

Media information 2024

Advertising rate card no. 67
valid from 10/01/2023



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

We're there for you!

Your contact partners in the advertising marketing department:



Rouwen Bastian
Sales Management

phone + 49 (0) 611 / 78 78 – 399
mobil + 49 (0) 173 / 291 55 35
rouwen.bastian@springernature.com



Frank Nagel
Media Sales

phone + 49 (0) 611 / 78 78 – 395
frank.nagel@springernature.com



Nicole Benner
Media Sales

phone + 49 (0) 611 / 78 78 – 008
nicole.benner@springernature.com

Ad Management Contact

admanagement@springernature.com

Data delivery

addata@springernature.com

Springer Fachmedien Wiesbaden GmbH
Abraham-Lincoln-Straße 46 | 65189 Wiesbaden
phone + 49 (0) 611 / 78 78 – 555
anzeigen-wiesbaden@springernature.com
www.springerfachmedien-wiesbaden.de



Journals



Also available as eMagazine



Online solutions



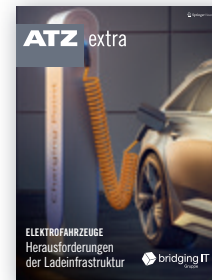
Books



Print + digital



Corporate solutions



Events



ATZ live

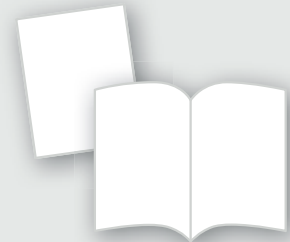
Offprints – Your editorial content prepared for you as a reprint

You would like to display your editorial publication as a reprint at trade fairs, send it to your customers as a brochure or use it as a PDF for internal communication? We will be happy to create your individual reprint from your trade 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.I als 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





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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:** 126th volume 2024
- 7 Subscription price:** Yearly subscription
 Germany € 463 (incl. V.A.T. + p&p)
 Foreign countries € 446.73 (excl. V.A.T. / incl. p&p)
 Single issue € 54.39 (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

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

13 Editor: Dipl.-Ing. Michael Reichenbach
 (Deputy Editor-in-chief)
 phone + 49 (0) 611 / 78 78 – 341
 michael.reichenbach@springernature.com

Dr. Alexander Heintzel (Editor-in-chief)
 phone + 49 (0) 611 / 78 78 – 342
 alexander.heintzel@springernature.com

14 Scope analysis 2022 = 10 issues

Total volume	696 pages	=	100.0%
Editorial part	606 pages	=	87%
Advertisement part	90 pages	=	13%
Supplements	3 items		

15 Content analysis of the editorial part 606 pages = 100.0%

Development	335 pages	=	55.2%
Management	70 pages	=	11.5%
Focus	52 pages	=	8.6%
Research	46 pages	=	7.6%
Elektric/Electronic	42 pages	=	6.9%
Service	26 pages	=	4.3%
Materials/Lightweight constructions	20 pages	=	3.3%
Others	16 pages	=	2.6%



This overview of the subjects scheduled for 2024 is intended for your planning. We reserve the right to make changes if necessary. For further information, please call +49(0) 611 /7878-399 (Rouwen Bastian).

Issue, month AD CD PD ¹	Fairs, events, congresses	Locations	Dates	Cover story	Main subjects ²	Special issues annual editions etc. ³	
1 January AD 2023/11/24 CD 2023/11/30 PD 2023/12/29	CES Technischer Kongress des VDA	Las Vegas/USA Berlin	01/09 - 12 02/20 - 21	Automated driving – assistance systems and Cloud	Interior HMI user experience	Electromobility (vehicle and charging technology)	Annual planner 2024
2/3 Feb/March AD 2024/01/26 CD 2024/02/01 PD 2024/02/23	ATZlive/VDI Int. Engine Congress ATZlive Automated Driving	Baden-Baden Frankfurt/Main	02/27 - 28 03/19 - 20	Sustainability (carbon footprint, LCA, green production, circular economy)	Development Methodology Processes	Chassis systems (X-by-Wire particulate matter and Euro 7)	
4 April AD 2024/02/23 CD 2024/02/29 PD 2024/03/22	embedded world Hannover Messe	Nuremberg Hanover	04/09 - 11 04/22 - 26	Electromobility (vehicle and charging technology)	Acoustics NVH	Lightweight construction, materials, biopolymers, bodywork	
5 May AD 2024/03/29 CD 2024/04/04 PD 2024/04/26	ATZlive Powertrains and Energy Systems of Tomorrow	Chemnitz	05/14 - 15	Simulation Test AI	Holistic Safety – Battery and occupant (crash)	New vehicle and mobility concepts – robo shuttles and micromobility	BranchenIndex Engineering Services
6 June AD 2024/04/22 CD 2024/04/26 PD 2024/05/24	ATZlive chassis.tech plus Automotive Testing Expo Sensor + Test VDI Dritev VDI PIAE Stuttgarter Symposium	Munich Stuttgart Nuremberg Baden-Baden Mannheim Stuttgart	06/04 - 05 06/04 - 06 06/11 - 13 06/12 - 13 06/19 - 20 07/02 - 03	Chassis systems (X-by-Wire particulate matter and Euro 7)	Automated driving – assistance systems and AI	Lighting technology and communication	ATZextra Batterien
7/8 July/Aug. AD 2024/06/07 CD 2024/06/13 PD 2024/07/05				Thermal management passenger car – battery and cabin	Electromobility (vehicle and charging technology)	Acoustics NVH	



Issue, month AD CD PD ¹	Fairs, events, congresses	Locations	Dates	Cover story	Main subjects ²	Special issues annual editions etc. ³
9 September AD 2024/07/26 CD 2024/08/01 PD 2024/08/23	automechanika IAA Transportation	Frankfurt/Main Hannover	09/10 - 14 09/17 - 22	New vehicle and mobility concepts – Roboshuttles and micromobility	Sustainability (carbon footprint, LCA, green production, circular economy)	Big Data, AI and Cloud – software-defined vehicle
10 October AD 2024/08/30 CD 2024/09/05 PD 2024/09/27	Aachen Colloquium IZB Int. Zuliefererbörse Euroblech	Aachen Wolfsburg Hanover	10/07 - 09 10/22 - 24 10/22 - 25	Lightweight construction, materials, bodywork (joining technology)	Interior HMI user experience	Automated driving – assistance systems and AI
11 November AD 2024/09/26 CD 2024/10/03 PD 2024/10/25	electronica ATZlive Heavy-Duty-, On- and Off-Highway Engines	Munich Eisenach	11/12 - 15 11/12 - 13	Lighting technology and communication	Aerodynamics	Chassis systems (X-by-Wire particulate matter and Euro 7)
				including special: charging technology + network infrastructure		BranchenIndex Engineering Services
12 December AD 2024/11/01 CD 2024/11/07 PD 2024/11/29	CTI Drivetrain Symposium ATZlive Sustainability in Automotive	Berlin virtual	December 12/05	Holistic safety – battery and occupants (crash)	Acoustics NVH	Electromobility (vehicle and charging technology)
1 Jan. 2025 AS 2024/11/25 DU 2024/11/29 ET 2024/12/30	CES ATZlive/VDI Int. Engine Congress	Las Vegas/USA Baden-Baden	25/01/07 - 10 25/02/25 - 26	Automated driving – assistance systems and networking	Development Methodology Processes	New vehicle and mobility concepts – roboshuttles and micromobility
2/3 Feb/March AS 2025/01/31 DU 2025/02/06 ET 2025/02/28				Sustainability (carbon footprint, LCA, green production, circular economy)	Thermal Management Passenger car – battery and Cabin	Materials, Body
						ATZextra Elektromobilität
						ATZextra Prüfstände und Simulation
						Annual planner 2025

¹ AD = Advertising deadline | CD = Printing material deadline | PD = Publication date

² See list of main topics page 4

³ Special issues | Annual issues | Manufacturers' issues | Special pages: Supplements in the trade journals ATZ/MTZ. Further current special issues and special topics will be announced in due time.



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

Acoustics NVH (Noise, Vibration, Harshness)	Automated driving (assistance systems)	Operating systems – HMI (Human Machine Interface)	Electric mobility	Chassis systems	Transmission	Interior
Insulation mats, decoupling elements	Integration of the systems into the overall vehicle and human-machine interaction	Integration of the systems into the overall vehicle and human-machine interaction	Integration of the battery, electric motor and power electronics systems into the overall vehicle	Vibration dampers (shock absorbers) Springs	Integration of the systems into the overall vehicle and human-machine interaction	Seats Interior Package Seating Arrangements
Microphones Sensors Transducers Artificial heads	Distance assistant (adaptive cruise control, ACC)	Human Machine Interface (HMI)	Emissions Electricity mix CO ₂ balance	Steering Systems Steer-by-Wire	Gear boxes	Interior Surfaces Materials
Measurement management and analysis software	Lane Assistant Lane Departure Warning	Push-buttons Rotary adjusters	Wiring system High voltage 48 V Cable	Brakes	Gear wheels Gear shafts Bearings Seals	Cockpits
Airborne and structure-borne sound	Parking Assistant Valet Parking	User Experience (UX)	Hybrid-, Plug-in-Hybrid-, Fuel cell-, E-cars	Wheels Tires	Synchronizers Couplings Shift	Haptics Acoustics
Calculation and Simulation (CFD, CAE, Testing)	Car2X Traffic sign recognition	Switches Levers Controllers	Charging technology, charging columns, charging infrastructure	Axles Suspensions	Manual transmissions	Roof liner Trims Trim parts Coverings
Noise optimization Counter-noise Sound systems	Autonomous driving Trial subject studies User Experience (UX)	Instrumentation Display	Fuel cells Pipes Tanks	Active und passive systems	Double-clutch transmission	Human Machine Interface (HMI)
Intake and exhaust silencing, wind and engine noise	ESP/ABS Emergency Brake Assistant	Haptic, visual and acoustic systems	Traction motors Plug-in hybrid drives	Driving dynamics Simulation Trial Testing	Torque converter transmission Automatic transmission	Dashboard
Aeroacoustics	Navigation Trajectory Planning	Screens Displays Touchscreens	Packaging	Adaptive chassis control	Hybrid transmissions DHTs	Mirrors Shelves Consoles

February	March	May	June	November	December
11th International Engine Congress*	Automated Driving	Powertrains and Energy Systems of Tomorrow	chassis.tech plus	Heavy-Duty, On- and Off-Highway Engines	Sustainability in Automotive
2024/02/27 - 28	2024/03/19 - 20	2024/05/14 - 15	20024/06/04 - 05	2024/11/12 - 13	2024/12/05
Baden-Baden	Frankfurt am Main	Chemnitz	Munich	Eisenach	virtual
Meeting Place for the Powertrain & Sustainable Fuels Community	Engineering Level X 9 th International ATZ Conference	18 th International MTZ Congress on Future Powertrains	15 th International Munich Chassis Symposium	19 th International MTZ Conference on Heavy-Duty Engines	4 th International ATZ Digital Conference on Sustainability

Detailed information on the individual conferences can be found at: www.ATZlive.de

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

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

Detailed information on the individual conferences can be found at: www.ATZlive.de.

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



About the various offers will be happy to inform you:

Mr. Alex Woidich

Event- & Salesmanager

phone +49 (0) 611 / 78 78 – 206

alex.woidich@springernature.com

1 Advertisement formats and prices (Total fee including the printed German issue, the electronic ATZ worldwide and linking inside the German eMagazine)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	8,302	9,327	10,352	11,377
1/1 page	175 × 240	210 × 279	4,158	5,182	6,206	7,229
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	3,453	4,305	5,158	6,010
Juniorpage	115 × 178	131 × 198	2,491	3,106	3,721	4,338
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	2,169	2,706	3,242	3,779
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,685	2,101	2,517	2,933

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

Cover image on 1st cover page € 9,900

2 Surcharge for additional advertising in German and English eMagazines (only in combination with printed advertisement)

Type of advertising	File format	Price in Euro
Audio- or video integration	mp4 or YouTube-Video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525



Linking of your advertisement in both eMagazines
the German ATZ, as well as the English ATZ worldwide

1 Advertisement formats and prices (Standard price list printed German issue without linking)

Formats	Type area formats width × height in mm	Format for bleed ads width × height in mm**	Basic price in Euro	2-colours* in Euro	3-colours* in Euro	4-colours* in Euro
2/1 page	388 × 240	420 × 279	7,413	8,328	9,243	10,158
1/1 page	175 × 240	210 × 279	3,713	4,626	5,541	6,454
2/3 page upright horizontal	115 × 240 175 × 156	131 × 279 210 × 177	3,084	3,844	4,605	5,367
Juniorpage	115 × 178	131 × 198	2,224	2,773	3,322	3,872
1/2 page upright horizontal	85 × 240 175 × 117	101 × 279 210 × 137	1,937	2,416	2,895	3,374
1/3 page upright horizontal	55 × 240 175 × 76	63 × 279 210 × 86	1,505	1,876	2,247	2,619
1/4 page upright horizontal block	40 × 240 175 × 56 85 × 117	46 × 279 210 × 63 101 × 137	969	1,209	1,449	1,688
1/8 page upright horizontal block	55 × 86 175 × 25 85 × 56	–	632	872	1,112	1,351

* ISO-Skala | ** plus 3 mm bleed difference on all sides | Further formats on request | Prices excl. VAT

2 Surcharge for additional advertising in German and English eMagazines (only in combination with printed advertisement)

Type of advertising	Dateifformat	Price in Euro
Audio- or video integration	mp4 or YouTube-Video	788
Picture gallery	.jpg, .jpeg, .png, .bmp	525
Linked advertisement Insertion (e.g. logo, website)	Link	263
PDF download	Link	263

5 Standard price list e-magazine ATZ worldwide (English language) Price includes link

Type of advertising	(File) format (w×h in mm)	Price in Euro
1/1 page 4c	210 × 279	1,040
1/2 page 4c	101 × 279 210 × 137	578

You can find our technical information and specifications for digital copy at:
www.springerfachmedien-wiesbaden.de/media-sales/datenanlieferung

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%	3 pages	5%
for 6 ads	5%	6 pages	10%
for 9 ads	10%	9 pages	15%
for 12 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	€ 372
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 | 6 Support to: | Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de |
| 2 Printing and binding methods: | Offset, adhesive binding | 7 Proofs: | Since we use Process Standard Offset (PSO) printing, we don't need proofs. |
| 3 File transfer: | via E-Mail to:
admanagement@springernature.com
Maximum file size: 10 MB! | 8 File archiving: | Since files are archived for 1 year, repeat printings of the unchanged files are possible as a rule. However, we do not offer a guarantee as to file availability. |
| 4 File formats: | Please send printable PDF X3 files. Please use PDF version 1.3 for your document (no transparencies, please). 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. | 9 Liability: | The commissioning party assumes responsibility for the timely submission of the advertising text and suitable, error-free printing materials and/or inserts. Should clearly unsuitable or damaged materials be submitted, the publisher will demand their immediate replacement. Should no suitable materials be submitted, the publisher will print the advertisement in the quality the submitted materials allow. |
| 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. | 10 Contact: | Ad Management
admanagement@springernature.com |

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

Issue, month (AD CD PD) ¹	Trade fairs, congresses events	Location	dates	Content / Focus
ATZextra Batteries	ATZlive chassis.tech plus Automotive Testing Expo	Munich Stuttgart	06/04-05 06/04-06	ATZextra Batteries Battery systems and management Battery Pass Test Center
May	Sensor + Test	Nuremberg	06/11-13	Thermal Management Safety Cell-to-Pack/ Cell-to-Vehicle Production Life Cycle Recycling/Second Life/Disposal
AD 2024/04/12	PCIM	Nuremberg	06/11-13	
CD 2024/04/19	The Battery Show Europe	Stuttgart	06/18-20	
PD 2024/05/17	Stuttgarter Symposium	Stuttgart	07/02-03	
ATZextra Electromobility	ATZlive Heavy-Duty-, On- and Off-Highway-Motoren electronica	Heidelberg Munich	11/12-13 11/12-15	ATZextra Electromobility Charging technology and infrastructure Power generation and storage Vehicle concepts Batteries fuel cells electric drive systems
October				
AD 2024/09/17				
CD 2024/09/24				
PD 2024/10/18				
ATZextra Test benches and simulation	CTI Drivetrain Symposium ATZlive /VDI Int. Motorenkongress	Berlin Baden-Baden	December 2025/02/25-26	ATZextra Test benches and simulation Test bench technology Testing and measuring for electromobility, hydrogen and fuel cells alternative fuels emissions mobile measurement technology simulation tools thermal management climate NVH engines transmissions chassis steering wheels/tyres brakes units components use of AI
November				
AD 2024/10/18				
CD 2024/10/25				
PD 2024/11/22				

¹ AD = Advertising deadline | CD = Copy deadline | PD = Publication date

Permanent sections: Interview, Product and Company News, Guest Commentary.

This overview of planned topics for 2023 is intended to help you plan ahead; the editors reserve the right to make changes



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

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

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

Rouven Bastian
(Sales Management)
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 „In conversation“

Scope:
1-2 pages

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

Roundtable „In discourse“

Scope:
4 pages

Components:
Expert discussion on a s
pecific 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 Management)
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 2022 to June 30th 2023)

Print run:	5,500		
Actual distributed circulation (ADC):	4,495	of which, abroad:	235
Copies sold:	1,032	of which, abroad:	178
Subscription copies:	953	of which, member copies:	81
Individual sales:	0		
Other sales:	79		
Voucher copies:	3,463		
Reminder, archive and record copies:	1,005		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	94.8	4,260
Foreign countries	5.2	235
Actual distributed circulation (ADC)	100.0	4,495

3.1 Coverage in Germany structured according to postcode areas:

current coverage on request

4 Digital distribution:

All printed issues of ATZ are also published in electronic form, as well as in the digital library springerprofessional.de, which is used by an average of 230,000 unique visitors per month. (source: AGOF daily digital facts 2023-03)

5 Article downloads:

In the space of 12 months (July 2022 to June 2023) 15,574 ATZ articles were downloaded from www.springerprofessional.de (PDF downloads in the subscriber-only area, not including previews and HTML views). PDF downloads include advertisements.

6 Distribution English eMagazine ATZ worldwide:

More than 115 digital subscriptions of ATZ worldwide, additionally a qualified circulation of 6,000 digital issues and the following geographical focus of distribution: USA, Germany, Great Britain, Japan, France, China (August 2023)

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

Print run	5,500 copies
ADC	4,495 copies
Subscription copies (ø July 2022 - June 2023)	953 copies

NEWSLETTER

Automobil + Motoren:	21,122 subscribers
Automotive (English): (July 2023)	10,981 subscribers

EMAGAZINE

ATZ	5,508 Pls
ATZworldwide (jeweils ø/Monat in 2022)	3,532 Pls

SPRINGER LINK

Downloads (full-text articles in 2021):	
ATZ	120,514
ATZworldwide (January - December 2022)	73,427

SPRINGER PROFESSIONAL

Unique User (AGOF daily digital facts 2023-03)	230,000
Article downloads ATZ (July 2022 - June 2023)	15,574

DIGITAL MULTI-USER LICENSES

digital multi-user licenses IP-activations for companies:	
ATZ	170,893 user
ATZworldwide (August 2023)	17,032 user

Our media – your advertising success!

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

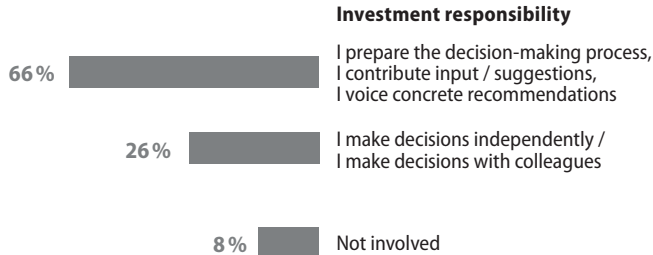
Target groups	Share in %
Corporate management, leadership	52
Research	59
Development, design, simulation	78
Production, plant management	50
Quality assurance	65
Logistics	41
Personnel	48
Purchasing and procurement	46
Organization, IT and communications technology	50
Marketing Sales	57

Multiple responses possible

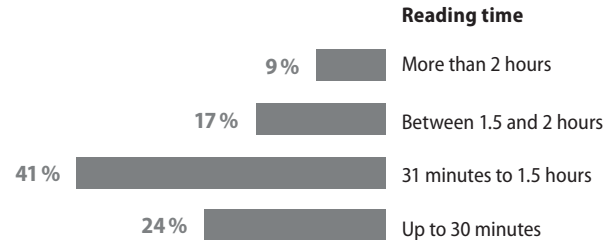
Overview of empirical methods – ATZ

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.

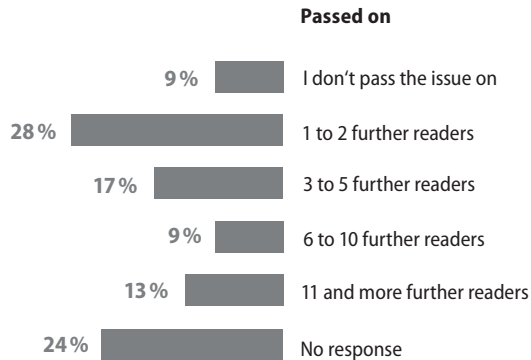


ATZ is frequently and intensively used. This proof of the journal's high value and guarantees outstanding advertising exposure.



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

ATZ achieves a high reach.



Its outstanding editorial quality creates an attractive advertising environment.



Multiple answers possible

The maximum advertising effect is achieved through the appropriate advertising forms and an intelligent combination of communication channels. Below you will find the advertising formats and media types that you can use.

The overview helps you, plan the use of the appropriate channels and forms of advertising depending on your communication goals. Of course, you can also contact your needs directly to us.

We will be happy to develop a free concept for you with communication solutions that are individually tailored to your communication goals, budget availability and the desired time period.

Contact:
phone + 49 (0) 611 / 78 78 – 555
anzeigen-wiesbaden@springernature.com

Media	Advertising material	Communication goal			
		Awareness	Product and service competence	Direct customer contact	Lead generation
	Ads	●●	●●		
	Advertorials	●●	●●		●
	Inserts/Supplements		●●●		●●●
	Special forms of advertising	●●			
	Display advertising	●●	●●		●
	Newsletter-advertising	●	●		●
	Sponsoring	●●	●●		
	Whitepaper/Advertorials		●●		●●●
	Sponsoring	●		●●●	
	Booth	●●	●●●	●●●	
	Digital events	●●	●●	●●	
	Webinar/Podcast	●●●	●●●	●●	●●●
	Customer/employee magazines	●●●	●●●		
	Corporate books	●●●	●●●		
	Corporate events	●●●	●●●	●●●	

● = well suited ●● = very well suited ●●● = perfectly suitable

- 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 all over the world.
- 4 Publishing company:** Springer Fachmedien Wiesbaden GmbH
Contact editor: **Christiane Köllner**
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:** **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 19
(Data for English-language website on request)



1 Advertisement formats and prices (Prices in Euro)

Web	pixel formats (w × h)	CPM	kB
Fullsize Banner	468 × 60	110	max. 120
Superbanner (Bigsize)	728 × 90	110	max. 120
Sky Scraper	120 × 600	121	max. 120
Wide Sky Scraper	160 or 200 × 600	121	max. 120
Medium Rectangle	300 × 250	110	max. 120
Wallpaper (Superbanner + Sky Scraper)*	728 × 90 + 120 × 600	198	each max. 120
Billboard	770 800 870 or 970 × 250	198	max. 120
Half page	300 × 600	198	max. 120

* Background colouring on request.

Details on special ad formats on request.

- 2 Discounts:** Conditions agreed on for print media do not apply 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

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

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

Information on special forms of advertising such as whitepaper, Advertorial, special topic newsletter, microsite, premium partnership, etc. available on request.

1 Access Control:



2 Usage data:



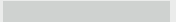
current accesses on request | Contact: rouwen.bastian@springernature.com

Results of Springer Professional 2016 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.

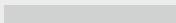
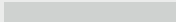

The offer reaches the decision-makers

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.

Interesse an Themengebieten

Research and development results		89 %
Product Information Best Practice		85 %
Industry information -developments		67 %

1 Data 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:

Up to 5 business days before placement. Target link: Please be sure to include the target link for each ad.

4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that the advertising media must not contain any animations. These are not supported by all e-mail programs, so we do not accept animated newsletter

banners.

5 Contact:

Ad Management
banner-wiesbaden@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.

Webinar

Bring your products/services closer to your (potential) customers interactively and audiovisually.



Opportunities and benefits:

- Convey content live and interactively
- accompanied or controlled by a competent journalist
- virtual, direct exchange with your target group
- lead generation

Podcast

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



Opportunities and benefits:

- Ideal medium for information with little time investment and technical hurdles
- Brand reinforcement: good presenters transport your brand in an image-enhancing way
- As a „personal companion“ podcasts have a high level of recognition

Branchenmonitor

Our stand-alone newsletter „Branchenmonitor“ is sent to the subscribers to our editorial newsletter sent out. We take care of the visual design we take care of the visual design, you „only“ provide the content.



Opportunities and benefits:

- Stand-alone newsletter to subscribers of our Springer Professional newsletters
- Visual design in the look & feel of our Springer Professional Newsletters
- You supply the content, we take care of the design

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



- 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:** **Rouwen Bastian** (Sales Management)
phone +49 (0) 611 / 78 78 – 399
rouwen.bastian@springernature.com
- 6 Usage data:** Automobil + Motoren | Automobilelektronik: 21.122 Abonnenten
Automotive: 10.981 Abonnenten
(Stand Juli 2023)



1 Advertisement formats and prices (prices in Euro)

Newsletter (German) Automobil + Motoren Automobilelektronik	Pixel format (w × h)	fixed price	kB
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 300 characters ²	1,540	max. 45
Text ad large + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 650 characters ²	1,925	max. 45
Fullsize banner (gif or jpeg) ¹	468 × 60	1,925	max. 45
Rectangle (gif or jpeg) ¹	300 × 250	1,925	max. 45
Premium Banner (gif or jpeg) ¹	600 × 315	2,145	max. 45

Newsletter Automotive (English)	Pixel format (w × h)	fixed price	kB
Text ad small + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 300 characters ²	820	max. 45
Text ad large + logo/picture (gif or jpeg) ¹	pic 140 × 100, text 650 characters ²	990	max. 45
Fullsize Banner (GIF or JPEG) ¹	468 × 60	990	max. 45
Rectangle (GIF or JPEG) ¹	300 × 250	990	max. 45
Premium Banner (GIF or JPEG) ¹	600 × 315	1,270	max. 45

¹ not animated files ² incl. spaces

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

A world of information from the automotive field



www.springerprofessional.de

www.springerfachmedien-wiesbaden.de

Springer Vieweg