

Test Benches and Simulation for Powertrains

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The MTZextra Test Benches and Simulation for Powertrains informs decisionmakers in the automotive industry about current research approaches and new technical developments.

The magazine offers a proven mix of professional articles, product information, interview and guest commentary. Present yourself as a solution provider and initiator and underline your importance for the industry with your presence in our special publication.



TOPIC OVERVIEW:

- ▶ Interview with Ergin Cansiz, Horiba
- ▶ Testing of hydrogen drives
- ▶ Measuring systems for fuel cells
- ▶ New test methods for batteries
- ▶ New simulation approaches for engine systems etc.

PRICES AND FORMATS

Advert in printed issue and in eMagazine:

ad format	size*	bleed size**	4 color
1/1 page	175 x 240	210 x 279	€ 6,454
1/2 page upright	85 x 240	101 x 279	€ 3,374
1/2 page horizontal	175 x 117	210 x 137	€ 3,374

* W x H in mm

** bleed plus 3mm bleed margin

Supplement for advertising in eMagazine:

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DEADLINES

Advertising deadline:	11/16/2023
Copy deadline:	11/23/2023
Publication date:	12/15/2023

PRINT RUN AND DISTRIBUTION

Print:

5,100 copies to the readership of MTZ und ATZheavy duty



eMagazine:

Free availability for subscribers of ATZ, MTZ, ATZelektronik, ATZheavy duty and licensed users of Springer Professional for the channel Automotive

(Channel performance data 2022:

Ø 107,074 page impressions with Ø 37,315 visits per month)



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