

# 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

## **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



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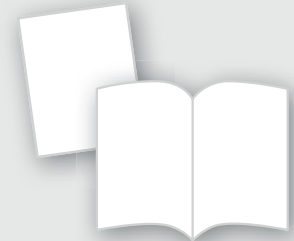
## Offprints – Your editorial content prepared for you as a reprint

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:** MTZ Motortechnische Zeitschrift
- 2 Brief description:** MTZ is the leading international technical and scientific journal for decision-makers in drive development and engine production. The MTZ is a must read for technology-oriented management in the automotive industry with a special focus on the development of electric, electrified and combustion engine drives. The MTZ promotes the transfer of information and exchange of ideas between engine manufacturers, the supply industry, service companies and research and development centers around the world.
- 3 Target group:** Decision-makers in the fields of motor development and production
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm × 279 mm
- 6 Year of publication:** 85<sup>th</sup> 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 des Fachverbands Motoren und Systeme im VDMA, Verband Deutscher Maschinen- und Anlagenbau e. V., Frankfurt/Main, für die Fachgebiete Verbrennungsmotoren und Gasturbinen | Organ der industriellen Forschungsvereinigung für Energiewandlungssysteme FVV e. V. | Organ der Wissenschaftlichen Gesellschaft für Kraftfahrzeug- und Motorentechnik e. V. (WKM) | Organ des Österreichischen Vereins für Kraftfahrzeugtechnik (ÖVK) | Zusammenarbeit mit der STG, Schiffbautechnischen Gesellschaft e. V., Hamburg, auf dem Gebiet der Schiffsantriebe durch Verbrennungskraftmaschinen

- 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  
 Frank Nagel (Media Sales)  
 phone +49 (0) 611 / 78 78 – 395  
 frank.nagel@springernature.com
- 13 Editor:** Marc Ziegler (Deputy Editor-in-Chief)  
 phone +49 (0) 611 / 78 78 – 120  
 marc.ziegler@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       | 716 pages | = | 100.0% |
| Developmental part | 623 pages | = | 87.0%  |
| Advertisement part | 93 pages  | = | 13.0%  |
| Supplements        | 1 items   |   |        |
- 15 Content analysis of the editorial part**
- |                    |           |   |        |
|--------------------|-----------|---|--------|
| Developmental part | 140 pages | = | 21,5 % |
| Cover story        | 164 pages | = | 25,2 % |
| Management         | 87 pages  | = | 13,3 % |
| Focus              | 60 pages  | = | 9,2 %  |
| Up-to-date         | 58 pages  | = | 8,9 %  |
| Research           | 49 pages  | = | 7,5 %  |
| Industrial         | 48 pages  | = | 7,4 %  |
| Service            | 26 pages  | = | 4,0 %  |
| Others             | 20 pages  | = | 3,1 %  |



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 /7878-395 (Frank Nagel).

Issue, month AD   CD   PD <sup>1</sup>	Fairs, events, congresses	Locations	Dates	Cover story	Main subjects <sup>2</sup>	Special issues   annual editions   etc. <sup>3</sup>
<b>1 January</b> AS 2023/11/10 DU 2023/11/16 ET 2023/12/08				Car drives	Hybrid transmissions Regenerative fuels	<b>Annual planner 2024</b>
<b>2/3 Feb./March</b> AS 2024/01/19 DU 2024/01/25 ET 2024/02/16	<b>ATZlive/VDI Int. Engine Congress</b>	Baden-Baden	02/27 - 28	Commercial vehicle drives (incl. FCEV, BEV, alternative fuels)	Electrical systems and energy storage Charge change (also valve train) Micromobility as a replacement	
<b>4 April</b> AS 2024/02/16 DU 2024/02/22 ET 2024/03/15	<b>ATZlive Automated Driving</b>	Frankfurt/Main	03/19 - 20	Electric drives (48 V, HEV, BEV, fuel cell)	Powertrain/Integration of components Acoustics/NVH	
<b>5 May</b> AS 2024/03/13 DU 2024/03/19 ET 2024/04/12	<b>Hannover-Messe Wiener Motorensymposium</b>	Hanover Wien/AT	04/22 - 26 04/24 - 26	Fuels (application)	Charging Electric motor development	<b>ATZheavyduty 1</b>
<b>24 pages Industrial Special</b>						
<b>6 June</b> AS 2024/04/09 DU 2024/04/15 ET 2024/05/08	<b>ATZlive Powertrains and Energy Systems of Tomorrow ATZlive chassis.tech plus Automotive Testing Expo VDI DritevBaden-Baden</b>	Chemnitz Munich Stuttgart 06/12 - 13	05/14 - 15 06/04 - 05 06/04 - 06	Traction batteries/ fuel storage systems	Seals High-performance/ high-efficiency motors (VKM, mostly as HEV, BEV)	<b>Branchenindex Powertrain</b>
<b>7/8 July/August</b> AS 2024/05/31 DU 2024/06/06 ET 2024/06/28	<b>Stuttgarter Symposium</b>	Stuttgart	07/02 - 03	Car engines	Transmission (e-drive) Filters	<b>ATZextra Batteries</b>



Issue, month AD   CD   PD <sup>1</sup>	Fairs, events, congresses	Locations	Dates	Cover story	Main subjects <sup>2</sup>	Special issues   annual editions   etc. <sup>3</sup>
<b>9 September</b> AS 2024/07/12 DU 2024/07/18 ET 2024/08/09				Sustainability (drive)	Simulation and testing/ Big data, development methodology/process	Injection/ mixture formation
<b>10 October</b> AS 2024/08/16 DU 2024/08/22 ET 2024/09/13	<b>IAA Transportation</b> <b>Aachener Kolloquium</b>	Hanover Aachen	09/17 - 22 10/07 - 09	Hybrid drives (48 V, HEV, PHEV)	Defossilization (PtG, PtL, H <sub>2</sub> , fuel production, lubricants and coolants)	Thermal management  <b>ATZheavyduty 2</b>
<b>11 November</b> AS 2024/09/12 DU 2024/09/18 ET 2024/10/11	<b>ATZlive Heavy-Duty-, On- and Off-Highway Engines Formnext</b>	Eisenach Frankfurt/Main	11/12 - 13 11/19 - 22	Exhaust gas aftertreatment and emissions	Electrification (auxiliary units)	Materials (3D printing, casting technology)
<b>24 Seiten Industrial Spezial</b>						
<b>12 December</b> AS 2024/10/17 DU 2024/10/23 ET 2024/11/15	<b>CTI-Symposium – Automotive Drivetrains</b> <b>ATZlive Sustainability in Automotivevirtuell</b>	Berlin 12/05	December	Electric motor development	Friction minimization	Fuel cells and components  <b>Branchenindex Powertrain</b> <b>ATZextra Elektromobility</b>
<b>1 January 25</b> AS 2024/11/15 DU 2024/11/21 ET 2024/12/13				Car engines	Micromobility	Engine management/ OBD  <b>Annual Planner 2025</b> <b>ATZextra Test benches and simulation</b>
<b>2/3 Feb./Mar. 25</b> AS 2025/01/17 DU 2025/01/23 ET 2025/02/14	<b>ATZlive/VDI Int. Engine Congress</b>	Baden-Baden	2025/02/25 - 26	Commercial vehicle drives (incl. FCEV, BEV, alternative fuels)	Electrical systems and energy storage	Thermal management

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

<sup>2</sup> See list of main topics page 4

<sup>3</sup> 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.

Elektrifizierung	Acoustics	Energy management	Transmissions	Emission control	Mixture formation and combustion	Thermal management
Effect of electrification on the internal combustion engine	Vibration dampers	Energy management for different powertrain configuration	Developments in the field of transmissions primarily with regard to drive involvement (hybrid transmissions) and component integration	Exhaust gas after treatment (DPF, DeNOx systems)	New combustion processes	Cooling
Impact on powertrain design	Engine acoustics			In-engine emission reduction	Combustion optimization	Low temperature emissions
Electrification components (e.g. electric motor, power electronics, energy storage)	Exhaust system / silencer	Hybridized and all-electric drives		Interaction of emissions and fuel consumption	Injection	Efficiency increase   Fuel consumption
	NVH (Noise, Vibration, Harshness)				Intake systems / valve train	
Engine mounting						
Innovative drive concepts	Micromobility	Defossilization	Traction batteries   Energy storage	Electric motor development	Technology, systems, sustainability and economic efficiency	Fuels
Hybridized and all-electric drives	Drives of e-bikes, scooters or city vehicles	Avoidance of carbon from non-regenerative sources	Battery technologies	New developments from the overall field	Methodologies, sector coupling	Alternative energy sources in use in vehicles
New combustion engines	Drone drives	E-Fuels	Tank systems for LNG, CNG, hydrogen	Increase of power density	Life cycle assessment LCA, CtG, WtW, TtW	
Intelligent networking of drive components	Batteries	Replacement of fossil sources	High pressure tank systems	Adaptation to use cases		
	Drives of small devices	Life Cycle Analysis	Second life and recycling	Single components		



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 MTZ 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 MTZ, as well as the English MTZ 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 MTZ 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:

<b>Placement:</b>	2nd, 3rd and 4th cover pages 4c	€ 549
	Binding placement requests	€ 549
<b>Colour:</b>	Fee for special colours: fee for each additional colour, price	on request
<b>Formats:</b>	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:

<b>Title</b>	€ 9,900
<b>Loose / fixed Inserts:</b> (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)

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

**Frank Nagel** (Media Sales)  
phone +49 (0) 611 / 78 78 – 395  
frank.nagel@springernature.com

## 6 Contact:

## 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

- 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

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

<b>Print run:</b>	5,500		
<b>Actual distributed circulation (ADC):</b>	4,567	<b>of which, abroad:</b>	301
<b>Copies sold:</b>	1,150	<b>of which, abroad:</b>	242
<b>Subscription copies:</b>	1,034	<b>of which, member copies:</b>	76
<b>Individual sales:</b>	0		
<b>Other sales:</b>	116		
<b>Voucher copies:</b>	3,417		
<b>Reminder, archive and record copies:</b>	933		

## 3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	93.4	4,266
Foreign countries	6.6	301
Actual distributed circulation (ADC)	100.0	4,567

### 3.1 Coverage in Germany structured according to postcode areas:

current coverage on request

## 4 Digital distribution:

All printed issues of MTZ are also published in electronic form, as well as in the digital library [springerprofessional.de](http://www.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) 16,826 MTZ 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 ATZ worldwide:

Over 170 digital subscriptions to MTZ worldwide, plus 6,000 digital editions via distribution/reverse distribution 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, MTZ 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

<b>Print run</b>	5,500 copies
<b>ADC</b>	4,567 copies
<b>Subscription copies</b> (ø July 2022 - June 2023)	1,034 copies

### NEWSLETTER

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

### E-MAGAZIN

<b>MTZ</b>	5,460 PIs
<b>MTZworldwide</b> (jeweils ø/Monat in 2022)	5,357 PIs

### SPRINGER LINK

<b>Downloads (full-text articles in 2021):</b>	
<b>MTZ</b>	100,416
<b>MTZworldwide</b> (January - December 2022)	57,879

### SPRINGER PROFESSIONAL

<b>Unique User</b> (AGOF daily digital facts 2023-03)	230,000
<b>Article downloads MTZ</b> (July 2022 - June 2023)	16,826

### MEHRPLATZLIZENZEN

<b>digital multi-user licenses IP-activations for companies:</b>	
<b>MTZ</b>	137,303 user
<b>MTZworldwide</b> (August 2023)	17,057 user

Our media – your advertising success!

## 1.1 Branches

Target groups	Share in %
Automotive supplier industry	38
Service	33
Automotive manufacturers	15
Research and development	8
Equipment providers	3
Other	3

## 1.2 Size of the business unit

Target groups	Share in %
1 to 99 employees	20
100 to 499 employees	10
500 to 1,999 employees	11
2,000 or more employees	55
No response	5

## 2.2 Sociodemographics | 2.2.1 Education and training

Target groups	Share in %
Doctoral degree   habilitation	10
Technical   natural sciences degree – traditional university   university of applied sciences	65
Degree – university of applied sciences	18
Master training   certificate	3
Technical or craft apprenticeship	5

## 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	10
Head of operations   head of department: technical	3
Other member of staff: technical	53
Other member of staff: managerial	5
Instructor	3
Student, pupil or trainee	13
Other	3
No response	3

## 2.1.2 Area of responsibility

Target groups	Share in %
Corporate leadership or management	58
Research	68
Development, construction or simulation	85
Production or plant management	58
Quality assurance	50
Logistics	38
Human resources	50
Purchasing	48
Organisation, IT or telecommunications	53
Marketing or sales	55

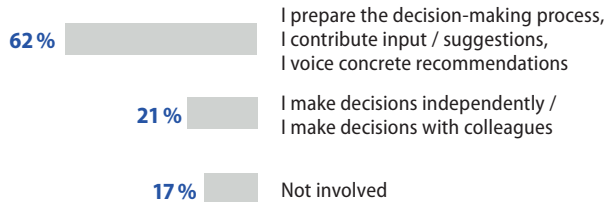
Multiple answers possible

### Overview of empirical methods MTZ

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 Mainz

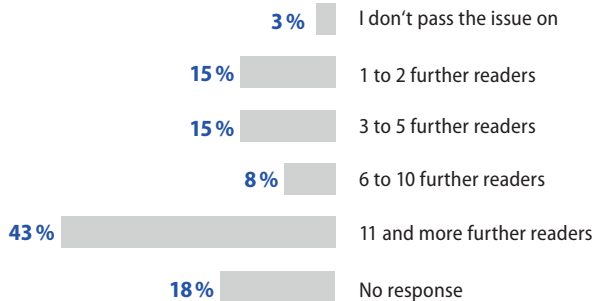
## MTZ has a readership with considerable decision-making responsibilities.

### Investment responsibility



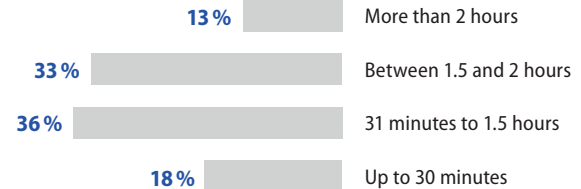
## MTZ achieves a high reach.

### Passed on



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

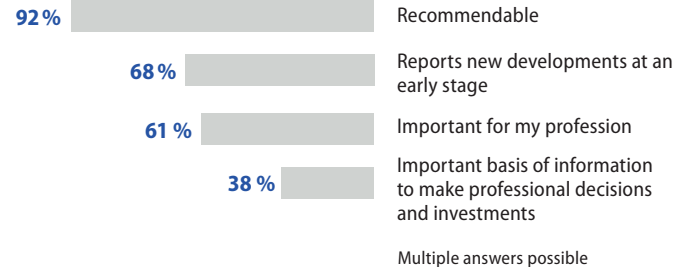
### Reading time



**53%** of the ATZ-readers have read the last 11 issues.

## Its outstanding editorial quality creates an attractive advertising environment.

### Quality of content





- 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.

### 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](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.

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:**


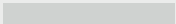
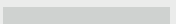
current accesses on request | Contact: rouwen.bastian@springernature.com

## 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		<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.


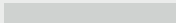
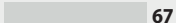
### The offer reaches the decision-makers

**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](mailto: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](mailto: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



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Springer Vieweg