

TaaSMAGAZINE

TRANSPORTATION-AS-A-SERVICE

CONNECTING THE GLOBAL TRANSPORTATION-AS-A-SERVICE/
CONNECTED AND AUTONOMOUS VEHICLES INDUSTRY

From the organisers of **TaaS Technology Conference**

For advertising & editorial enquiries email: sukhi.bhadal@angelbc.com

<https://taas.news>





TAAS MAGAZINE

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INTRODUCING TAAS MAGAZINE

TAAS Magazine is being launched by Angel Business Communications and is the sister title to the **TaaS Technology Conference**, organised in partnership with Coventry City Council, Coventry University and WMG, at the University of Warwick. **TAAS Magazine** will be a quarterly title tracking the entire value chain and key topics surrounding TaaS, CAV and future mobility. The digital magazine, available on phone, tablet and PC and will deliver on its mission to inform readers on key progress being made worldwide in TaaS, CAV and future mobility.



Editorial Themes

TaaS Magazine will provide complete coverage of the TaaS and CAV industry. To map out the landscape in full, each issue of the quarterly title will explore key topics covering, but not limited to:

- **Sensors:** How the evolution of sensor technology must advance to enable CAV/TaaS
- **Connectivity:** Creating harmony between services and mapping for CAVs / TaaS
- **Data:** How to process and manage additional terabytes of data in a new mobility ecosystem?
- **Software:** The last obstacle to fully autonomous vehicles?
- **Safety:** Ensuring security, safety and reliability for CAVs
- **Legislation:** How can we ensure public safety while maintaining individual responsibility?
- **HMI:** How will usability and the human machine interface (HMI) impact CAV design?
- **Manufacturing:** How might auto makers/suppliers fare in a CAV / TaaS future?
- **Logistics:** How will CAVs and TaaS impact the logistics industry?
- **Planning:** How will CAVs / TaaS affect comprehensive planning for cities/towns?
- **Evolution:** How might TaaS / CAVs meet mobility and transport options in 3-10 years?

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Magazine format

TAAS Magazine will be distributed as a digital magazine in HTML 5 format (via the Publishing Ninja platform). Distributing as a HTML 5 magazine will mean the magazine is fully responsive and can be displayed on all devices perfectly (PC's, laptops, tablets and smart phones).

Content and adverts can be interactive with video or animations easily included. Adverts can also include lead capture forms, so we can generate leads from our magazine, direct into your inbox, something which can't be done with traditional print magazines or with digital magazines which do not take full advantage of the HTML 5 technology available.

Another advantage of our HTML 5 digital title is that a full analytical breakdown can be given on who has viewed your article/advert and how many have clicked through to your website.



Magazine advertising rates (all prices in £ sterling - per issue)

Size	4 issues	2 issues	1 issue
Full screen (front cover)	2000	2500	3000
1/3 screen	1200	1500	1800
In-story advert	1000	1250	1500
Advertorial (includes	1000	1250	1500

1,400 word article, plus images

Website advertising

www.taas.news is the number one online destination for news, analysis, opinion, information and services for the worldwide integrated photonics industry.

Latest news is added on a daily basis by our editorial team who have a thorough knowledge of the complete integrated circuits value chain.

Website advertising rates

Size	6 months	3 months	1 month
Sitewide leaderboard	£1,000 pm	£1,500 pm	£2,000 pm
Floor ad	£800	£1,200	£1,500
MPU	£700	£1,000	£1,200
Standard banner	£600	£800	£1,000
Skyscraper banner	£600	£800	£1,000

TAAStMAGAZINE

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Corporate partnership

Twelve months as corporate partners, giving you:

- 12 months website promotion, with your logo showing on every page
- Listing your company details on online corporate partners page
- Logo appears in every edition of our digital magazine

Cost £495

Monthly email news alerts

The TaaS monthly news alert is sent to relevant industry professionals. The news alert delivers the latest industry news direct into the inbox of our subscribers and provide our sponsors a fantastic opportunity to get their message seen by the industry. The sponsorship includes a sponsor's message (up to 50 words) and a 468x60 banner.

Cost £995

Custom HTML email shot

Are you launching a new product? Would you like your company, products or services to reach thousands of industry professionals? If the answer is yes, then our custom HTML email shots are for you.

This service will allow you to send an email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market. You can create the html newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

Cost £1250



TAASTechnology CONFERENCE TRANSPORTATION-AS-A-SERVICE

www.taas.technology



Angel Business Communications, B2B publisher and event organizer, has announced the Transportation-as-a-Service (TaaS) Technology conference and exhibition focused on Connected and Autonomous Vehicles (CAV) and the future of mobility. The conference will take place 9-10 July 2018 at The Slate, Warwick University, Coventry, UK.

The TaaS Technology Conference will bring together international experts for two days of in-depth discussions and exhibits focused on the opportunities and challenges of a mobility future that leverages CAV and TaaS technologies.

The conference is supported by and organised in partnership with Coventry City Council, Coventry University and WMG, at the University of Warwick. All 3 partners are heavily involved in

the research and development of CAVs and are part of a number of leading projects which are helping to shape the future of mobility.

"The future of mobility and CAVs are a hot topic right now. Transportation as we know it is ripe for disruption. With traditional car manufacturers, OEMs, software companies, component providers and new transportation companies investing billions of pounds into the research and development of CAVs and future mobility systems, we feel the time is right to launch the TaaS Technology Conference to connect, inform and inspire the CAV and TaaS Industry. The two-day conference and exhibition will be a unique event allowing for education, influence and networking between the major international players who are driving forward the new mobility revolution." **Sukhi Bhadal, Event Director.**

For further information on speaking, sponsorship and exhibition opportunities contact:

Sukhi Bhadal, Event Director.

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