

NEW and first time as book: ATZextra Macher der Mobilität

ATZ extra

KEY FACTS

Product

- ▶ The new, unique ATZextra „Makers of Mobility. Visions and Ideas for Tomorrow's Mobility“ will be published for the first time in high-quality and particularly durable Book format. It asks the outstanding minds in the industry the question: „How are you shaping the future?“
- ▶ In an exclusive compilation, visionary outlooks, sustainable concepts and innovative developments by leading experts on the mobility of tomorrow are presented. The spectrum ranges from the entire development of vehicles and drives to new business models and mobility concepts.
- ▶ Become part of this spectacular must-have of the industry!

Target group

- ▶ Decision-makers in the automotive and motor development such as production segment
- ▶ Developers and decision-makers in the field of passenger car and commercial vehicle electronics

Circulation

- ▶ **Print:** 10,000 copies to the subscribers of ATZ, MTZ and ATZelektronik
- ▶ **Online:** digitally free available for all users of *springerprofessional.de* (Page impressions: 1,528,749 | Users: 595,725)
Source: Google Analytics (March 2020)

ADVERTISING OPTIONS

Print

- ▶ 2/1 pages company portrait incl. 2/1 pages essay € 4,990
- ▶ 1/1 page company portrait incl. 2/1 pages essay € 3,990
- ▶ 1/1 page advertisement € 2,990
- ▶ Additional fee for cover pages (2nd, 3rd or 4th) € 523

FORMATS

Book format:	178 x 254 mm
Page format:	178 x 254 mm
Trim size:	142 x 220 mm
Bleed format:	178 x 254 mm + 3mm bleed difference

CONTACT



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„The automotive industry is showing its visions of tomorrow's mobility. You should not be missing here!“

Dr. Alexander Heintzel
Editor-in-Chief ATZ | MTZ Group



EXAMPLE



DEADLINES

Deadline essays + company portraits:	06/14/2021
Advertising deadline:	07/16/2021
Copy deadline:	07/22/2021
Publication date:	08/20/2021