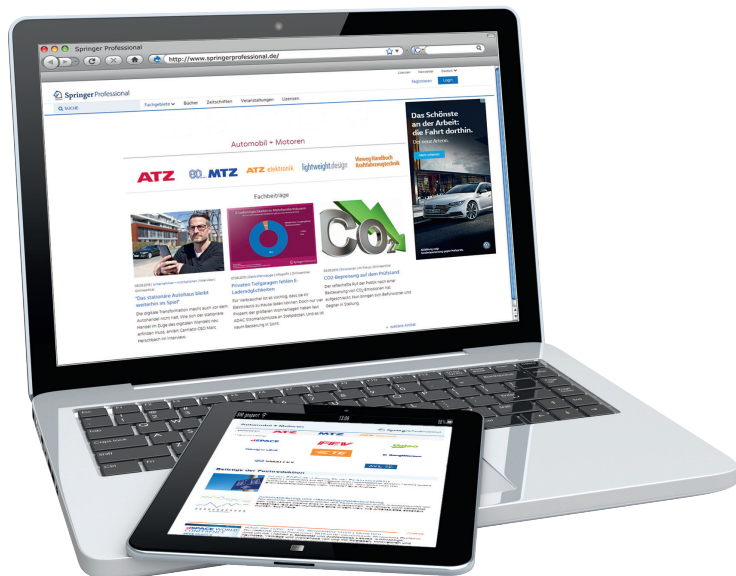


## Price list online 2022

[www.springerprofessional.de](http://www.springerprofessional.de)
**Automobil + Motoren**

**Basic information:**
**Usage data:**

Page impressions: 137,162 | users: 55,107 ø Oct. 2020 - Sept. 2021

Source: Google Analytics


**Newsletter subscribers:**

21,154 (Sept. 2021, current number of recipients on request)

**Frequency:**

Two times a week, every Tuesday and Friday

**93% decision-makers#**

Web formats	pixel (w x h)	kb	cpm
Fullsize banner	468 x 60	max. 120	€ 100
Superbanner (big size)	728 x 90	max. 120	€ 100
Skyscraper	120 x 600	max. 120	€ 110
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 110
Medium rectangle	300 x 250	max. 120	€ 100
Wallpaper (super-banner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 180
Billboard	770 / 800 / 870 or 970 x 250	max. 120	€ 180
Half page	300 x 600	max. 120	€ 180

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 140 x 100 text 300 characters **	max. 45	€ 1,400
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 1,750
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 1,750
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 1,750
Premium banner (gif / jpeg) *	600 x 315	max. 45	€ 1,950

\* not animated files | \*\* incl. spaces

**Payment conditions | data delivery**

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date; 15% agency commission; payment due: upon receipt of invoice.

 Banking information: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300 | Swift/BIC: DEUTDEBB  
 IBAN: DE09 1007 0000 0069 7003 00

 Delivery deadline: up to 5 business days before placement to:  
[banner-wiesbaden@springernature.com](mailto:banner-wiesbaden@springernature.com)

 You can find our specification 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)
**Target group:**

Decision-makers and developers in the automotive and automotive supplier industry, and those active in motor development and production.

**Brief description:**

Our excellent editorial staff selects and summarises the latest news in the areas research &amp; development, automotive &amp; engine technology, electronic engineering, production and commercial vehicles.


 # 93% of the users are either decision-makers or consultants in the investment process, thereof 37% are direct decision-makers.  
 Source: user survey July/August 2016.

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