

# Media information 2025

Advertising rate card No. 68 | valid from 2024/10/01



With our automotive magazines you can reach over 150,000 engineers!

### Our representatives for USA and Canada



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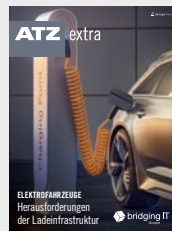
eMagazine



Website



Corporate Solutions



Reprints - Your editorial content prepared for you as a reprint



Would you like to display your editorial publication as a reprint at trade fairs, send it as a brochure to your customers or use it as a PDF for internal communication? We will be happy to create your individual reprint from your technical article together with the advertisements you have placed, with your own title page and with supplementary editorial content.

If you wish, you can receive your reprint as a printed copy or digitally as a PDF.

Give us a call, and we'll be happy to advise you:

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rouven.bastian@springernature.com

Podcasts

Newsletter | Stand alone newsletter



Whitepaper | Advertorials

Webinar



Events

# ATZ live

Books



## PRINT

### Trade journal

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- 1 Title:** ATZ Automobiltechnische Zeitschrift
- 2 Brief description:** ATZ is the internationally distributed trade journal for research, development, design, experiment and production in the automotive industry. It is required reading for technology-oriented managers and promotes the communication of information and the exchange of ideas on a scientific basis between the automotive industry, suppliers and service providing companies, as well as between research and development centres around the globe.
- 3 Target group:** Decision-makers in the automotive development and production segment
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 127<sup>th</sup> volume 2024
- 7 Subscription price:** Yearly subscription  
 Germany € 474 (incl. V.A.T. + p&p)  
 Foreign countries € 457.01 (excl. V.A.T. / incl. p&p)  
 Single issue € 55.71 (incl. V.A.T. + p&p)
- 8 Official journal of:** Organ der VDI-Gesellschaft Fahrzeug- und Verkehrstechnik (FVT)  
 Organ der Forschungsvereinigung Automobiltechnik e. V. (FAT) und des Normenausschusses Kraftfahrzeuge (FAKRA) im DIN Deutschen Institut für Normung e. V.  
 Organ der Wissenschaftlichen Gesellschaft für Kraftfahrzeug- und Motortechnik e. V. (WKM)
- 9 Membership:** –

- 10 Publishing company:** Springer Vieweg  
 Springer Fachmedien Wiesbaden GmbH  
 Abraham-Lincoln-Str. 46 | 65189 Wiesbaden  
 phone + 49 (0) 611 / 78 78 – 0  
 www.springerfachmedien-wiesbaden.de
- 11 Publisher:** **Prof. Dr.-Ing. Peter Gutzmer, Dr. Johannes Liebl**
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- 14 Scope analysis 2023 = 10 issues**
- |                    |           |   |        |
|--------------------|-----------|---|--------|
| Total volume       | 892 pages | = | 100.0% |
| Editorial part     | 754 pages | = | 84.5%  |
| Advertisement part | 138 pages | = | 15.5%  |
| Supplements        | 2 items   |   |        |
- 15 Content analysis of the editorial section:** on request

This overview of the subjects scheduled for 2025 is intended for your planning. We reserve the right to make changes if necessary.

| Issue, month<br>AD   CD   PD <sup>1</sup>                               | Fairs, events, congresses  | Cover Story                                  | Main subjects <sup>2</sup>  | Special issues  <br>annual editions etc. <sup>3</sup>  |                                       |
|---|--|--|---|--|---------------------------------------|
| <b>1 January</b><br>AD 2024/11/25<br>CD 2024/11/29<br>PD 2024/12/30     | CES   Las Vegas/USA<br><b>ATZ live/VDI Int.</b><br><b>Motorenkongress</b>   Baden-Baden  | 01/07-10<br>02/25-26                         | Automated driving –<br>assistance systems and<br>V2X networking                           | Development<br>Methodology  <br>Processes<br><br>New vehicle and<br>mobility concepts –<br>Roboshuttles and<br>micromobility | Annual planner 2025                   |
| <b>2/3 Feb./Mar.</b><br>AD 2025/01/31<br>CD 2025/02/06<br>PD 2025/02/28 | embedded world   Nuremberg<br>VDA Mobility Innovation Summit   Berlin<br><b>ATZ live Elektrische Antriebe<br/>und Energiesysteme</b>   Berlin<br>VDI PIAE   Mannheim | 03/11-13<br>03/25-26<br>03/26-27<br>03/26-27 | Sustainability (circular<br>economy, CO <sub>2</sub> footprint,<br>LCA, green production) | Simulation   Test   AI<br><br>Materials, bodywork,<br>lightweight<br>construction  |                                       |
| <b>4 April</b><br>AD 2025/02/28<br>CD 2025/03/06<br>PD 2025/03/28       | Hannover-Messe   Hanover<br>bauma   Munich   | 03/31-04/04<br>04/07-13                      | Holistic safety<br>(EuroNCAP and GSR)   | Interior   HMI<br><br>Driving simulators   | ATZheavyduty 1                        |
| <b>5 May</b><br>AD 2025/03/26<br>CD 2025/04/01<br>PD 2025/04/25         | PCIM   Nuremberg<br>Sensor + Test   Nuremberg<br>Automotive Testing Expo   Stuttgart   | 05/06-08<br>05/06-08<br>05/20-22             | Electromobility<br>(vehicle and charging<br>technology)                                   | AI in the automotive<br>industry (develop-<br>ment + production) –<br>simulation   test   AI<br><br>Acoustics   NVH          | BranchenIndex<br>Engineering Services |
| <b>6 June</b><br>AD 2025/04/29<br>CD 2025/05/06<br>PD 2025/05/28        | <b>ATZ live chassis.tech plus</b>   Munich<br>Stuttgarter Symposium   Stuttgart  | 06/03-04<br>07/02-03                         | Chassis systems<br>(X-by-Wire   Euro 7  <br>brake dust   tire wear)                       | Automated driving –<br>assistance systems<br>and C2X networking<br><br>Thermal management<br>for cars – battery and<br>cabin |                                       |
| <b>including ATZextra Artificial Intelligence</b>                       |  |  |   |  |                                       |
| <b>7/8 July/Aug.</b><br>AD 2025/06/04<br>CD 2025/06/11<br>PD 2025/07/04 | <b>ATZ live Automotive<br/>Acoustics Conference</b>   Konstanz<br>VDI Dritev   Baden-Baden   | 07/08-09<br>07/09-10                         | Acoustics   NVH   | Materials,<br>bodywork, light-<br>weight construction<br><br>Aerodynamics  |                                       |



| Issue, month<br>AD   CD   PD <sup>1</sup>                               | Fairs, events, congresses   |   | Cover Story   | Main subjects <sup>2</sup>  | Special issues  <br>annual editions etc. <sup>3</sup>     |
|---|---|---|---|---|---|
| <b>9 September</b><br>AD 2025/07/31<br>CD 2025/08/06<br>PD 2025/08/29   | IAA Mobility (Pkw)   Munich   | 09/08-14  | New vehicle and mobility concepts (Roboshuttles and micromobility)                                | Sustainability (circular economy, CO2 footprint, LCA, green production) | Software-defined vehicle   Over-the-air   personalization |
|   |   | <b>including ATZextra electromobility</b>                             |   |   |   |
| <b>10 October</b><br>AD 2025/08/29<br>CD 2025/09/04<br>PD 2025/09/2     | Aachen Colloquium   Aachen  | 10/06-08  | Automated driving – assistance systems and V2X networking   | Simulation   testing   AI (big data and digital twin)                   | Electromobility (vehicle and charging technology)         |
|   |   | <b>11 November</b><br>AD 2025/09/25<br>CD 2025/10/01<br>PD 2025/10/24 | Agrotechnica   Hanover<br><b>ATZ live Heavy-Duty-, On- and Off-Highway-Motors</b>   Colmar/France | 11/09-15<br>11/18-19  | Thermal management<br>Passenger cars - Battery and cabin  |
| <b>12 December</b><br>AD 2025/10/31<br>CD 2025/11/06<br>PD 2025/11/28   | CTI Drivetrain Symposium   Berlin   | December  | Materials, bodywork, lightweight construction   | Electromobility (vehicle and charging technology)                       | Akustik   NVH   |
|   |   | <b>including ATZextra test benches</b>                                |   |   |   |
| <b>1 Jan. 2026</b><br>AD 2025/11/25<br>CD 2025/12/01<br>PD 2025/12/30   | CES   Las Vegas/USA<br><b>ATZ live/VDI Int. Motorenkongress</b>   Baden-Baden | January 2026  | Simulation   Test   AI (big data and digital twin)  | Holistic safety   | Lighting technology and communication                     |
|   |   | 26/02/24-25   | Sustainability (circular economy, CO <sub>2</sub> footprint, LCA, green production)               | Chassis systems (X-by-Wire   Euro 7   brake dust   tire abrasion)       | Automated driving – assistance systems and V2X networking |
| <b>2/3 Feb./Mar.</b><br>AD 2026/01/30<br>CD 2026/02/05<br>PD 2026/02/27 |   |   |   |   | Annual planner 2026                                       |

<sup>1</sup> AS = Advertising deadline | DU = Copy deadline | ET = Publication date

<sup>2</sup> See list of key topics on page 4

<sup>3</sup> Supplements in the trade journals ATZ/MTZ. Further current special issues and special topics will be announced in good time.

Permanent sections: Development | Interview | In focus | Research | Guest commentary | Conference reports | Product news | Company news | Job market.

Articles on the following detailed themes may be published to supplement the main topics.

| Acoustics   NVH<br>(Noise, Vibration,<br>Harshness)          | Automated driving<br>(assistance systems)  | Operating systems –<br>HMI (Human Machine<br>Interface)                                    | Electric mobility  | Chassis systems                                     | Interior  <br>Infotainment                         |
|--|--|--|--|---|--|
| Insulation mats,<br>decoupling elements                      | Integration of the systems<br>into the overall vehicle<br>and human-machine<br>interaction | Integration of the systems<br>into the overall vehicle<br>and human-machine<br>interaction | Integration of the battery,<br>electric motor and power<br>electronics systems into<br>the overall vehicle | Vibration dampers<br>(shock absorbers)  <br>Springs | Seats   Interior Package  <br>Seating Arrangements |
| Microphones  <br>Sensors   Transducers  <br>Artificial heads | Distance assistant<br>(adaptive cruise control,<br>ACC)                                    | Human Machine Interface<br>(HMI)   | Emissions  <br>Electricity mix  <br>CO2 balance  | Steering Systems  <br>Steer-by-Wire                 | Interior   Surfaces  <br>Materials                 |
| Measurement<br>management and<br>analysis software           | Lane Assistant  <br>Lane Departure Warning   | Push-buttons  <br>Rotary adjusters   | Wiring system  <br>High voltage   48 V   Cable   | Brakes  | Cockpits   |
| Airborne and<br>structure-borne sound                        | Parking Assistant  <br>Valet Parking   | User Experience (UX)   | Hybrid-, Plug-in-Hybrid-,<br>Fuel cell-, E-cars  | Wheels   Tires                                      | Haptics   Acoustics                                |
| Calculation and<br>Simulation<br>(CFD, CAE, Testing)         | Car2X  <br>Traffic sign recognition  | Switches   Levers  <br>Controllers   | Charging technology,<br>charging columns,<br>charging infrastructure                                       | Axles   Suspensions                                 | Roof liner   Trims  <br>Trim parts   Coverings     |
| Noise optimization  <br>Counter-noise  <br>Sound systems     | Autonomous driving  <br>Trial subject studies  <br>User Experience (UX)                    | Instrumentation   Display  | Fuel cells   Pipes   Tanks   | Active und passive<br>systems                       | Human Machine<br>Interface (HMI)                   |
| Intake and exhaust<br>silencing, wind and<br>engine noise    | ESP/ABS  <br>Emergency Brake<br>Assistant  | Haptic, visual and<br>acoustic systems   | Traction motors  <br>Plug-in hybrid drives   | Driving dynamics  <br>Simulation   Trial   Testing  | Dashboard  |
| Aeroacoustics  | Navigation  <br>Trajectory Planning  | Screens   Displays  <br>Touchscreens   | Packaging  | Adaptive chassis control                            | Mirrors   Shelves  <br>Consoles                    |



| February   | March   | June   | July  | November   |
|--|---|--|---|--|
| <b>12<sup>th</sup> International Engine Congress 2025</b>  | <b>Electric Powertrains and Energy Systems 2025</b>   | <b>chassis.tech plus</b>   | <b>Automotive Acoustics Conference</b>                        | <b>Heavy-Duty-, On- and Off-Highway motors</b>             |
| 2025/02/25 - 26  | 2025/03/26 - 27   | 2025/06/03 - 04  | 2025/07/08 - 09   | 2025/11/18 - 19  |
| Baden-Baden  | Berlin  | Munich   | Konstanz  | Colmar / France  |
| Meeting point of the community for drives and sustainable fuels<br>Joint event of ATZlive and VDI Wissensforum | Sustainable and electrified into the future<br>19 <sup>th</sup> International MTZ Congress on Future Drives | 4 congresses in one event<br>16 <sup>th</sup> International Munich Chassis Symposium | 8 <sup>th</sup> International ATZ symposium Vehicle acoustics | 20 <sup>th</sup> International MTZ symposium Large engines |

Present your current products and services to the specialist audience in our exclusive exhibition or as a sponsor.

Use this industry get-together for professional exchange with the participants and make new contacts!

We can individually design sponsoring and exhibition packages according to your wishes and requirements.

**We will be happy to inform you about the various offers:**



**Mr Alex Woidich**  
Event- & Salesmanager  
phone + 49 (0) 611 / 78 78 – 206  
alex.woidich@springernature.com

**Visit our website for detailed information on the individual conferences!**





| Advertisement | Formats*  |                       | Prices without links |        | German Printissue + digital Worldwide-issue with links |        |
|---------------|-----------|-----------------------|----------------------|--------|--|--------|
|               | Type area | Bleed size            | b/w                  | 4c**   | b/w  | 4c**   |
| 2/1 page      |           | 388 × 240 / 420 × 279 | 7,650                | 10,500 | 8,600  | 11,750 |
| 1/1 page      |           | 175 × 240 / 210 × 279 | 3,850                | 6,675  | 4,300  | 7,450  |
| 2/3 page      | portrait  | 115 × 240 / 131 × 279 | 3,200                | 5,550  | 3,575  | 6,200  |
|               | landscape | 175 × 156 / 210 × 177 |                      |        |  |        |
| Juniorpage    |           | 115 × 178 / 131 × 198 | 2,300                | 4,000  | 2,575  | 4,475  |
| 1/2 page      | portrait  | 85 × 240 / 101 × 279  | 2,000                | 3,500  | 2,250  | 3,900  |
|               | landscape | 175 × 117 / 210 × 137 |                      |        |  |        |
| 1/3 page      | portrait  | 55 × 240 / 63 × 279   | 1,550                | 2,700  | 1,750  | 3,025  |
|               | landscape | 175 × 76 / 210 × 86   |                      |        |  |        |
| 1/4 page      | portrait  | 40 × 240 / 46 × 279   | 1,000                | 1,750  |  |        |
|               | landscape | 175 × 56 / 210 × 63   |                      |        |  |        |
|               | block     | 85 × 117 / 101 × 137  |                      |        |  |        |
| 1/8 page      | portrait  | 55 × 86               | 650                  | 1,400  |  |        |
|               | landscape | 175 × 25 / 85 × 56    |                      |        |  |        |

\* Formats: width × height in mm, bleed formats plus 3 mm bleed difference on all sides

\*\* ISO-Scala

Further formats on request | Prices in € excl. VAT

### Information on digital ad acceptance and the technical specifications:

[www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

### Standard price list for the English-language eMagazine ATZ worldwide

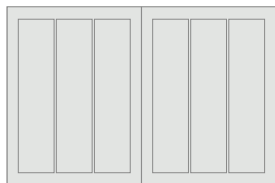
| Formats      | Data format (WxH in mm) | Prices incl. links |
|--------------|-------------------------|--------------------|
| 1/1 Seite 4c | 210 x 279               | 1,075              |
| 1/2 Seite 4c | 101 x 279               | 600                |

Prices in € excl. VAT

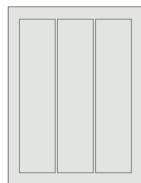
### Linking of your advertisement in both eMagazines

in the German ATZ, as well as in the English ATZ worldwide

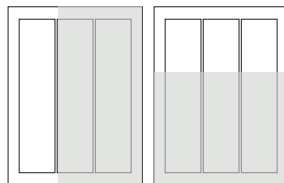




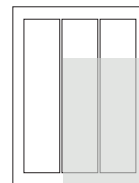
2/1 page



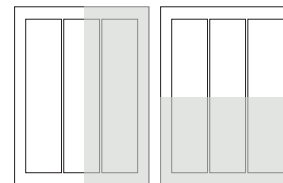
1/1 page



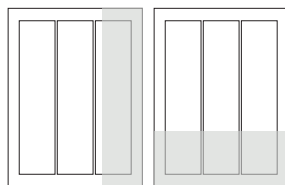
2/3 page portrait | landscape



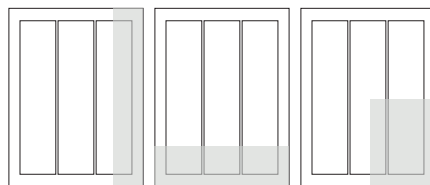
Juniorpage



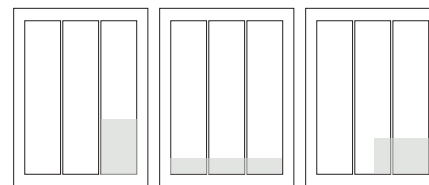
1/2 page portrait | landscape



1/3 page portrait | landscape



1/4 page portrait | landscape | block



1/8 page portrait | landscape | block

### Surcharge for additional advertising eMagazine

| Formats   | File format         | Prices |
|---|---------------------|--------|
| Audio- or video integration                           | mp4   YouTube video | 820    |
| Picture gallery                                       | jpg   png   bmp     | 540    |
| Linked advertisement   Insertion (e.g. logo, website) | Hyperlink           | 275    |
| PDF download  | PDF                 | 275    |

Prices in € excl. VAT

| Cover image                               | Price |
|---|-------|
| Cover image on 1 <sup>st</sup> cover page | 9,900 |



## 2 Additional fees:

|                   |  |                      |
|-------------------|--|----------------------|
| <b>Placement:</b> | 2nd, 3rd and 4th cover pages 4c                                | € 549                |
|                   | Binding placement requests                                     | € 549                |
| <b>Colour:</b>    | Fee for special colours: fee for each additional colour, price | on request           |
| <b>Formats:</b>   | Ads over the binding:  | 10% of the b/w price |
|                   | Island position ads:   | 60% of the b/w price |
|                   | Satellite position ads:  | 10% of the b/w price |

## 3 Discounts:

applicable for orders placed within the advertising year

| Quantity   | Scale | Length   | Scale |
|------------|-------|----------|-------|
| for 3 ads  | 3%    | 2 pages  | 5%    |
| for 5 ads  | 5%    | 5 pages  | 10%   |
| for 7 ads  | 10%   | 9 pages  | 15%   |
| for 10 ads | 15%   | 12 pages | 20%   |

Only one discount scale may be applied. Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

## 4 Columns:

**ob advertisements / business connections** on request

## 5 Special advertising forms:

|  |         |
|--|---------|
| <b>Title</b>   | € 9,900 |
| <b>Loose / fixed Inserts:</b> (no discounts available) |         |
| 2-page   | € 4,279 |
| 4-page   | € 6,466 |

These prices apply for paper weights up to 170g. Delivered untrimmed, trimming on request.

## Enclosures: (no discounts available)

|                                     |            |
|-------------------------------------|------------|
| Loose, maximum size 203 mm × 272 mm |            |
| Up to 25g per thousand              | € 362      |
| Up to 30g per thousand              | € 373      |
| Number of enclosures                | on request |
| Prices for heavier enclosures       | on request |

## Fixed enclosures: (no discounts available)

|  |            |
|--|------------|
| Per thousand up to 25g, incl. gluing costs, applicable only with purchase of a 1/1 page ad | € 221      |
| Number of postcards  | on request |
| Larger and heavier formats   | on request |

(also applies for product samples)

## 6 Contact:

**Rouwen Bastian** (Sales Management)  
 phone +49 (0) 611 / 78 78 – 399  
 rouwen.bastian@springernature.com

## 7 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

## Banking information:

Springer Fachmedien Wiesbaden GmbH  
 Deutsche Bank Berlin  
 BLZ: 100 700 00 | Account: 069700300  
 Swift/BIC: DEUTDEBB  
 IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at [www.springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)

- 1 Journal format:** 210 mm wide × 279 mm long  
**Print space:** 175 mm wide × 240 mm long
- 2 Printing and binding methods:** Offset, adhesive binding
- 3 File transfer:** via E-Mail to: [admanagement@springernature.com](mailto:admanagement@springernature.com)  
Maximum file size: 10 MB!
- 4 File formats:** Please send printable PDF/X4-files in size of your advertisement. Please add 3 mm at the edges in bleed advertisements. A double-page should be one pdf file. It is recommended to create double-page spreads without doubling the gutter. All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 5 Colours:** Ensure that all figures and colors are separated into its CMYK components. Please define black as pure black without any tone in the three color channels. Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black. Please also convert any spot colors into the corresponding CMYK definitions. Color application should not exceed 300 percent. We recommend profile ISOcoated\_v2\_300. Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.
- 6 Proofs:** As we print according to Process Standard Offset (PSO), we generally do not require a proof.
- 7 File archiving:** Data is archived for one year, unchanged repetitions are therefore generally possible. However, no data guarantee is given.
- 8 Liability:** The client is responsible for the timely delivery of the advertisement text and flawless printing material or inserts. The publisher shall immediately request replacements for printing material that is recognizably unsuitable or damaged. If the client does not provide perfect artwork, the publisher shall print the advertisement in the quality permitted by the artwork provided.
- 9 Contact:** Ad Management:  
[admanagement@springernature.com](mailto:admanagement@springernature.com)
- Support:** PDF/X4-Erstellung, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)

### Use the high-circulation special publications from ATZ, MTZ and ATZelektronik for your company / product presentation

| Issue, month<br>(AD   CD   PD) <sup>1</sup>                    | Trade fairs   | Content / Focus   |
|--|---|---|
| <b>ATZextra Artificial intelligence</b><br><b>MAY</b>          | Automotive Testing Expo   Stuttgart<br><b>ATZ live chassis.tech plus</b>   Munich<br>Stuttgarter Symposium                  | <b>ATZextra Artificial intelligence</b><br>05/20-22 Machine/deep learning, natural language programming (NLP), digital assistants and chatbots, data management, development methods for speech recognition, navigation, driver assistance systems, connectivity, image data evaluation and object recognition, networked production and predictive maintenance           |
| AD 2025/04/15  | Automotive Acoustics   Konstanz   | 07/03-04  |
| CD 2025/04/24  | VDI Dritev   Baden-Baden  | 07/08-09  |
| PD 2025/05/21  |   | 07/09-10  |
| <b>ATZextra Electromobility</b><br><b>JULY</b>                 | IAA Mobility   Munich<br>Aachener Kolloquium<br><b>ATZ live Heavy-Duty-, On- und Off-Highway-Motoren</b>  <br>Colmar/France | <b>ATZextra Electromobility</b><br>09/08-14 Charging technology and infrastructure, power generation and storage, vehicle concepts, batteries, fuel cells, electric drive systems   |
| AD 2025/06/10  |   | 10/06-08  |
| CD 2025/06/25  |   | 11/18-19  |
| PD 2025/07/18  |   |   |
| <b>ATZextra test benches and simulation</b><br><b>NOVEMBER</b> | CTI Drivetrain Symposium   Berlin<br><b>ATZ live/VDI Int. Motorenkongress</b>   Baden-Baden                                 | <b>ATZextra test benches and simulation</b><br>December Test bench technology, testing and measuring for electromobility, hydrogen and fuel cells, alternative fuels, emissions, mobile measurement technology, simulation tools, thermal management, air conditioning, NVH, engines, Transmission, chassis, steering, wheels/tyres, brakes, units, components, use of AI |
| AD 2025/10/22  |   | 26/02/24-25   |
| CD 2025/10/29  |   |   |
| PD 2025/11/21  |   |   |



**Present your current products and services to our readers in a targeted manner and without wastage.**

**We can design individual offer packages for you according to your wishes and requirements.**

We will be happy to inform you about your various options:

**Rouven Bastian** (Sales Manager)  
phone + 49 (0) 611 / 78 78 – 399  
rouven.bastian@springernature.com

<sup>1</sup> AD = Anzeigenschluss | CD = Copy deadline | PD = Publication date

This overview of the planned topics for 2025 is intended for your preliminary planning; the editors reserve the right to make changes.

Subject to change without notice. The standard price list on p. 7 applies.

### Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!

We individually design packages for you according to your wishes and needs.

#### Best Practice **In the company**

**Scope:**  
1-2 pages

**Components:**  
Box with key facts  
Company logo  
Integrated interview box with 3 questions

#### Company profile **In view**

**Scope:**  
2 pages

**Components:**  
Portrait about the company  
Highlighting of news: e.g. new products, new corporate strategy, new company structure etc.

#### Interview **Im conversation**

**Scope:**  
1-2 pages

**Components:**  
3-6 questions  
Photo of the person interviewed  
Company portrait with logo

#### Roundtable **Im discourse**

**Scope:**  
4 pages

**Components:**  
Expert discussion on a specific subject  
Publication (4 page follow-up report) in the magazine

Note: All corporate content formats are marked as a special advertisement publication.

We will be happy to inform you about the various offers:

**Rouwen Bastian** (Sales Manager)  
phone +49 (0) 611 / 78 78 – 399  
rouwen.bastian@springernature.com



## 1 Circulation monitoring:

### 2 Circulation analysis: average number of copies per issue in one year (July 1<sup>st</sup> 2023 to June 30<sup>th</sup> 2024)

|  |       |                                 |     |
|--|-------|---------------------------------|-----|
| <b>Print run:</b>                            | 5,500 |                                 |     |
| <b>Actual distributed circulation (ADC):</b> | 4,717 | <b>of which, abroad:</b>        | 208 |
| <b>Copies sold:</b>                          | 903   | <b>of which, abroad:</b>        | 155 |
| <b>Subscription copies:</b>                  | 845   | <b>of which, member copies:</b> | 72  |
| <b>Individual sales:</b>                     | 0     |                                 |     |
| <b>Other sales:</b>                          | 58    |                                 |     |
| <b>Voucher copies:</b>                       | 3,814 |                                 |     |
| <b>Reminder, archive and record copies:</b>  | 783   |                                 |     |

### 3 Geographical distribution analysis:

| Economic area                        | Percentage of actual circulation |        |
|--------------------------------------|----------------------------------|--------|
|                                      | %                                | copies |
| Germany                              | 95.6                             | 4,509  |
| Foreign countries                    | 4.4                              | 208    |
| Actual distributed circulation (ADC) | 100.0                            | 4,717  |

#### 3.1 Coverage in Germany structured according to postcode areas: current coverage on request



## Comprehensive B2B reach

With the communication channels of Springer Fachmedien Wiesbaden GmbH, you can reach specialists and executives in the automotive industry in an up-to-date, reliable and sustainable manner.

With the unique combination of print and online, ATZ takes absolute account of the media change.

The growing focus on online as the central channel of communication offers the highest possible performance with a plannable budget.

### PRINT

|   |              |
|---|--------------|
| <b>Print run</b>  | 5,500 copies |
| <b>ADC</b>  | 4,717 copies |
| <b>Subscription copies (incl. eMagazine + archive)</b><br>(ø July 2023 - June 2024) | 845 copies   |

### NEWSLETTER

|   |                    |
|---|--------------------|
| <b>Automobil + Motoren:</b>                 | 20,248 subscribers |
| <b>Automotive (english):</b><br>(July 2024) | 11,593 subscribers |

### E-MAGAZINE

|  |           |
|--|-----------|
| <b>ATZ</b>   | 6,332 Pls |
| <b>ATZworldwide</b><br>(ø/month   July 2023 - June 2024) | 1,856 Pls |

### SPRINGER PROFESSIONAL

|   |             |
|---|-------------|
| <b>springerprofessional.de</b><br>(ø/month   July 2023 - June 2024) | 728,993 Pls |
| <b>Article downloads ATZ</b><br>(July 2023 - June 2024)             | 10,314      |

### SPRINGER LINK

|  |         |
|--|---------|
| <b>ATZ</b>   | 124,159 |
| <b>ATZworldwide</b><br>(Download full-text articles,<br>January - December 2023) | 90,232  |

### DIGITAL MULTI-USER LICENSES/ IP-ACTIVATIONS FOR COMPANIES

|                                    |              |
|------------------------------------|--------------|
| <b>ATZ</b>                         | 204,193 User |
| <b>ATZworldwide</b><br>(July 2024) | 17,426 User  |

## 1.1 Branches

| Target groups                | Share in % |
|------------------------------|------------|
| Automotive supplier industry | 31         |
| Service   Development        | 20         |
| Research and education       | 20         |
| Automobile manufacturer      | 11         |
| Equipment providers          | 2          |
| Others                       | 16         |

## 1.2 Size of the business unit

| Target groups            | Share in % |
|--------------------------|------------|
| 1 to 99 employees        | 31         |
| 100 to 499 employees     | 16         |
| 500 to 1.999 employees   | 4          |
| 2.000 and more employees | 47         |
| not specified            | 2          |

## 2.2 Socio-demographics | 2.2.1 Vocational training

| Target groups   | Share in % |
|---|------------|
| Doctorate   Habilitation                                    | 9          |
| University degree - technical/scientific degree - doctorate | 46         |
| University of Applied Sciences degree                       | 30         |
| Master craftsman's diploma   Master craftsman's diploma     | 9          |
| Technical or craft apprenticeship                           | 7          |

## 2.1 Occupational characteristics | 2.1.1 Position in the company

| Target groups  | Share in % |
|--|------------|
| Owner, co-owner, board of directors, managing director | 11         |
| Research, design and development manager               | 11         |
| Purchasing manager                                     | 2          |
| Technical plant manager, department manager            | 7          |
| Commercial manager, department manager                 | 2          |
| Other technical employee                               | 33         |
| Other commercial employee                              | 2          |
| Lecturer, scientific employee                          | 13         |
| Expert, surveyor, service provider                     | 2          |
| Student, pupil, trainee                                | 11         |
| Other  | 4          |
| not specified  | 2          |

## 2.1.2 Functional area

| Target groups                                  | Share in % |
|--|------------|
| Corporate management, leadership               | 52         |
| Research                                       | 59         |
| Development, design, simulation                | 78         |
| Production, plant management                   | 50         |
| Quality assurance                              | 65         |
| Logistics                                      | 41         |
| Personnel                                      | 48         |
| Purchasing and procurement                     | 46         |
| Organization, IT and communications technology | 50         |
| Marketing   Sales                              | 57         |

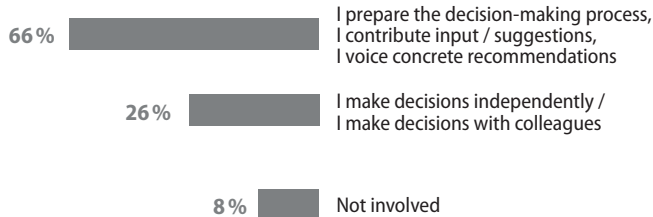
Multiple responses possible

### Overview of empirical methods – ATZ

1. Methodology: readership analysis through telephone interviews – randomly selected
2. Target group: primary readers
3. Timeframe: 21 August to 1 November, 2016
4. Conducted by: Institut für Publizistik der Johannes-Gutenberg-Universität

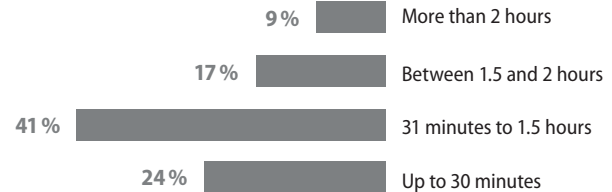
**ATZ has a readership with considerable decision-making responsibilities.**

### Investment responsibility



**ATZ is frequently and intensively used. This proof of the journal's high value and guarantees outstanding advertising exposure.**

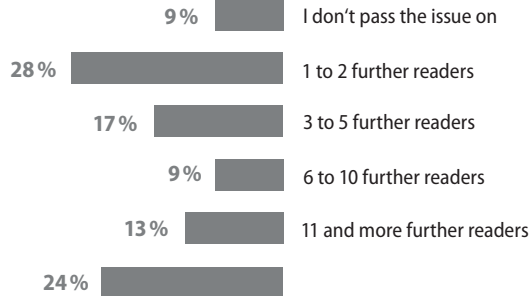
### Reading time



**41%** of the ATZ-readers have read the last 11 issues.

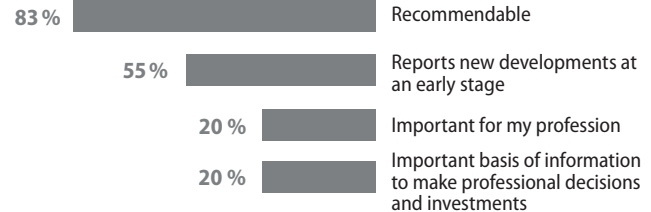
**ATZ achieves a high reach.**

### Passed on



**Its outstanding editorial quality creates an attractive advertising environment.**

### Quality of content



Multiple answers possible



**1 Web address (URL):**

springerprofessional.de/automobil-motoren (German)  
springerprofessional.de/en/automotive (English)

**2 Brief description:**

Our excellent editorial staff selects and summarises the latest news in the areas research & development, automotive & engine technology, electronic engineering, production and commercial vehicles.

**3 Target group:**

Decision-makers and engineers in the automotive and supplier industry as well as engine construction sectors

**4 Publishing company:**

Springer Fachmedien Wiesbaden GmbH

**Contact editor:**

**Christiane Köllner**  
phone + 49 (0) 611 / 78 78 – 136 | christiane.koellner@springernature.com

**Contact advertising:**

**Rouwen Bastian** (Sales Management)  
phone + 49 (0) 611 / 78 78 – 399 | rouwen.bastian@springernature.com

**For Agencies:**

Business Advertising GmbH  
phone + 49 (0) 211 / 17 93 47 – 50 | werbung@businessad.de

**5 Usage data:**

page 20 (Data for English-language website on request)





**1 File formats:**

GIF, HTML, JPEG

Redirects possible

Size: max. 120 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

The publisher reserves the right to reject files that are particularly CPU-intensive. The CPU load of HTML 5 should not exceed 25% on a currently configured standard computer. If the CPU load slows down the scrolling of a website or starts to jerk, which can limit the usability of the website. Reducing the CPU load by reducing the number of animated objects as well as the motion of animated objects can help.

Sound can be included in advertisements, provided the following conditions are met:

- At the start of the advertisement, the sound must be turned off.  
 Only a specific action on the part of the user (click) should activate the sound.
- There should be a clearly visible button to turn off the sound.
- When the ad (e.g. its layer) is closed, the sound must automatically end.

Information on Flash, expandable advertisements, HTML – especially HTML 5, and the use of redirects:  
[www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

**2 Delivery address:**

banner-wiesbaden@springernature.com

**3 Delivery deadline:**

p to 5 business days before placement.

Target link: Please be sure to include the target link for each ad.

**4 Contact:**

Ad Management

banner-wiesbaden@springernature.com

**1 Banner formats:**



**Billboard**

Format: 770 | 800 | 870  
 or 970 × 250 px



**Superbanner (bigsize)**

Format: 728 × 90 px



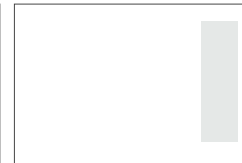
**Fullsize banner**

Format: 468 × 60 px



**Wallpaper**

Format: 728 × 90 and  
 120 × 600 px



**Wide skyscraper**

Format: 160 × 600 or  
 200 × 600 px



**Skyscraper**

Format: 120 × 600 px



**Half page**

Format: 300 × 600 px



**Medium rectangle**

Format: 300 × 250 px

### Advertisement formats and prices

| formats                                  | Pixel format<br>(w × h)         | Data volume<br>up to | CPM<br>in € |
|--|---------------------------------|----------------------|-------------|
| Half page                                | 300 × 600                       | 120 KB               | 198         |
| Billboard                                | 770   800   870<br>or 970 × 250 | 120 KB               | 198         |
| Wallpaper<br>(Superbanner + skyscraper)* | 728 × 90 and<br>120 × 600       | je 120 KB            | 198         |
| Wide skyscraper                          | 160 × 600<br>or 200 × 600       | 120 KB               | 121         |
| Skyscraper                               | 120 × 600                       | 120 KB               | 121         |
| Medium rectangle                         | 300 × 250                       | 120 KB               | 110         |
| Superbanner (bigsize)                    | 728 × 90                        | 120 KB               | 110         |
| Fullsize banner                          | 468 × 60                        | 120 KB               | 110         |

Prices excl. VAT. Special ad formats on request.

\* Background colouring on request

### 2 Discounts:

Conditions agreed for print media will not be applied for online media.

### 3 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date. 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

### Banking information:

Springer Fachmedien Wiesbaden GmbH | Deutsche Bank Berlin, BLZ: 100 700 00 |  
Account: 069700300 | Swift/BIC: DEUTDE33 | IBAN: DE09 1007 0000 0069 7003 00

Our specifications for online advertising: [www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

General terms and conditions: [www.springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)

Information on special forms of advertising such as white papers, advertorials, special themed newsletters, microsites, premium partnerships and much more is available on request.



**1 Access Control:**



**2 Usage data:**

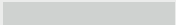
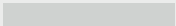

current accesses on request | Contact: rouwen.bastian@springernature.com

## Results of Springer Professional online user survey


Excerpt of the results for the target group Automobil + Motoren, recruited from the area: springerprofessional.de/automobil-motoren

The high editorial quality of Springer Professional offers an excellent advertising environment.

### Evaluation portal properties (very good/good)

|                                |   |             |
|--------------------------------|---|-------------|
| authentic and credible content |  | <b>88 %</b> |
| Practical relevance of content |  | <b>88 %</b> |
| Actuality of the content       |  | <b>87 %</b> |

Advertising on Springer Professional activates users in the area Automobil + Motoren.

 **74 %** of users obtained further information on the provider homepage based on information about products or providers on Springer Professional.

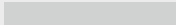


### The offer reaches the decision-makers

**93 %** decide directly on investments or are at least involved in an advisory capacity in the investment planning of their companies.

**36 %** hold management positions in their companies.

### Interest in the topics offered is very high.

#### Interest in subject areas

|                                      |   |             |
|--------------------------------------|---|-------------|
| Research and development results     |  | <b>89 %</b> |
| Product Information   Best Practice  |  | <b>85 %</b> |
| Industry information   -developments |  | <b>67 %</b> |

Source: Online user survey 2016, n = 428,  
 Conducting institute: eResult GmbH, all results in detail on request

**1 Name:**

Newsletter Automobil + Motoren (German)  
Newsletter Automotive (English)  
Newsletter Automobilelektronik (German)

**2 Brief description:**

The newsletters provide engineers and decision-makers in the automotive industry with the latest news on technology and developments in the branch in english language, providing a compact and concise overview of the latest events in this economic sector.

**3 Target group:**

Decision-makers and engineers in the automotive and supplier industry as well as engine construction sectors all over the world.

**4 Frequency:**

Automobil + Motoren: 2 x weekly, every Tuesday and Friday  
Automotive: every 14 days, on Tuesday  
Automobilelektronik: every 14 days, on Thursday

**5 Publishing company:**

Springer Fachmedien Wiesbaden GmbH

**Contact editor:**

**Christiane Köllner** (Editor-in-chief)  
phone +49 (0) 611 / 78 78 – 136 | christiane.koellner@springernature.com

**Patrick Schäfer**

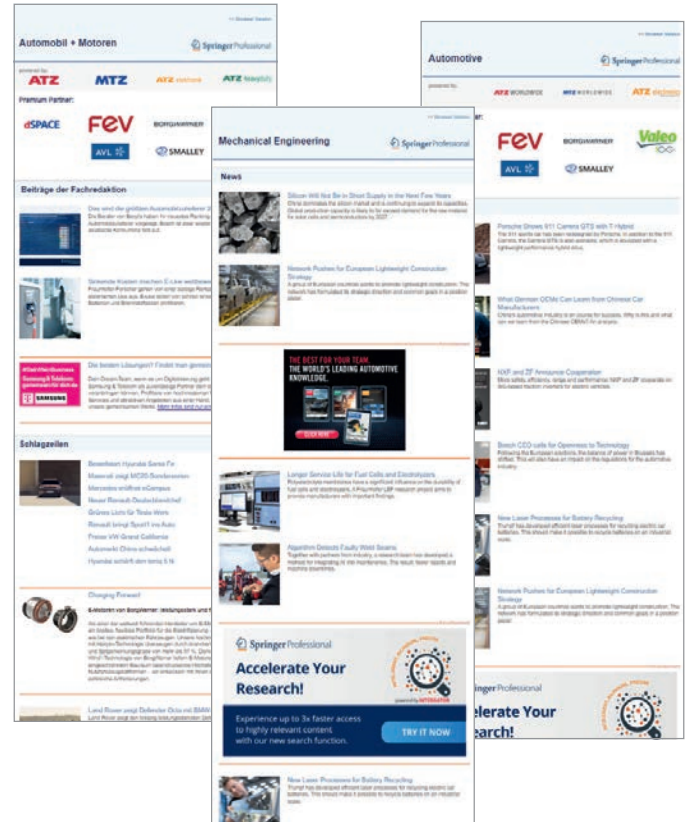
phone +49 (0) 611 / 78 78 – 557 | patrick.schaefer@springernature.com

**Contact advertising:**

**Rouven Bastian** (Sales Management)  
phone +49 (0) 611 / 78 78 – 399 | rouven.bastian@springernature.com

**6 Usage data:**



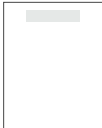
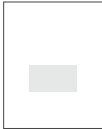

Automobil + Motoren: 20,248 subscribers  
Automobilelektronik: 20,248 subscribers  
Automotive (EN): 11,593 subscribers  
(July 2024)







## 1 Advertisement formats and prices

| Newsletter  | Pixel formats<br>(w × h)                                     | kB  | Fixed price in €                         |                    |       |
|---|--|---|--|--------------------|-------|
|   |  |   | Automobil+Motoren<br>Automobilelektronik | Automotive<br>(EN) |       |
|   | Text ad small<br>+ logo/picture<br>(GIF or JPG) <sup>1</sup> | pic 140 × 100,<br>text 300 characters <sup>2</sup>  | max.<br>45                               | 1,540              | 820   |
|   | Text ad large<br>+ logo/picture<br>(GIF or JPG) <sup>1</sup> | Bild 140 × 100,<br>Text 650 characters <sup>2</sup> | max.<br>45                               | 1,925              | 990   |
|   | Fullsize<br>Banner<br>(GIF or JPG) <sup>1</sup>              | 468 × 60  | max.<br>45                               | 1,925              | 990   |
|   | Rectangle<br>(GIF or JPG) <sup>1</sup>                       | 300 × 250   | max.<br>45                               | 1,925              | 990   |
|  | Premium<br>Banner<br>(GIF or JPG) <sup>1</sup>               | 600 × 250   | max.<br>45                               | 2,145              | 1,270 |

## 2 Discounts:

Conditions agreed for print media will not be applied for online media.

## 3 Payment conditions:

Payment within 10 days with 2% discount, net within 30 days after invoice date.

15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

## Banking information:

Springer Fachmedien Wiesbaden GmbH  
Deutsche Bank Berlin, BLZ: 100 700 00 | Account: 069700300 |  
Swift/BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

You can find our specifications for online advertising at  
[www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

You can find our general terms and conditions at  
[www.springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)

<sup>1</sup> not animated files | <sup>2</sup> incl. spaces

**Show your industry expertise and use these attractive forms of advertising, to put your company in the focus of your target group!**

### Webinar

Are you looking for a way to present your products/ services to your (potential) customers interactively and audiovisually?

Are you looking for a virtual, direct exchange with your customers? Then our webinars are the suitable medium!

We take care of the technical implementation and promotion of your webinar. On request, we can also provide an expert moderator.

### Webinar matinee

Showcase your innovative services and technical highlights live in the morning on a specific topic.

As part of our compact webinar matinee, you will present yourself to our interested specialist audience in a 25-minute slot.

### Podcast

Present your topic as a podcast. We provide you with the platform with the expertise of our specialist editorial team and take over the production for you.

### Whitepaper

Reach actively researching professionals with your expertise! With your whitepaper on [springerprofessional.de](http://springerprofessional.de) you generate address data directly for your sales and direct marketing measures! Traffic to your whitepaper is included.

### Advertorial

Your advertorial on [springerprofessional.de](http://springerprofessional.de) in the desired channel reaches your desired target group.

### Branchenmonitor

Our stand-alone newsletter "Branchenmonitor" with the look and feel of the editorial newsletter is sent to our subscribers. We take care of the visual design, you provide the content.

### Premium partner

Present your company with a prominent prominent placement of your company logo on [springerprofessional.de](http://springerprofessional.de) in your specialist area and in the associated newsletter.

### Microsite

Present your company with your own own microsite on [springerprofessional.de](http://springerprofessional.de)! The desired editorial environment provides the neutral, objective and scientific background for your marketing message.

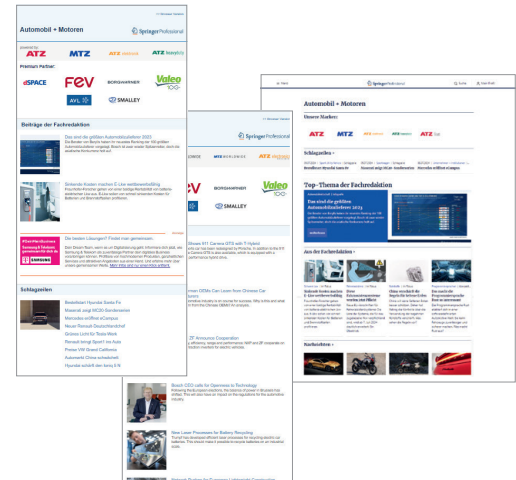
**We individually design packages for you according to your wishes and needs.**

**Rouwen Bastian** (Sales Management) | phone + 49 (0) 611 / 78 78 – 399 | [rouwen.bastian@springernature.com](mailto:rouwen.bastian@springernature.com)

## Premium Partner: Present your company with a prominent placement of your company logo in the desired channel on [www.springerprofessional.de](http://www.springerprofessional.de) and in the associated newsletter.

- linked company logo on [springerprofessional.de](http://springerprofessional.de) in the channels Automobil + Motoren and Automotive and on all subpages – in the freely available and in the closed subscriber area!
- linked company logo in every Springer Professional newsletter Automobil + Motoren and Automotive more than 125 times a year!
- 12 months duration

Price on request



## Branchenmonitor – Your stand-alone mailing in the look & feel of our editorial newsletter

- Our stand alone newsletter "Branchenmonitor" is sent once to subscribers of our editorial newsletters.
- We take care of the visual design, you "only" provide the content
- Benefit from our know-how and our high-quality recipient addresses in the sector Automobil + Motoren (for recipient figures see p. 20)

Price: € 7,500

Interested in our special digital advertising formats?

**Rouwen Bastian** (Sales Management) | phone +49 (0) 611 / 78 78 – 399 | [rouwen.bastian@springernature.com](mailto:rouwen.bastian@springernature.com)

# Our trade media in the section Automotive

