

	FOCUS	FEATURES	• BONUSES / ▲ OPPORTUNITIES
JAN	<b>Annual Ward's 10 Best Engines</b> The 10 best engines for 2008, with profiles of our choices	- Electrical/Electronics - Safety - Fuel Efficiency Update	• Distribution at Ward's 10 Best Engines Ceremony & Reception ▲ Ward's Best Engines Sponsorship
FEB	<b>Design</b> - New vehicle designs and the demographic, marketplace and technology trends driving them	- Materials - Digital Tech - Electrical/Electronics - "Story Behind Ward's 10 Best Engines"	▲ Ward's Best Engines Sponsorship (Follow-Up Coverage)
MAR	<b>Safety</b> New safety-related trends and innovations <b>PRE-SAE WORLD CONGRESS ISSUE</b>	- Electrical/Electronics - Alternative Powertrains - "Story Behind Ward's 10 Best Engines"	• Distribution at 2008 SAE Congress ▲ Ward's SAE coverage package ▲ Ward's Automotive Interiors Supplement
APR	<b>Engineering</b> Technological trends plus human-interest issues concerning all engineers <b>SAE WORLD CONGRESS ISSUE</b>	- Chassis/Suspension - Testing - Electronics - "Story Behind Ward's 10 Best Engines"	• Distribution at 2008 SAE Congress • Ad Perception Study ▲ Ward's SAE coverage package
MAY	<b>Global Supply Strategies</b> How OEMs and suppliers define their positions in the global supply chain	- Materials - CAFE Update - Electrical/Electronics - "Story Behind Ward's 10 Best Engines"	▲ Ward's Automotive Interiors Supplement ▲ Ward's SAE coverage package
JUN	<b>Meeting New Efficiency Standards</b> How auto makers are striving to meet new laws and public demands <b>WARD'S AUTO INTERIORS SHOW ISSUE</b>	- Chassis/Suspension - Interiors - Electronics - "Story Behind Ward's 10 Best Engines"	• Distribution at Ward's Auto Interiors Show ▲ Ward's <i>Automotive Yearbook</i> package
JUL	<b>Suppliers</b> A detailed look at OEM/supplier relationships and issues	- Alternative Powertrains - Electrical/Electronics - "Story Behind Ward's 10 Best Engines"	▲ Ward's <i>Automotive Yearbook</i> package ▲ Ward's Automotive Interiors Supplement
AUG	<b>Manufacturing</b> Productivity, quality, labor & technology issues impacting manufacturing	- Safety - Materials - Electrical/Electronics - "Story Behind Ward's 10 Best Engines"	• Distribution at Traverse City MBS • Ad Perception Study ▲ Traverse City MBS Show Dailies
SEP	<b>Electronics Engineering</b> New standards and trends in electronic applications throughout the vehicle <b>PRE-CONVERGENCE ISSUE</b>	- Chassis/Suspension - Testing - Fuel Efficiency - "Story Behind Ward's 10 Best Engines"	• Distribution at Convergence 2008 ▲ Ward's <i>Supplier Directory</i> ▲ Traverse City MBS Show Wrapup
OCT	<b>New Vehicles and Supplier Technologies</b> - 2009 vehicles, systems, components and more <b>CONVERGENCE ISSUE</b>	- Electrical/Electronics - Exteriors - "Story Behind Ward's 10 Best Engines"	• Distribution at Convergence 2008 ▲ Ward's Automotive Interiors Supplement ▲ Convergence 2008 Show Dailies
NOV	<b>Alternative Powertrains</b> What technologies are reshaping the industry and what's on the horizon	- Materials - Electronics - Fuel Efficiency Update - "Story Behind Ward's 10 Best Engines"	▲ State of the Industry Package ▲ Convergence 2008 Wrap-Up
DEC	<b>State of the Industry</b> The North American outlook, with in-depth interviews with top executives	- Chassis/Suspension - Interiors - Electronics - Ward's 10 Best Engines Preview Issue	▲ State of the Industry Package ▲ Economic Development Supplement ▲ Ward's Best Engines Sponsorship

Insertion orders and materials are generally due the 5<sup>th</sup> day of month prior to issue date.

● = Bonus as part of advertising in monthly issue ▲ = Special opportunity. Contact your Ward's representative for details