

# Readership Analysis 2011



# MTZ – indispensable for decision makers.



MTZ – Motortechnische Zeitschrift is an internationally distributed technical magazine for decision makers in the fields of motor development and production.

For over 70 years, MTZ has been “required reading” for technology-oriented management in the automobile industry with a special focus on motor development, and promotes the exchange of information and ideas between motor manufacturers, suppliers and service providers, and between research and development centres around the globe.

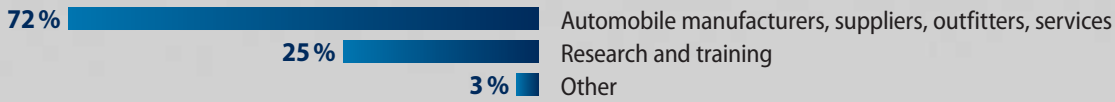
## Its outstanding editorial quality creates an attractive advertising environment.



**MTZ offers its readers absolutely dependable, essential specialist information. In terms of performance figures for readers' perception of the journal's expertise and their readiness to recommend it to others, MTZ ranks at the top of all comparative studies. The communication of background knowledge and topicality are considered to be at a level far above average.**

# MTZ – reaches the automobile industry ...

## Industry sectors



### Automobile manufacturers, suppliers, outfitters, services

- 22% Automotive industry suppliers
- 19% Services / Engineering, technical consultants
- 13% Automobile manufacturers / vehicle construction
- 10% Outfitters
- 8% Motor manufacturers

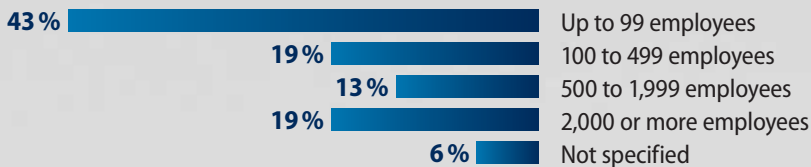
### Research and training

- 14% Research and development
- 11% Universities, colleges, institutes

The majority of MTZ readers work in the automobile industry or for its suppliers. MTZ is also a valuable source of professional information in the research, training and service segments.

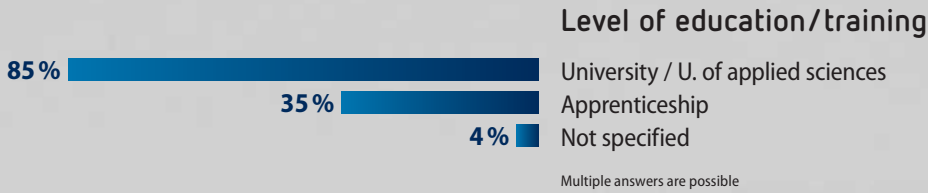
... and is well-represented at companies of all sizes.

## Workforce



The average company size is ca. 600 employees. Though it is predominantly read in larger companies, MTZ enjoys a broad readership in companies of all sizes.

# MTZ has a highly educated readership in leadership roles ...



**Given their scientific / technical occupational profiles, MTZ readers are highly qualified. Moreover, 60 % of our readers hold leadership positions in their companies.**

... with considerable decision-making responsibilities.



**85 % Decision makers and advisors**

**76 % of MTZ readers make investment decisions either alone or together with colleagues. An additional 9 % advise others on these decisions; accordingly, a total of 85 % of our readers are actively involved in investment planning.**

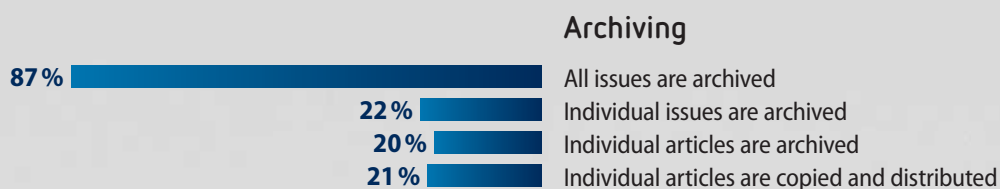
# MTZ is frequently and intensively used ...



↓  
Ø 75 minutes per issue

**MTZ reaches 84 % of its core readers, who have read 10 of the last 11 issues.**  
**The extraordinarily long average reading time of 75 minutes per issue underlines the fact that MTZ is not only frequently but also intensively used.**  
**The page traffic score is 76 %. This is proof of the journal's high value and guarantees outstanding advertising exposure.**

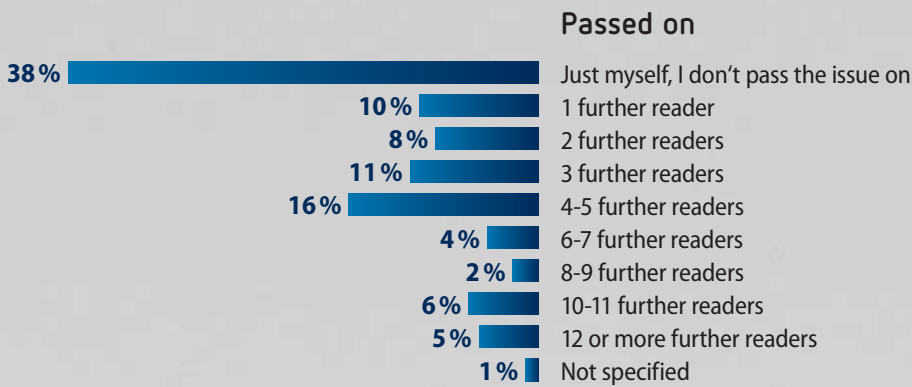
# ... and is a highly valued resource.



Multiple answers are possible

**Readers' archiving behaviour, an indicator of how they value the journal, is excellent.**  
**87 % of our readers archive every issue of the print version, and a total of 95 % at least partly archive MTZ.**  
**This makes multiple contacts in one issue possible, boosting the journal's attractiveness as an advertising medium.**

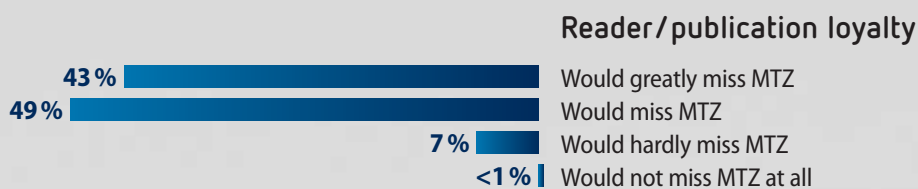
With each issue, MTZ reaches an average of 4 readers.



Ø 3 further readers per issue

62% of our readers pass issues on to others. The estimated average of 3 further readers per issue increases our reach and ensures additional advertising exposure.

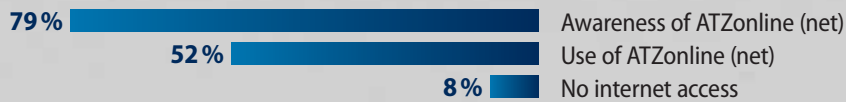
MTZ is extremely important to its readers.



At 92%, MTZ's reader loyalty rating is extremely high, evincing its relevance and high-quality content.

# MTZ readers know and make use of our ATZonline services.

## Use and awareness of ATZonline



**92% of MTZ readers have internet access at work. 52% of them make use of our ATZonline services. This shows that cross-media advertising using the online and print channels successfully reaches exclusive users in the respective media, further extending reach.**

# As a source of specialised information, print remains indispensable.

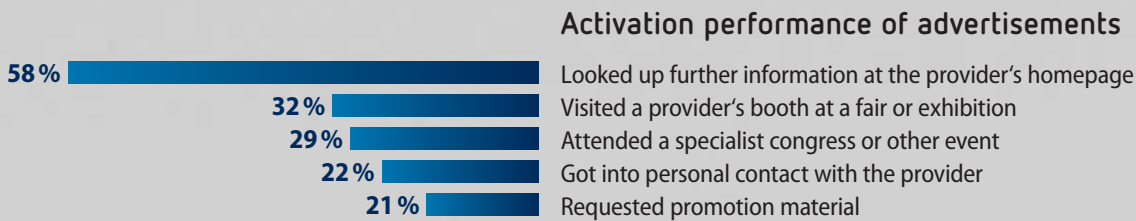
## Expectations of specialised media "Must-have" / desirable



Multiple answers are possible

**Despite the growing importance of online information channels, the print medium continues to be the highest priority among MTZ readers.**

# Ads in MTZ activate our readers.



Multiple answers are possible

**73 % (net) activation performance**

**The activation performance of advertisements in MTZ has been proven. 73 % of our readers reported acquiring further information on providers or products in the last 12 months because of information on products or services they found in MTZ. As such, MTZ offers decisive quality criteria for advertising planning.**

## Neutral readership analysis ensures transparency and is essential for media planning.

### Empirical methods

**Methodology:**

Readership analysis through verbal (telephonic) random interviews in keeping with the guidelines of the German Advertising Federation (ZAW)

**Statistical population:**

Actual distributed circulation of MTZ (subscribers + voucher copies)

**Random sample:**

250 net randomly selected interviews

**Target group:**

Primary readers

**Timeframe:**

2 May to 1 June 2011

**Research conducted by:**

TNS Emnid Medien- und Sozialforschung GmbH, Bielefeld

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