

Media Kit **2017**



The only German-language newspaper for the auto industry

## The most quoted media brand in the German auto industry for 15 years

Entering its 16th year, *Automobilwoche* is unrivaled as Germany's most quoted industry newspaper. The auto industry is currently in the midst of a fundamental transformation: digitization, electrification, new mobility and the digital upheaval in dealerships are the new drivers in car business.

Companies need to be prepared for disruptive changes, even though traditional business is part of day-to-day operations in many places. Access to the latest information is becoming the crucial factor in managing the challenges facing car manufacturers, suppliers and dealers.

*Automobilwoche* has become indispensable. High journalistic quality, well-founded expertise in the car business and the breadth of coverage across the entire value chain have turned the industry's decision-makers into loyal readers – in Germany and also on a global level. Subscribers to the *Automobilwoche* e-paper can be found in every automotive market of the world.

Today, just as 15 years ago the print edition is the industry's acknowledged key publication in Germany. The array of information is complemented by digital channels. [www.automobilwoche.de](http://www.automobilwoche.de) is the B2B portal with the most extensive news coverage and the greatest reach in the industry. Newsletters, news apps and social media offerings always provide a crucial, up-to-the-minute informational advantage. And [jobs.automobilwoche.de](http://jobs.automobilwoche.de), Germany's largest online job marketplace for the auto industry, rounds out the employment listings in the print edition with more than 50,000 employment offers each day.

Renowned industry events such as the *Automobilwoche Congress* and *Conference* complete the publication's offerings with platforms for personal contacts and information-sharing. *Automobilwoche* is the media brand for well-founded, comprehensive industry coverage. It guarantees access to your premium target groups with print, digital and events.

Take advantage of our versatile multichannel offerings for your marketing communication needs.

**Thomas Heringer**  
Sales and Marketing Director



## Circulation

Automobilwoche's readership consists of movers and shakers at car manufacturers, suppliers and dealers. With a circulation of about 30,000, the publication reaches decision-makers in all areas of the automotive industry.

Print run\*:  
**31,165 copies**

Total circulation\*:  
30,555 copies

Total paid circulation:  
16,393 copies

Circulation audit:  
IVW, 2nd quarter, 2016

\*according to the IVW survey, 2nd quarter, 2016



Category	Count
<b>OEMs</b>	<b>14,970</b>
Vehicle manufacturers	8,571
Suppliers	6,399
<b>Car dealers</b>	<b>14,579</b>
Franchisees, independent dealers	12,936
Manufacturer-owned dealerships	829
Spare part distributors and resellers	814
<b>Service providers</b>	<b>1,006</b>
Development, engineering	488
Consultants, financial analysts	359
Media, industry associations	159

## I. OEMs/Service providers

Vehicle manufacturers, suppliers and service providers

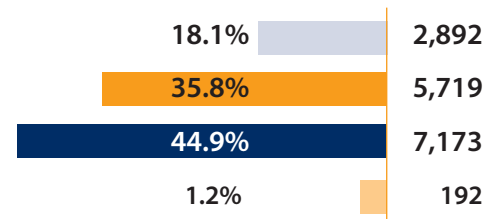
### a) By positions:

C-level executives, managing directors, owners

Directors, plant managers, divisional managers

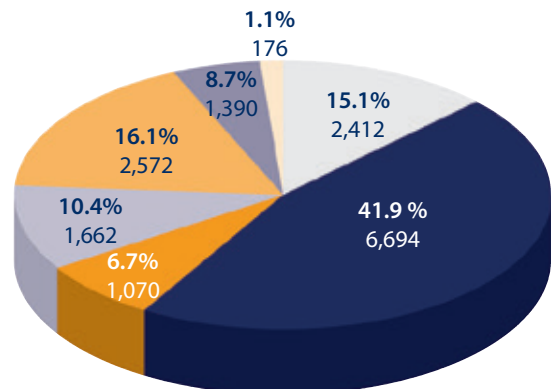
Production managers, department managers, branch managers, project leaders

Other decision-makers



### b) By functions:

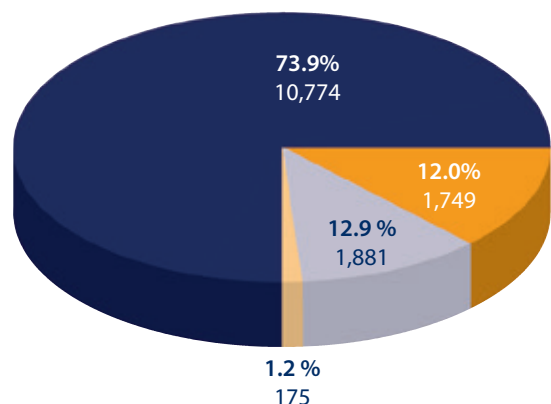
- Management/finance (15.1%)
- Development/engineering/design (41.9%)
- Procurement/sourcing (6.7%)
- Production/logistics (10.4%)
- Sales/marketing (16.1%)
- Consulting/IT (8.7%)
- Other (1.1%)



## II. Car dealers

Franchisees, independent dealers, manufacturer-owned dealerships, spare part distributors and resellers

- Owners, directors, branch managers (73.9%)
- Sales managers, finance managers (12.0%)
- Customer service managers, spare parts/accessories (12.9%)
- Other (1.2%)



## Dates, deadlines and editorial focus

	Issue	On-sale date	Copy deadline	Content / specials	Trade shows and congresses
January	1/2	Jan 9	Dec. 16, 2016	North American International Auto Show	Jan 5 to 8 Jan 8 to 22 Jan 10 to 11 CES, Las Vegas NAIAS, Detroit Automotive News World Congress, Detroit
	3	Jan 23	Jan 5	Anniversary Edition: 15 years of <i>Automobilwoche</i>	Jan 26 to 29 Jan 27 to 29 NADA, New Orleans Automobilmesse, Erfurt
February	4	Feb 6	Jan 20	<ul style="list-style-type: none"> <li>Car dealers: Digital evolution in car dealerships, including ranking of the top 10 DMS vendors</li> <li>Wheels and tires: Innovations for comfort and safety</li> </ul>	Feb 14 to 16 Feb 15 Tire Technology Expo, Hanover <i>Automobilwoche Konferenz</i> , Munich
	5	Feb 20	Feb 3	Powertrain: Electric, hybrid and fuel cell versus high-efficiency combustion systems	Feb 27 to Mar 3 Mobile World Congress, Barcelona
March	6	Mar 6	Feb 17	<ul style="list-style-type: none"> <li>Guide to the International Motor Show Geneva including model preview 2017</li> <li>The digital car: Autonomous driving, infotainment, new mobility, connectivity</li> </ul>	Mar 7 to 10 Mar 9 to 19 Mar 14 to 16 Mar 14 to 16 Z / intec, Leipzig International Motor Show, Geneva embedded world, Nuremberg LogiMAT, Stuttgart
	7	Mar 20	Mar 3	<ul style="list-style-type: none"> <li>Automotive interior: Design and ergonomic trends</li> <li>Classic cars – a growth market for carmakers, dealers, service and suppliers</li> </ul>	Mar 20 to 24 Mar 24 to 26 CeBIT, Hanover Auto Messe, Salzburg
April	8	Apr 3	Mar 17	Industry 4.0 – Production and logistics in a digital world	Apr 4 to 6 Apr 5 to 9 Apr 14 to 23 SAE World Congress, Detroit Techno-Classica, Essen New York International Auto Show
	9	Apr 18	Mar 31	Intelligent production: Digitization opens up new value added potential	Apr 21 to 28 Apr 24 to 28 Apr 24 to 28 Auto Shanghai Hannover Messe MobiliTec, Hanover
May	10	May 2	Apr 13	<ul style="list-style-type: none"> <li>Electromobility: The European auto industry's race to catch up</li> <li>The top 100 car dealers</li> </ul>	May 9 to 12 May 9 to 12 Control, Stuttgart transport logistic, Munich
	11	May 15	Apr 28	Development and engineering: The top 25 development service providers	May 16 to 18 PCIM Europe, Nuremberg
	12	May 29	May 12	IT in production, development and service: The top 25 IT service providers	May 30 to June 1 Sensor+Test, Nuremberg
June	13	June 12	May 26	Car fleets: Fleet management and new mobility	June 20 to 21 June 20 to 22 Automotive News Europe Congress, Barcelona Automotive Expos, Stuttgart
	14	June 26	June 9	Finance, insurance and leasing	

# 2017 editorial calendar

As of January 1, 2017

	Issue	On-sale date	Copy deadline	Content / specials	Trade shows and congresses	
July	15	July 10	June 23	The top 100 suppliers: Organic growth and acquisitions dominate the scene		
	16	July 24	July 7	Dealer networks and sales structures: Opportunities for investors		
August	17	Aug 7	July 21	Used-car retailing: Purchase and sales strategies for more revenue		
	18	Aug 21	Aug 4	Careers: New directions in recruiting, training and staff development		
September	19	Sept 4	Aug 18	IAA edition – Future mobility: Digitization, connectivity, mobility services, emission-free driving, urbanisation	Sept 14 to 24	IAA Cars, Frankfurt
	20	Sept 18	Sept 1	<ul style="list-style-type: none"> <li>Industry 4.0 in metal working</li> <li>Automotive clusters – Networks of the auto industry</li> </ul>	Sept 18 to 23 Sept 19 to 21	EMO, Hanover Composites Europe, Stuttgart
October	21	Oct 2	Sept 15	Sales: Trends and factors for success	Oct 9 to 12	Motek, Stuttgart
	22	Oct 16	Sept 29	Autoservice and aftersales: Strategies for strong revenues, including market overview - who is supplying what?	Oct 17 to 19 Oct 17 to 21 Oct 17 to 21 Oct 24 to 26	eMove360° Europe, Munich Equip Auto, Paris Fakuma, Friedrichshafen Euromold, Munich
	23	Oct 30	Oct 13	Automotive electronics: Key to innovations in mobility	Nov 7 to 10 Nov 8 to 9	Blechexpo, Stuttgart Automobilwoche Kongress, Berlin
November	24	Nov 13	Oct 27	Globalisation 2.0: The strategies of suppliers and carmakers	Nov 14 to 17	productronica, Munich
	25	Nov 27	Nov 10	<ul style="list-style-type: none"> <li>Marketing in the auto industry: The latest trends and developments</li> <li>Automobilwoche Kongress - Highlights</li> </ul>	Nov 28 to 30 Dec 1 to 10	SPS IPC Drives, Nuremberg Essen Motor Show
December	26	Dec 11	Nov 24	The year in review and outlook for 2018		



## Advertising rates, no. 16

Valid from September 1, 2016. Rates exclusive of VAT.

### Display advertising rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€11,638	€11,184	€10,730	€10,503	€10,276	€10,049	€9,822
Junior page	€9,229	€8,885	€8,540	€8,368	€8,196	€8,023	€7,851
Half page	€7,832	€7,551	€7,270	€7,130	€6,989	€6,849	€6,708
Two fifth page	€6,721	€6,491	€6,260	€6,145	€6,030	€5,914	€5,799
Half junior page horizontal	€5,775	€5,588	€5,400	€5,306	€5,213	€5,119	€5,025
Half junior page vertical	€5,775	€5,588	€5,400	€5,306	€5,213	€5,119	€5,025
Third page	€5,753	€5,567	€5,380	€5,287	€5,194	€5,100	€5,007
Quarter page	€4,686	€4,548	€4,410	€4,341	€4,272	€4,203	€4,134
Fifth page	€4,191	€4,076	€3,960	€3,902	€3,845	€3,787	€3,729

### Black & white rates non-bleed €

	1x Frequency	Bleed rate
Full page	€9,080	€908
Junior page	€6,890	€689
Half page	€5,620	€562
Two fifth page	€4,610	€461
Half junior page horizontal	€3,750	€375
Half junior page vertical	€3,750	€375
Third page	€3,730	€373
Quarter page	€2,760	€276
Fifth page	€2,310	€231

#### Frequency discounts applicable on b&w rates non-bleed

3x	6x	9x	12x	18x	24x
5%	10%	12.5%	15%	17.5%	20%

### Color rates € (not discountable)

Standard color	€550
Four-color process	€1,650

### Millimeter b&w rate

Valid for ads of a non-standard format

mm rate: €6.50

No. of columns	1	2	3	4	5
Width	48mm	99mm	150mm	203mm	255mm

To calculate the cost of the ad, multiply the mm rate by the number of columns and the height of the ad.

### Additional charges € (not discountable)

Special positioning (on request):	10% on black & white rate non-bleed
Outside back cover (full page only):	20% on black & white rate non-bleed

## Specifications

**Publication frequency:** Mondays, every 14 days, see editorial calendar • **Live/Type Area:** 255mm x 377mm • **Columns:** 5 columns, 47.4mm each  
**Bleed Size:** 285mm x 403mm (+ 3mm cutoff, sides, top and bottom) • **Printing:** Offset printing, wire stitching

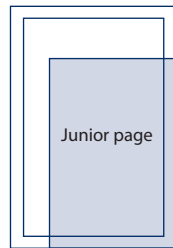
**Data requirements:** 60 screen. Advertisements are only accepted in digital format. PDF files must be sent with printed proofs, PDF standards PDF/X-1a (2001) or PDF/X-3 (2002). No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be converted to Euroscale. Please enclose an original-size printout for verification purposes. We also require a true-color proof for color verification.

**Production contact:** Manuela Bordbarkhou • anzeigen@craincom.de

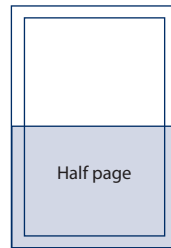
### Standard advertisement formats



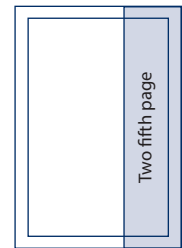
**Full page**  
255 x 377mm non-bleed  
285 x 403mm with bleed\*



**Junior page**  
195 x 283mm non-bleed  
210 x 297mm with bleed\*

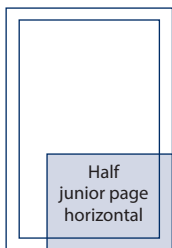


**Half page**  
255 x 185mm non-bleed  
285 x 200mm with bleed\*

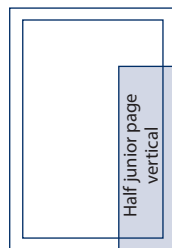


**Two fifth page**  
99 x 377mm non-bleed  
114 x 403mm with bleed\*

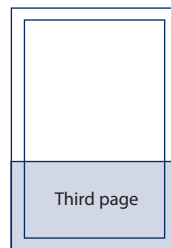
**Double page** (without illustration)  
540 x 377mm non-bleed  
570 x 403mm with bleed\*



**Half junior page horizontal**  
195 x 139mm non-bleed  
210 x 148mm with bleed\*



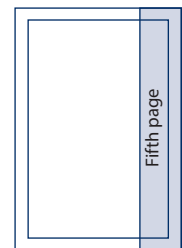
**Half junior page vertical**  
95 x 283mm non-bleed  
105 x 297mm with bleed\*



**Third page**  
255 x 122mm non-bleed  
285 x 130mm with bleed\*



**Quarter page**  
255 x 90mm non-bleed  
285 x 97mm with bleed\*



**Fifth page**  
47 x 377mm non-bleed  
62 x 403mm with bleed\*

\*For bleed ads, please add 3mm on sides, top and bottom.

## Contacts

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# The multi-channel media brand for the automotive industry in Germany



Newsletter · Data Center · Online Job Market · Website · Print Edition · ePaper · News App

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