *Automotive News Group* to offer unrivaled news and perspective.

### Automobilwoche DIE BRANCHEN- UND WIRTSCHAFTSZEITUNG

*Automobilwoche*, the first German language newspaper for manufacturers, importers, retail dealers and suppliers in the German auto industry, was launched in January 2002 to 40,000 top automotive executives. The biweekly publication keeps the industry up-to-date with the latest news and developments from vehicle design to manufacturing to sales and marketing and covers the relationships between OEMs, suppliers and dealers. Biweekly circulation is 37,216.

### **AW** AUTOWEEK—LIVING THE AUTOMOTIVE LIFE

Since 1958, *AutoWeek* has delivered the latest news, vehicle reviews, motorsports, events and trends, personalities, auto show coverage and more. The AW brand delivers information to millions of followers via print, internet, radio, mobile, video, events and through social media. It is a must have for those living an automotive lifestyle. Paid circulation is 279,705.



## Automotive News Group Events (extract)



### Automotive News World Congress Each year in January, Detroit, Michigan

The Automotive News World Congress is the must-attend event for the global auto industry. Held during the North American International Auto Show and attended by some 800 delegates, the Congress provides access to the most influential and powerful automotive industry leaders, content and contacts.

[www.autonews.com/worldcongress](http://www.autonews.com/worldcongress)



### Automotive News PACE Award Each year in April, Detroit, Michigan

The Automotive News PACE Awards honor superior innovation, technological advancement and business performance among automotive suppliers. Launched in 1995, this prestigious award is recognized around the world as the industry benchmark for innovation. PACE stands for Premier Automotive Supplier's Contribution to Excellence. For the second time, the European PACE Awards winners will be honored again at the Automotive News Europe Congress in June.

[www.autonews.com/pace](http://www.autonews.com/pace)



### Automotive News China Conference Each year in April during the Shanghai or Beijing Auto Show, China

This conference is the most comprehensive look at the big issues facing China's auto industry today. It is focused on current developments and trends in the industry and provides an opportunity to hear from, and ask questions of, top industry executives.

[www.autonewschina.com](http://www.autonewschina.com)



### Automotive News Green Car Conference Each year in June, Novi, Michigan

This conference examines the short-and long-term barriers to meeting stricter government standards and identifies ways to accelerate progress towards the goals. It also features a product showcase and the Automotive News PACE Environmental Awards honoring innovations that contribute to environmental sustainability and/or solve environmental problems.

[www.autonews.com/green](http://www.autonews.com/green)

### Automotive News Europe

### Rising Stars



### Automotive News Europe Rising Stars Awards Each year in June on the day prior to ANE Congress

Who are the CEOs of tomorrow? Who are the trend spotters and entrepreneurs who stand out to reap the biggest rewards over the next decade? Find out and join the Automotive News Europe Rising Stars annual gala dinner and award ceremony.

[www.ANERisingStars.com](http://www.ANERisingStars.com)



### Automotive News Europe Congress Each year in June moving around European cities

Launched in 1997, the Automotive News Europe Congress remains the most important pan-European automotive industry conference in Europe. More than 300 industry leaders from 25 countries and 125 different companies get together to network, to hear keynote addresses, top-level presentations and panel discussions on a range of European topics from up to 20 speakers.

[www.ANE-congress.com](http://www.ANE-congress.com)



### Automotive News Europe Eurostars Awards Each year in Sept. during Frankfurt or Paris Auto Show

Every year Automotive News Europe's editorial team gathers to discuss and select those who have been the leaders of the European automotive industry. The winners of the Eurostars Awards will be announced in a special section in the September issue of Automotive News Europe and honored during an exclusive, private, by invitation-only dinner.

[www.autonewseurope.com/eurostars](http://www.autonewseurope.com/eurostars)



### Automobilwoche Kongress Each year in November, Berlin, Germany

Attended by some 300 movers and shakers in the industry, the Automobilwoche Kongress is a firm favorite with the automotive industry. That makes sponsorship of this must attend event a valuable communication tool.

[www.automobilwoche-kongress.de](http://www.automobilwoche-kongress.de)

## Automotive News Europe

# About Automotive News Europe

### Awards



**EUROSTARS**

AWARD

**LEADER**

Automotive News Europe  
Rising Stars

### Events



Automotive News Europe  
**CONGRESS**

**Private Dinners**

- Geneva Auto Show
- Frankfurt and Paris Auto Show



### Special Projects

In Partnership with MSX International




- Legends on Wheels Coffee Table Book
- legendsonwheels.com Audience Voting
- 125 Years Automotive Celebration Party




### Global Shows and Exhibitions ANE's Presence and Coverage

- Detroit NAIAS
- Geneva Auto Show
- Shanghai / Beijing Auto Show
- Verona Dealer Days
- Frankfurt IAA / Paris Auto Show
- Bologna Motor Show
- Qatar Motor Show
- Show Pocket Guides










**AN**  
Automotive News Europe



» Building on the power of a strong editorial voice, the Automotive News Group uniquely brings together the entire auto community for its many conferences, programs and awards. Many advertising clients benefit from these activities by aligning with the

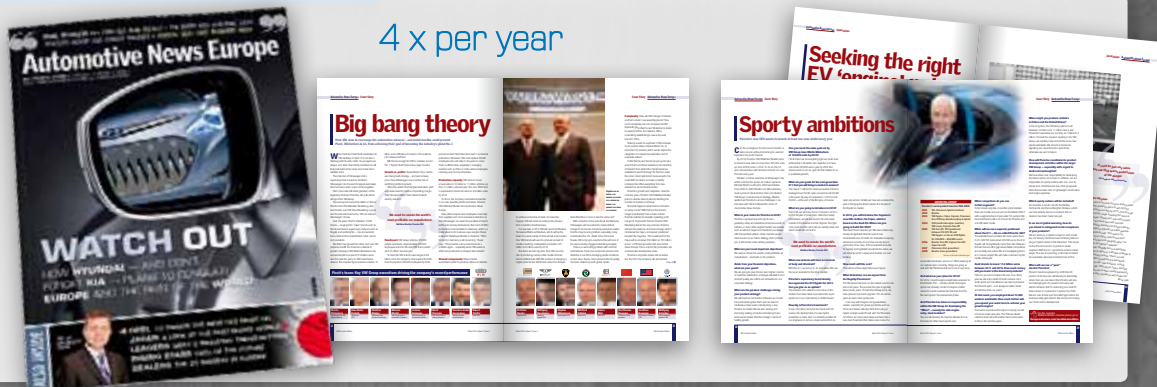
Automotive News Group for customized marketing partnerships.

Automotive News Europe is headquartered in Detroit, United States, and celebrates its 15th anniversary in 2011. ANE remains the leading business-to-business news outlet in more than 30 countries providing invaluable European sales and production data, in-depth looks at new automotive technologies, show

guides to the major auto shows, top level interviews and market analyses. The quarterly ANE Executive Edition is core targeted to 7,500 C-level executives in Europe whereas our global online audience with 96,326 unique registrants reaches out to all management levels within the entire supply chain: From automakers to original equipment suppliers to retail/ after-market; Automotive News Europe is the leading automotive authority.

## ANE Executive Editions

4 x per year



**ANE**  
News Europe

## Communities & Platforms

- ANE Congress Community
- Rising Stars Club



## Online Services & E-Books

- ANE Daily E-Newsletters
- ANE Weekly E-Newsletters
- ANE Breaking News Alerts



- [www.autonewseurope.com](http://www.autonewseurope.com)
- ANE E-Books: Executive Editions and Show Guides



- ANE Webinars & Webcasts
- ANE Mobile Apps



## Leadership team

### Keith Crain

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Crain Communications Inc &  
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### KC Crain

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