

Media information 2024

Advertising rate card no. 19
valid from 10/01/2023

inclusive:

THE HANSEN REPORT
ON AUTOMOTIVE ELECTRONICS

www.springerfachmedien-wiesbaden.de



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

E/E-ARCHITEKTUR

Vernetzung ist Trumpf

INKLUSIVE
The Hansen Report
on Automotive Electronics

KOMMUNIKATION
für ADAS/AD
absichern und validieren

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



Online solutions



Books



Corporate solutions



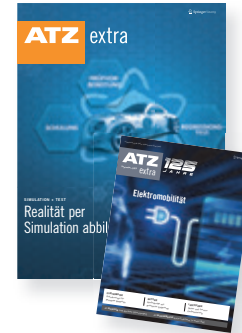
Events



Also available as eMagazine



Print + digital



ATZ live

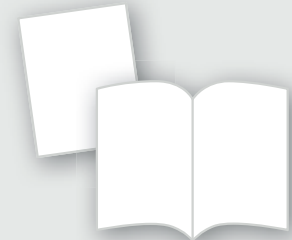
Offprints – Your editorial content prepared for you as a reprint

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





Trade journal

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- 1 Title:** ATZelektronik
- 2 Brief description:** The trade journal ATZelektronik provides developers and decision-makers in the automotive and supplier industry with high-quality and well-founded well-founded information from the entire spectrum of car and commercial vehicle electronics. With its unique focus and mix of exclusive technical articles from practice and science, ATZelektronik is a must-read for the industry.
- 3 Target group:** Developers and decision-makers in the field of car and commercial vehicle electronics
- 4 Frequency:** 9 times a year | 6 × Print/eMagazine + 3 × eMagazine
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 19th 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 | € 60.14 (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: **Robert Unseld** (executive editor)
 phone +49 (0) 611 / 78 78 – 257
 robert.unseld@springernature.com

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

14 Scope analysis 2022 = 9 issues

Total volume	536 pages	=	100.0 %
Editorial part	475 pages	=	88.6 %
Advertisement part	61 pages	=	11.4 %
Supplements	–		

15 Content analysis of the editorial part on request



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
Print issue 1/2 Jan./Feb. AD 2024/02/01 CD 2024/02/07/ PD 2024/02/29	Mobile World Congress ATZlive/VDI Int. Engine Congress EMV ATZlive Automated Driving	Barcelona Baden-Baden Cologne Frankfurt/Main	02/26 - 29 02/27 - 28 03/12 - 14 03/19 - 20	Automated driving (control, protection, functionality of sensors/ actuators, SAE level 3/4 and 5, ecosystems)	Sensor technology (Actuators, sensor fusion, video, radar, lidar, mems, magnetic field, opto, diagnostics)	New R&D processes (agile software development, deep learning)
Digital issue 3/4 March/April AD 2024/03/06 CD 2024/03/12 PD 2024/04/05	embedded world Hannover-Messe	Nuremberg Hanover	04/09 - 11 04/22 - 26	Embedded Systems (computer architectures, ECU/HPC, microcontrollers, GPUs, memory, controllers, system software)		
Print issue 5 May AD 2024/04/04 CD 2024/04/10 PD 2024/05/03	ATZlive Powertrains and Energy Systems of Tomorrow ATZlive chassis.tech plus Automotive Testing Expo	Chemnitz Munich Stuttgart	05/14 - 15 06/04 - 05 06/04 - 06.	Measuring Testing (test environment, test bench, mobile measuring devices, test benches, diagnostics)	V2X Communication (communication standards and protocols, OTA, bus systems and components)	High-voltage and 48-volt systems (power supply system, charging technology, SW, components & systems...)
Print issue 6 June AD 2024/05/03 CD 2024/05/13 PD 2024/06/07	PCIM Sensor+Test Battery Show Europe	Nuremberg Nuremberg Stuttgart	06/11 - 13 06/11 - 13 03/18 - 20	Power electronics (power modules, inverters, DC/DC converters, measurement technology for power applications)	Software-defined vehicle (OS, design concepts, tools, safety architecture)	HMI (Infotainment, feedback, haptics, displays, switches)
Digital issue 7-8 July/August AD 2024/06/21 CD 2024/06/27 PD 2024/07/19	Stuttgarter Symposium	Stuttgart	07/02 - 03	Security (protection, cybersecurity, HSM, hypervisor, IT)		Branchenindex Automotive Electronics ATZextra Batteries

*The Hansen Report on Automotive Electronic has been dedicated to 34 years to researching and identifying technology and business trends in the global the global automotive electronics industry, with a special focus on the U.S. and Asia



Issue, month AD CD PD ¹	Fairs, events, congresses	Locations	Dates	Cover story	Main subjects ²	Special issues annual editions etc. ³
Print issue 9 September AD 2024/08/09 CD 2024/08/15 PD 2024/0906	IAA Transportation	Hanover	09/17 - 22	Simulation Test (digital twin, simulation tools, cloud, model-based design)	E/E architectures (electromechanics, cables, connectors, relays, networking, interfaces, new networking structures, zone controllers)	Light (Development, control units, LED, lighting concepts, HMI, optoelectronics)
Print issue 10 October AD 2024/09/05 CD 2024/09/11 PD 2024/10/04	Aachen Colloquium eMove 360 VDI ELIV	Aachen Munich Bonn	10/07 - 09 in October in October	Semiconductors (Asic, memory ICs, FPGAs/ PLDs, microcontrollers, microprocessors, ECU/HPC, DSPs, software)	Artificial intelligence (neural networks, self-learning systems, big data)	Connectivity (communication standards and protocols, over-the-air communication, 5G, bus systems and components, diagnostics)
					including special: Charging technology & grid infrastructure	
Digital issue 11 November AD 2024/10/10 CD 2024/10/16 PD 2024/11/08	ATZlive Heavy-Duty-, On- and Off-Highway Engines electronica ATZlive Sustainability in Automotive	Eisenach Munich virtual	11/12 - 13 11/12 - 15 12/05	Data-driven Development Cloud Computing (vehicle & backend IT, big data, tools, development environments, SWdV)		ATZextra Elektromobility
Print issue 12 December AD 2024/11/08 CD 2024/11/14 PD 2024/12/06	CES	Las Vegas	25/01/07 - 10	Electrification (batteries, fuel cells, supercaps, system integration, BMS, concepts)	Functional safety (design principles, ISO-compliant development, tools, concepts)	Power electronics (components, inverters, DC/DC converters, EMC, measurement technology)
Print issue 1/2 Jan./Feb. 2025 AD 24/01/2025 CD 30/01/2025 PD 21/02/2025	embedded world ATZlive/VDI Int. Engine Congress	Nuremberg Baden-Baden	April 25/02/25 - 26	Embedded Systems (computer architectures, ECU/HPC, microcontrollers, GPUs, memory, controllers, system software)		

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.



For the spotlight topics, articles on the following detailed topics could be published.

Energy management	Simulation & testing measuring	Onboard power systems	Infotainment	Safety	HMI (Human Machine Interface)	Construction elements	Software and hardware development	Automated driving
Hybrid / electric vehicles	Diagnostics	Bus systems (Most, Flexray, CAN, IEEE 1394)	Data transfer	Driver assistance systems	HMI	Buttons	Processes	Data volumes, data preparation and transfer, data safety
Power supply	Developmental testing and measuring	WLAN	Operating systems	Data transfer	Control systems	Cables	Methods	Driver assistance systems
High-voltage systems	Mobile measuring technologies	Bluetooth	Telematics	SiL systems	Switches	Printed circuit boards	Tools	
Conventional onboard energy management	Testing facilities	Ethernet	Navigation	Developmental tools	Buttons	Instrumentation	Simulation	
System architectures	HiL / SiL testing	Cables, plug-in connectors	Displays	Image processing	Monitors displays touchscreens	Connecting technologies	Model-based design	
Power electronics	EMC	Data transfer	Graphics controllers	Sensor systems (radar, optical, lidar)	Haptic systems	Plug-in connectors	Diagnostics	
Energy storage (accumulators, condenser, starter battery)	Simulation tools	Energy transfer	Embedded systems	Cameras	Heads-up displays	Semiconductors	Validation	
Micro-controllers		Lighting	Bus systems	Apix	Language	Relays	Embedded design	
			Firewire	Navigation	Instrumentation	Developmental tools	HiL SiL MiL	
				GPS-based systems		Switches		
				Processes methods		Small motors		
				Functional Safety ISO 26262				

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	2024/06/04 - 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 Worldwide-issue 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 ATZelektronik, as well as the English ATZelektronik 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 x 279	1,040
1/2 page 4c	101 x 279 210 x 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%	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 x 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 | 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 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 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:	6,000		
Actual distributed circulation (ADC):	5,676	of which, abroad:	227
Copies sold:	285	of which, abroad:	32
Subscription copies:	255	of which, member copies:	16
Individual sales:	0		
Other sales:	30		
Voucher copies:	5,391		
Reminder, archive and record copies:	324		

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	96.0	5,449
Foreign countries	4.0	227
Actual distributed circulation (ADC)	100.0	5,676

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) 7,248 ATZelektronik 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:

Distribution of 6,000 digital editions of ATZelektronics worldwide via distribution/exchange mailing with a geographical distribution focus: 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	6,000 copies
ADC	5,676 copies
Subscription copies (ø July 2022 - June 2023)	255 copies

NEWSLETTER

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

E-MAGAZIN

ATZelektronik	1,968 Pls
ATZelectronics worldwide (ø/month in 2022)	2,615 Pls

SPRINGER LINK

Downloads (full-text articles in 2021):	
ATZelektronik	55,569
ATZelektronics worldwide (January - December 2022)	44,970

SPRINGER PROFESSIONAL

Unique User (AGOF daily digital facts 2023-03)	230,000
Article downloads ATZelektronik (July 2022 - June 2023)	7,248

MEHRPLATZLIZENZEN

digital multi-user licenses IP-activations for companies:	
ATZelektronik	44.293 user
ATZelectronics worldwide (August 2023)	3.702 user

Our media – your advertising success!

1.1 Branchen/Wirtschaftszweige

Target groups	Share in %
Services Development	32
Suppliers	22
Automobile manufacturers	16
Research and education	8
Others	22

1.2 Size of the business unit

Target groups	Share in %
1 to 99 employees	17
100 to 499 employees	17
500 to 1,999 employees	9
2,000 and more employees	57

2.2 Socio-demographics | 2.2.1 Vocational training

Target groups	Share in %
Doctoral degree habilitation	14
Technical natural sciences degree – traditional university university of applied sciences	68
Degree – university of applied sciences	14
Technical school	5

2.2.2 Gender

Target groups	Share in %
male	88
female	12

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	12
Head of operations head of department: technical	20
Production manager	2
Head of operations head of department: managerial	2
Other member of staff: technical	34
Other member of staff: managerial	2
Instructor	7
Expert, assessor or service provider	2
Student, pupil or trainee	2
Others	10

Overview of empirical methods – ATZelektronik

Target group: ADC (Actual distributed circulation)

Sample: 48 completed and evaluable questionnaires

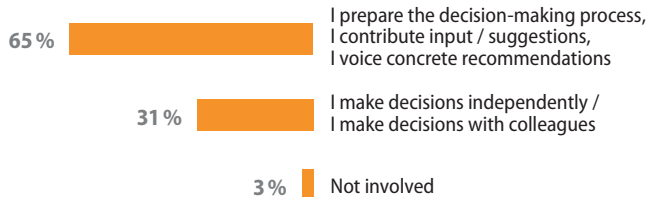
Written survey by questionnaire

Timeframe: April-June 2017

Conducted by: Springer Fachmedien Wiesbaden GmbH

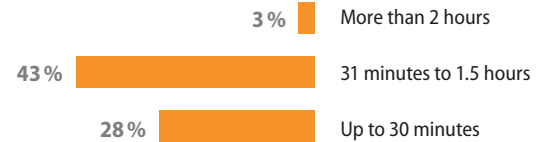
ATZelextronik has a readership with considerable decision-making responsibilities.

Investment responsibility



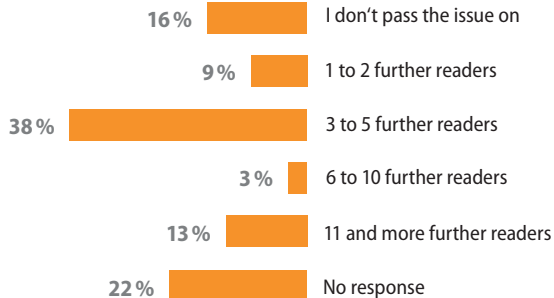
ATZelextronik is frequently and intensively used. This proof of the journal's high value and guarantees outstanding advertising exposure.

Reading time



ATZelextronik achieves a high reach.

Passed on



50% of the ATZelextronik-readers have read 3-5 of the latest 6 issues.

Its outstanding editorial quality creates an attractive advertising environment.

Quality of content



yes mainly no

Your individual goals – our holistic solutions

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: DEUTDE33

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:

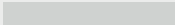
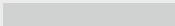

current accesses on request | Contact: rouwen.bastian@springernature.com

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.

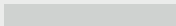
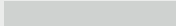

The offer reaches the decision-makers

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