

Update your hosted content so your brand's customers can interact with your message in real time.



Interactive content

Each *Autoweek* issue's iPad edition features, on average:

- 8 videos
- 10 bonus photo galleries
- 120 bonus photos

iPad by the numbers

- More than 598,000 downloads of the *Autoweek* iPad app since its launch in October 2010
- 25 million iPads sold as of June 2011*
- iPad is the third most popular mobile device connecting to wireless hubs, right behind the iPhone and iPod touch**

*Apple financial reports

** minonline, 2010



SIGHT. SOUND. MOTION.

Upgrade to richer, deeper content.

TAKE ADVANTAGE OF SEPARATE DYNAMIC MESSAGING OPPORTUNITIES SPECIFIC TO THE AUTOWEEK IPAD CUSTOMER.

Dynamic Ad Guidelines:

Please supply as a single HTML 5 file that accommodates iPhone and iPad formats dynamically in both landscape and portrait modes.

HTML5/CSS3/JS compliant (tested on Safari/iPad browser)

Max total file size: 200kb

Resolution: 768x1024 (reserve for landscape) at 123ppi

Video and audio: user-initiated (not auto-play)

Use of finger-swipe gallery effects: restrict to a box no larger than 900x540 pixels, positioned at least 60 pixels from all edges

Other options:

- Add dynamic content to your print ad
- Sponsor an editorial section
- And more custom opportunities

Contact your sales rep for details.