

2010 Editorial Calendar

	FOCUS	FEATURES	MONTHLY COVERAGE	• BONUSES & ▲ OPPORTUNITIES
JAN	Ward's 10 Best Engines The 10 best engines for 2010, with profiles of our choices	- Electrical / Electronics - Safety - Fuel efficiency update	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	• Distribution at Ward's 10 Best Engines Ceremony & Reception ▲ Ward's Best Engines Sponsorship
FEB	Design How new and anticipated fuel economy standards are changing design	- Lightweight materials - Electrical / Electronics - Digital design trends	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's Best Engines Sponsorship (Follow-Up Coverage)
MAR	Safety New safety-related trends and innovations; making small cars safer PRE-SAE WORLD CONGRESS ISSUE	- Electrical / Electronics - Alternative powertrains - Green manufacturing	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's SAE coverage package ▲ Ward's Automotive Interiors Supplement
APR	Engineering Technological trends, plus human-interest issues concerning engineers SAE WORLD CONGRESS ISSUE	- Chassis / Suspension - Testings - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	• Distribution at 2010 SAE Congress • Ad Perception Study ▲ Ward's SAE coverage package
MAY	Global Supply Strategies How the most innovative suppliers are surviving the drought WARD'S AUTO INTERIORS CONFERENCE	- Environmentally friendly materials - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's Auto Interiors Show Package: Supplement including Ward's Interior of the Year Awards (BONUS DISTRIBUTION)
JUN	Fuel Efficiency Standards How auto makers are adapting to an evolving political climate under the Obama administration	- Chassis / Suspension - Interiors - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's Auto Interiors Show Package: Show Coverage ▲ Ward's Automotive Yearbook package
JUL	Suppliers A detailed look at OEM/supplier relationships and issues. In-depth interviews with purchasing executives	- Alternative powertrains - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's Automotive Yearbook package ▲ Ward's Auto Interiors Show Package: Interiors Supplement
AUG	Manufacturing When will there be a rebound? Plus environmentally friendly factories	- Safety - Materials - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	• Distribution at Traverse City MBS • Ad Perception Study ▲ Traverse City MBS Show Dailies
SEP	Electronics Engineering New standards and trends in electronic applications throughout the vehicle	- Chassis / Suspension - Testing - Fuel efficiency update - Lightweight materials	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ Ward's Supplier Directory ▲ Traverse City MBS Show Wrapup
OCT	New Vehicles & Supplier Tech 2011 vehicles, systems, components, and more CONVERGENCE 2010 ISSUE	- Electrical / Electronics - Exteriors	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	• Distribution at Convergence ▲ Ward's Automotive Interiors Supplement ▲ Convergence 2010 Show Dailies
NOV	Alternative Powertrains The Chevy Volt kicks off a new electric era, plus what else is on the horizon Also: PHEV & EREV trends / outlook	- Environmentally friendly materials - Fuel efficiency update	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ State of the Industry Package
DEC	State of the Industry The North American outlook, with in-depth interviews of top executives	- Chassis / Suspension - Interiors - Electrical / Electronics	News • Opinions Suppliers • New Wheels "Story Behind Ward's 10 Best Engines"	▲ State of the Industry Package ▲ Econ. Development Supplement ▲ Ward's Best Engines Sponsorship