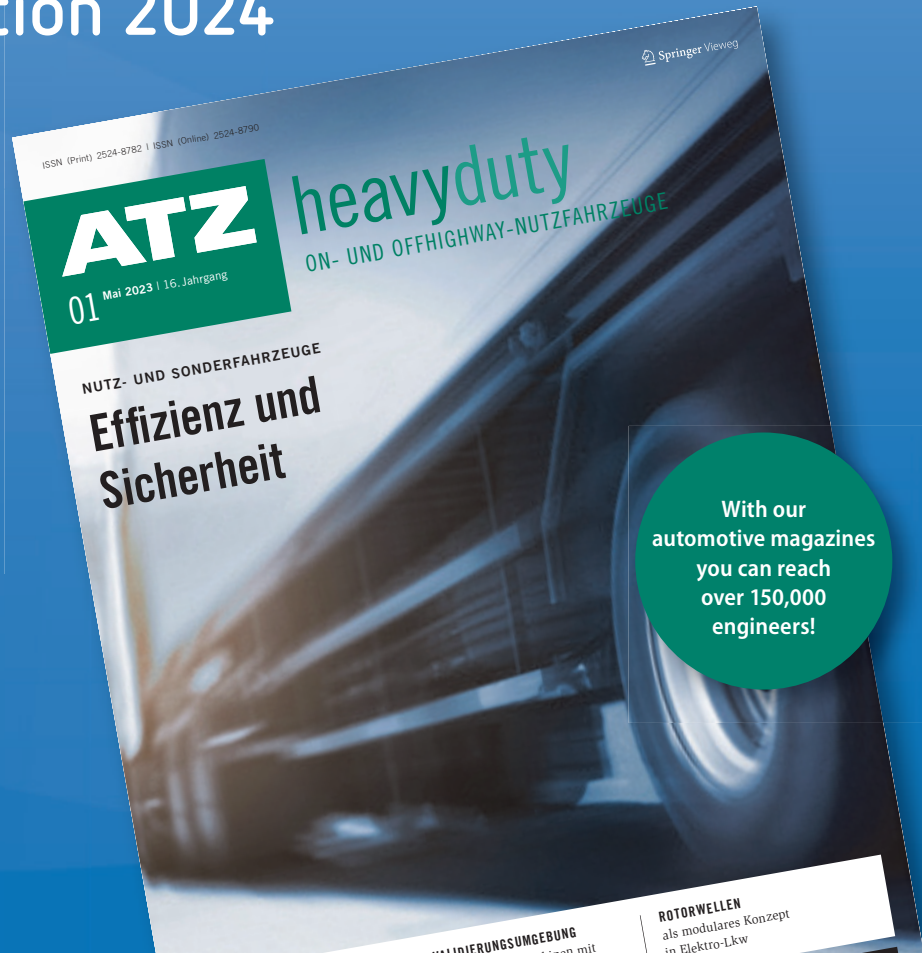


# Media information 2024

Advertising rate card no. 14  
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



Online solutions



Books



Corporate solutions



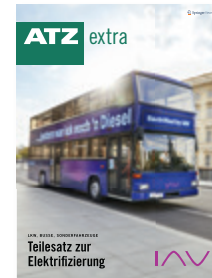
Events



Also available as eMagazine



Print + digital



ATZ live

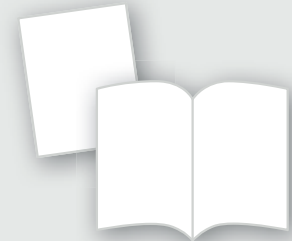
## Offprints – Your editorial content prepared for you as a reprint

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](mailto:rouven.bastian@springernature.com)**





## Trade journal

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- 1 Title:** ATZheavyduty
- 2 Brief description:** The innovative trade journal offers the entire fascination of commercial vehicle technology on and off the road, at the usual high level. ATZheavyduty reaches readers far beyond the commercial vehicle industry. Developers of construction and agricultural machinery, commercial road vehicles and industrial trucks are addressed, as is the wide range of industry suppliers. ATZheavyduty is a unique trade journal for commercial vehicles, special vehicles and mobile machinery in a booming market. It is published as a German-language print magazine and e-magazine as well as an English-language e-magazine under the title ATZheavyduty worldwide.
- 3 Target group:** Suppliers, equipment manufacturers, research, service providers, manufacturers of mobile machinery, special vehicles and commercial vehicles.
- 4 Frequency:** 2 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 16th volume 2023
- 7 Reference price:** Yearly subscription  
 Germany € 124 (incl. V.A.T. + p&p)  
 Foreign countries € 121.49 (excl. V.A.T. / incl. p&p)  
 Single issue € 69.50 (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)  
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- 13 Editor:** **Dipl.-Reg.-Wiss. Caroline Behle** (Verantwortl. Red.)  
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 alexander.heintzel@springernature.com
- 14 Scope analysis:** on request
- 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 <sup>1</sup>	Fairs, events, congresses	Locations	Dates	Cover story	Further topics	Special issues   annual editions   etc. <sup>3</sup>
<b>issue 1</b> <b>March</b> AD 2024/02/28 CD 2024/03/06 PD 2024/03/28	Hannover-Messe	Hanover	04/22. - 26	<b>Off the road</b> Construction machinery and vehicles, cranes, agricultural machinery incl. self-driving functions	<ul style="list-style-type: none"> <li>• Mobile automation (display and operation, sensors, actuators, control units with software)</li> <li>• Automated driving (e.g. at freight yards, in warehouses, at airports, in agriculture and platooning in road traffic) including new vehicle concepts, security, remote control, satellite support, connectivity, AI, data transmission</li> </ul>	
	Wiener Motorensymposium	Wien, AT	04/24. - 26			
	ATZlive Antriebe und Energiesysteme von morgen	Chemnitz	05/14. - 15			
	ATZlive chassis.tech plus Sensor + Test VDI Dritev	Munich Nuremberg Baden-Baden	06/04. - 05 06/11. - 13 06/12. - 13			
<b>issue 2</b> <b>August</b> AD 2024/07/30 CD 2024/08/06 PD 2024/08/30	IAA Transportation	Hanover	09/17. - 22	<b>On the road</b> Trucks, buses, special vehicles incl. long-distance transportation	<ul style="list-style-type: none"> <li>• Thermal management (e.g. for cabins and drive systems)</li> <li>• HMI (e.g. for networked work in agriculture)</li> <li>• Electrification (e.g. in mining, stationary and mobile work machinery, long-distance and distribution transport)</li> <li>• Alternative fuels, hydrogen, infrastructure</li> <li>• Body and package</li> </ul>	ATZextra Batteries
	Aachen Colloquium	Aachen	10/07. - 09			
	ATZlive Heavy-Duty-, On- and Off-Highway Engines	Eisenach	11/12 - 13			
	ATZlive Sustainability in Automotive	virtual	12/05			

<sup>1</sup> AD = Advertising deadline | CD = Printing material deadline | PD = Publication date

<sup>2</sup> Special issues | annual issues | manufacturer issues | special pages: Supplements in the trade journals ATZ/MTZ. Further current special issues and special topics will be announced in good time.

Permanent sections: Development | Interview | Guest commentary | Product news | Company news

February	March	May	June	November	December
<b>11<sup>th</sup> International Engine Congress*</b>	<b>Automated Driving</b>	<b>Powertrains and Energy Systems of Tomorrow</b>	<b>chassis.tech plus</b>	<b>Heavy-Duty, On- and Off-Highway Engines</b>	<b>Sustainability in Automotive</b>
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 <sup>th</sup> International ATZ Conference	18 <sup>th</sup> International MTZ Congress on Future Powertrains	15 <sup>th</sup> International Munich Chassis Symposium	19 <sup>th</sup> International MTZ Conference on Heavy-Duty Engines	4 <sup>th</sup> International ATZ Digital Conference on Sustainability

Detailed information on the individual conferences can be found at: [www.ATZlive.de](http://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](http://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](mailto: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
<b>2/1 page</b>	388 × 240	420 × 279	<b>8,302</b>	<b>9,327</b>	<b>10,352</b>	<b>11,377</b>
<b>1/1 page</b>	175 × 240	210 × 279	<b>4,158</b>	<b>5,182</b>	<b>6,206</b>	<b>7,229</b>
<b>2/3 page upright   horizontal</b>	115 × 240   175 × 156	131 × 279   210 × 177	<b>3,453</b>	<b>4,305</b>	<b>5,158</b>	<b>6,010</b>
<b>Juniorpage</b>	115 × 178	131 × 198	<b>2,491</b>	<b>3,106</b>	<b>3,721</b>	<b>4,338</b>
<b>1/2 page upright   horizontal</b>	85 × 240   175 × 117	101 × 279   210 × 137	<b>2,169</b>	<b>2,706</b>	<b>3,242</b>	<b>3,779</b>
<b>1/3 page upright   horizontal</b>	55 × 240   175 × 76	63 × 279   210 × 86	<b>1,685</b>	<b>2,101</b>	<b>2,517</b>	<b>2,933</b>

\* 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	<b>788</b>
Picture gallery	.jpg, .jpeg, .png, .bmp	<b>525</b>



**Linking of your advertisement in both eMagazines**  
the German ATZheavyduty, as well as the English ATZheavyduty 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
<b>2/1 page</b>	388 × 240	420 × 279	<b>7,413</b>	<b>8,328</b>	<b>9,243</b>	<b>10,158</b>
<b>1/1 page</b>	175 × 240	210 × 279	<b>3,713</b>	<b>4,626</b>	<b>5,541</b>	<b>6,454</b>
<b>2/3 page</b> upright   horizontal	115 × 240   175 × 156	131 × 279   210 × 177	<b>3,084</b>	<b>3,844</b>	<b>4,605</b>	<b>5,367</b>
<b>Juniorpage</b>	115 × 178	131 × 198	<b>2,224</b>	<b>2,773</b>	<b>3,322</b>	<b>3,872</b>
<b>1/2 page</b> upright   horizontal	85 × 240   175 × 117	101 × 279   210 × 137	<b>1,937</b>	<b>2,416</b>	<b>2,895</b>	<b>3,374</b>
<b>1/3 page</b> upright   horizontal	55 × 240   175 × 76	63 × 279   210 × 86	<b>1,505</b>	<b>1,876</b>	<b>2,247</b>	<b>2,619</b>
<b>1/4 page</b> upright   horizontal   block	40 × 240   175 × 56   85 × 117	46 × 279   210 × 63   101 × 137	<b>969</b>	<b>1,209</b>	<b>1,449</b>	<b>1,688</b>
<b>1/8 page</b> upright   horizontal   block	55 × 86   175 × 25   85 × 56	–	<b>632</b>	<b>872</b>	<b>1,112</b>	<b>1,351</b>

\* 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	<b>788</b>
Picture gallery	.jpg, .jpeg, .png, .bmp	<b>525</b>
Linked advertisement   Insertion (e.g. logo, website)	Link	<b>263</b>
PDF download	Link	<b>263</b>

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

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

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

All surcharges - color, placement - are discounted.  
 Special costs and additional technical costs are not discounted.

## 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 170 g.

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](http://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 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.
- 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 Support to:** Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de
- 7 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 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.
- 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.
- 10 Contact:** **Ad Management**  
admanagement@springernature.com

## ATZ

The technology magazine for managers in automotive development and production.

## ATZheavyduty

Trade journal for the commercial vehicle technology on and off the road.



## MTZ

Provides in-depth technical information for managers in engine development and production.

## ATZelektronik

It bridges the gap between vehicle and electronics development across the entire spectrum of complete vehicle, powertrain, component and system development.

## ATZextra

Technical innovations, market novelties or special events receive special attention from us. You can read more about the current issues on page 9.



Combine and benefit!

**For information on the relevant specialist areas, please refer to the respective media information.**

**All information and topic preview up to date at [www.springerfachmedien-wiesbaden.de/media-sales](http://www.springerfachmedien-wiesbaden.de/media-sales)**

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

Issue, month (AD   CD   PD) <sup>1</sup>	Trade fairs, congresses events	Location	dates	Content / Focus
<b>ATZextra Batteries</b>	<b>ATZlive</b> chassis.tech plus Automotive Testing Expo	Munich Stuttgart	06/04-05 06/04-06	<b>ATZextra Batteries</b> Battery systems and management   Battery Pass   Test Center
<b>May</b>	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	
<b>ATZextra Electromobility</b>	<b>ATZlive</b> Heavy-Duty-, On- and Off-Highway-Motoren electronica	Eisenach Munich	11/12-13 11/12-15	<b>ATZextra Electromobility</b> Charging technology and infrastructure   Power generation and storage   Vehicle concepts   Batteries   fuel cells   electric drive systems
<b>October</b>				
AD 2024/09/17				
CD 2024/09/24				
PD 2024/10/18				
<b>ATZextra Test benches and simulation</b>	CTI Drivetrain Symposium <b>ATZlive</b> /VDI Int. Motorenkongress	Berlin Baden-Baden	December 2025/02/25-26	<b>ATZextra Test benches and simulation</b> 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
<b>November</b>				
AD 2024/10/18				
CD 2024/10/25				
PD 2024/11/22				

<sup>1</sup> 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 1<sup>st</sup> 2022 to June 30<sup>th</sup> 2023)

<b>Print run:</b>	4,067		
<b>Actual distributed circulation (ADC):</b>	3,654	<b>of which, abroad:</b>	56
<b>Copies sold:</b>	164	<b>of which, abroad:</b>	56
<b>Subscription copies:</b>	164	<b>of which, member copies:</b>	25
<b>Individual sales:</b>	–		
<b>Other sales:</b>	–		
<b>Voucher copies:</b>	3,490		
<b>Reminder, archive and record copies:</b>	413		

**3 Geographical distribution analysis:**

Economic area	Percentage of actual circulation	
	%	copies
Germany	98.5	3,598
Foreign countries	1.5	56
Actual distributed circulation (ADC)	100.0	3,654

**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](http://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) 3,102 ATZheavyduty articles were downloaded from [www.springerprofessional.de](http://www.springerprofessional.de) (PDF downloads in the subscriber-only area, not including previews and HTML views). PDF downloads include advertisements.

**6 Distribution English eMagazine ATZheavyduty worldwide:**

Distribution of 6,000 digital editions of ATZheavyduty worldwide via distribution/reverse distribution with a geographical distribution focus: USA, Germany, Great Britain, Japan, France, China (August 2023)

## Comprehensive B2B reach

Springer's diverse communication channels enable you to reach specialists and managers in the automotive industry in an up-to-date, reliable and sustainable manner. With the ideal combination of print, e-magazine and online, we fulfill a wide range of information needs and reading habits.

We pick up readers where they are and are thus in direct contact with your target group - and far beyond.

### PRINT

<b>Print run</b>	4,067 copies
<b>ADC</b>	3,654 copies
<b>Subscription copies</b> (ø July 2022 - June 2023)	164 copies

### NEWSLETTER

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

### E-MAGAZIN

<b>ATZheavyduty</b>	1,225 PIs
<b>AATZheavyduty worldwide</b> (ø/month in 2022)	489 PIs

### SPRINGER LINK

<b>Downloads (full-text articles in 2021):</b>	
<b>ATZheavyduty</b>	17,138
<b>ATZheavyduty worldwide</b> (January - December 2022)	21,588

### SPRINGER PROFESSIONAL

<b>Unique User</b> (AGOF daily digital facts 2023-03)	230,000
<b>Article downloads ATZheavyduty</b> (July 2022 - June 2023)	3,102

### DIGITAL MULTI-USER LICENSES

<b>digital multi-user licenses IP-activations for companies:</b>	
<b>AATZheavyduty</b>	14,293 user
<b>ATZheavyduty worldwide</b> (August 2023)	3,027 user

Our media – your advertising success!



- 1 Web address (URL):** [springerprofessional.de/automobil-motoren](http://springerprofessional.de/automobil-motoren) (German)  
[springerprofessional.de/en/automotive](http://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](mailto:christiane.koellner@springernature.com)  
**Patrick Schäfer**  
phone + 49 (0) 611 / 78 78 – 557  
[patrick.schaefer@springernature.com](mailto:patrick.schaefer@springernature.com)
- Contact advertising:** **Rouwen Bastian** (Sales Management)  
phone + 49 (0) 611 / 78 78 – 399  
[rouwen.bastian@springernature.com](mailto:rouwen.bastian@springernature.com)
- For Agencies:** Business Advertising GmbH  
phone + 49 (0) 211 / 17 93 47 – 50  
[werbung@businessad.de](mailto: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.

Information on special forms of advertising such as whitepaper, Advertorial, special topic newsletter, microsite, premium partnership, etc. available 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](http://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.

**1 Access Control:**



**2 Usage data:**


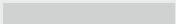
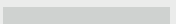
current accesses on request | Contact: rouwen.bastian@springernature.com

## 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		<b>88 %</b>
Practical relevance of content		<b>88 %</b>
Actuality of the content		<b>87 %</b>

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.

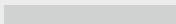
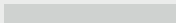
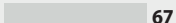
### The offer reaches the decision-makers

**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		<b>89 %</b>
Product Information   Best Practice		<b>85 %</b>
Industry information   -developments		<b>67 %</b>

**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](http://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) <sup>1</sup>	pic 140 × 100, text 300 characters <sup>2</sup>	1,540	max. 45
Text ad large + logo/picture (gif or jpeg) <sup>1</sup>	pic 140 × 100, text 650 characters <sup>2</sup>	1,925	max. 45
Fullsize banner (gif or jpeg) <sup>1</sup>	468 × 60	1,925	max. 45
Rectangle (gif or jpeg) <sup>1</sup>	300 × 250	1,925	max. 45
Premium Banner (gif or jpeg) <sup>1</sup>	600 × 315	2,145	max. 45

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

<sup>1</sup> not animated files    <sup>2</sup> 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](http://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](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)

# A world of information from the automotive field



[www.springerprofessional.de](http://www.springerprofessional.de)

[www.springerfachmedien-wiesbaden.de](http://www.springerfachmedien-wiesbaden.de)

Springer Vieweg