

# Media information 2025

Advertising rate card No. 15 | 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



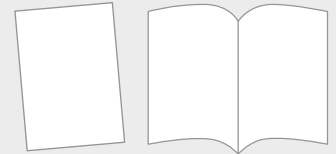
Website



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:

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

Podcasts

Newsletter | Stand alone newsletter



Whitepaper | Advertorials

Webinar



# ATZ live

Books



## PRINT

### Trade journal

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- 1 Title:** ATZ Automobiltechnische Zeitschrift
- 2 Brief description:** The innovative trade journal offers the full fascination of commercial vehicle technology on and off the road, at the usual high level. ATZheavyduty reaches readers far beyond the commercial vehicle industry. It appeals to developers of construction and agricultural machinery, road-going commercial vehicles and industrial trucks as well as to the wide range of industry suppliers. ATZheavyduty is a unique trade journal for commercial vehicles, special-purpose vehicles and mobile machinery in a booming market. It is published as a German-language print magazine and e-magazine, as well as an English-language e-magazine under the title ATZheavyduty worldwide.
- 3 Target group:** Suppliers, outfitters, research, service providers, manufacturers of mobile machines, special-purpose vehicles and commercial vehicles, as well as construction and agricultural machinery.
- 4 Frequency:** 2 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 18<sup>th</sup> volume 2024
- 7 Subscription price:**
- |                   |                                     |
|-------------------|-------------------------------------|
| Germany           | € 124 (incl. V.A.T. + p&p)          |
| Foreign countries | € 121.49 (excl. V.A.T. / incl. p&p) |
| Single issue      | € 73 (incl. V.A.T. + p&p)           |
- 8 Official journal of:** –
- 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**
- 12 Advertising:** **Rouwen Bastian** (Sales Management)  
phone + 49 (0) 611 / 78 78 – 399  
rouwen.bastian@springernature.com
- 13 Editor:** **Dipl.-Reg.-Wiss. Caroline Behle** (responsible editor)  
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**Dr. Alexander Heintzel** (Editor-in-chief)  
phone + 49 (0) 611 / 78 78 – 342  
alexander.heintzel@springernature.com
- 14 Scope analysis 2023** on request
- 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 AD   CD   PD <sup>1</sup>	Fairs, events, congresses	Cover Story	Further topics
<b>Issue 1</b> <b>March</b> AD 2025/02/13 CD 2025/02/27 PD 2025/03/21	<b>ATZ live/VDI Int.</b> <b>Motorenkongress</b>   Baden-Baden	02/25-26	<b>Construction machinery</b> <ul style="list-style-type: none"> <li>• Trucks, buses, special vehicles incl. long-distance transport</li> <li>• Mobile automation (display and operation, sensors, actuators, control units with software)</li> <li>• Automated driving (e.g. in freight yards, warehouses, airports, agriculture, as well as platooning in road traffic) including new vehicle concepts, security, remote control, satellite support, connectivity, AI, data transmission</li> </ul>
	<b>ATZ live Elektrische Antriebe und Energiesysteme</b>   Berlin	03/26-27	
	bauma   Munich	04/07-13	
	<b>ATZ live chassis.tech plus</b>   Munich	06/03-04	
<b>Issue 2</b> <b>August</b> AD 2025/09/08 CD 2025/09/22 PD 2025/10/17	<b>ATZ live Automotive Acoustics Conference</b>   Konstanz	07/08-09	<b>Agricultural machinery</b> <ul style="list-style-type: none"> <li>• Thermal management (e.g. for cabs and drive systems)</li> <li>• HMI (e.g. for connected work in agriculture)</li> <li>• Electrification (e.g. in mining, stationary and mobile machines, long-haul and distribution transport)</li> <li>• Alternative fuels, hydrogen, infrastructure</li> <li>• Body and package</li> </ul>
	Agritechnica   Hanover	11/09-15	
	<b>ATZ live Heavy-Duty-, On- und Off-Highway-Motoren</b>   Colmar/France	11/18-19	

<sup>1</sup> AD = Advertising Deadline | CD = Copy Deadline | PD = Publication Date

<sup>2</sup> Special issues | annual issues | manufacturer issues | special pages:

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

Permanent sections: Development | Interview | Guest commentary | Product announcements | Corporate announcements

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 Joint event of ATZlive and VDI Wissensforum	Sustainable and electrified into the future 19 <sup>th</sup> International MTZ Congress on Future Drives	4 congresses in one event 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					
	block	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 ATZheavyduty 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

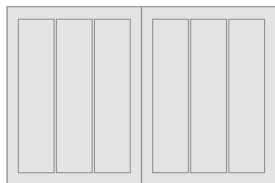
Prices in € excl. VAT

### Linking of your advertisement in both eMagazines

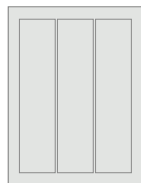
in the German ATZheavyduty, as well as in the English ATZheavyduty worldwide



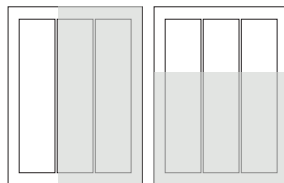




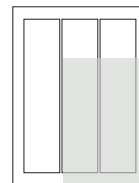
2/1 page



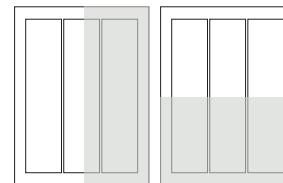
1/1 page



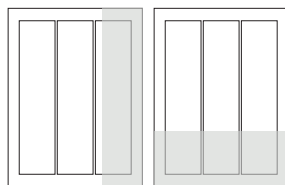
2/3 page portrait | landscape



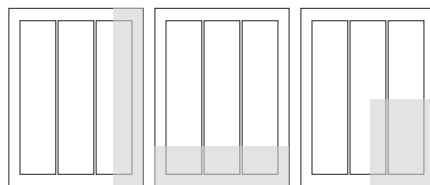
Juniorpage



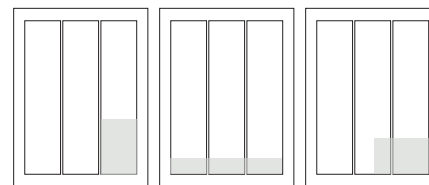
1/2 page portrait | landscape



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, Rubelsiebdruck, Tiefdruck oder Klebebindung  
**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)

## Know-how for the entire automotive value chain

### ATZ

The technical magazine for managers in automotive development and production.

### MTZ

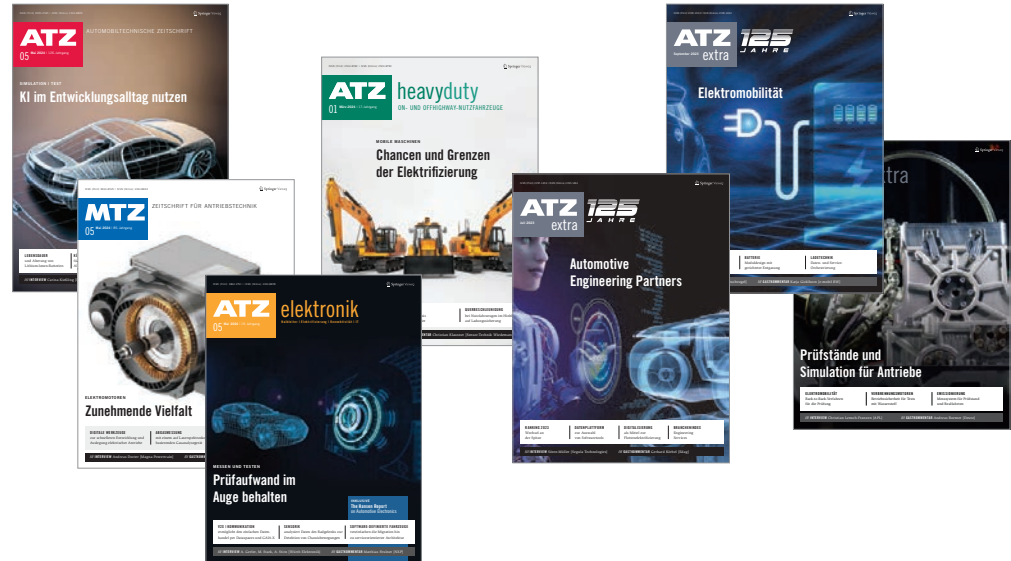
It offers in-depth technical information for managers in engine development and production.

### ATZheavyduty

Trade journal for all aspects of commercial vehicle technology, on and off the road.

### ATZelektronik

It bridges the gap between vehicle and electronics development across the entire spectrum of complete vehicles, drive systems, components and system development.



## ATZextra

We pay particular attention to technical innovations, market innovations or special events.

About the current issues, read more on page 9.

## Combine and benefit!

For information on the relevant specialist areas, please refer to the respective media information. These and the current topic previews can be found at [www.springerfachmedien-wiesbaden.de/media-sales](http://www.springerfachmedien-wiesbaden.de/media-sales)

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

Issue, month (AD   CD   PD) <sup>1</sup>	Trade fairs	Content / Focus
<b>ATZextra Artificial intelligence</b> <b>MAY</b>	Automotive Testing Expo   Stuttgart	05/20-22 <b>ATZextra Artificial intelligence</b>
	<b>ATZ live chassis.tech plus</b>   Munich	06/03-04 Machine/deep learning, natural language programming (NLP), digital assistants and chatbots,
	Stuttgarter Symposium	07/03-04 data management, development methods for speech recognition, navigation, driver assistance systems, connectivity, image data evaluation and object recognition, networked production and predictive maintenance
	Automotive Acoustics   Konstanz	07/08-09
AD 2025/04/15	VDI Dritev   Baden-Baden	07/09-10
CD 2025/04/24		
PD 2025/05/21		
<b>ATZextra Electromobility</b> <b>JULY</b>	IAA Mobility   Munich	09/08-14 <b>ATZextra Electromobility</b>
	Aachener Kolloquium	10/06-08 Charging technology and infrastructure, power generation and storage, vehicle concepts, batteries, fuel cells, electric drive systems
	<b>ATZ live Heavy-Duty-, On- und Off-Highway-Motoren</b>   Colmar/France	11/18-19
	AD 2025/06/10	
CD 2025/06/25		
PD 2025/07/18		
<b>ATZextra test benches and simulation</b> <b>NOVEMBER</b>	CTI Drivetrain Symposium   Berlin	December <b>ATZextra test benches and simulation</b>
	<b>ATZ live/VDI Int. Motorenkongress</b>   Baden-Baden	26/02/24-25 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	
	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>	4,067		
<b>Actual distributed circulation (ADC):</b>	3,654	<b>of which, abroad:</b>	56
<b>Copies sold:</b>	164	<b>of which, abroad:</b>	56
<b>Subscription copies:</b>	164	<b>of which, member copies:</b>	25
<b>Individual sales:</b>	–		
<b>Other sales:</b>	–		
<b>Voucher copies:</b>	3,490		
<b>Reminder, archive and record copies:</b>	413		

**3 Geographical distribution analysis:**

Economic area	Percentage of actual circulation	
	%	copies
Germany	98.5	3,598
Foreign countries	1.5	56
Actual distributed circulation (ADC)	100.0	3,654

**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 heavyduty 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>	4,067 copies
<b>ADC</b>	3,654 copies
<b>Subscription copies (incl. eMagazine + archive)</b> (ø July 2023 - June 2024)	164 copies

### NEWSLETTER

<b>Automobil + Motoren:</b>	20,248 subscribers
<b>Automotive (englisch):</b> (Stand Juli 2024)	11,593 subscribers

### E-MAGAZIN

<b>ATZheavyduty</b>	955 Pls
<b>ATZheavyduty worldwide</b> (ø/month   July 2023 - June 2024)	208 Pls

### SPRINGER PROFESSIONAL

<b>springerprofessional.de</b> (ø/month   July 2023 - June 2024)	728,993 Pls
<b>Artikel-Downloads ATZheavyduty</b> (July 2023 - June 2024)	961

### SPRINGER LINK

<b>ATZheavyduty</b>	33,907
<b>ATZheavyduty worldwide</b> (Download fulltext articles, January - December 2023)	33,202

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

<b>ATZheavyduty</b>	23,883 User
<b>ATZheavyduty worldwide</b> (July 2024)	3,031 User



**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:**

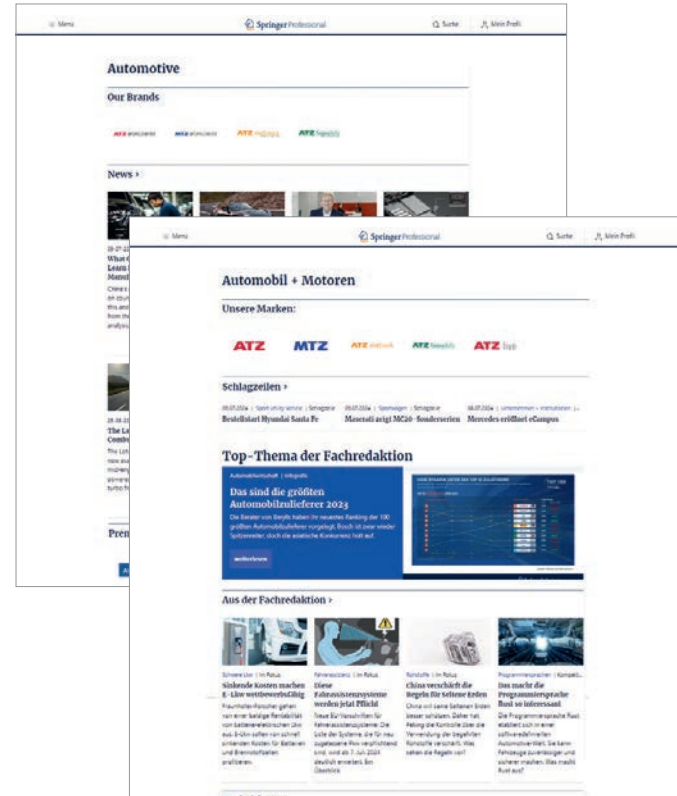
**Rouwen Bastian** (Sales Management)  
phone + 49 (0) 611 / 78 78 – 399 | rouwen.bastian@springernature.com

**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



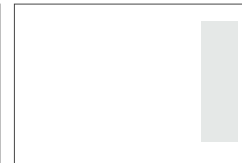
**Fullsize banner**

Format: 468 × 60 px



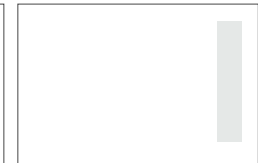
**Wallpaper**

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 (w × h)	Data volume up to	CPM in €
Half page	300 × 600	120 KB	198
Billboard	770   800   870 or 970 × 250	120 KB	198
Wallpaper (Superbanner + skyscraper)*	728 × 90 and 120 × 600	je 120 KB	198
Wide skyscraper	160 × 600 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:**

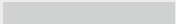
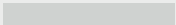

current accesses on request | Contact: rouwen.bastian@springernature.com

## 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.

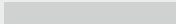


### The offer reaches the decision-makers

**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**

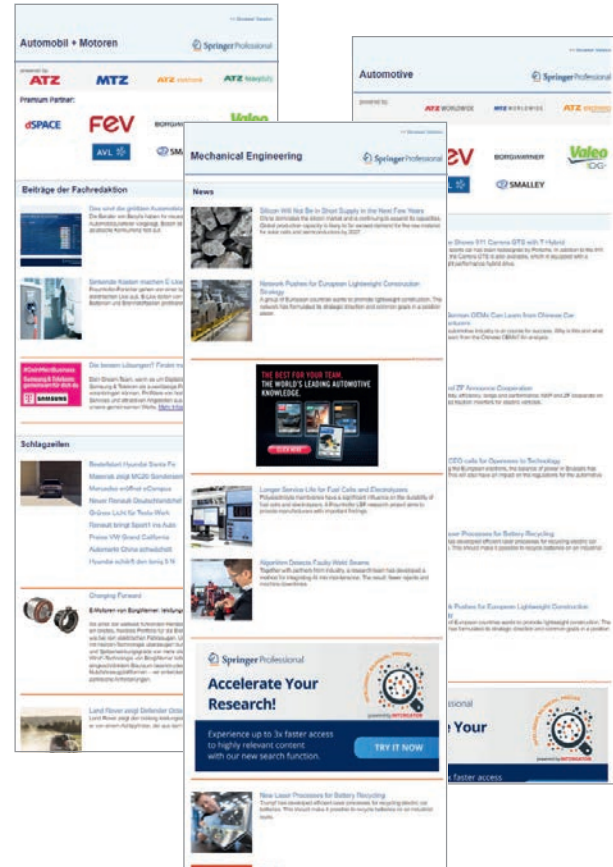
phone +49 (0) 611 / 78 78 – 557 | patrick.schaefer@springernature.com

**Contact advertising:**

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



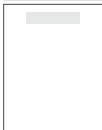
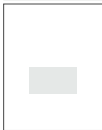

**6 Usage data:**

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





## 1 Advertisement formats and prices

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

## 2 Discounts:

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## 3 Payment conditions:

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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.

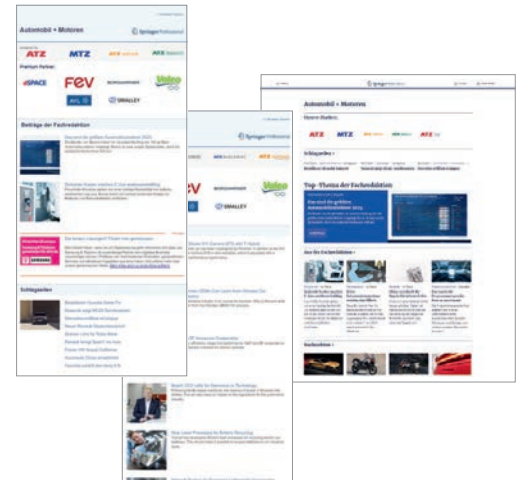
**We individually design packages for you according to your wishes and needs.**

**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

