

Media Information 2012

Advertising rate card no. 2

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:** ATZoffhighway
- 2 Brief description:** This innovative trade journal offers all of the fascination of technology and engineering – but off the beaten path – at the high standard of quality you’ve come to expect. Further, ATZoffhighway addresses the needs of readers far beyond the commercial vehicles branch: not only passenger car and commercial vehicle developers, but also the broad palette of branch suppliers, making it a unique journal for special vehicles and machines in a booming market.
- 3 Target group:** Suppliers and equippers, those involved in research, the service industry, and the manufacture of engines and machines, special vehicles, passenger cars and commercial vehicles
- 4 Frequency:** 2 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 4th volume 2012
- 7 Subscription price:** Yearly subscription
Germany/foreign countries € 49 (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:** 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 Hesedenz (Sales Management)
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Frank Nagel (Media Sales)
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- 13 Editor:** Dipl.-Ing. (FH) Andreas Fuchs
Alleestraße 58, 65239 Hochheim, Germany
phone +49 (0)6146 / 83 70 56 · fax –58
fuchs@fachjournalist.de
- 14 Scope analysis:** on request
- 14 Content analysis of the editorial part:** on request

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Spotlight topics	Focus areas	
Issue 1 AD 14.03.2012 CD 20.03.2012 PD 16.04.2012	Mobilitec , Hanover, Germany (23-27.04.) VDI-Tagung Getriebe in mobilen Arbeitsmaschinen , Friedrichshafen, Germany (19-20.06.)	Gearbox and transmission	Mobile hydraulics	Intelligent machines
Issue 2 AD 19.09.2012 CD 25.09.2012 PD 19.10.2012	IAA Nutzfahrzeuge , Hanover, Germany (20-29.09.) 7. Kolloquium Mobilhydraulik , Karlsruhe, Germany (27-28.09.) 70. Internationale Tagung Land.Technik , Karlsruhe, Ger. (06-07.11.) ATZlive-Tagung Heavy Duty On- und Off-Highway-Motoren , Nuremberg, Germany (November)	Electrification	Main and auxiliary drive systems	Test engineering

Regular columns: Industry, interview, research, comment, product news.

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

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 – 395

Comprehensive solutions tailored to your individual goals.

Contact:

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**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*	
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: 11,780 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 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:

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

Frank Nagel (Media Sales)
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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

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	horizontal	85 x 240	1,800	2,245	2,690	3,135		
	horizontal	175 x 117					101 x 279	210 x 137
1/3 page upright	horizontal	55 x 240	1,398	1,743	2,088	2,433		
	block	175 x 76					63 x 279	210 x 86
	block	115 x 117					131 x 137	210 x 63
1/4 page upright	horizontal	40 x 240	900	1,123	1,346	1,569		
	block	175 x 56					46 x 279	101 x 137
	block	85 x 117					210 x 63	101 x 137
1/8 page upright	block	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:

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frank.nagel@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, 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

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

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

ATZoffhighway + ATZautotechnology

Print run complete: Ø 27,805 copies

Surcharge for ATZautotechnology

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

*plus listprice **ATZoffhighway**

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

1 Circulation monitoring:



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

Print run:	12,276		
Actual distributed circulation (ADC):	11,780	of which, abroad:	220
Copies sold:	232	of which, abroad:	19
Subscription copies:	232	Member copies:	–
Individual sales:	–		
Other sales:	–		
Voucher copies:	11,548		
Reminder, archive and record copies:	496		

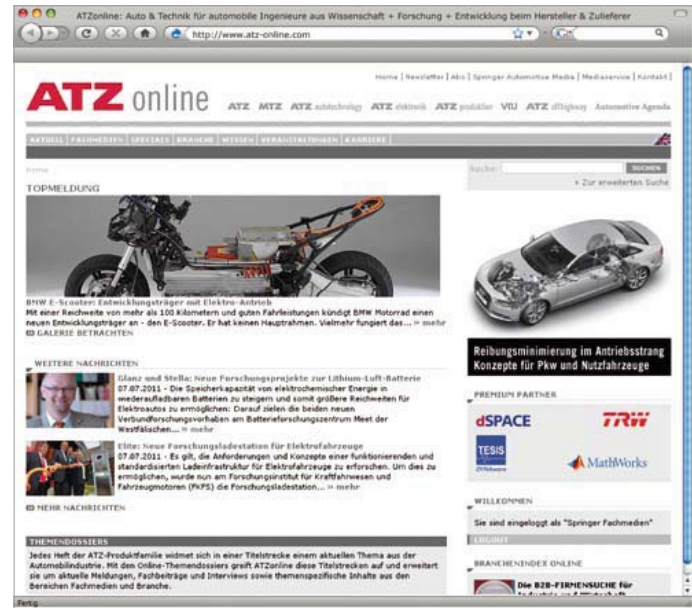
3.1 Coverage in Germany structured according to postcode areas: Current coverage upon request

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	98.1	11,560
Foreign countries	1.9	220
Actual distributed circulation (ADC)	100.0	11,780



- 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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volker.hasedenz@best-ad-media.de
Frank Nagel (Media Sales)
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frank.nagel@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 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

- 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:



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.

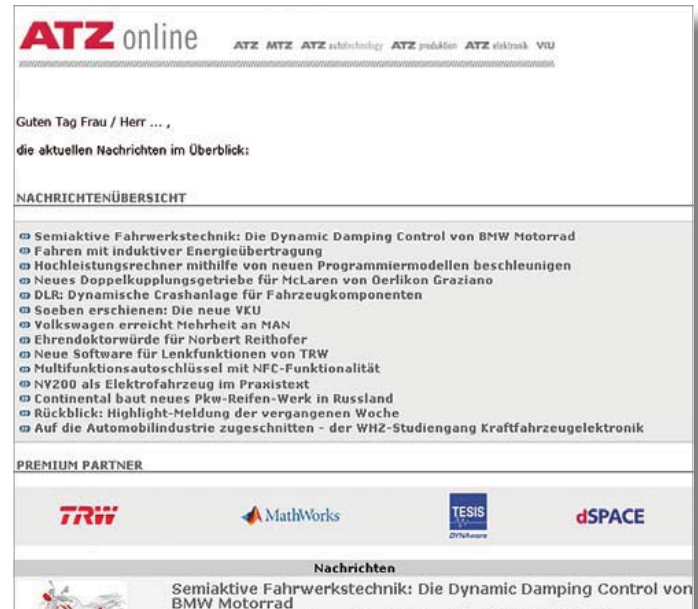
4 Newsletter advertisements:

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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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

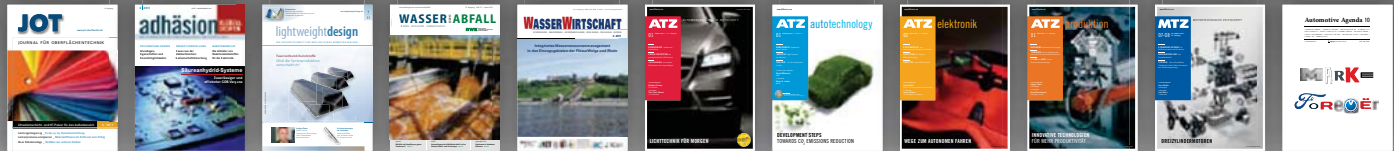
*) not animated files; **) incl. spaces

- 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

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