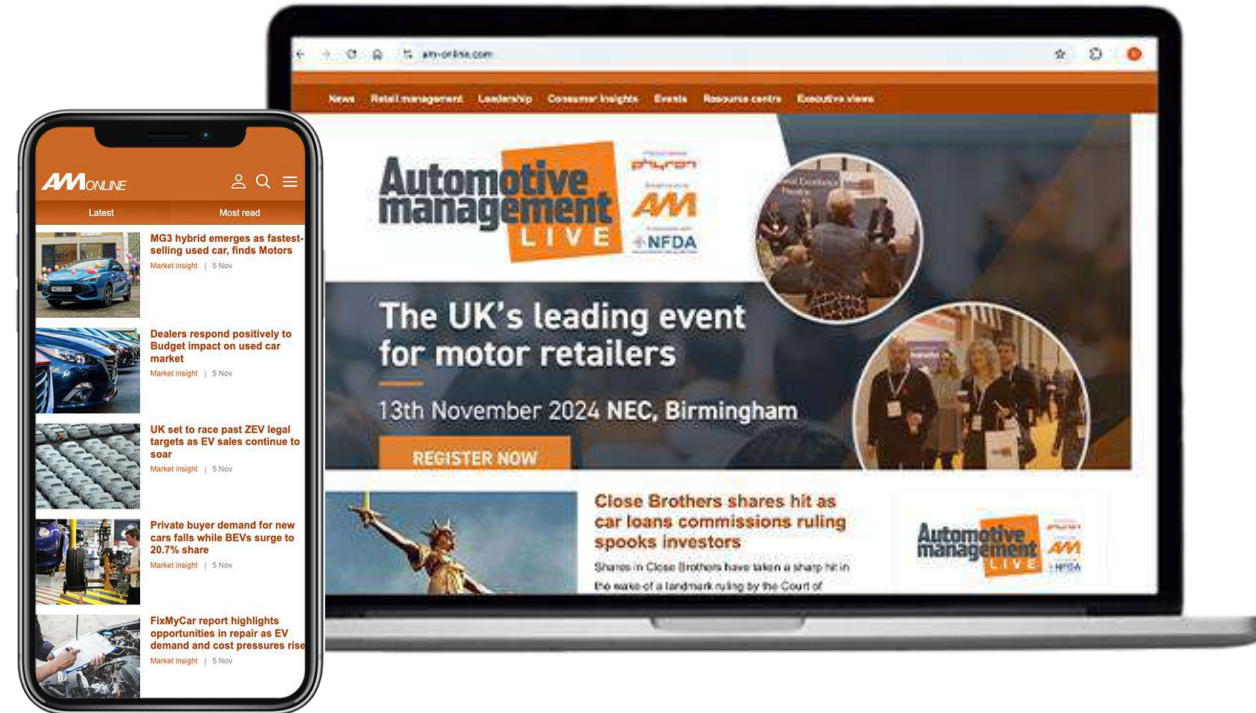




**Bauer
Media
Group**

**Enriching
everyday life**

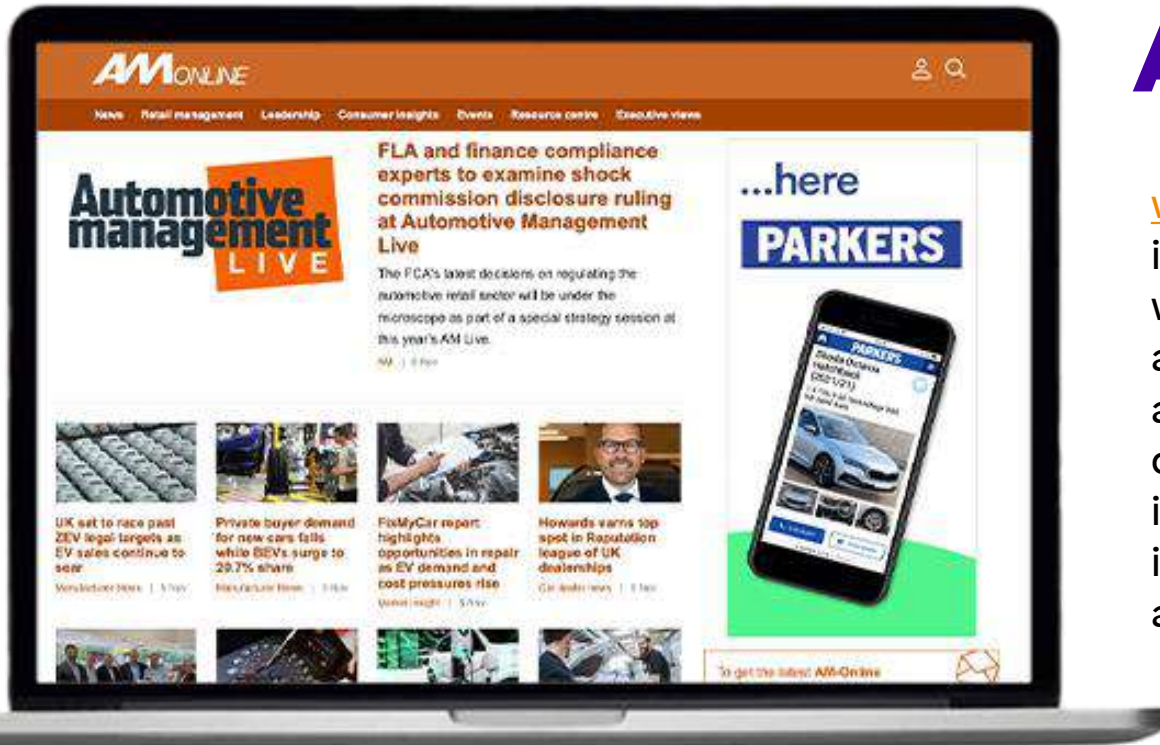




AM at the heart of the automotive industry for over 30 years.

Since 1990 AM (Automotive Management) has been the primary source of news, insight and analysis for the leading figures in the UK automotive industry. With an emphasis on the franchised car dealer market, AM can help position your brand at the heart of the industry.

Due to the big and sudden changes in both user and competitor behaviours, now is potentially a great time to invest in digital marketing strategies, as it provides an immediate opportunity to reach dealers who are having to make more important decisions, more quickly than ever before.



AM-online.com

www.am-online.com is the UK's leading website for dealers and manufacturers and the go-to destination for information and insight for the automotive market.

CONTENTS

- Digital Industry Specials
- Bauer Illuminate
- Takeovers
- AM Newsletters
- Email Broadcasts
- In Content Video
- Online Advertorials
- Newsfeed Promotions
- LinkedIn advertising
- Bespoke Reports
- Content Creation
- Events

99,735

Average Monthly UK Users
Source: Google Analytics
Jan – Dec 2025

368,045

Average Monthly UK Page Views
Source: Google Analytics
Jan – Dec 2025

10,700

Email records of recipients
happy to receive
communications from 3rd parties.

DIGITAL INDUSTRY SPECIALS

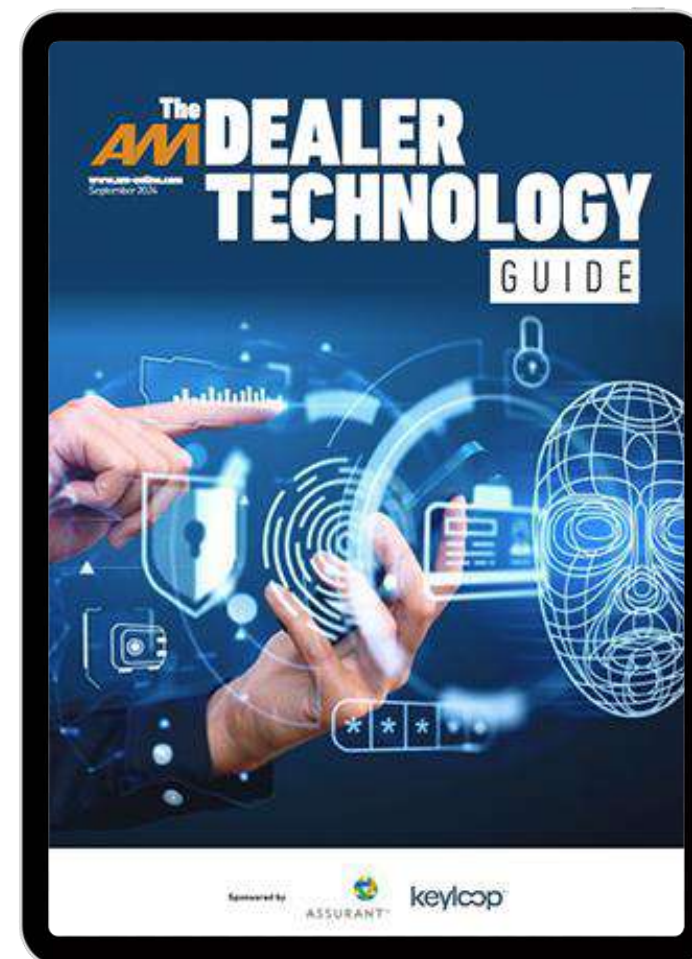
Marketed to the Franchised and Independent Dealer audience, AM Digital Industry Specials deep dive into the prevalent topics across the industry offering invaluable insight and advice to the dealer decision maker audience.

Align with thought leadership

- March – Running a Modern Dealership
- May – AM Awards
- June – Dealer Tech Guide
- Nov – AM100
- Dec - Dealer Recommended

**Sponsorships
From £4k**

**Advertising
From £1k**



Promoted to the AM audience across multiple channels including email, newsletters, push notifications, web adverts, digital article links and brand social channels

USER

We collect data signals across AM-Online enabling us to accurately define and target audiences. Each audience 'cohort' is built based on specific levels of interest to include ad engagement, search topics and content types someone is interested in. Your advertising will follow the most relevant and engaged visitors across the B2B websites

METRICS AND REPORTING

Illuminate provides detailed insights before, during and after your campaign. This includes optimisation, reporting, measurement and creative testing to help you understand your current campaign, and to shape your future ones.

SAFE, TRUSTED AND FUTUREPROOF

Illuminate gives exclusive access and precise targeting that reaches all relevant users to your campaign in a safe environment with privacy built in by design for users

BAUER ILLUMINATE

Targeted first party digital display ensuring that your adverts are served to those most likely to be interested in your products and services.



TAKEOVERS

Create maximum impact and brand awareness over a 5-day period with a takeover that roadblocks every ad position on the page or section.

An AM Homepage takeover includes a hero creative and double MPU positioning.

News Section Takeover includes a hero creative and double MPU on the landing page and billboard and a double MPU on all pages within the news section

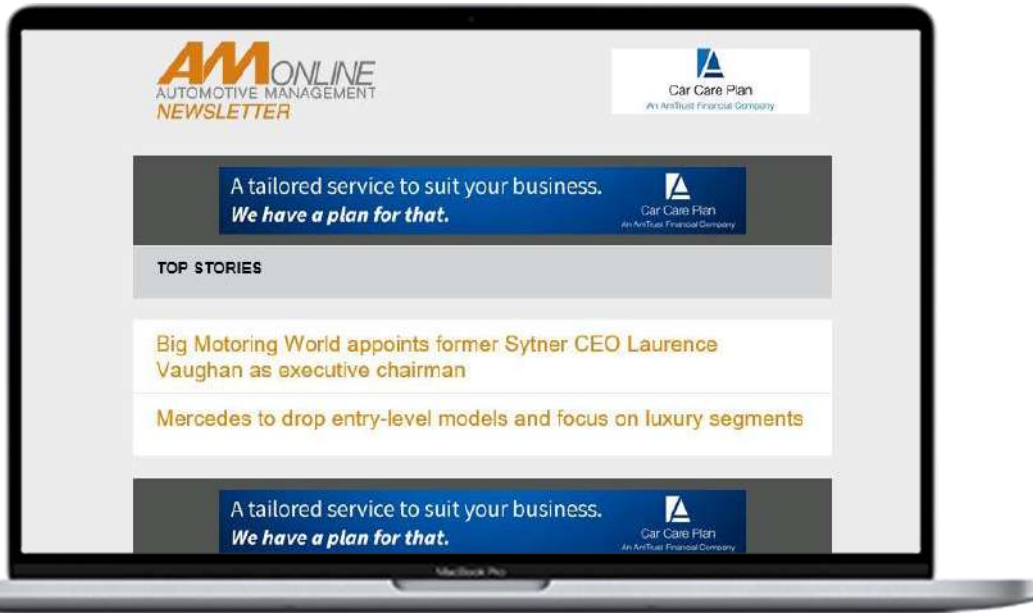


Home Page
Approx 15k ad impressions
£2,500

News Section Takeover
Approx 65k ad impressions
£8,000

AM NEWSLETTERS

Registering to receive the latest and best news and features from AM, newsletter subscribers by their nature are some of the most influential people in the automotive industry. Sponsorship provides your brand regular and prominent exposure to this most engaged audience.



**DAILY £3.5K
PER MONTH**

**WEEKLY £1.5K
PER MONTH**

**MONTHLY £1K
PER MONTH**

EXCLUSIVE BRANDING

Sponsorship of the newsletters provide exclusive branding in the form of sponsors logo and 3 x banner adverts. (A 4th banner position will be utilised for AM promotions)

NEWSLETTER REACH

Daily (Mon to Fri) Approx 24k subscribers
Weekly (Sat) Approx 27k subscribers
Monthly Approx 27k subscribers

BESPOKE EMAIL

Take your message directly to the inboxes of opted in subscribers from across the industry. Recipients have actively requested to receive this type of communication to keep abreast of new products and services.



SINGLE EMAIL
£1,500

SEND & FOLLOW
£2,500

COMMUNICATE

Send a message, case study, insight or video to an opted in audience of 10,000+ subscribers. AM Solus emails receive an average of 34% open rates. Although popular, they are limited to 2 per week to protect engagement levels with the audience and open rates for the advertiser.

SEND AND FOLLOW

Target our audiences further by sending a follow up, more targeted message three days later based on how our audience interacted with your first email (didn't open your email, opened your message but didn't click on a link or opened the message and clicked on your link).

IN CONTENT VIDEO

You've invested in creating your video, now you need it broadcasting to automotive professionals.

30 SECONDS VIDEO

Plays directly in the heart of editorial content on the news pages of AM-Online

ENGAGEMENT TRACKED

On the completion of your campaign, you'll be able to see how users viewed your video and for how long.

HIGH IMPACT

Video ads are limited in availability to provide high impact and view through.



AVAILABILITY

Available to book in blocks of 10,000.

Cost **£500** per **10,000 starts**

ADVERTORIAL

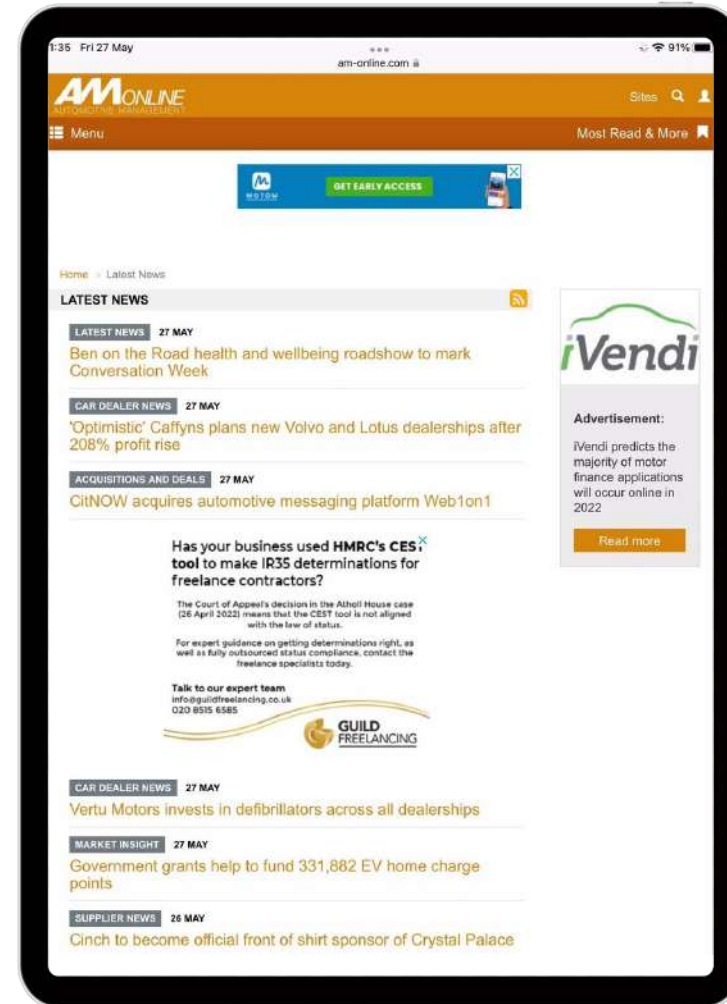
GUARANTEED RESULTS

Promote your company, products, case study or services to the automotive industry with an advertorial hosted on www.am-online.com. An advertorial provides the opportunity to share the detail of your products and services.

DRIVE TRAFFIC

Linked In traffic drivers (included as part of the package) to guarantee eyeballs to your content.

INVESTMENT
starts at
£2,000



NEWSFEED PROMOTION

Add your news to the most popular area on AM-Online.

GUARANTEED COVERAGE

Of your company news or press release.

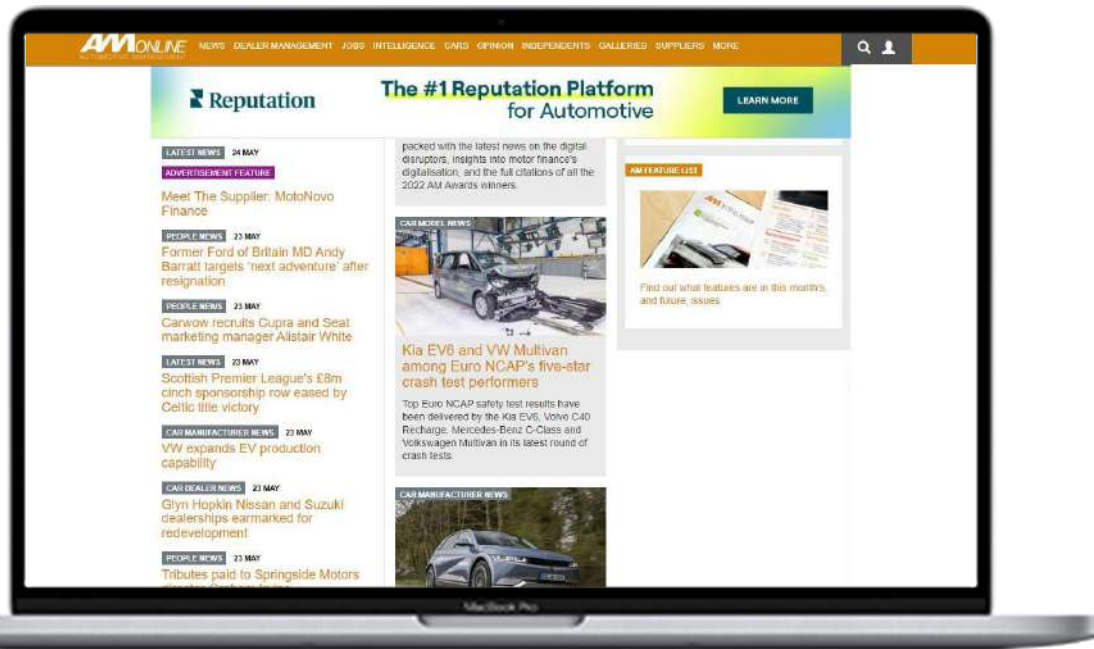
LIMITED AVAILABILITY

Only 1 newsfeed promotion loaded per day to sit within the latest news stories from across the industry. Your headline will appear on the daily newsfeed tagged “advertisement feature”. This will click directly through to the full article and will then be shared on the AM daily newsletter for five days and across the AM social channels.

HIGH VISIBILITY

News is the biggest generator of traffic to the AM-Online website.

**INVESTMENT
£995**



LINKEDIN ADVERTISING

Reach our 1st party audience on LinkedIn and benefit from guaranteed outcomes and a perceived brand endorsement from AM.

ENGAGED AUDIENCE

Using AM's 1st party LinkedIn data alongside relevant LinkedIn 3rd party data, booking a campaign with AM ensures you reach your target audience.

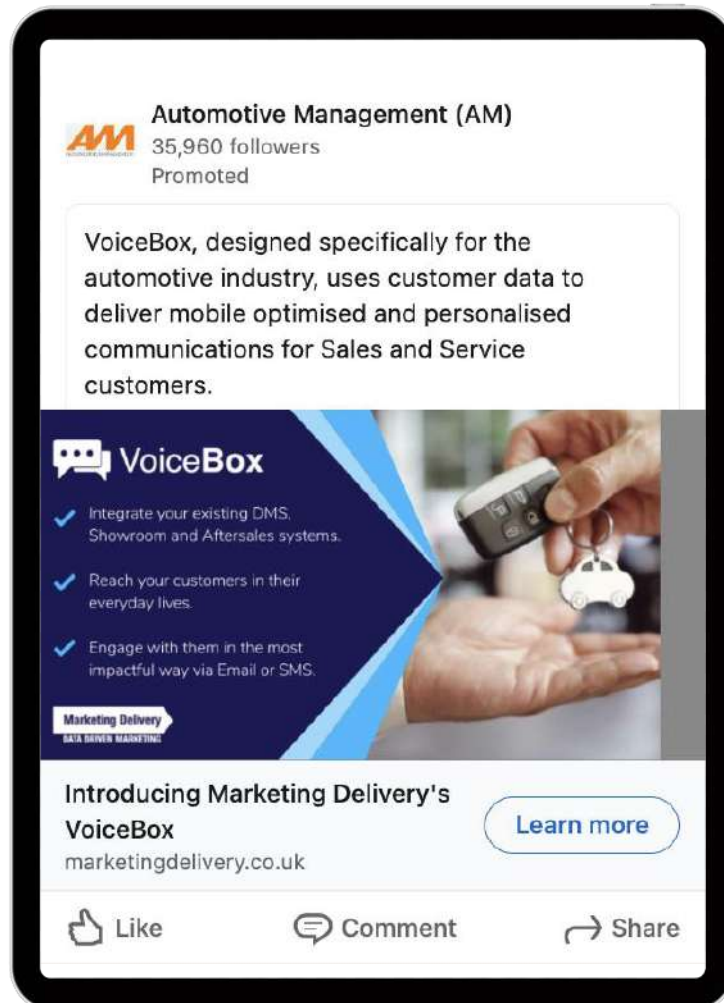
YOUR CHOICE

Choose between an engagement campaign (a like, share, follow or comment) or a web-click campaign to meet your objectives

GUARANTEED OUTCOMES

Your campaign will run until the guaranteed number of engagements or web clicks have been reached.

**Guaranteed Engagement campaigns
start from £970 and Web-click
campaigns from £1,700**



Automotive Management (AM)
35,960 followers
Promoted

VoiceBox, designed specifically for the automotive industry, uses customer data to deliver mobile optimised and personalised communications for Sales and Service customers.

VoiceBox

- ✓ Integrate your existing DMS, Showroom and Aftersales systems.
- ✓ Reach your customers in their everyday lives.
- ✓ Engage with them in the most impactful way via Email or SMS.

Marketing Delivery
DATA DRIVEN MARKETING

Introducing Marketing Delivery's VoiceBox
marketingdelivery.co.uk [Learn more](#)

Like Comment Share

BUSINESS OF REPORT

Position your brand as a thought leader and expert across a particular sector/topic to the automotive audience.

INSIGHTFUL AND ADVICE DRIVEN EDITORIAL

An in-depth editorial report showcasing the latest developments and insight across a topic/sector.

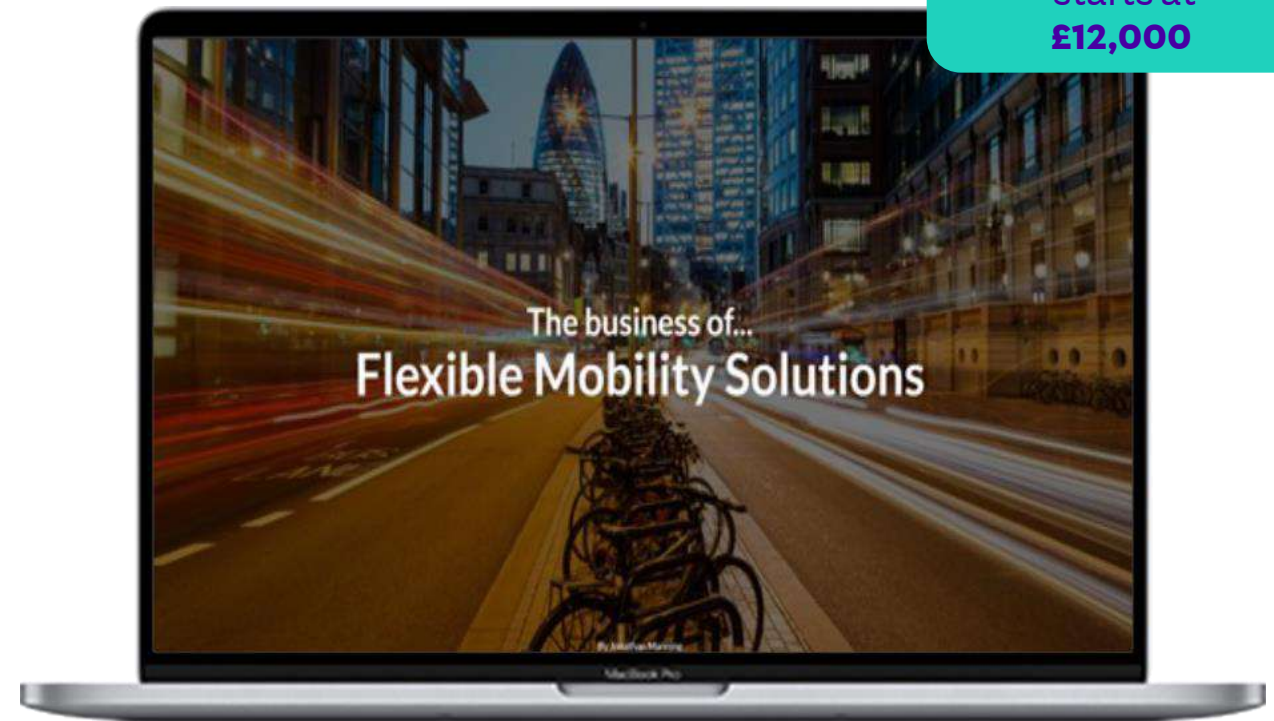
EXCLUSIVITY

Partnering with AM positions your brand as a thought leader and the only advertiser within the report with a partner's comment column, company branding and advertorial inclusions.

REACH

Hosted on AM-Online, a business of report will include solus email distribution to the AM audience along with targeted advertising via Bauer Illuminate and LinkedIn

INVESTMENT
starts at
£12,000



BESPOKE REPORTS

Utilise AM editorials expertise in writing content for the automotive market.

CREDIBILITY

Written by AM editorial, a bespoke report provides a client access to the AM writer's expertise in writing compelling, unbiased and credible content.

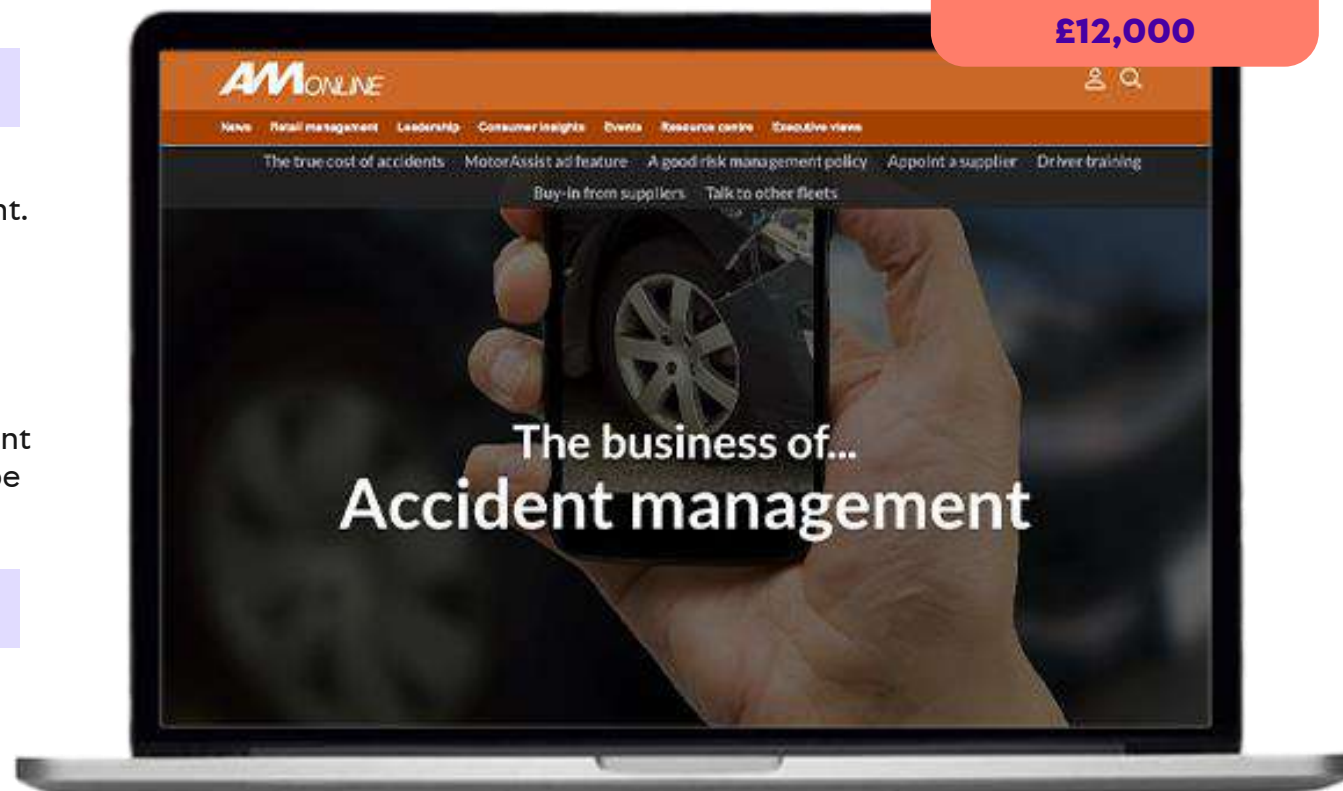
You, as the client will provide a brief on what you are looking to communicate. AM will then independently create the coverage to communicate these set objectives.

To ensure and maximise credibility, all content remains under editorial control and factual amendments only are permitted by the client. If a client wishes to have full control of the content, then coverage would need to be branded as "advertorial".

REACH

Hosted on AM-Online, a bespoke report will include solus email distribution to the AM audience along with targeted advertising via Bauer Illuminate and LinkedIn

INVESTMENT
starts at
£12,000



CONTENT CREATION AND MARKETING

As a brand we know that success stems from getting the right content to the right audiences and have over 30 years' experience in doing just that.

SPEAK TO US

Our team of experienced account directors, writers and project managers can act as an extension to your business in delivering on your strategy and objectives.

We will listen to what you are looking to achieve and use our skillset and knowledge of the automotive market to build a comprehensive campaign and communication plan.

AM can create content on your behalf or take ready-made content and position this in front of a targeted audience across an unrivalled portfolio of digital channels and live events.



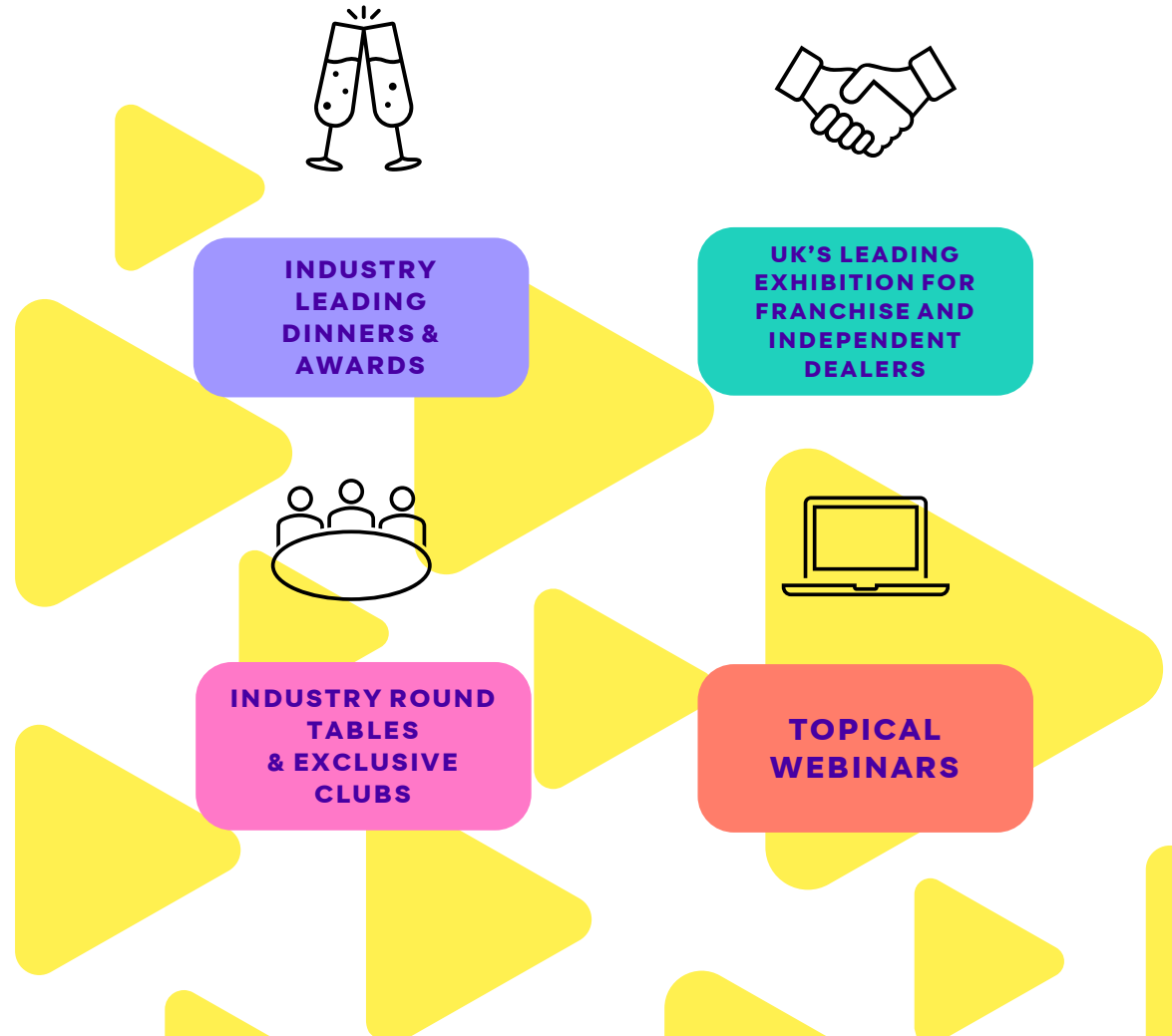
*TARGETED DIGITAL DISPLAY

AM EVENTS

Alongside AM digital routes to market, we offer an unrivalled portfolio of industry leading events, allowing our advertisers to directly interact with the automotive market to both forge new and build on existing relationships.

Bauer Media Events have an industry-leading reputation for delivering professional automotive events featuring expert speakers, relevant content and great experiences.

From award ceremonies for more than 900 guests to conferences, seminars, round tables, breakfast briefings, dinners and webinars, each is carefully designed according to demand, providing excellent networking opportunities. Whether attending as a delegate or a sponsor, the opportunities are unrivalled.



Thank You



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