

Media Information 2012

Advertising rate card no. 12

Valid from 01.10.2011



We're there for you!

Your contact partners in the advertising marketing department:



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Journals



Online solutions



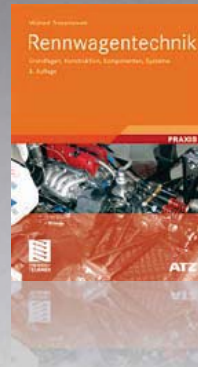
Books



Corporate Publishing



Events



ATZ live

Trade journal

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- 1 Title:** ATZautotechnology
- 2 Brief description:** ATZautotechnology, the independent English-language magazine for the global automotive engineer community at OEMs and in the supply industry, provides up-to-date and in-depth information on a wide range of technical and scientific topics as well as on software and hardware developments in the business areas of R&D, engines, drivetrain, testing, electronics, logistics, design and production – thus covering the main interests of our target group. In addition, ATZautotechnology has been appointed by FISITA, the world body for automotive engineers, as its official information medium.
- 3 Target group:** Decision-makers in the global automotive and automotive supplier industry
- 4 Frequency:** 6 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 12th volume 2012
- 7 Subscription price:** Yearly subscription
Germany/foreign countries € 79 (plus p&p)
Single issue € 19 (plus p&p)
- 8 Official journal of:** FISITA is the world body for automobile engineers with more than 154,000 engineers in 38 countries. Its aim is to promote the cooperation between engineers and decision makers in industry, science and government in order to optimise transportation systems and the use of resources, and to promote better environmental protection.
- 9 Membership:** –
- 10 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany
phone +49 (0)611 / 78 78 – 0
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** Wolfgang Siebenpfeiffer

- 12 Advertising:** Tanja Pfisterer (Head of Advertising/
Head of Key Account Management)
Britta Dolch (Head of Sales Management)
Volker Hesedenz (Sales Management)
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- 13 Editor:** Dipl.-Kfm. Roland Schedel (Editor-in-Chief)
TEXT-COM Redaktion ATZautotechnology
phone +49 (0)6128 / 853 – 758 · fax – 759
ATZautotechnology@text-com.de

14 Scope analysis 2010 = 6 issues

Total volume	408 pages	=	100.0%
Editorial part	357 pages	=	87.5%
Advertisement part	51 pages	=	12.5%
Supplements	1 item		
15 Content analysis of the editorial part	357 pages	=	100.0%
Vehicle Technology	132 pages	=	37.0%
Engine Technology	54 pages	=	15.1%
Electronics	52 pages	=	14.6%
Materials, Production	18 pages	=	5.0%
Research	12 pages	=	3.4%
International	37 pages	=	10.4%
Management	12 pages	=	3.4%
Service	11 pages	=	3.1%
Other	29 pages	=	8.1%

Issue, Month, (AD)*, (DD)*, (PD)*	Fairs, Events, Congresses	Main Subjects			Special issues/ Annual issues, etc. **)
1 Jan. / Feb. AD 25.01.2012 CD 30.01.2012 PD 22.02.2012	ATZlive Der Antrieb von morgen , Wolfsburg (13-14.03.) Geneva Auto-Salon (08-18.03.) ATZlive 12. Internationales Stuttgarter Symposium (13-14.03.) Auto China , Beijing, China (25.04.-02.05.) SAE World Congress , Detroit, USA (24-26.04.) JEC Composites Show Paris , France (27-29.03.)	High-efficiency sports engines	New materials for automobiles	Energy chains: well-to-wheel balance sheets	ATZextra Networking Automobile
2 March / April AD 23.03.2012 CD 29.03.2012 PD 25.04.2012	eCarTec , Paris, France (03-05.04.) Mobilitec Hannover Messe Industrie , (23-27.04.) Vienna Engine Symposium , Austria (26-27.04.) Advanced Automotive Battery Conference , Mainz (18-22.06.) Automotive Testing Expo , Stuttgart (12-14.06.)	Power electronics for hybrid and electric cars	Electrification of the powertrain	Downsizing	MTZIndustrial I, ATZoffhighway I
3 May / June AD 18.05.2012 CD 24.05.2012 PD 20.06.2012	ATZlive chassis.tech plus , Munich (21-22.06.) EAEC European Automotive Congress , Valencia, Spain (June) Interauto Moscow , Russia (29.08.-01.09.) ATZlive International Conference on Automotive Management , Wiesbaden (10-11.07.)	Production of electric and hybrid vehicles	Progress in body engineering	On-board power networks	ATZextra Automotive Engineering Partners with special pages: List of Suppliers
4 July / Aug. AD 30.07.2012 CD 03.08.2012 PD 29.08.2012	Automechanika , Frankfurt/Main (11-16.09.) IAA Commercial Vehicles , Hannover (20-29.09.) Paris Automobilsalon , France (29.09-14.10.) Aachen Colloquium (08-10.10.)	Life cycle assessments – automobile and sustainability	Chassis systems	Supercharging	MTZIndustrial II
5 Sept. / Oct. AD 24.09.2012 CD 28.09.2012 PD 24.10.2012	FISITA World Automotive Congress , Beijing, China (27-30.11) Electronica , Munich (13-16.11.) IZB , Wolfsburg (10-12.10.) eCarTec , Munich (23-25.10.) EuroMold , Frankfurt/Main (Dec. 2012)	Commercial vehicle powertrains	Interiors	Electric mobility	ATZoffhighway II
6 Nov. / Dec. AD 20.11.2012 CD 26.11.2012 PD 19.12.2012	North American International Auto Show , Detroit, USA (Jan. 2013)	Lighting technologies	Alternative vehicle concepts – fuel cell, natural gas & co.	Energy efficiency	ATZextra Electronic, ATZextra Formula Student Germany

Regular columns: interview, vehicle and engine technology, electronics, production, research, product news, company news

***AD = Advertising deadline | CD = Copy deadline | PD = Publication date**

*****) Special issues/ annual issues / manufacturers' issues / special pages: Supplements in the magazines ATZ | MTZ. Further special issues and special subjects to be announced.**

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary. For further information, please call +49 (0)611 / 78 78 – 229

Comprehensive solutions tailored to your individual goals.

Contact:

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PRINT

Magazines
Books
Specials

DIGITAL

Portals
Newsletters
Content Integration

FAIRS/ CONGRESSES

Exhibition area
Sponsoring

CORPORATE PUBLISHING

Customer publications
Employee communication
Business reports



**BEST AD
MEDIA**

1 Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
2/1 page	388 x 240	420 x 279	6,888	7,738	8,588	9,438	
1/1 page	175 x 240	210 x 279	3,450	4,299	5,148	5,997	
2/3 page	upright	115 x 240	2,865	3,572	4,279	4,986	
	horizontal	175 x 156					210 x 177
Juniorpage	115 x 178	131 x 198	1,874	2,337	2,800	3,263	
1/2 page	upright	85 x 240	1,800	2,245	2,690	3,135	
	horizontal	175 x 117					210 x 137
1/3 page	upright	55 x 240	1,398	1,743	2,088	2,433	
	horizontal	175 x 76					210 x 86
1/4 page	upright	40 x 240	900	1,123	1,346	1,569	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page	upright	55 x 86	587	810	1,033	1,256	
	horizontal	175 x 25					–
	block	85 x 56					–
1/16 page	horizontal	175 x 10	385	535	685	835	
	block	85 x 25					–

* ISO scale ** plus 3 mm bleed difference on all sides
Further formats on request.

Actual distributed circulation: 15,185 copies



2 Additional fees:

Placement:	2nd, 3rd and 4th cover pages 4c	€ 510
	Binding placement requests	€ 510
Colour:	Fee for special colours: fee for each additional colour, price	on request
Format:	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
	Ads running into the bleed:	20% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale		Length Scale	
For 2 ads	5%	2 pages	5%
For 4 ads	10%	4 pages	10%
For 6 ads	15%	6 pages	15%

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:

Job Advertisements / Business Connections Page 6

5 Special advertising forms:

Loose / Fixed Inserts:

2-page	€ 4,075
4-page	€ 6,158

These prices apply for paper weights up to 170 g.
Delivered untrimmed, trimming on request.
Discounts are based on the Length Scale:
(1 sheet = 1/1 page)

Enclosures: (no discounts available)

Loose, maximum size 203 mm x 272 mm	
Up to 25 g per thousand	€ 285
Up to 30 g per thousand	€ 295
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	€ 210
Number of postcards	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Volker Hasedenz (Sales Management)
phone +49 (0)611 / 78 78 – 269
volker.hasedenz@best-ad-media.de

Heinrich X. Prinz Reuss (Media Sales)
phone +49 (0)611 / 78 78 – 229
heinrich.reuss@best-ad-media.de

7 Payment conditions:

2% discount for payment prior to publication; 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
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.best-ad-media.de/gtc

Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
1/1 page	175 x 240	210 x 279	3,450	4,299	5,148	5,997	
2/3 page upright	115 x 240	131 x 279	2,865	3,572	4,279	4,986	
1/2 page upright	85 x 240	101 x 279	1,800	2,245	2,690	3,135	
	horizontal	175 x 117					210 x 137
1/3 page upright	55 x 240	63 x 279	1,398	1,743	2,088	2,433	
	horizontal	175 x 76					210 x 86
	block	115 x 117					131 x 137
1/4 page upright	40 x 240	46 x 279	900	1,123	1,346	1,569	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page upright	55 x 86	–	587	810	1,033	1,256	
	block	85 x 56					–

Classified ads available on request.

* ISO scale ** plus 3 mm bleed difference on all sides

Applicable for Germany only – the current V.A.T. rate has to be added to all prices. You'll find our general terms and conditions at www.best-ad-media.de/gtc

Extra charges

for colours: per special colour on request

Rate for box numbers: **Euro 12** (Germany)
Euro 16 (foreign countries)

Contact:

Heinrich X. Prinz Reuss (Media Sales)
phone +49 (0)611 / 78 78 – 229
heinrich.reuss@best-ad-media.de

Silke Travnitschek (Media Sales)
phone +49 (0)611 / 78 78 – 338
silke.travnitschek@best-ad-media.de



- 1 Journal format:** 210 mm wide x 279 mm long
- Print space:** 175 mm wide x 240 mm long
- 2 Printing and binding methods:** Offset, saddle stitching
- 3 File transfer:**

FTP:
Access information on request

E-Mail:
susanne.bretschneider@best-ad-media.de

Maximum file size: 10 MB!
Please use Winzip (.zip) to compress your file.
The name of the zip file should start with the journal name, followed by the issue and customer name.
- 4 File formats:** Please submit the print-ready PDF X3 files in the size of the ad format.
Ads running into the bleed must be positioned with a 3 mm bleed on the page(s) in question.
- 5 Colours:** Special colours must be defined using their HKS or Pantone specifications.
The maximum colour coating should not exceed 300%.
Offset profile = Iso Coated V2 300
- 6 Proofs:** Since we use Process Standard Offset (PSO) printing, we don't need proofs.
- 7 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.
- 8 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.
- 9 Contact:** Susanne Bretschneider, Advertising & Layout
phone +49 (0)611 / 78 78 – 153
fax +49 (0)611 / 78 78 – 443
susanne.bretschneider@best-ad-media.de



The technical magazine for decision-makers in the automotive development and production segment.



The English-language technical magazine for engineers in the global automotive and automotive supplier industry.



Bridges the gap between automotive and electronics developers working in vehicle, drive-train, component and systems development.



Tailored to the needs of top decision-makers working at automotive manufacturers and suppliers and active in engineering, production or technical procurement.



Offers dependable specialist information for decision-makers in the fields of motor development and production.



This focused premium magazine covers the entire automotive value creation chain. With top-rated authors from the automotive industry, science and society.

Combine and profit!

For more information on the various subject areas, please consult the respective media information

We pay particular attention to technical advances, market innovations and special events:





1 Circulation monitoring: –

2 Circulation analysis: average number of copies per issue in one year
(July 1 2010 – June 30 2011)

Print run:	15,529		
Actual distributed circulation (ADC):	15,185	of which, abroad:	14,673
Copies sold:	15,000	of which, abroad:	14,673
Subscription copies:	15,000	Member copies:	-
Individual sales:	–		
Other sales:	–		
Voucher copies:	185		
Reminder, archive and record copies:	344		

3 Geographical distribution analysis:

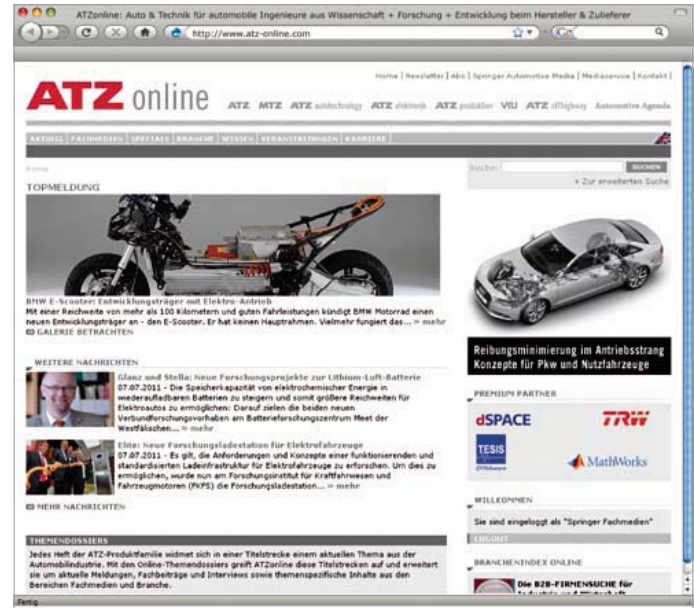
Economic area	Percentage of actual circulation	
	%	copies
Germany	3.6	548
Foreign countries	96.4	14,637
Actual distributed circulation (ADC)	100.0	15,185

**3.1 Coverage in Germany structured according to postcode areas:
Current coverage upon request**

3.2 Distribution by countries:

Country	Share of the paid circulation	
	%	Copies
India	12.9	1,927
China	9.5	1,431
Italy	9.2	1,378
Belgium, Netherlands, Luxembourg	9.0	1,357
Japan	8.8	1,319
United States	7.7	1,148
France	6.5	976
Spain	6.2	937
Great Britain	5.5	823
Romania	5.3	793
Austria	2.9	432
Germany	2.4	363
Switzerland	2.3	352
Canada	1.5	228
Czech Republic	1.4	207
Sweden	0.8	120
Others	8.1	1,209
Copies sold	100.0	15,000

- 1 **Web address (URL):** www.atzonline.de
- 2 **Brief description:** **ATZonline** is the comprehensive portal for the technical magazines ATZ, MTZ, ATZelektronik and ATZproduktion. It provides engineers and decision-makers in the automotive industry with the latest technology and sector news. The unique subject portfolio with its exclusive contents serve user's need for knowledge throughout the entire value creation chain.
- 3 **Target group:** Decision-makers and developers in the automotive and automotive supplier industry, and those active in motor development and production
- 4 **Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 349
wolfgang.siebenpfeiffer@springer.com
- Contact advertising:** **Volker Hasedenz** (Sales Management)
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Carolin Habermann (Sales Management Online)
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carolin.habermann@best-ad-media.de
- 5 **Usage data:** Page 12



1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit www.best-ad-media.de/special-ads

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 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
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising on page 21.

1 Access control:



IVW

2 Usage data:

Visits:
190,900 per month (Ø July 2010 – June 2011)

Page Impressions:
659,500 per month (Ø July 2010 – June 2011)

For the latest usage data, visit:
www.best-ad-media.de/details-atzonline

Results of the 2011 ATZonline User Survey

ATZonline offers an attractive advertising environment.

Portal characteristics (very good/good)



Ads on ATZonline activate users.

- ▶ **88%** of our users reported acquiring further information at a provider's homepage because of information on products or providers they saw on ATZonline.

Our users are predominantly male.

- ▶ **95%** male, **5%** female

ATZonline users are well educated.

- ▶ **83%** have degrees from a traditional university or university of applied sciences; some even have their doctorates.

ATZonline successfully reaches decision-makers.

- ▶ **88%** of our users either make investment decisions directly or fulfil an advisory function in investment planning at their companies.
- ▶ **38%** hold leadership positions at their companies.

Source: 2011 Online User Survey, n=1,231, conducted by Best Ad Media + eResult



1 Data formats:

Flash, GIF, HTML, JPEG
Redirects possible

If Flash files are submitted, an alternative GIF version should always also be sent as a fallback image.

Size: max. 45 kB per advertisement. The maximum allowable file size is based on the file size of the respective file(s).

Best Ad Media reserves the right to reject files that would be especially straining for CPUs; a utilisation level of 40% may not be exceeded (for standard PCs).

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, and the use of redirects:
www.best-ad-media.de/data-delivery

2 Delivery address:

banner@best-ad-media.de

3 Delivery deadline:

Up to 2 business days prior to activation

Target link:

Please be sure to include the target link for each ad.

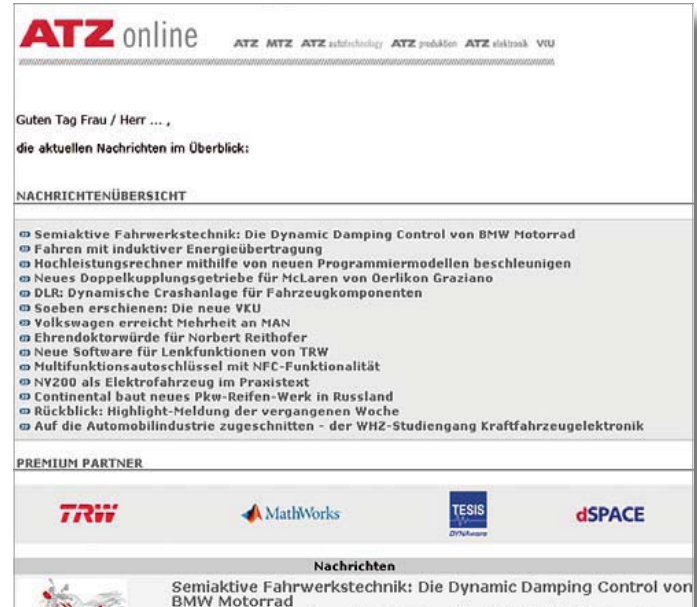
4 Newsletter advertisements:

If newsletter-format ads are submitted, please note that animations cannot be displayed.

5 Contact:

Nicole Brzank
Advertising & Layout
phone +49 (0)611 / 78 78 – 616
banner@best-ad-media.de

- 1 Name:** **ATZ** online
newsletter@atzonline.de
- 2 Brief description:** Our newsletter provides engineers and decision-makers in the automotive industry with the latest technical and branch-related news, offering a brief and compact overview of current developments.
- 3 Target group:** Decision-makers and developers in the automotive and automotive supplier industry, and those active in motor development and production
- 4 Frequency:** National: every Tuesday and Friday
International: always on the publication date of the journal ATZ (11x)
- 5 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)
phone +49 (0)611 / 78 78 – 349
wolfgang.siebenpfeiffer@springer.com
- Contact advertising:** **Volker Hesedenz** (Sales Management)
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Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request.



1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	CPM	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 300 characters **)	55	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 650 characters **)	75	max. 45
Fullsize Banner (GIF or JPEG)*)	468 x 60	75	max. 45
Rectangle (GIF or JPEG)*)	300 x 250	75	max. 45

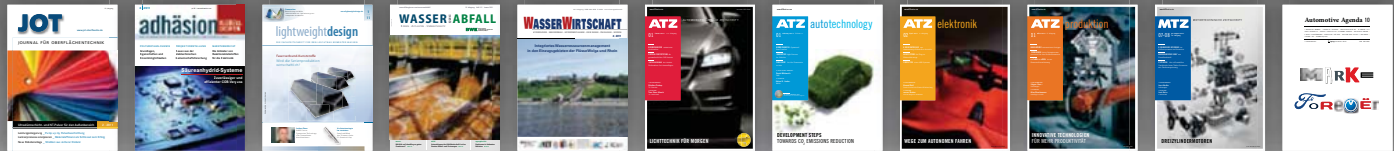
*) not animated files; **) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 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
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDE33
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at www.best-ad-media.de/gtc

You can find our specifications for online advertising at www.best-ad-media.de/data-delivery

A world of information from the automotive, materials and energy fields



www.jot-oberflaeche.de
www.adhaesion.com
www.lightweight-design.de
www.umwelt.springer-vieweg.de
www.ATZonline.de

Springer Vieweg