

# Media Information 2012

Advertising rate card no. 55

Valid from 01.10.2011



# We're there for you!

Your contact partners in the advertising marketing department:



**Volker Hesedenz**  
**Sales Management**

phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de



**Frank Nagel**  
**Media Sales**

phone +49 (0)611 / 78 78 – 395  
frank.nagel@best-ad-media.de



**Rouwen Bastian**  
**Key Account Management**

phone +49 (0)611 / 78 78 – 399  
mobil +49 (0)173 / 291 55 35  
rouwen.bastian@best-ad-media.de

## **Best Ad Media**

Springer Fachmedien Wiesbaden GmbH  
Abraham-Lincoln-Straße 46 | 65189 Wiesbaden | Germany

phone +49 (0)611 / 78 78 – 555  
info@best-ad-media.de | www.best-ad-media.de





Journals



Online solutions



Books



Corporate Publishing



Events



**ATZ** live



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- 1 Title:** ATZ Automobiltechnische Zeitschrift
- 2 Brief description:** ATZ is the internationally distributed trade journal for research, development, design, experiment and production in the automotive industry. It is required reading for technology-oriented managers and promotes the communication of information and the exchange of ideas on a scientific basis between the automotive industry, suppliers and service providing companies, as well as between research and development centres around the globe.
- 3 Target group:** Decision-makers in the automotive development and production segment
- 4 Frequency:** 11 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 114th volume 2012
- 7 Subscription price:** Yearly subscription  
Germany/foreign countries € 299 (plus p&p)  
Single issue € 32 (plus p&p)
- 8 Official journal of:** Organ der VDI-Gesellschaft Fahrzeug- und Verkehrstechnik (FVT)  
Organ der Forschungsvereinigung Automobiltechnik e. V. (FAT) und des Normenausschusses Kraftfahrzeuge (FAKRA) im DIN Deutsches Institut für Normung e.V.  
Organ der Wissenschaftlichen Gesellschaft für Kraftfahrzeug- und Motortechnik e. V. (WKM)
- 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:** Dr. Johannes Liebl,  
Wolfgang Siebenpfeiffer

- 12 Advertising:** Tanja Pfisterer (Assistant Head of Global Advertising/  
Head of Key Account Management)  
Britta Dolch (Head of Sales Management)  
Volker Hese denz (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de  
Frank Nagel (Media Sales)  
phone +49 (0)611 / 78 78 – 395  
frank.nagel@best-ad-media.de
- 13 Editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)  
phone +49 (0)611 / 78 78 – 349 · fax – 462  
wolfgang.siebenpfeiffer@springer.com

**14 Scope analysis 2010 = 11 issues + 8 Special issues:**

Total volume	1,896 pages	=	100.0%
Editorial part	1,632 pages	=	86.1%
Advertisement part	264 pages	=	13.9%
Supplements	11 items		

**15 Content analysis of the editorial part:**

Research	230 pages	=	14.1%
Development	894 pages	=	54.8%
Management	111 pages	=	6.8%
Elektric/elektronic	95 pages	=	5.8%
Materials/production	116 pages	=	7.1%
Service	86 pages	=	5.3%
Others	100 pages	=	6.1%

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Leading Topic	Main Subjects		Special issues/ Annual issues, etc. **)
<b>1 January</b> AD 01.12.2011 CD 08.12.2011 PD 30.12.2011	<b>ATZlive Der Antrieb von morgen</b> , Wolfsburg, Germany (24-25.01.)	Acoustics optimisation	Commercial vehicle technology	Thermal management	
<b>2 February</b> AD 04.01.2012 CD 10.01.2012 PD 27.01.2012	<b>Textil Innovativ</b> , Fürth/Bay., Germany (09.02.)	Safety in the vehicle and for the environment	Tank systems	Lubricants	
<b>3 March</b> AD 26.01.2012 CD 01.02.2012 PD 24.02.2012	<b>Genfer Auto-Salon</b> , Switzerland (08-18.03.)   <b>CeBIT</b> , Hanover, Germany (06-10.03.)   <b>ATZlive 12. Internationales Stuttgarter Symposium</b> , Germany (13-14.03.)   <b>VDI-Tagung Kunststoffe im Automobilbau</b> , Mannheim, Germany (21-22.03.)	New materials for the car	Seals	Calculation & simulation	<b>ATZextra Vernetzung des Automobils (Networking automobile), career4engineers</b>
<b>4 April</b> AD 23.02.2012 CD 29.02.2012 PD 23.03.2012	<b>PaintExpo</b> , Karlsruhe, Germany (17-20.04.)   <b>Mobilitec   Hannover Messe Industrie</b> , Hanover, Germany (23-27.04.)   <b>Wiener Motorensymposium</b> , Austria (26-27.04.)   <b>careers4engineers automotive</b> , Stuttgart, Germany (28.04.)	Interaction between transmission and engine	Measuring & testing	Paints and surface technology	<b>MTZindustrial I</b>
<b>5 May</b> AD 27.03.2012 CD 02.04.2012 PD 27.04.2012	<b>ATZlive 12. Internationale Tagung Karosseriebau</b> , Hamburg, Germany (10-11.05.)   <b>Sensor+Test</b> , Nürnberg, Germany (22-25.05.)	Progress in body engineering	Acoustics	Control systems	<b>ATZoffhighway I, ATZextra Der neue Mercedes-Benz SL (The new Mercedes-Benz SL)</b>
<b>6 June</b> AD 24.04.2012 CD 30.04.2012 PD 25.05.2012	<b>Automotive Testing Expo</b> , Stuttgart, Germany (12-14.06.)   <b>ATZlive chassis.tech plus – 3. Internationales Münchner Fahrwerk-Symposium</b> , Germany (21-22.06.)	Further development of chassis systems	Air conditioning	Assistance systems	<b>ATZextra Automotive Engineering Partners with special pages IndutryContacts, career4engineers</b>

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Leading Topic	Main Subjects		Special issues/ Annual issues, etc. **)
<b>7/8 July/Aug.</b> AD 06.06.2012 CD 13.06.2012 PD 06.07.2012	<b>ATZlive ICAM – International Conference on Automotive Management</b> , Wiesbaden, Germany (10-11.07.) <b>ATZ-Fachtagung Automotive Acoustics Conference</b> , Zürich, Switzerland (July)	Life Cycle Assessments - Automobile and Sustainability	Calculation & simulation	Ergonomics & comfort	
<b>9 September</b> AD 02.08.2012 CD 08.08.2012 PD 31.08.2012	<b>Automechanika</b> , Frankfurt/Main, Germany (11-16.09.) <b>IAA Nutzfahrzeuge</b> , Hanover, Germany (20-29.09.)	Technology trends in commercial vehicles	Chassis systems	Digital product development	<b>MTZIndustrial II, careers4engineers</b>
<b>10 October</b> AD 30.08.2012 CD 05.09.2012 PD 28.09.2012	<b>Aachener Kolloquium</b> , Germany (08-10.10.) <b>IZB</b> , Wolfsburg, Germany (10-12.10.)	Electric mobility	Measuring & testing	Interior	
<b>11 November</b> AD 26.09.2012 CD 02.10.2012 PD 26.10.2012	<b>eCarTec</b> , Munich, Germany (23-25.10.)	Assistance systems - on the way to autonomous driving	Lighting technology	Energy efficiency	<b>Special pages IndustryContacts, ATZoffhighway II, careers4engineers</b>
<b>12 December</b> AD 25.10.2012 CD 30.10.2012 PD 23.11.2012	<b>electronica</b> , Munich, Germany (13-16.11.) <b>CTI-Getriebesymposium</b> , Berlin, Germany (December) <b>careers4engineers automotive</b> , Chemnitz, Germany (10.11.)   <b>careers4engineers automotive</b> , Darmstadt, Germany (30.11.)	Alternative vehicle concepts - fuel cell, natural gas & co.	Transmission & clutches	Active and passive safety	<b>ATZextra Elektronik (Electronic), ATZextra Formula Student Germany</b>
<b>1 Januar 2013</b> AD 26.11.2012 CD 30.11.2012 PD 28.12.2012		Holistic lightweight design	Chassis systems	Electric drive systems	

see major topics in detail on page 4

Regular columns: development, interviews, forums of opinions, research, conference reports, product news, company news, job market

**\*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 – 269

Articles on the following detailed topics relating to the main subjects may be included:

Interior	Electric Drive Systems	Transmissions	Integration of Assistance Systems into the Vehicle	Chassis Systems	Integration of Control Systems into the Vehicle
Seats	Energy storage systems	Gears	Automatic Cruise Control (ACC)	Dampers (shock absorbers)	Human Machine Interface (HMI)
Cockpits	Batteries	Transmission housings	Lane Assistant	Springs	Buttons
Panelling	Electric motors	Transmission shafts	Park Assist systems	Active systems	Switches
Passenger compartment	On-board power networks	Manual transmissions	CAR2X	Passive systems	Instrumentation
Roof lining	Actuator motors	Dual-clutch transmissions	Navigation	Adaptive chassis control	Haptic systems
Consoles	Actuator drives	Torque converter transmissions		Wheels	Screens / displays / touchscreens
Instrument panels	Traction motors	Automatic transmissions		Tyres	
	Actuators	Gearbox oils / lubricants		Brakes	
				Steering	

# Comprehensive solutions tailored to your individual goals.

## Contact:

### Tanja Pfisterer

Head of Key Account Management  
phone +49 (0)611 / 78 78 – 146  
mobil +49 (0)151 / 140 700 93  
tanja.pfisterer@best-ad-media.de

### Rouwen Bastian

Key Account Management  
phone +49 (0)611 / 78 78 – 399  
mobil +49 (0)173 / 291 55 35  
rouwen.bastian@best-ad-media.de

### Ursula Saalfeld

Key Account Management  
phone +49 (0)611 / 78 78 – 157  
mobil +49 (0)151 / 426 010 85  
ursula.saalfeld@best-ad-media.de

### Sabine Schüller

Key Account Management  
phone +49 (0)611 / 78 78 – 178  
mobil +49 (0)160 / 963 822 84  
sabine.schueler@best-ad-media.de



**BEST AD  
MEDIA**

## PRINT

Magazines  
Books  
Specials

## DIGITAL

Portals  
Newsletters  
Content Integration

## FAIRS/ CONGRESSES

Exhibition area  
Sponsoring

## CORPORATE PUBLISHING

Customer publications  
Employee communication  
Business reports

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

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

**Actual distributed circulation: 5,619 copies**



## 2 Additional fees:

<b>Placement:</b>	2nd, 3rd and 4th cover pages 4c	€ 510
	Binding placement requests	€ 510
<b>Colour:</b>	Fee for special colours: fee for each additional colour, price	on request
<b>Format:</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
	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 3 ads	3%	3 pages	5%
For 6 ads	5%	6 pages	10%
For 9 ads	10%	9 pages	15%
For 12 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:

Job Advertisements / Business Connections Page 8

## 5 Special advertising forms:

<b>Loose / Fixed Inserts:</b>	
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 Hesedenz** (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de

**Frank Nagel** (Media Sales)  
phone +49 (0)611 / 78 78 – 395  
frank.nagel@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](http://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*	
<b>1/1 page</b>	175 x 240	210 x 279	<b>3,450</b>	<b>4,299</b>	<b>5,148</b>	<b>5,997</b>	
<b>2/3 page upright</b>	115 x 240	131 x 279	<b>2,865</b>	<b>3,572</b>	<b>4,279</b>	<b>4,986</b>	
<b>1/2 page upright</b>	85 x 240	101 x 279	<b>1,800</b>	<b>2,245</b>	<b>2,690</b>	<b>3,135</b>	
	<b>horizontal</b>	175 x 117					210 x 137
<b>1/3 page upright</b>	55 x 240	63 x 279	<b>1,398</b>	<b>1,743</b>	<b>2,088</b>	<b>2,433</b>	
	<b>horizontal</b>	175 x 76					210 x 86
	<b>block</b>	115 x 117					131 x 137
<b>1/4 page upright</b>	40 x 240	46 x 279	<b>900</b>	<b>1,123</b>	<b>1,346</b>	<b>1,569</b>	
	<b>horizontal</b>	175 x 56					210 x 63
	<b>block</b>	85 x 117					101 x 137
<b>1/8 page upright</b>	55 x 86	–	<b>587</b>	<b>810</b>	<b>1,033</b>	<b>1,256</b>	
	<b>block</b>	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](http://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:

**Frank Nagel** (Media Sales)  
phone +49 (0)611 / 78 78 – 395  
[frank.nagel@best-ad-media.de](mailto:frank.nagel@best-ad-media.de)

**Silke Travnitschek** (Media Sales)  
phone +49 (0)611 / 78 78 – 338  
[silke.travnitschek@best-ad-media.de](mailto: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, adhesive binding
- 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:



For more information and a preview of the latest topics, just visit [www.best-ad-media.de](http://www.best-ad-media.de)

## ATZ live

**Der Antrieb von morgen – 7. MTZ-Fachtagung**  
Wolfsburg, Germany (24-25.01.2012)

**12. Internationales Stuttgarter Symposium**  
Stuttgart, Germany (13-14.03.2012)

**12. Internationale Tagung Karosseriebau**  
Hamburg, Germany (10-11.05.2012)

**chassis.tech plus – 3. Internationales Münchner Fahrwerk-Symposium**  
Munich, Germany (21-22.06.2012)

**ICAM – International Conference Automotive Management**  
Wiesbaden, Germany (10-11.07.2012)

**Virtual Powertrain Creation – 14. MTZ-Fachtagung**  
(2nd half of 2012, probably September)

**Ladungswechsel im Verbrennungsmotor – 5. MTZ-Fachtagung**  
(2nd half of 2012, probably October)

**Heavy Duty – 7. Internationale MTZ-Fachtagung**  
(2nd half of 2012, probably November)

[www.atzlive.de](http://www.atzlive.de)

### Combination offer



**Global distribution!**  
**Western Europe, Eastern Europe, Asia, Australia,**  
**NAFTA and other countries**

### ATZautotechnology unique in its kind

- **English**
- **Registered readers**
- **Up-to-date focus on the entire vehicle and in-depth technical articles**
- **Cooperation with FISITA**  
**The world body for automobile engineers**

### Combination offers

#### ATZ + ATZautotechnology

Print run complete: Ø 21,484 copies

#### Surcharge for ATZautotechnology

1/1 page, full colour bleed ad	<b>€ 2,500*</b>
1/2 page, full colour bleed ad	<b>€ 1,300*</b>
1/3 page, full colour bleed ad	<b>€ 1,000*</b>

\*plus listprice **ATZ**

Further formats on request

Prices inside Germany plus V.A.T.

You can find our general terms and conditions at  
[www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)



### 1 Circulation monitoring:



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

Print run:	5,955		
Actual distributed circulation (ADC):	5,619	of which, abroad:	854
Copies sold:	3,465	of which, abroad:	731
Subscription copies:	3,226	Member copies:	–
Individual sales:	2		
Other sales:	237		
Voucher copies:	2,154		
Reminder, archive and record copies:	336		

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

### 3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	84.8	4,465
Foreign countries	15.2	854
Actual distributed circulation (ADC)	100.0	5,619



## 1.1 Branches

Target groups	Maximum readership reach	
	%	Projection (circa)
Automotive supplier industry	27.2	890
Automotive manufacturers / Vehicle construction	12.0	390
Machinery and tools / equipment providers for the automotive and automotive supplier industries (mechanical engineering)	4.0	130
Research and development	6.8	220
Service	14.4	470
Engineering offices, technical consulting	8.4	280
Traditional universities, universities of applied sciences, and institutes	16.4	540
Business associations, professional associations and other groups	1.2	40
Students	2.8	90
Marketing and journalism	3.6	120
Others	3.2	110
Rounding error		-5
	<b>100.0</b>	<b>3,275</b>

## 1.2 Size of the business unit

Target groups	Maximum readership reach	
	%	Projection (circa)
1 to 2 employees	9.2	300
3 to 4 employees	4.8	160
5 to 9 employees	6.4	210
10 to 19 employees	7.2	240
20 to 49 employees	12.4	410
50 to 99 employees	10.0	330
100 to 199 employees	8.8	290
200 to 499 employees	8.8	290
500 to 999 employees	5.2	170
1,000 to 1,999 employees	5.6	180
2,000 or more employees	13.2	430
No response	8.4	280
Rounding error		-15
	<b>100.0</b>	<b>3,275</b>

## Overview of empirical methods – ATZ

1. Methodology: Readership analysis through telephone interviews – randomly selected
2. Statistical population: Actual distributed circulation: 3,275 = 100%  
Not reflected in the analysis: 466 = 14.2%
3. Random sample: 250 net interviews, 70.2% response rate, randomly selected
4. Target group: Primary readers
5. Timeframe: 2 May to 1 June, 2011
6. Research conducted by: TNS Emnid Medien- und Sozialforschung GmbH, Bielefeld

For a detailed description of the methods utilised, please visit [www.best-ad-media.de/lisa](http://www.best-ad-media.de/lisa).

## 2.1 Occupational characteristics | 2.1.1 Position in the company

Target groups	Maximum readership reach	
	%	Projection (circa)
Owner or co-owner	12.8	420
Chairperson or managing director	11.2	370
Head of research, construction or development	11.2	370
Head of production, manufacturing, operations, quality assurance, factory / plant manager, head of maintenance	5.2	170
Head of purchasing / technical purchasing	0.8	30
Head of operations / head of department: technical	13.2	430
Head of operations / head of department: managerial	2.0	70
Head of sales, marketing or PR	7.6	250
Journalist	2.0	70
Other member of staff: technical	11.2	370
Other member of staff: managerial	2.0	70
Instructor	9.2	300
Expert, assessor or service provider	0.4	10
Student, pupil or trainee	7.6	250
Other	3.2	110
No response	0.4	10
Rounding error		-25
	<b>100.0</b>	<b>3,275</b>

### 2.1.2 Area of responsibility

Target groups	Maximum readership reach	
	%	Projection (circa)
Corporate leadership or management	39.6	1,300
Research	39.6	1,300
Development, construction or simulation	58.0	1,900
Production or plant management	8.8	290
Quality assurance	18.0	590
Logistics	8.4	280
Human resources	18.8	620
Purchasing	20.8	680
Organisation, IT or telecommunications	29.6	970
Marketing or sales	28.4	930
Training / education or further training	34.0	1,110
Consulting or assessment	3.2	110
Clerical / processing	1.2	40
Other	2.0	70
No response	2.8	90

Multiple answers possible (100% = 3,275 readers)

## 2.2 Sociodemographics | 2.2.1 Education and training

Target groups	Maximum readership reach	
	%	Projection (circa)
Apprenticeship (net)	35.6	1,170
Technical apprenticeship	22.8	750
Trade / craft apprenticeship	8.8	290
Business / managerial apprenticeship	2.4	80
Other apprenticeship	1.2	40
Vocational school	2.8	90
Master training / certificate	4.4	140
(Vocational) university of applied sciences (net)	84.4	2,760
Degree – university of applied sciences	29.2	960
Technical / natural sciences degree – traditional university / university of applied sciences	53.6	1,760
Business degree – traditional university / university of applied sciences	6.4	210
Other	0.4	10
No response	4.8	160

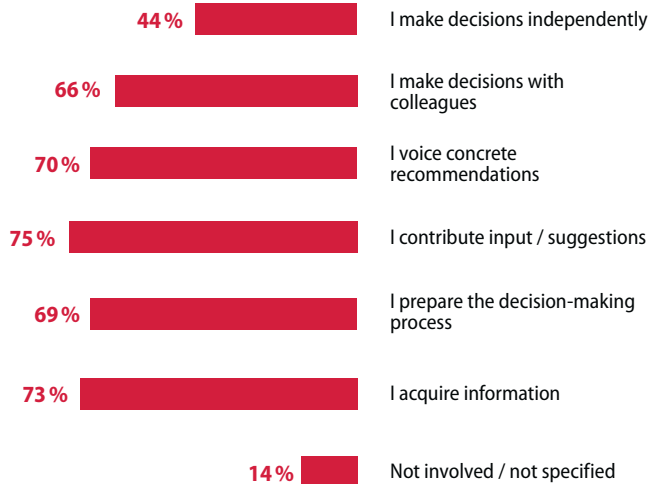
Multiple answers possible (100% = 3,275 readers)

### 2.2.2 Age

Target groups	Maximum readership reach	
	%	Projection (circa)
Up to 19 years	0.0	0
20 to 29 years	16.8	550
30 to 39 years	14.0	460
40 to 49 years	27.2	890
50 to 59 years	23.6	770
60 to 64 years	8.8	290
65 years or older	7.6	250
No response	2.0	70
Rounding error		-5
	<b>100.0</b>	<b>3,275</b>

ATZ has a readership with considerable decision-making responsibilities. A total of 86% of our readers are actively involved in investment planning.

### Investment responsibility

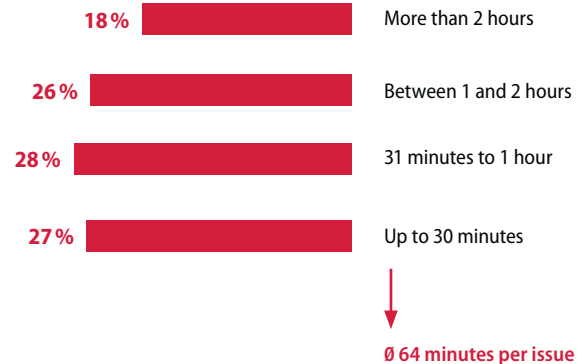


Multiple answers are possible

- At **86%**, ATZ's reader loyalty rating is extremely high, evincing its relevance and high-quality content.

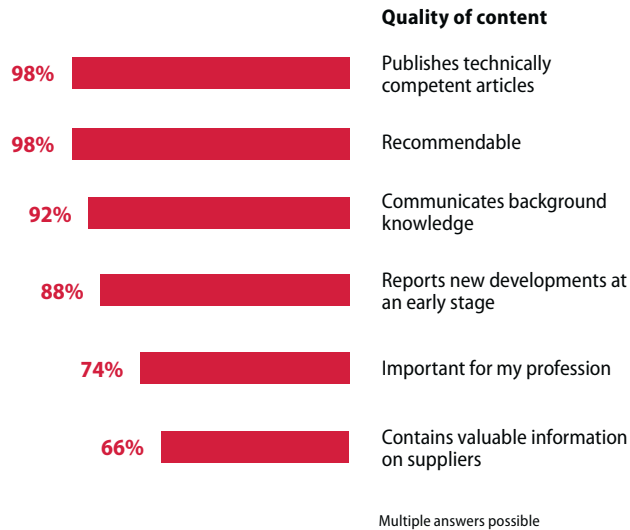
ATZ is frequently and intensively used. This is proof of the journal's high value and guarantees outstanding advertising exposure.

### Reading time



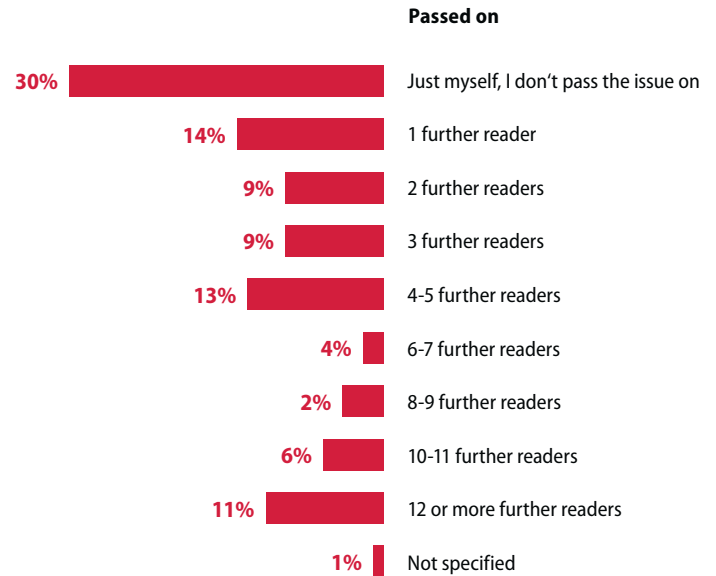
- ATZ reaches **79%** of its core readers, who have read 10 of the last 11 issues.
- The page traffic score is **66%**.

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



- **78%** Readers' archiving behaviour, an indicator of how they value the journal, is excellent.

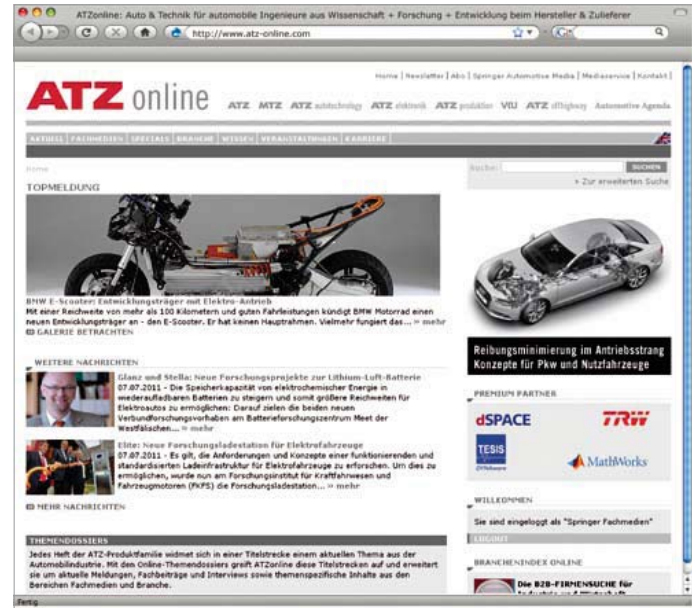
**ATZ achieved a high reach.**



- With each issue, ATZ reaches an average of **5 readers**.
- Ads in ATZ activate our readers. **70%** of our readers reported acquiring further information on providers or products because of ads they found in ATZ.



- 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 Hesedenz** (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de  
**Frank Nagel** (Media Sales)  
phone +49 (0)611 / 78 78 – 395  
frank.nagel@best-ad-media.de  
**Carolin Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 5 **Usage data:** Page 20



### 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](http://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](http://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](http://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](http://www.best-ad-media.de/data-delivery)

### 2 Delivery address:

[banner@best-ad-media.de](mailto: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.

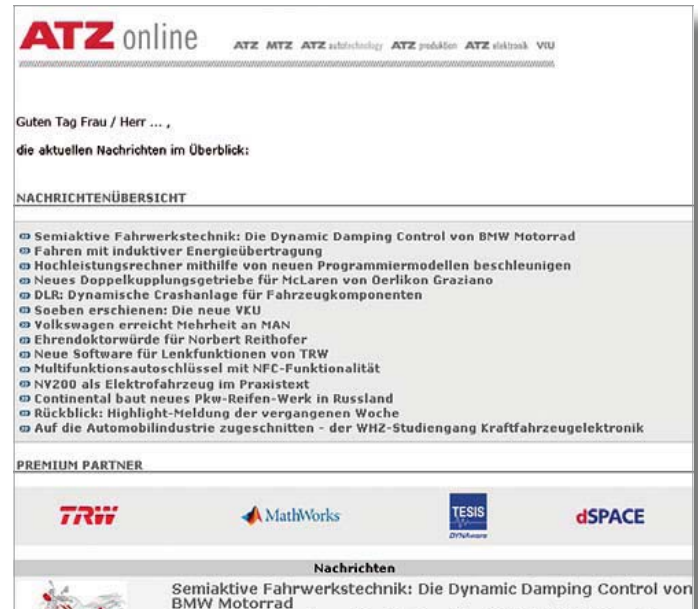
### 4 Newsletter advertisements:

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](mailto: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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frank.nagel@best-ad-media.de
- 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

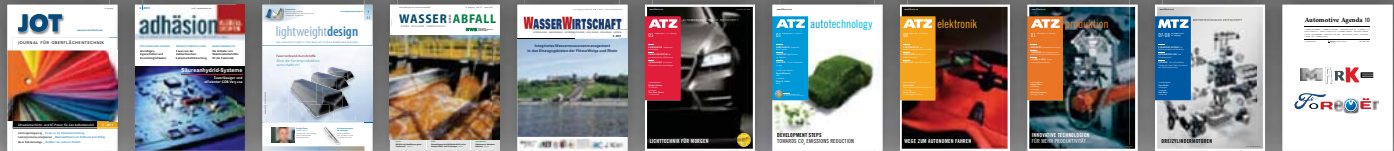
\*) not animated files; \*\*) incl. spaces

- 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: DEUTDEBB  
IBAN: DE09 1007 0000 0069 7003 00

**You can find our general terms and conditions at [www.best-ad-media.de/gtc](http://www.best-ad-media.de/gtc)**

You can find our specifications for online advertising at [www.best-ad-media.de/data-delivery](http://www.best-ad-media.de/data-delivery)

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



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[www.lightweight-design.de](http://www.lightweight-design.de)  
[www.umwelt.springer-vieweg.de](http://www.umwelt.springer-vieweg.de)  
[www.ATZonline.de](http://www.ATZonline.de)

Springer Vieweg