

# Automobilwoche

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DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

MEDIA KIT 2020



*Automobilwoche's* mission is to provide decision-makers in Germany's auto industry guidance for the increasingly complex automotive business. Our comprehensive editorial content focuses on the mobility market in its entirety: from automakers to suppliers to car dealers and service providers. All our work is based on independent journalism aiming at editorial excellence for our readers and thus also for our advertisers.

A highly qualified editorial team delivers accurate and reliable news and information for everyone in the auto business: 24/7 online, daily in our newsletters and in-depth in the print newspaper, which is regarded as the number one navigator and guiding medium within Germany's auto industry. It is characterized by our readers as best-in-class, fostering confidence in printed news. Many renowned media and news agencies regularly adopt and quote our exclusive scoops.

*Automobilwoche* is part of the internationally renowned Automotive News Group. Since its launch in 2002 it has become the most frequently quoted industry newspaper in Germany. Today, *Automobilwoche* has established itself as a Top-Twenty B2B media brand across all industries and sectors in Germany.

Our readers, online users and congress attendees are the decision-makers of the German auto industry, in senior management and at all management levels relevant for your marketing. Advertising with *Automobilwoche* will fuel your automotive business. Take advantage of our unique access to this premium target group, in print, online and at our high-caliber events.

**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:** 31,065 copies including 2,965 ePaper  
**Print run:** 28,851 copies  
**Paid circulation:** 13,825 copies including 2,965 ePaper

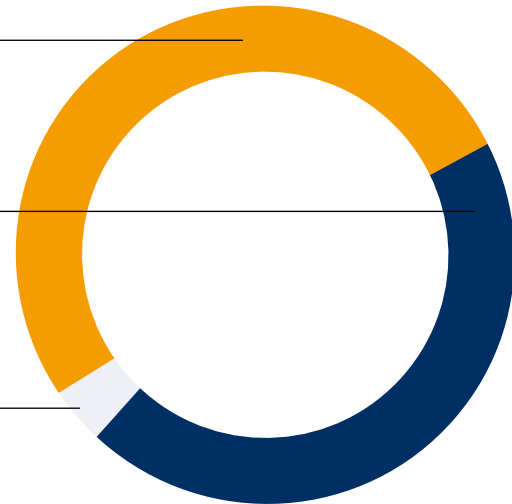
Circulation audit



IVW, Q2 2019

## Readership

<b>OEMs</b>	<b>15,150</b>
Vehicle manufacturers	8,196
Suppliers	6,954
<b>Car dealers</b>	<b>14,829</b>
Franchisees, independent dealers	13,280
Manufacturer-owned dealerships	872
Spare part distributors and resellers	677
<b>Service providers</b>	<b>1,086</b>
Development, engineering	676
Consultants	298
Industry associations, other	112



### OEMs and service providers

#### - By positions -

C-level executives, managing directors, owners	17.7%
Directors, plant managers, divisional managers	34.6%
Department managers, project managers	45.8%
Other	1.9%

#### - By functions -

Strategy, finance, organization	13.2%
Development, design, engineering	40.9%
Procurement, sourcing	7.8%
Production, logistics	9.2%
Sales, marketing, dealer network, fleet management	18.9%
IT, system integration	9.3%
Other	0.7%

### Car dealers

Owners, directors, branch managers	71.5%
Sales managers, commercial managers	13.6%
Customer service managers, spare parts/accessories	13.5%
Other	1.4%

Issue	Special / Editorial focus	Other topics	Trade shows and events
<b>1/2</b> <b>Jan 7</b> Copy deadline: Dec 13, 2019	<ul style="list-style-type: none"> <li>▶ CES trade fair edition</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car fleet</li> <li>▶ Production</li> </ul>	Jan 7 to 10 <b>CES, Las Vegas</b>
<b>3</b> <b>Jan 20</b> Copy deadline: Jan 3	<ul style="list-style-type: none"> <li>▶ Future retail</li> <li>▶ Run-up of e-mobility</li> </ul>	<ul style="list-style-type: none"> <li>▶ Automotive marketing</li> <li>▶ Logistics</li> </ul>	Jan 31 to Feb 2 <b>Bremen Classic Motorshow</b>
<b>4</b> <b>Feb 3</b> Copy deadline: Jan 17	<ul style="list-style-type: none"> <li>▶ Industry 4.0</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Digitization in the car</li> </ul>	Feb 14 to 17 <b>NADA, Las Vegas</b>
<b>5</b> <b>Feb 17</b> Copy deadline: Jan 31	<ul style="list-style-type: none"> <li>▶ Connected car</li> <li>▶ Automotive electronics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car dealerships</li> <li>▶ Tires / wheels</li> </ul>	Feb 20 <b>Smart Data Car Data, Munich</b> Feb 25 to 27 <b>Tire Technology Expo, Hannover</b> Feb 25 to 27 <b>embedded world, Nuremberg</b> Feb 27 to Mar 1 <b>Retro Classics, Stuttgart</b>
<b>6</b> <b>Mar 2</b> Copy deadline: Feb 14	<ul style="list-style-type: none"> <li>▶ Geneva Motor Show edition: Model preview 2020 including Talk from the Top: CEOs and their plans</li> <li>▶ Smart Data Car Data</li> </ul>	<ul style="list-style-type: none"> <li>▶ Service / after sales</li> <li>▶ Alternative drive systems</li> </ul>	
<b>7</b> <b>Mar 16</b> Copy deadline: Feb 28	<ul style="list-style-type: none"> <li>▶ Digital car</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car fleet</li> <li>▶ Digital car trade</li> </ul>	
<b>8</b> <b>Mar 30</b> Copy deadline: Mar 13	<ul style="list-style-type: none"> <li>▶ Financing, insurance, leasing</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Design</li> </ul>	
<b>9</b> <b>Apr 14</b> Copy deadline: Mar 27	<ul style="list-style-type: none"> <li>▶ Chinese automotive market</li> <li>▶ Logistics and supply chain</li> </ul>	<ul style="list-style-type: none"> <li>▶ Digital car</li> <li>▶ Car dealerships</li> </ul>	Apr 16 to June 4 <b>Automotive News Congress Conversations (digital, weekly)</b>
<b>10</b> <b>Apr 27</b> Copy deadline: Apr 09	<ul style="list-style-type: none"> <li>▶ Electric mobility and alternative drive systems</li> </ul>	<ul style="list-style-type: none"> <li>▶ Logistics</li> </ul>	
<b>11</b> <b>May 11</b> Copy deadline: Apr 24	<ul style="list-style-type: none"> <li>▶ Development and engineering: Top 25 development service providers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Alternative drive systems</li> <li>▶ Service / after sales</li> </ul>	
<b>12</b> <b>May 25</b> Copy deadline: May 8	<ul style="list-style-type: none"> <li>▶ Top 100 car dealerships</li> <li>▶ Materials in vehicle construction</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Production</li> </ul>	
<b>13</b> <b>June 8</b> Copy deadline: May 22	<ul style="list-style-type: none"> <li>▶ Tires and wheels</li> <li>▶ North American International Auto Show</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car fleet</li> <li>▶ Automotive marketing</li> </ul>	

# 2020 editorial calendar

As of June 30, 2020

Issue	Special / Editorial focus	Other topics	Trade shows and events
<b>14</b> <b>June 22</b> Copy deadline: June 5	<ul style="list-style-type: none"> <li>▶ Top 25 IT service providers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car dealerships</li> <li>▶ Tires / wheels</li> </ul>	
<b>15</b> <b>July 6</b> Copy deadline: June 19	<ul style="list-style-type: none"> <li>▶ Top 100 suppliers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Service / after sales</li> <li>▶ Sustainability</li> </ul>	July 9 to 30 <b>Automotive News Europe Congress Conversations</b> (digital, weekly)
<b>16</b> <b>July 20</b> Copy deadline: July 3	<ul style="list-style-type: none"> <li>▶ Car fleet</li> <li>▶ Interior</li> </ul>	<ul style="list-style-type: none"> <li>▶ Careers in the auto industry</li> </ul>	
<b>17/18</b> <b>Aug 17</b> Copy deadline: July 31	<ul style="list-style-type: none"> <li>▶ Urban mobility</li> </ul>	<ul style="list-style-type: none"> <li>▶ Logistics</li> <li>▶ Alternative drive systems</li> </ul>	
<b>19</b> <b>Aug 31</b> Copy deadline: Aug 14	<ul style="list-style-type: none"> <li>▶ Caravaning</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Tires / wheels</li> </ul>	
<b>20</b> <b>Sept 14</b> Copy deadline: Aug 28	<ul style="list-style-type: none"> <li>▶ Commercial vehicles including Talk from the Top: CEOs and their plans</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car fleet</li> <li>▶ Production</li> </ul>	Sep 26 to Oct 5 <b>Auto China, Beijing</b>
<b>21</b> <b>Sept 28</b> Copy deadline: Sept 9	<ul style="list-style-type: none"> <li>▶ Automotive service and after-sales</li> <li>▶ Smart production</li> </ul>	<ul style="list-style-type: none"> <li>▶ Digital car</li> <li>▶ Recycling</li> </ul>	
<b>22</b> <b>Oct 12</b> Copy deadline: Sept 25	<ul style="list-style-type: none"> <li>▶ Autonomous driving</li> </ul>	<ul style="list-style-type: none"> <li>▶ Automotive marketing</li> <li>▶ Future retail</li> </ul>	Oct 13 to 17 Oct 20 to 22 Oct 21 to 23 <b>Fakuma, Friedrichshafen</b> <b>eMove360° Europe, Munich</b> <b>International Supply Chain Conference, Berlin</b>
<b>23</b> <b>Oct 26</b> Copy deadline: Oct 9	<ul style="list-style-type: none"> <li>▶ Used cars</li> <li>▶ Lightweight construction</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Careers in the auto industry</li> </ul>	Oct 27 to 30 <b>EuroBLECH, Hannover</b>
<b>24</b> <b>Nov 9</b> Copy deadline: Oct 23	<ul style="list-style-type: none"> <li>▶ Electronica trade fair edition including Talk from the Top: CEOs and their plans including top semiconductor manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Service / after sales</li> <li>▶ Tires / wheels</li> </ul>	Nov 10 to 11 Nov 10 to 13 Nov 11 to 12 Nov 20 to 29 <b>bfp FORUM, Frankfurt</b> <b>Electronica, Munich</b> <b>Automobilwoche Kongress, Berlin</b> <b>Los Angeles Auto Show</b>
<b>25</b> <b>Nov 23</b> Copy deadline: Nov 6	<ul style="list-style-type: none"> <li>▶ Automobilwoche Kongress – Highlights</li> </ul>	<ul style="list-style-type: none"> <li>▶ In-car infotainment</li> <li>▶ Logistics</li> </ul>	Nov 24 to 26 Nov 27 to Dec 6 <b>SPS, Nuremberg</b> <b>Essen Motor Show</b>
<b>26</b> <b>Dec 7</b> Copy deadline: Nov 20	<ul style="list-style-type: none"> <li>▶ Best Dealerships To Work For: The most attractive dealerships</li> <li>▶ Year in review and outlook for 2021</li> </ul>	<ul style="list-style-type: none"> <li>▶ Digital car</li> </ul>	

### Display advertising and advertorial rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€12,512	€12,021	€11,530	€11,285	€11,039	€10,794	€10,548
Junior page	€9,916	€9,543	€9,170	€8,984	€8,797	€8,611	€8,424
Half page	€8,398	€8,094	€7,790	€7,638	€7,486	€7,334	€7,182
Two fifth page	€7,199	€6,950	€6,700	€6,575	€6,451	€6,326	€6,201
Half junior page horizontal	€6,176	€5,973	€5,770	€5,669	€5,567	€5,466	€5,364
Half junior page vertical	€6,176	€5,973	€5,770	€5,669	€5,567	€5,466	€5,364
Third page	€6,154	€5,952	€5,750	€5,649	€5,548	€5,447	€5,346
Quarter page	€4,999	€4,850	€4,700	€4,625	€4,551	€4,476	€4,401
Fifth page	€4,460	€4,335	€4,210	€4,148	€4,085	€4,023	€3,960

**Advertorials:** Display advertising rates also apply to advertorials supplied print-ready by the client.

### Black & white rates non-bleed €

	1x Frequency	Bleed rate
Full page	€9,820	€982
Junior page	€7,460	€746
Half page	€6,080	€608
Two fifth page	€4,990	€499
Half junior page horizontal	€4,060	€406
Half junior page vertical	€4,060	€406
Third page	€4,040	€404
Quarter page	€2,990	€299
Fifth page	€2,500	€250

### 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: €6.94

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

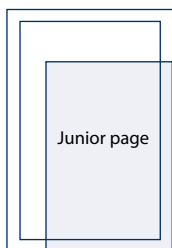
**Data requirements:** 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-3 (2002) or PDF/X-4. No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be converted to Euroscale. Please enclose an original-size printout for verification purposes. We also require a true-color proof for color verification.

## Standard advertisement formats



Full page

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



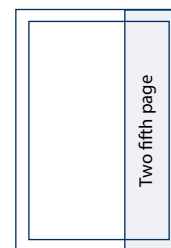
Junior page

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



Half page

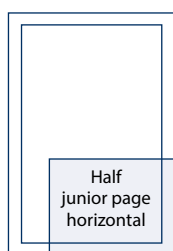
**Half page**  
255 x 185mm non-bleed  
285 x 200mm with bleed\*



Two fifth page

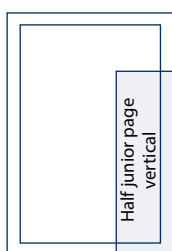
**Two fifth page**  
99 x 377mm non-bleed  
114 x 403mm with bleed\*

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



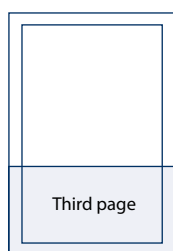
Half junior page horizontal

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



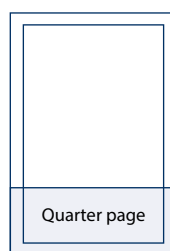
Half junior page vertical

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



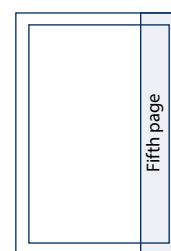
Third page

**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.

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# The media brand for the auto industry in Germany



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

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**Automobilwoche**  
DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG