

Media information 2025

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

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



Our representatives for USA and Canada



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eMagazine



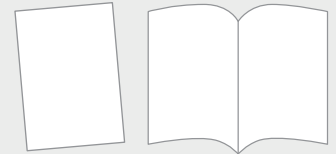
Website



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:** MTZ Motortechnische Zeitschrift
- 2 Brief description:** MTZ is the leading international technical and scientific journal for decision-makers in drive development and engine production. The MTZ is a must read for technology-oriented management in the automotive industry with a special focus on the development of electric, electrified and combustion engine drives. The MTZ promotes the transfer of information and exchange of ideas between engine manufacturers, the supply industry, service companies and research and development centers around the world.
- 3 Target group:** Decision-makers in the fields of motor development and production
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 86th 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 des Fachverbands Motoren und Systeme im VDMA, Verband Deutscher Maschinen- und Anlagenbau e. V., Frankfurt/Main, für die Fachgebiete Verbrennungsmotoren und Gasturbinen | Organ der industriellen Forschungsvereinigung für Energiewandlungssysteme FVV e. V. | Organ der Wissenschaftlichen Gesellschaft für Kraftfahrzeug- und Motorentechnik e. V. (WKM) | Organ des Österreichischen Vereins für Kraftfahrzeugtechnik (ÖVK) | Zusammenarbeit mit der STG, Schiffbautechnischen Gesellschaft e. V., Hamburg, auf dem Gebiet der Schiffsantriebe durch Verbrennungskraftmaschinen

- 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
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alexander.heintzel@springernature.com
- 14 Scope analysis 2023 = 10 issues**
- | | | | |
|--------------------|-----------|---|--------|
| Total volume | 776 pages | = | 100.0% |
| Editorial part | 655 pages | = | 84.4% |
| Advertisement part | 121 pages | = | 15.6% |
| Supplements | 1 issues | | |
- 15 Content analysis of the editorial part** on request



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

For further information, please call Mr. Frank Nagel on +49 (0)611 78 78 - 395.

| Issue AD CD PD ¹ | Fairs, events, congresses | Cover Story | Main subjects ² | | Special issues annual editions etc. ³ |
|---|---|---|---------------------------------------|--|---|
| 1 Januar AD 2024/11/15 CD 2024/11/21 PD 2024/12/13 | | Passenger car engines | Micromobility | Engine management/OBD | Annual planner 2025 |
| 2/3 Feb/Mar AD 2025/01/17 CD 2025/01/23 PD 2025/02/14 | ATZ live/VDI Int. Motorenkongress Baden-Baden 02/25-26 | Commercial vehicle drives (incl. BSZ, BEV, alternative fuels) | Electrical systems and energy storage | Thermal management | |
| 4 April AD 2025/02/14 CD 2025/02/20 PD 2025/03/14 | ATZ live Elektrische Antriebe und Energiesysteme Berlin 03/26-27 Hannover-Messe Hanover 03/31-04/04 | Supercharging | Powertrain/ component integration | Battery cooling | |
| 5 May AD 2025/03/14 CD 2025/03/20 PD 2025/04/11 | Wiener Motorensymposium Wien (A) 05/14-16 CIMAC-Kongress Zurich (CH) 05/19-23 | Electric drives (48 V, HEV, BEV, fuel cell) | Regenerative fuels | Charge cycle (including valve control) | |
| Industrial Special | | | | | |
| 6 June AD 2025/04/14 CD 2025/04/22 PD 2025/05/16 | Automotive Testing Expo Stuttgart 05/20-22 | Exhaust gas treatment and emission control | Seals | High-performance/ high-efficiency engines | Branchenindex Powertrain |
| 7/8 July/Aug. AD 2025/05/26 CD 2025/06/03 PD 2025/06/27 | Stuttgarter Symposium Stuttgart 07/03-04 VDI Dritev Baden-Baden 07/09-10 ATZ live Automotive Acoustics Conference Konstanz 07/08-09 | Passenger car engines | Transmissions (electric drive) | Filters | |
| including ATZextra Artificial Intelligence | | | | | |



| Issue AD CD PD ¹ | Fairs, events, congresses | | Cover Story | Main subjects ² | | Special issues annual editions etc. ³ |
|--|--|----------|---|---|--|---|
| 9 September AD 2025/04/11 CD 2025/07/17 PD 2025/08/08 | IAA Mobility München | 09/08-14 | Sustainability (propulsion) | Simulation and testing/big data, AI Development methodology/process | Fuel injection/ combustion | |
| | | | | | | |
| 10 October AD 2025/08/15 CD 2025/08/21 PD 2025/09/12 | | | Hybrid drives (48 V, HEV, PHEV) | Defossilization (PtG, PtL, H2, fuel production, lubricants and coolants) | Acoustics/NVH | |
| | | | | | | |
| 11 November AD 2025/09/11 CD 2025/09/17 PD 2025/10/10 | Aachener Kolloquium Aachen ATZ live Heavy-Duty- On- und Off-Highway-Motoren Colmar/Frankreich Agritechnica Hanover | 10/06-08 | Fuels (application) | Electrification (auxiliary units) | Materials (3D printing, casting technology, steel) | |
| | | 11/18-19 | | | | |
| | | 11/09-15 | | | | |
| 12 December AD 2025/10/17 CD 2025/10/23 PD 2025/11/14 | CTI-Symposium – Automotive Drivetrains Berlin | December | Traction batteries | Friction minimization | Fuel cell and components | Branchenindex Powertrain |
| | | | | | | |
| 1 January 26 AD 2025/11/14 CD 2025/11/20 PD 2025/12/12 | | | Electric motors | Engine management/ OBD | Hybrid transmission | Annual planner 2026 |
| | | | | | | |
| 2/3 Feb/Mar 26 AD 2026/01/16 CD 2026/01/22 PD 2026/02/13 | | | Commercial vehicle drives (incl. BSZ, BEV, alternative fuels) | Electrical systems and energy storage | Thermal management | |
| | | | | | | |

¹ AD = Advertising Deadline | DD = Printing Material Deadline | PD = Publication Date ² See list of main topics on page 4

³ Special editions/annual issues/manufacturers' booklets/special pages: Supplements in the trade journals ATZ/MTZ. Further current special editions and special topics will be announced in time.

Permanent sections: Development, interviews, research, conference reports, product announcements, company announcements, job market.

The following topics may be covered in addition to the main topics:

Mixture formation and combustion

New combustion processes
Combustion optimization
Fuel injection
Intake systems | Valve train

Thermal Management

Cooling
Low Temperature Emissions
Increased Efficiency |
Fuel Consumption

Innovative drive concepts

Hybridized and fully electric drives
New combustion engines
Intelligent networking of
drive components

Micromobility

E-bike, scooter or urban vehicle drives
Drone drives
Batteries

Interaction between engine and transmission

Overall system optimization of the drive train
Influence of engines on
transmission development
Influence of transmissions
on engine development

Decarbonization

Avoiding carbon from non-renewable sources
E-fuels
Replacing fossil sources
Life Cycle Analysis

Traction batteries | energy storage

battery technologies
fuel systems for LNG, CNG, hydrogen
high-pressure fuel systems
second life and recycling

Electric motors

New developments from the overall field
Increase in power density
Adaptation to use cases

Sustainability

Technology
Systems
Sustainability and economic efficiency
(methodologies/sector coupling/life cycle
assessment LCA, CtG, WtW, TtW)

| February | March | June | July | November |
|--|---|--|---|--|
| 12th International Engine Congress 2025 | Electric Powertrains and Energy Systems 2025 | chassis.tech plus | Automotive Acoustics Conference | Heavy-Duty-, On- and Off-Highway motors |
| 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 th International MTZ Congress on Future Drives | 4 congresses in one event 16 th International Munich Chassis Symposium | 8 th International ATZ symposium Vehicle acoustics | 20 th 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

Standard price list for the English-language eMagazine MTZ 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

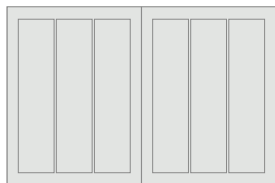
Linking of your advertisement in both eMagazines

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

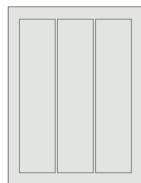


Information on digital ad acceptance and the technical specifications:

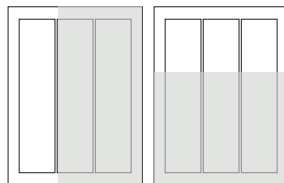
www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery



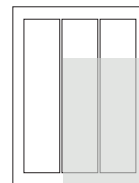
2/1 page



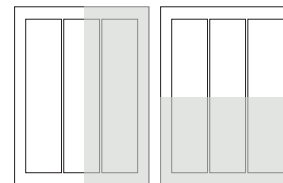
1/1 page



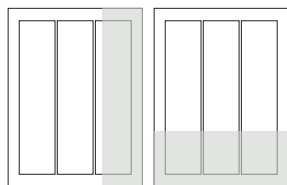
2/3 page portrait | landscape



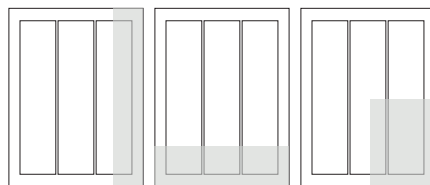
Juniorpage



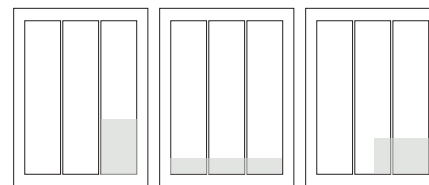
1/2 page portrait | landscape



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 st cover page | 9,900 |



2 Additional fees:

| | | |
|-------------------|---|----------------------|
| Placement: | 2nd, 3rd and 4th cover pages 4c | € 549 |
| | Binding placement requests | € 549 |
| Colour: | Fee for special colours: fee for each additional colour, price on request | |
| Formats: | 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:

| | |
|--|---------|
| Title | € 9,900 |
| Loose / fixed Inserts: (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 25 g per thousand | € 362 |
| Up to 30 g per thousand | € 373 |
| Number of enclosures | on request |
| Prices for heavier enclosures | on request |

Fixed enclosures: (no discounts available)

| | |
|---|------------|
| Per thousand up to 25 g, 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



- 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
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
- Support:** PDF/X4-Erstellung, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de

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

| Issue, month (AD CD PD) ¹ | Trade fairs | Content / Focus |
|--|---|--|
| ATZextra Artificial intelligence MAY | Automotive Testing Expo Stuttgart ATZ live chassis.tech plus Munich Stuttgarter Symposium | ATZextra Artificial intelligence 05/20-22 06/03-04 07/03-04 07/08-09 07/09-10 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 CD 2025/04/24 PD 2025/05/21 | Automotive Acoustics Konstanz VDI Dritev Baden-Baden | |
| ATZextra Electromobility JULY | IAA Mobility Munich Aachener Kolloquium ATZ live Heavy-Duty-, On- und Off-Highway-Motoren Colmar/France | ATZextra Electromobility 09/08-14 10/06-08 11/18-19 Charging technology and infrastructure, power generation and storage, vehicle concepts, batteries, fuel cells, electric drive systems |
| AD 2025/06/10 CD 2025/06/25 PD 2025/07/18 | | |
| ATZextra test benches and simulation NOVEMBER | CTI Drivetrain Symposium Berlin ATZ live/VDI Int. Motorenkongress Baden-Baden | ATZextra test benches and simulation December 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 | | |

¹ 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.



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

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 1st 2023 to June 30th 2024)

| | | | |
|--|-------|---------------------------------|-----|
| Print run: | 5,500 | | |
| Actual distributed circulation (ADC): | 4,532 | of which, abroad: | 260 |
| Copies sold: | 986 | of which, abroad: | 204 |
| Subscription copies: | 898 | of which, member copies: | 67 |
| Individual sales: | 0 | | |
| Other sales: | 88 | | |
| Voucher copies: | 3,546 | | |
| Reminder, archive and record copies: | 968 | | |

3 Geographical distribution analysis:

| Economic area | Percentage of actual circulation | |
|--------------------------------------|----------------------------------|--------|
| | % | copies |
| Germany | 94.3 | 4,272 |
| Foreign countries | 5.7 | 260 |
| Actual distributed circulation (ADC) | 100.0 | 4,532 |

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, MTZ 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

| | |
|---|--------------|
| Print run | 5,500 copies |
| ADC | 4,532 copies |
| Subscription copies (incl. eMagazine + archive) (ø July 2023 - June 2024) | 898 copies |

NEWSLETTER

| | |
|--|--------------------|
| Automobil + Motoren: | 20,248 subscribers |
| Automotive (englisch): (Juli 2024) | 11,593 subscribers |

E-MAGAZIN

| | |
|--|-----------|
| MTZ | 4,624 Pls |
| MTZworldwide (ø/month July 2023 - June 2024) | 2,877 Pls |

SPRINGER PROFESSIONAL

| | |
|---|-------------|
| springerprofessional.de (ø/month July 2023 - June 2024) | 728,993 Pls |
| Article downloads MTZ (August 2023 - July 2024) | 15,574 |

SPRINGER LINK

| | |
|--|---------|
| MTZ | 110,502 |
| MTZworldwide (Download fulltext-articles, January - December 2023) | 77,951 |

DIGITAL MULTI-USER LICENSES/ IP-ACTIVATIONS FOR COMPANIES

| | |
|------------------------------------|--------------|
| MTZ | 122,298 User |
| MTZworldwide (July 2024) | 20,157 User |

1.1 Branches

| Target groups | Share in % |
|------------------------------|------------|
| Automotive supplier industry | 38 |
| Service | 33 |
| Automotive manufacturers | 15 |
| Research and development | 8 |
| Equipment providers | 3 |
| Other | 3 |

1.2 Size of the business unit

| Target groups | Share in % |
|-------------------------|------------|
| 1 to 99 employees | 20 |
| 100 to 499 employees | 10 |
| 500 to 1,999 employees | 11 |
| 2,000 or more employees | 55 |
| No response | 5 |

2.2 Sociodemographics | 2.2.1 Education and training

| Target groups | Share in % |
|---|------------|
| Doctoral degree habilitation | 10 |
| Technical natural sciences degree – traditional university university of applied sciences | 65 |
| Degree – university of applied sciences | 18 |
| Master training certificate | 3 |
| Technical or craft apprenticeship | 5 |

2.1 Occupational characteristics | 2.1.1 Position in the company

| Target groups | Share in % |
|---|------------|
| Owner or co-owner, chairperson or managing director | 10 |
| Head of research, construction or development | 10 |
| Head of operations head of department: technical | 3 |
| Other member of staff: technical | 53 |
| Other member of staff: managerial | 5 |
| Instructor | 3 |
| Student, pupil or trainee | 13 |
| Other | 3 |
| No response | 3 |

2.1.2 Area of responsibility

| Target groups | Share in % |
|---|------------|
| Corporate leadership or management | 58 |
| Research | 68 |
| Development, construction or simulation | 85 |
| Production or plant management | 58 |
| Quality assurance | 50 |
| Logistics | 38 |
| Human resources | 50 |
| Purchasing | 48 |
| Organisation, IT or telecommunications | 53 |
| Marketing or sales | 55 |

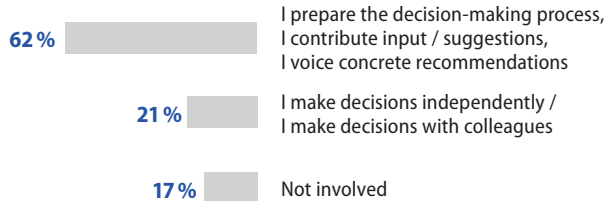
Multiple answers possible

Overview of empirical methods MTZ

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 Mainz

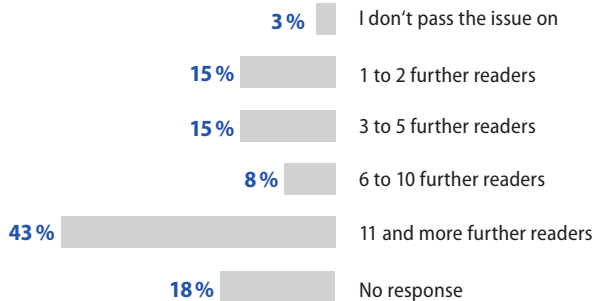
MTZ has a readership with considerable decision-making responsibilities.

Investment responsibility



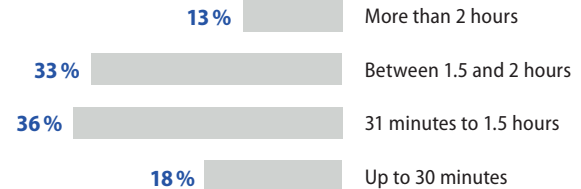
MTZ achieves a high reach.

Passed on



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

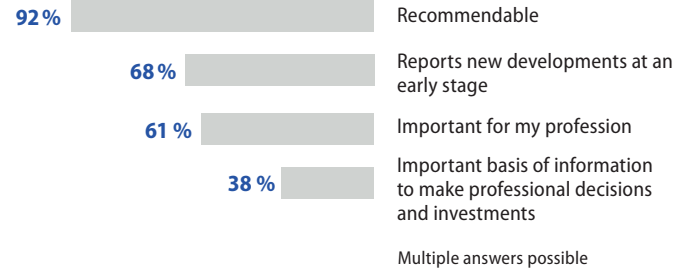
Reading time



53% of the ATZ-readers have read the last 11 issues.

Its outstanding editorial quality creates an attractive advertising environment.

Quality of content



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:

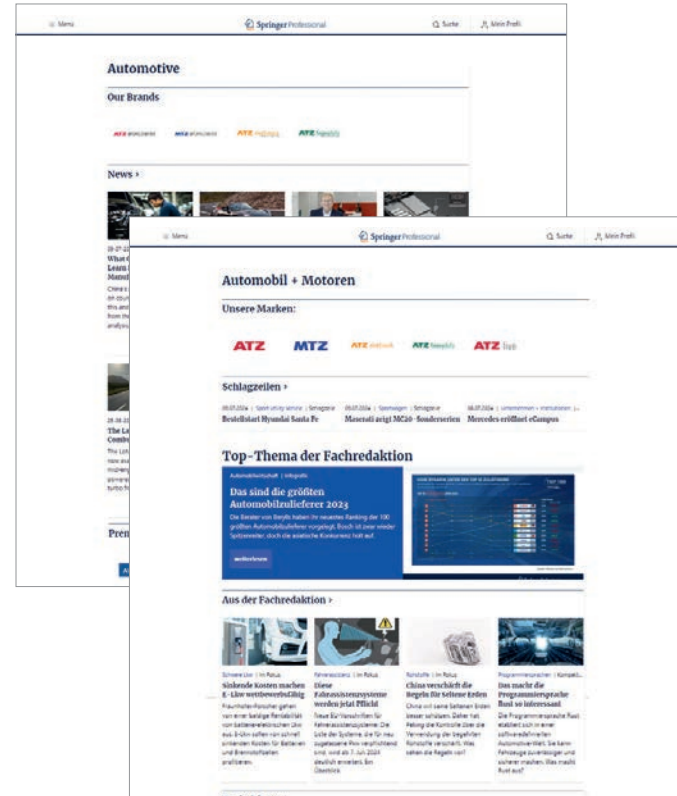
Rouwen Bastian (Sales Management)
phone + 49 (0) 611 / 78 78 – 399 | rouwen.bastian@springernature.com

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

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



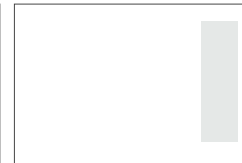
Fullsize banner

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

General terms and conditions: 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:

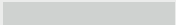
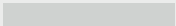

current accesses on request | Contact: rouwen.bastian@springernature.com

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 |  | 88 % |
| Practical relevance of content |  | 88 % |
| Actuality of the content |  | 87 % |

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.

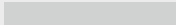


The offer reaches the decision-makers

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 |  | 89 % |
| Product Information Best Practice |  | 85 % |
| Industry information -developments |  | 67 % |

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

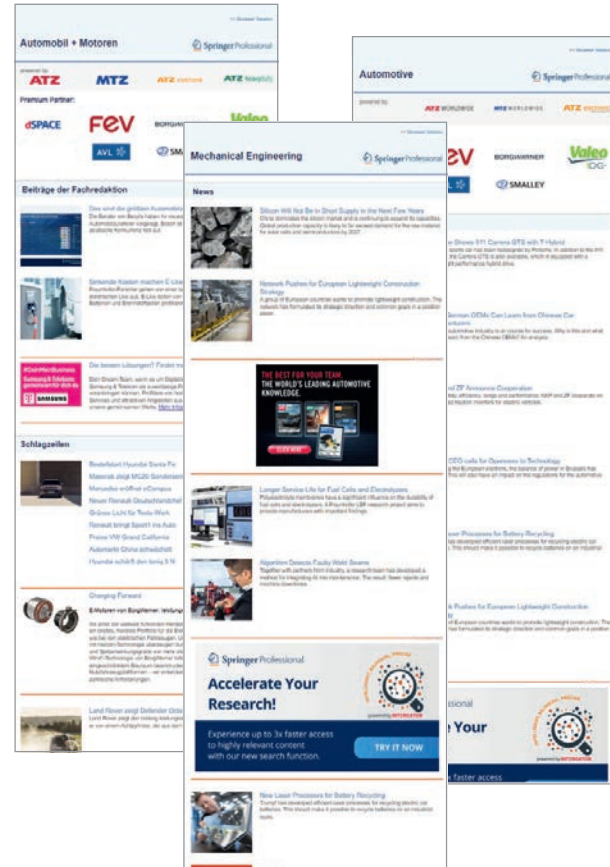
phone +49 (0) 611 / 78 78 – 557 | patrick.schaefer@springernature.com

Contact advertising:

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




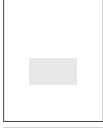

6 Usage data:

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) ¹ | pic 140 × 100, text 300 characters ² | max. 45 | 1,540 | 820 |
|  | Text ad large + logo/picture (GIF or JPG) ¹ | Bild 140 × 100, Text 650 characters ² | max. 45 | 1,925 | 990 |
|  | Fullsize Banner (GIF or JPG) ¹ | 468 × 60 | max. 45 | 1,925 | 990 |
|  | Rectangle (GIF or JPG) ¹ | 300 × 250 | max. 45 | 1,925 | 990 |
|  | Premium Banner (GIF or JPG) ¹ | 600 × 250 | max. 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

You can find our general terms and conditions at
www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

¹ not animated files | ² 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 you generate address data directly for your sales and direct marketing measures! Traffic to your whitepaper is included.

Advertorial

Your advertorial on 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 in your specialist area and in the associated newsletter.

Microsite

Present your company with your own own microsite on springerprofessional.de! The desired editorial environment provides the neutral, objective and scientific background for your marketing message.

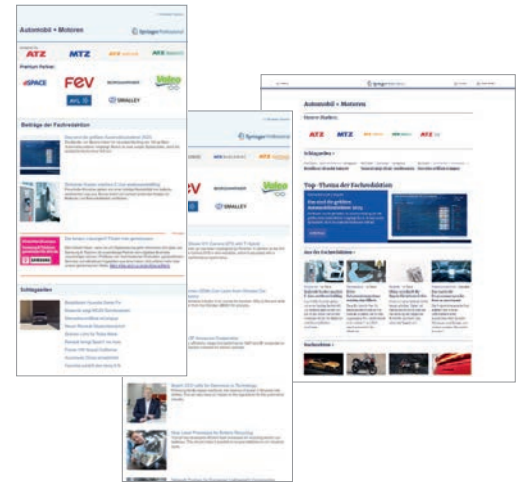
We individually design packages for you according to your wishes and needs.

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

Premium Partner: Present your company with a prominent placement of your company logo in the desired channel on www.springerprofessional.de and in the associated newsletter.

- linked company logo on 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

Our trade media in the section Automotive

