

# Media Information 2012

Advertising rate card no. 07

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



**Ahmadou Ndiaye**  
**Media Sales**

phone +49 (0)611 / 78 78 – 260  
ahmadou.ndiaye@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

---

## Trade journal

Title portrait .....	1
Schedule and topics .....	2
Major topics in detail .....	3
Advertising rate card no. 07 .....	4
Job Advertisements / Business Connections .....	6
Formats and Technical Information .....	7
The ATZ Family .....	8
Combine and enjoy additional benefits .....	9
Circulation and Distribution Analysis .....	10

## Website

Portrait .....	11
Prices/Advertising Formats .....	12
Usage Data .....	13
Formats and Technical Information .....	14

## Newsletter

Portrait .....	15
Prices/Advertising Formats .....	16

- 1 Title:** ATZelektronik
- 2 Brief description:** The specialist magazine ATZelektronik provides developers and decision-makers in the automotive and supply industries with high-quality, well-researched information from the whole spectrum of passenger car and commercial vehicle electronics. Through its unique focus and its blend of exclusive scientific and practice-oriented articles, ATZelektronik is essential reading for everyone in the electronics industry.
- 3 Target group:** Developers and decision-makers in the field of passenger car and commercial vehicle electronics
- 4 Frequency:** 6 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 7th volume 2012
- 7 Subscription price:** Yearly subscription  
Germany/foreign countries € 149 (plus p&p)  
Single issue € 29 (plus p&p)
- 8 Official journal of:** –
- 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 (Assistant Head of Global Advertising/  
Head of Key Account Management)  
Britta Dolch (Head of Sales Management)  
Volker Hesedenz (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de  
Ahmadou Ndiaye (Media Sales)  
phone +49 (0)611 / 78 78 – 260  
ahmadou.ndiaye@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 = 6 issues + 4 special issues

Total volume	988 pages	=	100.0%
Editorial part	858 pages	=	86.8%
Advertisement part	130 pages	=	13.2%
Supplements	5 items		
<b>15 Content analysis of the editorial part</b>	<b>858 pages</b>	<b>=</b>	<b>100.0%</b>
Tools and processes	70 pages	=	8.2%
Research	82 pages	=	9.6%
Development	266 pages	=	31.0%
Networking	48 pages	=	5.6%
Testing	64 pages	=	7.5%
Software	74 pages	=	8.6%
Hardware	52 pages	=	6.1%
Management	41 pages	=	4.8%
Service	78 pages	=	9.1%
Other	83 pages	=	9.7%



Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Leading Topic	Main Subjects			Special issues/ Annual issues, etc. **)
<b>1 Jan. / Feb.</b> AD 05.01.2012 CD 11.01.2012 PD 03.02.2012	<b>ATZlive Der Antrieb von morgen</b> , Wolfsburg, GER (24-25.01.) <b>9. Braunschweiger Symposium</b> , Braunschweig, GER (14-15.02.) <b>elektromobilia</b> , Cologne, GER (22-23.02.); <b>Embedded World</b> , Nuremberg, GER (28.02.-01.03.); <b>CeBIT</b> , Hanover, GER (06-10.03.) <b>ATZlive 12. Internationales Stuttgarter Symposium</b> , GER (13-14.03.)	More efficiency in energy management	All issues of ATZelektronik a company the top topics of vehicle developers: including improving efficiency in vehicle electronics, improving efficiency in automotive engineering through electronics, new software and hardware standards and improvements to development methods	Embedded Systems software & hardware	Infotainment	<b>ATZextra Vernetzung des Automobils (Networking automobile)</b>
<b>2 March / April</b> AD 07.03.2012 CD 13.03.2012 PD 05.04.2012	<b>Mobilitac   Hannover Messe Industrie</b> , Hanover, Germany (23-27.04.) <b>careers4engineers automotive</b> , Stuttgart, Germany (28.04.) <b>PCIM</b> , Nuremberg, Germany (08-10.05.) <b>Sensor+Test</b> , Nuremberg, Germany (22-25.05.)	Power electronics for hybrid and electric cars		Sensors	HMI	<b>MTZindustrial I, Sonderseiten Branchenindex</b>
<b>3 May / June</b> AD 07.05.2012 CD 11.05.2012 PD 08.06.2012	<b>the electric avenue</b> , Friedrichshafen, Germany (17-20.05.) <b>10. AVL Symposium für Verbrennungsdiagnostik</b> , Baden-Baden, Germany (22-23.05.) <b>Automotive Testing Expo</b> , Stuttgart, Germany (12-14.06.) <b>AABC Europe</b> , Mainz, Germany (18-22.06.)	Chemistry and physics for energy storage systems		Testing & measuring	On-board power system	<b>ATZoffhighway I, ATZextra Automotive Engineering Partners with special pages IndustryContacts</b>
<b>4 July / Aug.</b> AD 06.07.2012 CD 11.07.2012 PD 03.08.2012	<b>ATZlive International Conference on Automotive Management</b> , Wiesbaden, Germany (10-11.07.) <b>VDI Baden-Baden Spezial</b> , Baden-Baden, Germany (11.09.)	Standards in electrical engineering		Software/hardware development	Control technology	
<b>5 Sept. / Oct.</b> AD 05.09.2012 CD 11.09.2012 PD 05.10.2012	<b>IAA-Nutzfahrzeuge</b> , Hanover, Germany (20-27.09.) <b>IZB</b> , Wolfsburg, Germany (10-12.10.) <b>Aachener Kolloquium</b> , Aachen, Germany (08-10.10.) <b>eCarTec</b> , Munich, Germany (23-25.10.)	Components and systems for electric vehicles		Bus systems	Testing & measuring	<b>MTZindustrial II, Special pages Industry-Contacts</b>
<b>ATZextra</b> AD 04.10.2012 CD 08.10.2012 PD 02.11.2012	<b>ATZextra electronica</b> , Munich, Germany (13-16.11.)	Components		System networking	Development processes	<b>ATZextra Elektronik (Electronic)</b>
<b>6 Nov. / Dec.</b> AD 08.11.2012 CD 14.11.2012 PD 07.12.2012	<b>careers4engineers automotive</b> , Chemnitz, Germany (10.11.) <b>careers4engineers automotive</b> , Darmstadt, Germany (30.11.) <b>CES</b> , Las Vegas, USA (10-13.01.)	Car-to-X networking		HMI	Electric motors	<b>ATZextra Formula Student Germany, ATZoffhighway II</b>

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:

Energy Management	Testing & Measuring	On-Board Power Network	Infotainment	Car-to-X	HMI (human machine interface)	Components	Software/ Hardware Development
Hybrid, electric vehicles	Diagnosis	Bus systems (Most, Flexray, CAN, IEEE 1394)	Data transmission	Driver assistance systems	Human machine interface	Buttons	Processes
Power supply	Testing and measuring for development	WLAN	Operating systems	Data transmission	Control systems	Cables	Methods
High-voltage technology	Mobile measuring technology	Bluetooth	Telematics	SiL systems	Switches	Circuit boards	Tools
Conventional on-board power systems	Test automation	Ethernet	Navigation	Development tools	Buttons	Instrumentation	Simulation
Energy management	Test stands	Cables, plug connectors	Displays	Image processing	Monitors / displays / touchscreens	Connecting technology	Model-based design
System architectures	HIL/SiL testing	Data transmission	Graphics controllers	Sensors (radar, optical, lidar)	Haptic systems	Plug-in connectors	Diagnosis
Power electronics	EMC	Energy transmission	Embedded Systems	Cameras	Head-up displays	On-board power networks	Validation
Energy storage systems (rechargeable batteries, capacitors, starter batteries)		Lighting technology	Most	Optoelectronics	Language, voice	Relays	Embedded Design
Microcontrollers			Apix	Navigation	Instrumentation	Development tools	HiL/SiL
			Firewire	GPS-based systems		Switches	
				Processes/methods		Small motors	

## 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: 8,768 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 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	€ 285
Up to 25 g per thousand	€ 295
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

**Ahmadou Ndiaye** (Mediaberatung)  
phone +49 (0)611 / 78 78 – 260  
ahmadou.ndiaye@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</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				
<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				
	<b>block</b>	115 x 117				
<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				
	<b>block</b>	85 x 117				
<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>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:

**Ahmadou Ndiaye** (Media Sales)  
phone +49 (0)611 / 78 78 – 260  
[ahmadou.ndiaye@best-ad-media.de](mailto:ahmadou.ndiaye@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:**



### 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

#### ATZelektronik + ATZautotechnology

Print run complete: Ø 24,587 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 **ATZelektronik**

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:	9,058		
Actual distributed circulation (ADC):	8,768	of which, abroad:	210
Copies sold:	961	of which, abroad:	22
Subscription copies:	961	Member copies:	–
Individual sales:	–		
Other sales:	–		
Voucher copies:	7,807		
Reminder, archive and record copies:	290		

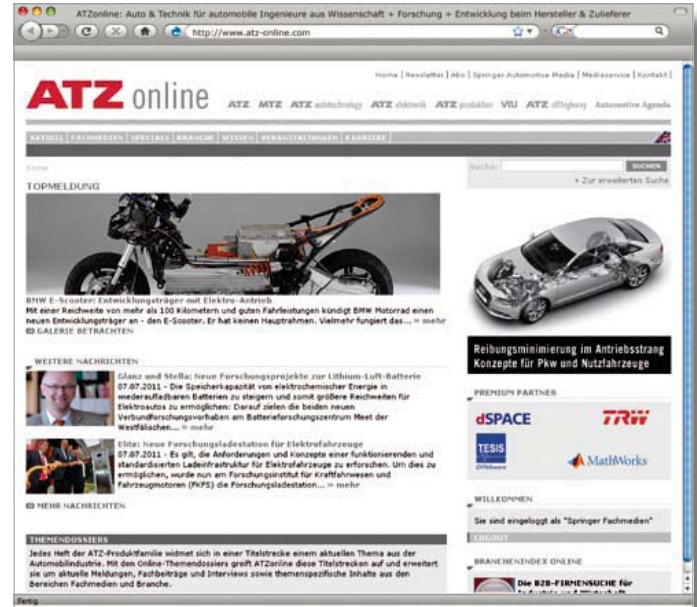
**3.1 Coverage in Germany structured according to postcode areas:**  
**Current coverage upon request**

**3 Geographical distribution analysis:**

Economic area	Percentage of actual circulation	
	%	copies
Germany	97.6	8,558
Foreign countries	2.4	210
Actual distributed circulation (ADC)	100.0	8,768



- 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 – 342  
wolfgang.siebenpfeiffer@springer.com
- Contact advertising:** **Volker Hasedenz** (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hasedenz@best-ad-media.de  
**Ahmadou Ndiaye** (Media Sales)  
phone +49 (0)611 / 78 78 – 260  
ahmadou.ndiaye@best-ad-media.de  
**Carolyn Habermann** (Sales Management Online)  
phone +49 (0)611 / 78 78 – 211  
carolin.habermann@best-ad-media.de
- 5 **Usage data:** Page 13



## 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 14.

**1 Access control:**



**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.

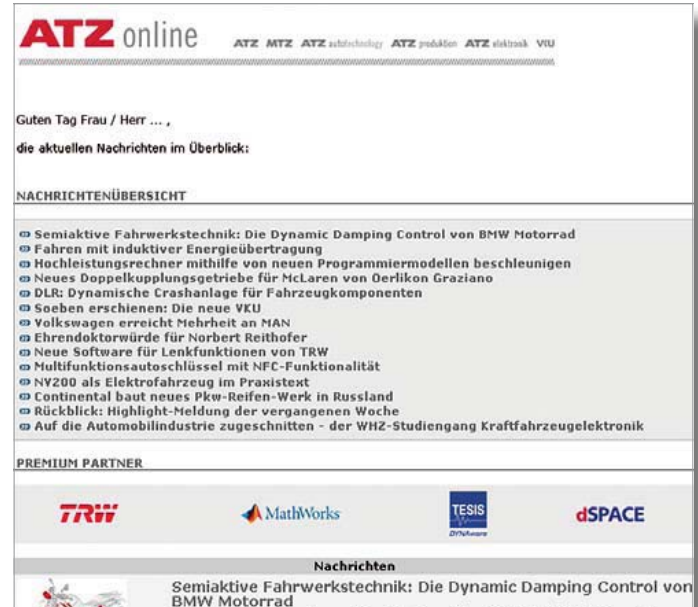
### 4 Newsletter advertisements:

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)  
phone +49 (0)611 / 78 78 – 269  
volker.hesedenz@best-ad-media.de  
**Ahmadou Ndiaye** (Media Sales)  
phone +49 (0)611 / 78 78 – 260  
ahmadou.ndiaye@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

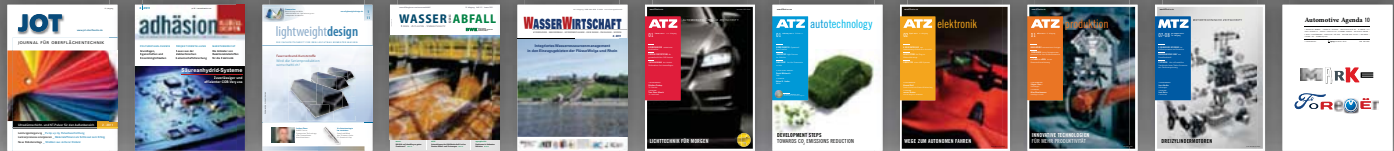
\*) not animated files; \*\*) incl. spaces

- 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



[www.jot-oberflaeche.de](http://www.jot-oberflaeche.de)  
[www.adhaesion.com](http://www.adhaesion.com)  
[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