

Automated Driving

ATZextra – Automated Driving

The ATZextra – Automated Driving offers decision-makers and developers essential information on the latest concepts and trends in automated driving and driver assistance systems.

Presenting a diverse mix of articles, the

special issue reflects the state of the art, while also highlighting the future prospects and potential hurdles in this area. Take advantage of this platform to position your company's products, solutions and innovations.



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CIRCULATION AND DISTRIBUTION

Print

12,000 copies to the readership of ATZ, MTZ, ATZelektronik

Distribution as electronic magazine

Free availability for subscribers of ATZ, MTZ, ATZelektronik and licensed users of Springer Professional for the channel Automotive (channel performance data Jan. to Dec. 2020: on average 144,120 page impressions with 59,316 visits per month).

TOPICS OVERVIEW

Topics this issue includes:

- ▶ Approaches to the traffic turnaround
- ▶ E-mobility and automated driving change sports cars
- ▶ ADAS systems for high-volume global mass production
- ▶ Synthetic lidar data for object recognition and classification for autonomous vehicles
- ▶ Secure communication for networked automated vehicles (including Car-2-X)
- ▶ Need and requirement for EDR automated vehicles
- ▶ Framework for effective benchmarking of highly automated vehicles

PRICES AND FORMATS

Advertisement in printed issue and eMagazine:

(width x height in mm)	type area	bleed ads	4-colours
▶ 1/1 page	175 x 240	210 x 279	€ 6,147
▶ 1/2 page upright	85 x 240	101 x 279	€ 3,213
▶ 1/2 page horizontal	175 x 117	210 x 137	€ 3,213

Surcharge for advertising in the eMagazine:

▶ Audio or video integration	€ 750
▶ Picture gallery	€ 500
▶ Linked advertisement insertion (e.g. logo, website)	€ 250
▶ PDF download	€ 250

Additional formats and special advertising forms available on request.

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DEADLINES

Advertising deadline:	9/27/2021
Copy deadline:	10/01/2021
Publication date:	10/22/2021

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