

Media Information 2012

Advertising rate card no. 55

Valid from 01.10.2011



We're there for you!

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Journals



Online solutions



Books



Corporate Publishing



Events



ATZ live

Trade journal

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- 1 Title:** MTZ Motortechnische Zeitschrift
- 2 Brief description:** MTZ is the internationally distributed technical trade journal for decision-makers working in engine production and development, with a special focus on the latter. It promotes the communication of information and the exchange of ideas between engine manufacturers, suppliers and service providing companies, as well as between research and development centres worldwide.
- 3 Target group:** Decision-makers in the fields of motor development and production
- 4 Frequency:** 11 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 73rd 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 des Fachverbands Motoren und Systeme im VDMA, Verband Deutscher Maschinen- und Anlagenbau e. V., Frankfurt/Main, für die Fachgebiete Verbrennungsmotoren und Gasturbinen
Organ der Forschungsvereinigung Verbrennungskraftmaschinen e. V. (FVV)
Organ der Wissenschaftlichen Gesellschaft für Kraftfahrzeug- und Motorentechnik e. V. (WKM)
Organ des Österreichischen Vereins für Kraftfahrzeugtechnik (ÖVK)
Zusammenarbeit mit der STG, Schiffbautechnischen Gesellschaft e. V., Hamburg, auf dem Gebiet der Schiffsantriebe durch Verbrennungskraftmaschinen
- 9 Membership:** –

- 10 Publishing company:** Springer Vieweg
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- 13 Editor:** Wolfgang Siebenpfeiffer (Editor-in-Chief)
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14 Scope analysis 2010 = 11 issues + 9 Special issues

Total volume	1,988 pages	=	100.0%
Editorial part	1,707 pages	=	85.9%
Advertisement part	281 pages	=	14.1%
Supplements	10 items		
15 Content analysis of the editorial part	1,707 pages	=	100.0%
Research	201 pages	=	11.8%
Development	993 pages	=	58.2%
Elektric/elektronik	114 pages	=	6.7%
Materials/production	213 pages	=	12.5%
Service	46 pages	=	2.7%

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Leading Topic	Main Subjects		Special issues/ Annual issues, etc. **)
1 January AD 23.11.2011 CD 29.11.2011 PD 16.12.2011		High-efficiency sports engines	Catalytic converters	Acoustics	
2 February AD 08.12.2011 CD 14.12.2011 PD 13.01.2012	ATZlive Der Antrieb von morgen , Wolfsburg, Germany (24-25.01.)	Energy chains: well-to-wheel balance sheets	Valve train	Simulation & calculation	
3 March AD 12.01.2012 CD 18.01.2012 PD 10.02.2012		Mixture formation	Auxiliary units	Sensors	ATZextra Vernetzung des Automobils (Networking automobile) careers4engineers
4 April AD 09.02.2012 CD 15.02.2012 PD 09.03.2012	ATZlive 12. Internationales Stuttgarter Symposium , Stuttgart, Germany (13-14.03.) Mobilitec Hannover Messe Industrie , Hanover, Germany (23-27.04.) careers4engineers automotive , Stuttgart, Germany (28.04.)	Electrification of the powertrain	Cylinder head & crankcase	Measuring & testing	MTZindustrial I
5 May AD 13.03.2012 CD 19.03.2012 PD 13.04.2012	10. AVL Symposium für Verbrennungsdiagnostik , Baden-Baden, Germany (22-23.05.) Sensor+Test , Nuremberg, Germany (22-25.05.) Wiener Motorensymposium , Vienna, Austria (26-27.04.)	Downsizing	Seals & gaskets	Thermal management	ATZoffhighway I, ATZextra Der neue Mercedes-Benz SL (The new Mercedes-Benz SL)
6 June AD 11.04.2012 CD 17.04.2012 PD 11.05.2012	Engine Expo , Stuttgart, Germany (12-14.06.)	Fuels	Engine management	Exhaust aftertreatment	ATZextra Automotive Engineering Partners with special pages IndustryContact careers4engineers

see major topics in detail on page 4

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Leading Topic	Main Subjects		Special issues/ Annual issues, etc. **)
7/8 July/Aug. AD 30.05.2012 CD 05.06.2012 PD 29.06.2012	ATZlive ICAM – International Conference on Automotive Management , Wiesbaden Germany (10-11.07.)	Interaction between powertrain components	Supercharging	Filters	
9 September AD 12.07.2012 CD 18.07.2012 PD 10.08.12	24. AVL International Conference „Engine&Environment“ , Graz, Austria	Emission and particulate reduction	Materials	Fuel injection	MTZIndustrial II, careers4engineers
10 October AD 13.08.2012 CD 17.08.2012 PD 11.09.2012	IAA Nutzfahrzeuge , Hanover, Germany (20-29.09.) ATZlive Virtual Powertrain Creation , Stuttgart, Germany Aachener Kolloquium , Aachen, Germany (08-10.10.) IZB , Wolfsburg, Germany (10-12.10.) eCarTec , Munich (23-25.10.)	Commercial vehicle powertrains	Friction reduction	Energy storage systems	
11 November AD 13.09.2012 CD 19.09.2012 PD 12.10.2012	ATZlive Ladungswechsel , Stuttgart, Germany (October) Euromold , Frankfurt/Main, Germany (29.11.-02.12.)	Charge exchange	Development methods	Packaging in the drive train	Special pages IndustryContacts, ATZoffhighway II, careers4engineers
12 December AD 10.10.2012 CD 16.10.2012 PD 09.11.2012	ATZlive Heavy Duty , Nuremberg, Germany (November) careers4engineers automotive , Chemnitz, Germany (10.11.) careers4engineers automotive , Darmstadt, Germany (30.11.)	Large engines	Electric drive components	Measuring & testing	ATZextra Elektronik (Electronic), ATZextra Formula Student Germany
1 January 2013 AD 15.11.2012 CD 21.11.2012 PD 14.12.2012	ATZlive Der Antrieb von morgen	Energy management	Acoustics & NVH	Measuring & testing	

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 of 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 – 395

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

Future of the Internal Combustion Engine	Electrification of the Powertrain	Acoustics	Energy Management	Transmission	Innovations in Electric Drive Systems
Downsizing and optimisation of petrol and diesel engines	Impact of electrification of the internal combustion engine	Vibration dampers	Energy management for different powertrain configurations	Influence of transmissions on engine development	Electric motors
	Impact on powertrain design	Engine acoustics		Influence of transmissions on powertrain development	Energy storage systems
		Exhaust systems / Silencers			

Comprehensive solutions tailored to your individual goals.

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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: 5,293 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	
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:

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

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Silke Travnitschek (Media Sales)
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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:
petra.steffen-munsberg@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:** Petra Steffen-Munsberg, Advertising & Layout
phone +49 (0)611 / 78 78 – 164
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petra.steffen-munsberg@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

MTZ + ATZautotechnology

Print run complete: Ø 21,373 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 **MTZ**

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:	5,844		
Actual distributed circulation (ADC):	5,293	of which, abroad:	995
Copies sold:	3,670	of which, abroad:	840
Subscription copies:	3,397	Member copies:	-
Individual sales:	3		
Other sales:	270		
Voucher copies:	1,623		
Reminder, archive and record copies:	551		

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	81.2	4,298
Foreign countries	18.8	995
Actual distributed circulation (ADC)	100.0	5,293



1.1 Branches

Target groups	Maximum readership reach	
	%	Projection (circa)
Automotive supplier industry	21.5	740
Automotive manufacturers	12.7	430
Machinery and tools / equipment providers for the automotive and automotive supplier industries (mechanical engineering)	9.6	330
Research and development	14.3	490
Service	14.3	490
Engineering offices, technical consulting	4.8	160
Traditional universities, universities of applied sciences, and institutes	10.8	370
Ministries	0.4	10
Business associations, professional associations and other groups	2.4	80
Engine manufacturers	8.0	270
Others	1.2	40
Rounding error		-11
	100.0	3,421

1.2 Size of the business unit

Target groups	Maximum readership reach	
	%	Projection (circa)
1 to 2 employees	13.1	450
3 to 4 employees	2.8	100
5 to 9 employees	5.2	180
10 to 19 employees	4.0	140
20 to 49 employees	10.0	340
50 to 99 employees	8.0	270
100 to 199 employees	11.6	400
200 to 499 employees	7.6	260
500 to 999 employees	8.0	270
1,000 to 1,999 employees	4.8	160
2,000 or more employees	19.1	650
No response	6	210
Rounding error		-9
	100.0	3,421

Overview of empirical methods – MTZ

1. Methodology: Readership analysis through telephone interviews – randomly selected
2. Statistical population: Actual distributed circulation: 3,421 = 100%
Not reflected in the analysis: 509 = 14.9%
3. Random sample: 251 net interviews, 70.7% 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/lsa.

2.1 Occupational characteristics

2.1.1 Position in the company

Target groups	Maximum readership reach	
	%	Projection (circa)
Owner or co-owner	14.7	500
Chairperson or managing director	9.2	320
Head of research, construction or development	12.4	420
Head of production, manufacturing, operations, quality assurance, factory / plant manager, head of maintenance	4.4	150
Head of purchasing / technical purchasing	1.6	60
Head of operations / head of department: technical	13.5	460
Head of operations / head of department: managerial	4.4	150
Other member of staff: technical	14.7	500
Other member of staff: managerial	4.0	140
Instructor	8.8	300
Expert, assessor or service provider	3.6	120
Student, pupil or trainee	6.4	220
Other	1.6	60
No response	0.8	30
Rounding error		-9
	100.0	3,421

2.1.2 Area of responsibility

Target groups	Maximum readership reach	
	%	Projection (circa)
Corporate leadership or management	32.3	1,110
Research	49.4	1,690
Development, construction or simulation	59.0	2,020
Production or plant management	5.2	180
Quality assurance	16.3	560
Logistics	6.8	230
Human resources	19.1	650
Purchasing	22.3	760
Organisation, IT or telecommunications	22.7	780
Marketing or sales	26.7	910
Training / education or further training	30.3	1,040
Other	1.2	40
No response	2.0	70

Multiple answers possible (100% = 3,421 readers)

2.2 Sociodemographics

2.2.1 Education and training

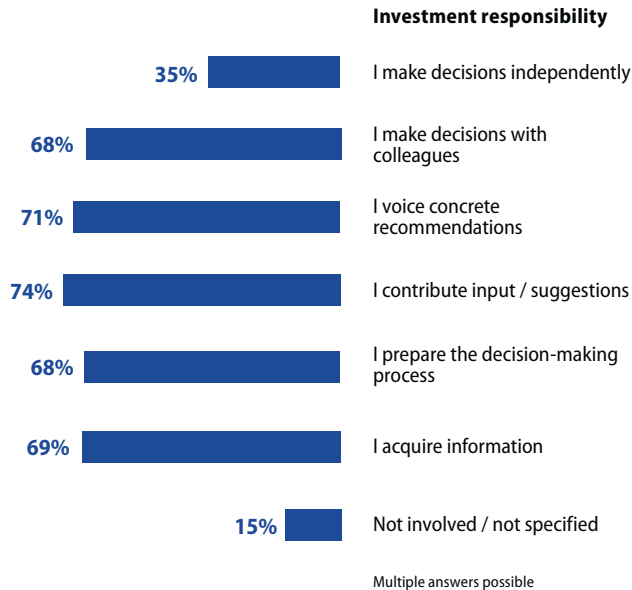
Target groups	Maximum readership reach	
	%	Projection (circa)
Apprenticeship (net)	34.7	1,190
Technical apprenticeship	18.3	630
Trade / craft apprenticeship	9.6	330
Business / managerial apprenticeship	3.6	120
Other apprenticeship	0.8	30
Vocational school	2.4	80
Master training / certificate	7.2	250
(Vocational) university of applied sciences (net)	84.9	2,900
Degree – university of applied sciences	19.9	680
Technical / natural sciences degree – traditional university / university of applied sciences	64.9	2,220
Business degree – traditional university / university of applied sciences	7.6	260
Other	0.4	10
No response	3.2	110

Multiple answers possible (100% = 3,421 readers)

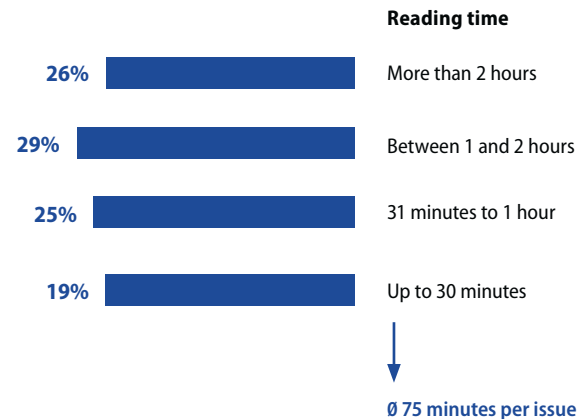
2.2.2 Age

Target groups	Maximum readership reach	
	%	Projection (circa)
Up to 19 years	0.0	0
20 to 29 years	14.7	500
30 to 39 years	16.3	560
40 to 49 years	22.3	760
50 to 59 years	27.5	940
60 to 64 years	8.0	270
65 years or older	11.2	380
Rounding error		-11
	100.0	3,421

ATZ has a readership with considerable decision-making responsibilities. A total of 85% of our readers are actively involved in investment planning.



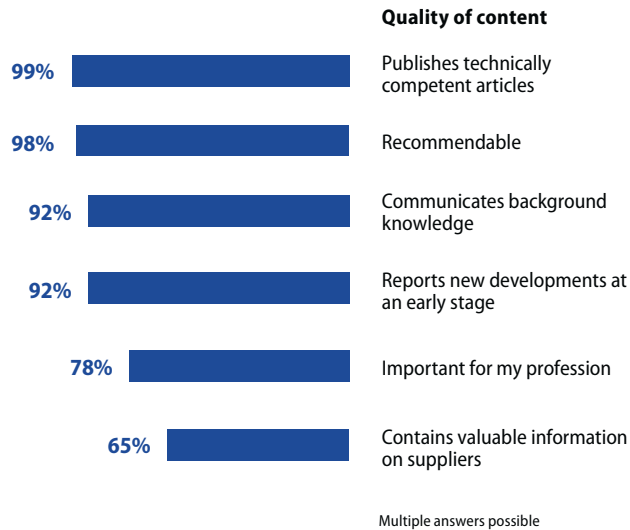
ATZ is frequently and intensively used. This is proof of the journal's high value and guarantees outstanding advertising exposure.



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

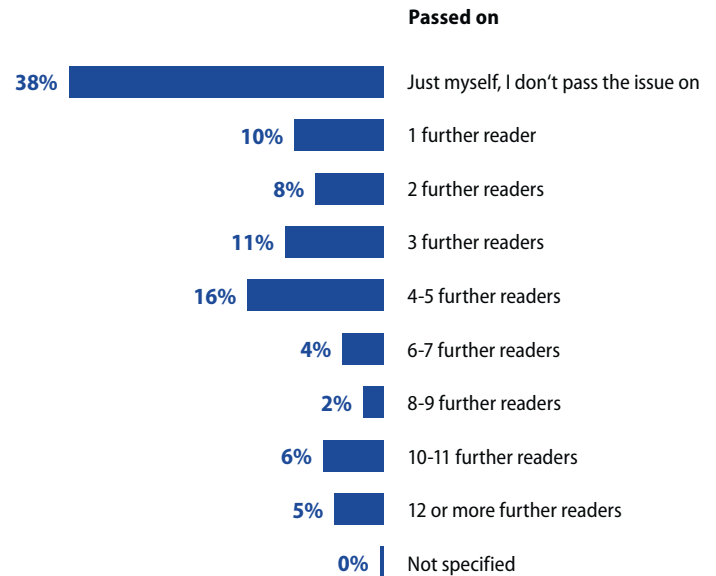
- ATZ reaches **84%** of its core readers, who have read 10 of the last 11 issues.
- The page traffic score is **76%**.

Its outstanding editorial quality creates an attractive advertising environment.



- **87%** Readers' archiving behaviour, an indicator of how they value the journal, is excellent.

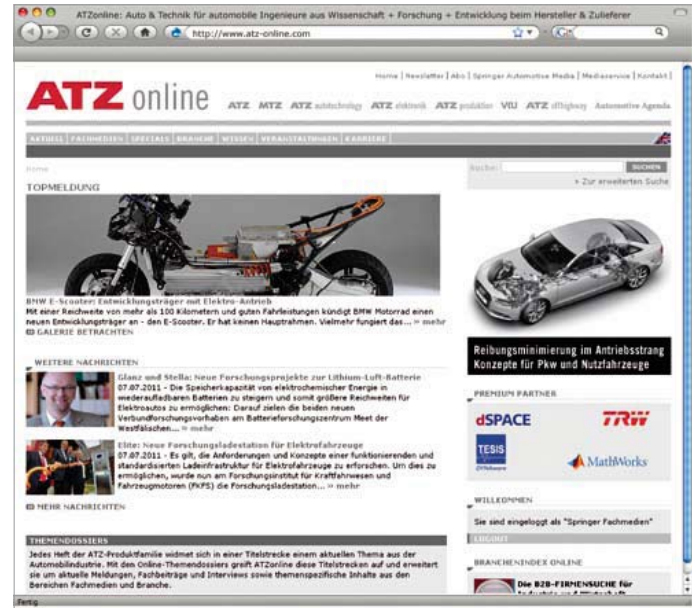
ATZ achieved a high reach.



- With each issue, ATZ reaches an average of **4 readers**.
- Ads in ATZ activate our readers. **73%** of our readers reported acquiring further information on providers or products because of ads they found in ATZ.



- 1 **Web adress (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)
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Carolin Habermann (Sales Management Online)
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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.

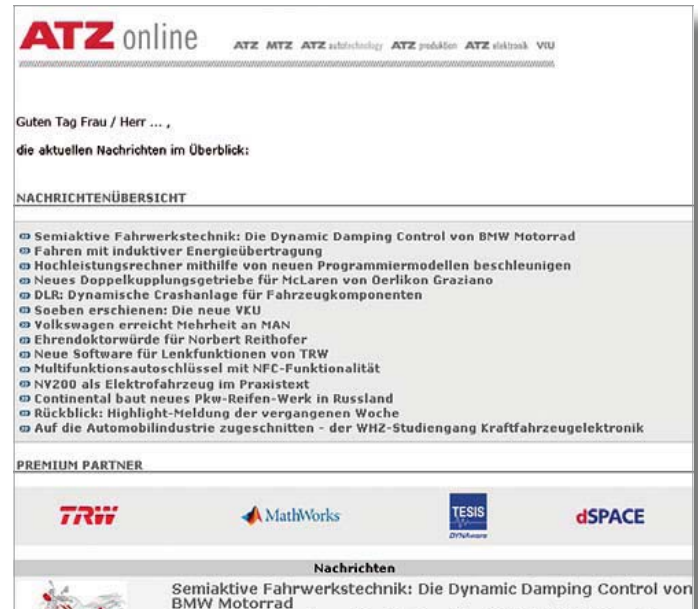
4 Newsletter advertisements:

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
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- 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

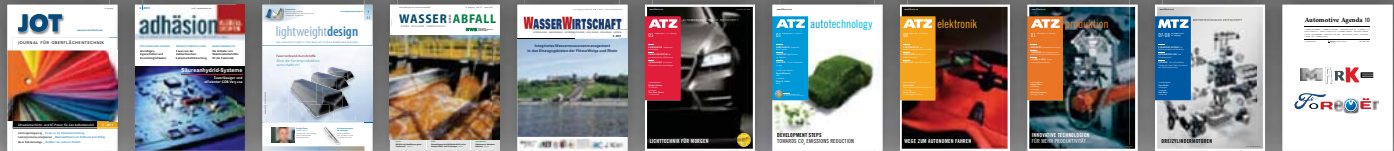
*) not animated files; **) incl. spaces

- 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
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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