

Media Kit 2019

Automobilwoche
DIE BRANCHEN- UND WIRTSCHAFTSZEITUNG

70.000 Jobs (w/m/d) **JOBS** www.automobilwoche.de

CRAIN Ausgabe 20-17, September 2018, Crain Communications GmbH 8 58301, Euro 5,30

Handel: Round Table zu neuen Trends **Seite 18**

Schwerpunkt: Interviews zur IAA Nutzfahrzeuge **Seite 30**

TALK TOP Spezial „Globalisierung“: China greift an **Seite 22**

IN EIGENER SACHE

Chinas Disruptor
Der Linseneher William Li will mit der Elektroenergie die Automobilwelt umstürzen. Wie er das anstellt, erzählt der Gründer seiner Start-up-Gruppe in Shanghai.

BMW's Visionen
Der vernetzte, elektrische iNext soll die ganze Stärke des Autobauers demonstrieren. BMW gab jetzt einen tieferen Einblick in das Projekt. **Seite 9**

VW verstärkt die Compliance
Verdopplung der „Whistleblower“ – Mehr Budget und Mitarbeiter – Neuer Fokus für US-Monitor

Elektrische Noblesse
PSA zeigt mit dem DS 3 Crossback das erste reine E-Auto der Gruppe

Heycar wächst deutlich

DS 3 Crossback
Ab Sommer 2019 im Handel.

The only German-language newspaper for the auto industry



Now in its 18th year, *Automobilwoche* remains Germany's most-quoted industry newspaper for the decision-makers leading today's automakers, suppliers and dealerships. It ranks among the top 20 B2B media in Germany. The exclusive informational edge that *Automobilwoche* provides in print and digital is more important than ever. The paradigm change resulting from the digital transformation, electrification, autonomous driving and new forms of individual mobility is making a lasting impact in auto manufacturing and sales.

For *Automobilwoche* subscribers, both the print edition and the ePaper – which is read around the world – function as a newspaper of record. The real-time news on digital channels such as www.automobilwoche.de, newsletter, news apps and social media as well as the online data center also achieve high page impressions. Germany's online job portal jobs.automobilwoche.de rounds out the array of media channels. More than 65,000 jobs are posted there every day.

The annual *Automobilwoche Kongress* is one of the most prestigious automotive events in Germany. The top leaders in every area of the automotive industry use this high-caliber congress for networking and personal exchanges of information and strategic insights. Year after year, the most important figures in the auto industry can be found there. The *Automobilwoche* event lineup is rounded out with the *Automobilwoche Konferenz* in Munich and a wide variety of highly exclusive receptions and dinners.

Take advantage of our unique access to your premium target group to achieve your business goals. Choose one of Germany's leading B2B media brands for your marketing communication.

Thomas Heringer
Sales and Marketing Director

Circulation

Automobilwoche's readership consists of movers and shakers at car manufacturers, suppliers and dealers. With its high circulation, the publication reaches decision-makers in all areas of the automotive industry.

Total circulation: 32,369 copies
including 2,827 ePaper
Print run: 30,054 copies
Paid circulation: 14,342 copies
including 2,827 ePaper

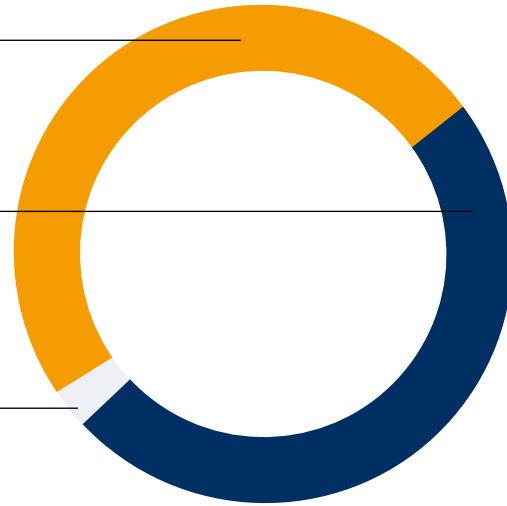
Circulation audit



IVW, Q2 2018

Readership

OEMs	15,463
Vehicle manufacturers	8,289
Suppliers	7,174
Car dealers	15,882
Franchisees, independent dealers	14,367
Manufacturer-owned dealerships	826
Spare part distributors and resellers	689
Service providers	1,024
Development, engineering	611
Consultants, financial analysts	254
Media, industry associations	159



OEMs and service providers

- By positions -

C-level executives, managing directors, owners	17.9%
Directors, plant managers, divisional managers	35.4%
Production managers, department managers, branch managers	44.8%
Other	1.9%

- By functions -

Management, finance	12.2%
Development, engineering, design	43.0%
Procurement, sourcing	7.7%
Production, logistics	11.2%
Sales, marketing	16.1%
Consulting, IT	9.3%
Other	0.5%

Car dealers

Owners, directors, branch managers	71.9%
Sales managers, finance managers	13.5%
Customer service managers, spare parts/accessories	13.1%
Other	1.5%

Issue	Special / Editorial focus	Other topics	Trade shows and events	
1/2 Jan 7 Copy deadline: Dec 12, 2018	<ul style="list-style-type: none"> ▶ CES trade fair edition ▶ North American International Auto Show 	<ul style="list-style-type: none"> ▶ Car dealerships 	Jan 8 to 11 Jan 15 to 17 Jan 16 to 27	CES, Las Vegas Automotive News World Congress, Detroit NAIAS, Detroit
3 Jan 21 Copy deadline: Jan 4	<ul style="list-style-type: none"> ▶ Electric mobility ▶ Automotive electronics 	<ul style="list-style-type: none"> ▶ Auto fleet 	Jan 24 to 27 Feb 1 to 3	NADA Show, San Francisco Bremen Classic Motorshow
4 Feb 4 Copy deadline: Jan 18	<ul style="list-style-type: none"> ▶ Autonomous driving ▶ Digital transformation in the auto industry 	<ul style="list-style-type: none"> ▶ Auto marketing ▶ Logistics 		
5 Feb 18 Copy deadline: Feb 1	<ul style="list-style-type: none"> ▶ Automotive retail: <ul style="list-style-type: none"> · Service and after-sales · Used cars 	<ul style="list-style-type: none"> ▶ E-mobility ▶ Tires / wheels 	Feb 19 to 21 Feb 25 to 28 Feb 26 to 28 Feb 27	LogiMAT, Stuttgart Mobile World Congress, Barcelona embedded world, Nuremberg Automobilwoche Konferenz, Munich
6 Mar 4 Copy deadline: Feb 15	<ul style="list-style-type: none"> ▶ Geneva Motor Show edition ▶ Smart City: Urban mobility concepts 	<ul style="list-style-type: none"> ▶ Service / after sales 	Mar 5 to 7 Mar 7 to 10 Mar 7 to 17	Tire Technology Expo, Hannover Retro Classics, Stuttgart Geneva International Motor Show
7 Mar 18 Copy deadline: Mar 1	<ul style="list-style-type: none"> ▶ Globalization: OEMs and suppliers are pushing on internationalization ▶ Industry 4.0 and automotive manufacturing 	<ul style="list-style-type: none"> ▶ Auto fleet 	Mar 22 to 24	Auto Messe Salzburg
8 Apr 1 Copy deadline: Mar 15	<ul style="list-style-type: none"> ▶ Chinese automotive market: Where is it headed? ▶ Financing, insurance, leasing 	<ul style="list-style-type: none"> ▶ E-mobility ▶ Auto marketing 	Apr 1 to 5 Apr 1 to 5 Apr 9 to 11 Apr 10 to 14	Hannover Messe MobiliTec, Hannover SAE World Congress, Detroit Techno-Classica, Essen
9 Apr 15 Copy deadline: Mar 29	<ul style="list-style-type: none"> ▶ Automotive sales of the future 	<ul style="list-style-type: none"> ▶ Alternative drive systems 	Apr 18 to 25 Apr 19 to 28	Auto Shanghai New York International Auto Show
10 Apr 29 Copy deadline: Apr 12	<ul style="list-style-type: none"> ▶ Design and ergonomic trends in interiors and infotainment ▶ Zetsche's departure <p style="background-color: #FFD700; padding: 2px;">With „Digital Leaders Automotive“ supplement</p>	<ul style="list-style-type: none"> ▶ Auto digital 	May 7 to 9 May 7 to 10	PCIM Europe, Nuremberg Control, Stuttgart
11 May 13 Copy deadline: Apr 26	<ul style="list-style-type: none"> ▶ Development and engineering: Top 25 development service providers <p style="background-color: #FFD700; padding: 2px;">With „Digital Leaders Automotive“ supplement</p>	<ul style="list-style-type: none"> ▶ In-car infotainment 	May 21 to 22 May 21 to 22 May 21 to 23 May 23	Automotive News Europe Congress, Gothenburg bfp Fuhrpark-Forum, Nürburgring Automotive Expos, Stuttgart Plastics in Automotive Conference, Gothenburg
12 May 27 Copy deadline: May 10	<ul style="list-style-type: none"> ▶ Top 100 car dealerships ▶ Tires + wheels <p style="background-color: #FFD700; padding: 2px;">With „Digital Leaders Automotive“ supplement</p>	<ul style="list-style-type: none"> ▶ Car dealerships ▶ Logistics 	June 4 to 5 June 4 to 7	Automotive Engineering Expo, Nuremberg transport logistic, Munich
13 June 11 Copy deadline: May 24	<ul style="list-style-type: none"> ▶ The auto sector in the digital transformation ▶ Automotive clusters: Networks for innovation, exports and growth <p style="background-color: #FFD700; padding: 2px;">With „Digital Leaders Automotive“ supplement</p>	<ul style="list-style-type: none"> ▶ Auto fleet 		

2019 editorial calendar

As of February 14, 2019

Issue	Special / Editorial focus	Other topics	Trade shows and events
14 June 24 Copy deadline: June 7	<ul style="list-style-type: none"> ▶ Top 25 IT service providers ▶ Connected car: The shift from products to services With „Digital Leaders Automotive“ supplement	▶ Tires / wheels	June 25 to 27 Sensor+Test, Nuremberg
15 July 8 Copy deadline: June 21	<ul style="list-style-type: none"> ▶ The top 100 suppliers: How innovative suppliers shape the transformation With „Digital Leaders Automotive“ supplement	▶ Service / after sales	
16 July 22 Copy deadline: July 5	<ul style="list-style-type: none"> ▶ Top 50 women in the auto industry ▶ Vehicle safety and electronics With „Digital Leaders Automotive“ supplement	▶ E-mobility	
17/18 Aug 19 Copy deadline: Aug 2	<ul style="list-style-type: none"> ▶ IAA digital: New mobility and digitalization pre-show issue With „Digital Leaders Automotive“ supplement	▶ Auto marketing	
19 Sept 2 Copy deadline: Aug 16	<ul style="list-style-type: none"> ▶ IAA show issue: Electric offensive, mobility services, urban transportation concepts 	▶ Car dealerships	Sep 10 to 12 Composites Europe, Stuttgart Sep 12 to 22 IAA Cars, Frankfurt
20 Sept 16 Copy deadline: Aug 30	<ul style="list-style-type: none"> ▶ Smart production: Digitalization in manufacturing ▶ Used cars and service: Success strategies 	<ul style="list-style-type: none"> ▶ Car fleet ▶ Logistics 	Sep 16 to 21 EMO, Hannover
21 Sept 30 Copy deadline: Sept 13	<ul style="list-style-type: none"> ▶ Plastics and other advanced materials in automotive engineering 	<ul style="list-style-type: none"> ▶ E-mobility ▶ Careers in the auto industry 	Oct 7 to 10 Motek, Stuttgart
22 Oct 14 Copy deadline: Sept 27	<ul style="list-style-type: none"> ▶ Automotive service and after-sales ▶ Workshop and repair: Who is providing what? 	▶ Auto digital	Oct 15 to 17 eCarTec Munich / Oct 15 to 19 eMove 360° Europe, Munich Oct 16 to 23 Equip Auto, Paris Oct 24 to Nov 4 K 2019 Trade Fair for Plastics and Rubber, Düsseldorf Tokyo Motor Show
23 Oct 28 Copy deadline: Oct 11	<ul style="list-style-type: none"> ▶ Megatrends in automotive electronics 	<ul style="list-style-type: none"> ▶ Service / after sales ▶ Wheels / tires 	Nov 6 to 7 Automobilwoche Kongress, Berlin
24 Nov 11 Copy deadline: Oct 25	<ul style="list-style-type: none"> ▶ Automotive marketing 	<ul style="list-style-type: none"> ▶ Alternative drive systems ▶ Logistics 	Nov 12 to 15 productronica, Munich Nov 22 to Dec 1 Los Angeles Auto Show
25 Nov 25 Copy deadline: Nov 8	<ul style="list-style-type: none"> ▶ Automobilwoche Kongress - Highlights ▶ Car fleet 	<ul style="list-style-type: none"> ▶ Auto digital ▶ Service / after sales 	Nov 26 to 28 SPS IPC Drives, Nuremberg Nov 29 to Dec 8 Essen Motor Show Dec 4 to 5 FWE Company Car Expo, Nuremberg
26 Dec 9 Copy deadline: Nov 22	<ul style="list-style-type: none"> ▶ Year in review and outlook for 2020 	▶ E-mobility	

Display advertising rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€12,303	€11,822	€11,340	€11,099	€10,859	€10,618	€10,377
Junior page	€9,751	€9,386	€9,020	€8,837	€8,655	€8,472	€8,289
Half page	€8,266	€7,968	€7,670	€7,521	€7,372	€7,223	€7,074
Two fifth page	€7,089	€6,845	€6,600	€6,478	€6,356	€6,233	€6,111
Half junior page horizontal	€6,088	€5,889	€5,690	€5,591	€5,491	€5,392	€5,292
Half junior page vertical	€6,088	€5,889	€5,690	€5,591	€5,491	€5,392	€5,292
Third page	€6,066	€5,868	€5,670	€5,571	€5,472	€5,373	€5,274
Quarter page	€4,933	€4,787	€4,640	€4,567	€4,494	€4,420	€4,347
Fifth page	€4,405	€4,283	€4,160	€4,099	€4,038	€3,976	€3,915

Black & white rates non-bleed €

	1x Frequency	Bleed rate
Full page	€9,630	€963
Junior page	€7,310	€731
Half page	€5,960	€596
Two fifth page	€4,890	€489
Half junior page horizontal	€3,980	€398
Half junior page vertical	€3,980	€398
Third page	€3,960	€396
Quarter page	€2,930	€293
Fifth page	€2,450	€245

Frequency discounts applicable on b&w rates non-bleed

3x	6x	9x	12x	18x	24x
5%	10%	12.5%	15%	17.5%	20%

Color rates € (not discountable)

Standard color	€570
Four-color process	€1,710

Millimeter b&w rate

Valid for ads of a non-standard format

mm rate: €6.80

No. of columns	1	2	3	4	5
Width	48mm	99mm	150mm	203mm	255mm

To calculate the cost of the ad, multiply the mm rate by the number of columns and the height of the ad.

Additional charges € (not discountable)

Special positioning (on request):	10% on black & white rate non-bleed
Outside back cover (full page only):	20% on black & white rate non-bleed

Specifications

Publication frequency: Mondays, every 14 days, see editorial calendar • **Live/Type Area:** 255mm x 377mm • **Columns:** 5 columns, 47.4mm each
Trim Size/Bleed: 285mm x 403mm • **Printing:** Offset printing, wire stitching

Data requirements: 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-1a (2001) or PDF/X-3 (2002). No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be converted to Euroscale. Please enclose an original-size printout for verification purposes. We also require a true-color proof for color verification.

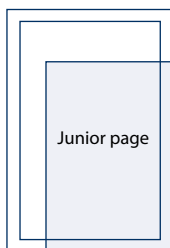
Production contact: Manuela Bordbarkhou • anzeigen@craincom.de

Standard advertisement formats



Full page

Full page
255 x 377mm non-bleed
285 x 403mm with bleed*



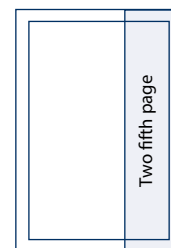
Junior page

Junior page
195 x 283mm non-bleed
210 x 297mm with bleed*



Half page

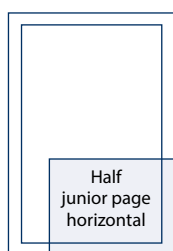
Half page
255 x 185mm non-bleed
285 x 200mm with bleed*



Two fifth page

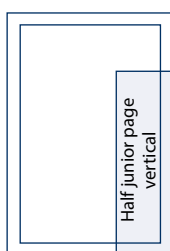
Two fifth page
99 x 377mm non-bleed
114 x 403mm with bleed*

Double page (without illustration)
540 x 377mm non-bleed
570 x 403mm with bleed*



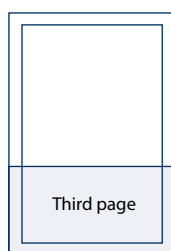
Half junior page horizontal

Half junior page horizontal
195 x 139mm non-bleed
210 x 148mm with bleed*



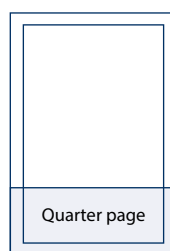
Half junior page vertical

Half junior page vertical
95 x 283mm non-bleed
105 x 297mm with bleed*



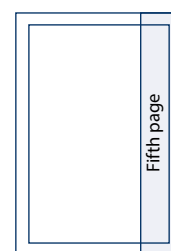
Third page

Third page
255 x 122mm non-bleed
285 x 130mm with bleed*



Quarter page

Quarter page
255 x 90mm non-bleed
285 x 97mm with bleed*



Fifth page

Fifth page
47 x 377mm non-bleed
62 x 403mm with bleed*

*For bleed ads, please add 3mm on sides, top and bottom.

Contacts

Sales Europe:

Thomas Heringer

Sales and Marketing Director
+49 8153 907-404 · theringer@craincom.de

Christoph Weiß

Northern Europe / Central Germany
+49 8153 907-463 · cweiss@craincom.de

Alexandra Pethke

Southern Europe / Baden-Württemberg
+49 8245 967-497 · apethke@craincom.de

Annette Meiners-Langs

Recruitment / Classified and North Germany
+49 8153 907-433 · ameinerslangs@craincom.de

Maria Valérien-Mertl

Bavaria
+49 8153 907-430 · mvalerienmertl@craincom.de

Manuela Bordbarkhou

Production
+49 8153 907-409 · Fax +49 8153 907-425
mbordbarkhou@craincom.de

Sales North America:

Detroit:

Karen Rentschler

Managing Director, Sales, Marketing and Events
+1-313-446-6058 · krentschler@autonews.com

Rob Couto

+1-313-446-0470 · rcouto@autonews.com

Mary Meyers

+1-313-446-5855 · mmeyers@autonews.com

Matt Parsons

+1-313-446-5866 · mparsons@autonews.com

Jerry Salame

+1-313-446-0481 · jsalame@autonews.com

New York:

Henry Woodhouse

+1-212-210-0125 · hwoodhouse@autonews.com

Los Angeles:

Taren Zorn

+1-310-426-2416 · tzorn@autonews.com

The brand for the auto industry in Germany



Newsletter · Data Center · Online Job Market · Website · Print Edition · ePaper · News App

Crain Communications GmbH
Argelsrieder Feld 13 · 82234 Oberpfaffenhofen · Germany
Phone: +49 8153 907-409 · Fax: +49 8153 907-425
Email: anzeigen@craincom.de
www.automobilwoche.de

Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG