

Automotive News

— contentstudio —

WHO WE ARE

We are the in-house branded content studio of *Automotive News*.

Drawing on a 90-year history of award-winning journalism, the Automotive News Content Studio operates at the intersection of editorial excellence, industry expertise and creativity.

WHAT WE DO

We build growth-worthy campaigns with the agility of a newsroom.

We partner with our clients to understand their objectives and use these insights to fuel brand storytelling that resonates.

HOW WE DO IT

Our innovative, team-based approach is defined by three core pillars:



CREATE CONTENT

- Best-in-class talent ready to tell your story
- Robust editorial and multimedia capabilities
- Content tailored to your business needs



ALIGN PARTNERS

- Integration with the most trusted voice in the auto industry
- Storytelling crafted to engage our audience of leaders and decision-makers



DRIVE SUCCESS

- Multi-channel distribution tailored to your KPIs
- Exemplary campaign management
- Program optimization, measurement and analysis



CAPABILITIES

Our custom solutions drive awareness and performance for your brand across multiple engaging platforms.

OFFERINGS

- Advertorials
- Case Studies, Testimonials
- Experiential Activations
- Landing Pages, Microsites
- Newsletters
- Short- and Long-form Videos
- Social Content
- Supplements, Inserts
- White Papers

OUR WORK



CONTACT

All programs are customized to your unique specifications; please contact your regional sales representative or **Megan McLellan** at mmcleveland@autonews.com for a quote.