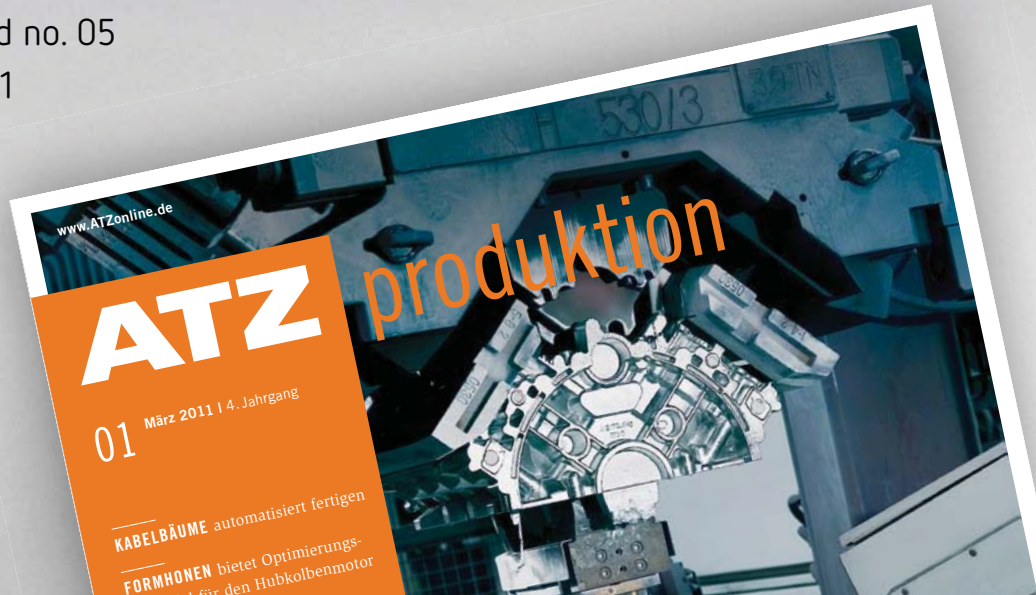


# Media Information 2012

Advertising rate card no. 05

Valid from 01.10.2011



# We're there for you!

Your contact partners in the advertising marketing department:



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

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volker.hesedenz@best-ad-media.de



**Ahmadou Ndiaye**  
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**Rouwen Bastian**  
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## **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

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- 1 Title:** ATZproduktion
- 2 Brief description:** ATZproduktion is the specialist magazine for engineers in the automotive and component manufacturing industries and for managers in technical purchasing. The editorial focus is on innovations, processes and management issues relating to every aspect of the product creation process. The range of subjects covers all important areas of automotive production, from initial planning to manufacturing, assembly and final inspection. ATZproduktion is the only German specialist magazine that reports on innovative manufacturing and production processes from a scientific and technological perspective. As a result, ATZproduktion is guaranteed to precisely address the needs of its target group.
- 3 Target group:** Developers and decision-makers in the fields of engineering, production and technical procurement
- 4 Frequency:** 4 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 5th volume 2012
- 7 Subscription price:** Yearly subscription  
Germany/foreign countries € 99 (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:** Stefan Schlott (Editor-in-Chief)  
Redaktionsbüro (Editorial Office) Schlott  
Ludwig-Mitterer-Straße 6, 84378 Nöham, Germany  
phone +49 (0)8726 / 96 75 972  
redaktion\_schlott@gmx.net

### 14 Scope analysis 2010 = 4 issues + 4 special issues

Total volume	836 pages	=	100.0%
Editorial part	744 pages	=	89.0%
Advertisement part	92 pages	=	11.0%
Supplements	1 item		

### 15 Content analysis of the editorial part

Research	165 pages	=	22.2%
Management	50 pages	=	6.7%
Service	134 pages	=	18.0%
Planning	47 pages	=	6.3%
Production	212 pages	=	28.5%
Assembly	43 pages	=	5.8%
Quality	19 pages	=	2.6%
Other	74 pages	=	9.9%

# List of focal topics in 4 main categories in the automobile production

## Planning



**Production planning** involves planning quantities, series and capacity as well as time-based, operational and, if necessary, spatial planning and control.

- **Simulation**
- **CAD**
- **Plant engineering/planning**
- **Logistic**

## Production



- Vehicles being produced are transported between the individual production areas and stations using **conveyor systems**.
- Optimal cost structures and efficient processes through **automation** in vehicle production processes.
- Specially developed, flexibly deployable machine tools accelerate and define the process steps in production and assembly.

- The choice of the right components at the right price and of optimal quality forms the basis of every finished product.
- **Material procurement/planning**
- Vehicle parts are manufactured using a combination of different **forming technologies**, casting processes and machining processes as well as innovative **joining technologies**. These production steps are followed by surface coating in the **paintshop**.
- **Corrosion protection**
- **Surface technology/finishing**

## Assembly



- The use of flexible and adaptive **robots** in modern vehicle production is indispensable.
- In many cases, assembly still involves many manual procedures. Human-robot cooperation creates new opportunities for the automotive industry.
- **Industrial handling technology**

## Quality



Various inspections ensure faultless production of the car and guarantee that it complies with all requirements.

- **Quality testing**
- **Plant monitoring**
- **Measuring and testing technology**
- **Final inspection**



Issue, Month, (AD)*, (DD)*, (PD)*	Fairs, Events, Congresses	Main Subject	Machine Tools	Special 1	Special 2	Special issues/ Annual issues, etc. **)
<b>1 March</b> AD 15.02.2012 CD 21.02.2012 PD 15.03.2012	<b>Fastener Fair</b> , Stuttgart, Germany (22-24.02.) <b>12. Internationales Stuttgarter Symposium</b> , Stuttgart, Germany (13-14.03.) <b>Hannover Messe Industrie</b> , Hanover, Germany (23.-27.04.)   <b>careers4engineers automotive</b> , Stuttgart, Germany (28.04.) <b>SMT/Hybrid/Packaging</b> , Nuremberg, Germany (08-10.05.)   <b>Control</b> , Stuttgart, Germany (08-11.05.)	Innovative technologies for higher productivity	Innovations in forming and cutting machine tools for OEMs and suppliers	Automation (robots, control technology)	Quality assurance	<b>ATZextra Vernetzung des Automobils (Networking automobile)</b>
<b>2 June</b> AD 15.05.2012 CD 22.05.2012 PD 15.06.2012	<b>European Components Expo</b> , Stuttgart, Germany (12-14.06.) <b>ATZlive chassis.tech plus</b> , Munich, Germany (21-22.06.) <b>ATZlive International Conference on Automotive Management</b> , Wiesbaden, Germany (10-11.07.)	Production of electric and hybrid vehicles		Joining technology (welding, adhesive bonding, joining, screwing)	Software for production (simulation, ERP systems)	<b>MTZindustrial I, ATZoffhighway I, ATZextra Automotive Engineering Partners with special pages IndustryContacts</b>
<b>3 September</b> AD 13.08.2012 CD 20.08.2012 PD 12.09.2012	<b>AMB</b> , Stuttgart, Germany (18-22.09.) <b>IAA Nutzfahrzeuge</b> , Hanover, Germany (20-27.09.) <b>MOTEK</b> , Stuttgart, Germany (08-11.10.) <b>Materialica</b> , Munich, Germany (October)	Flexibility in assembly - how to design it?		Handling technology (gripper systems, automation, assembly technology)	Electronics manufacturing	<b>MTZindustrial II</b>
<b>4 December</b> AD 02.11.2012 CD 08.11.2012 PD 03.12.2012	<b>EuroMold</b> , Frankfurt/Main, Germany (27-30.11.) <b>SPS/IPC/DRIVES</b> , Nuremberg, Germany (November) <b>careers4engineers automotive</b> , Chemnitz, Germany (10.11.)   <b>careers4engineers automotive</b> , Darmstadt, Germany (30.11.)	Energy-efficient automation technology		Tool and mould construction (precision tools, clamping technology)	Plastics processing	<b>ATZoffhighway II, ATZextra Elektronik (Electric), ATZextra Formula Student Germany</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 – 260

### 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: 8,622 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%

#### 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:

<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

**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

#### ATZproduktion + ATZautotechnology

Print run complete: Ø 25,030 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 **ATZproduktion**

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:	9,501		
Actual distributed circulation (ADC):	8,622	of which, abroad:	198
Copies sold:	447	of which, abroad:	22
Subscription copies:	447	Member copies:	-
Individual sales:	-		
Other sales:	-		
Voucher copies:	8,175		
Reminder, archive and record copies:	879		

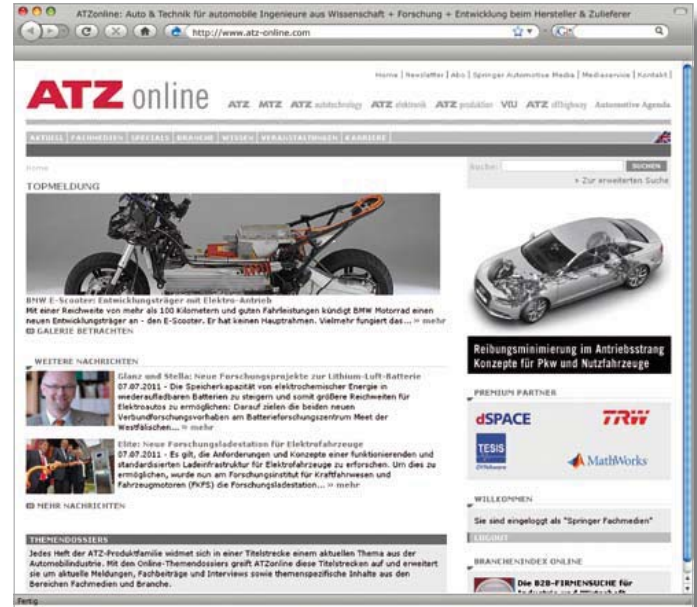
**3.1 Coverage in Germany structured according to postcode areas:  
Current coverage upon request**

**3 Geographical distribution analysis:**

Economic area	Percentage of actual circulation	
	%	copies
Germany	97.7	8,424
Foreign countries	2.3	198
Actual distributed circulation (ADC)	100.0	8,622



- 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 Hesindez** (Sales Management)  
phone +49 (0)611 / 78 78 – 269  
volker.hesindez@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.

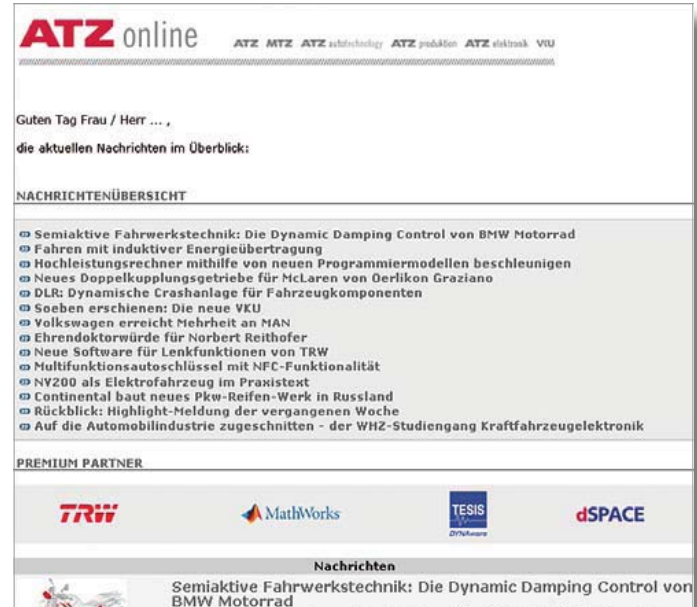
### 4 Newsletter advertisements:

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  
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- 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

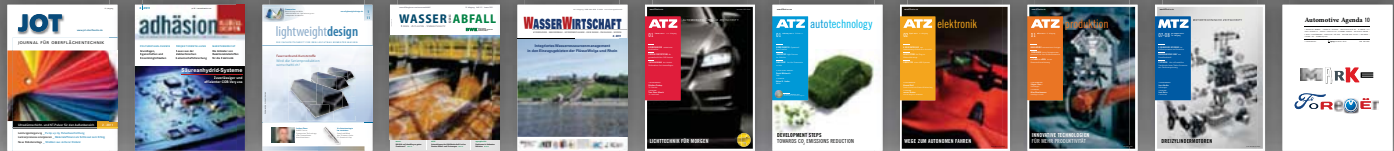
\*) not animated files; \*\*) incl. spaces

- 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)

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