

Online Media Kit 2019



The B2B portal of Germany's most-quoted automotive industry publication

Rate card Valid from September 1, 2018



Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

Automobilwoche Website

The screenshot shows the homepage layout with several ad positions highlighted:

- Leaderboard 728 x 90** at the top left.
- Wide Skyscraper 160 x 600** on the right side.
- or Half Page 300 x 600 (Sticky)** on the right side.
- Billboard 970 x 150** below the header.
- Medium Rectangle 1 300 x 250** in the main content area.
- Medium Rectangle 2 300 x 250** in the main content area.
- Medium Rectangle Content 300 x 250** in the main content area.

The main content area features a headline: "Volvo und Opel ziehen nach: Wer die höchsten Diesel-Wechsel- und Umtauschprämien zahlt". Below this is a "BUSINESS CLASS" section with various news items.

Homepage

The automobilwoche.de homepage is the daily must-visit for automotive professionals who need to stay up-to-the-minute on what is happening in the German auto industry. It is where readers find an overview of the key news items for their business and fast and reliable coverage of exclusive stories. Moreover, the homepage guides users to all the comprehensive information that automobilwoche.de offers.

Run of Site

With run of site placements, your advertisement is displayed on almost every interior page of automobilwoche.de. It appears where readers spend most of their time online: on pages with articles, and in all the extensively researched features.

Article Page (within run of site)

The article pages offer the opportunity to place your advertising next to the editorial content. This is where our users read the stories of their choice and where your message gets maximum attention.

Are you interested in content marketing on automobilwoche.de? Contact us!

Rates and Sizes (Monthly Rate)

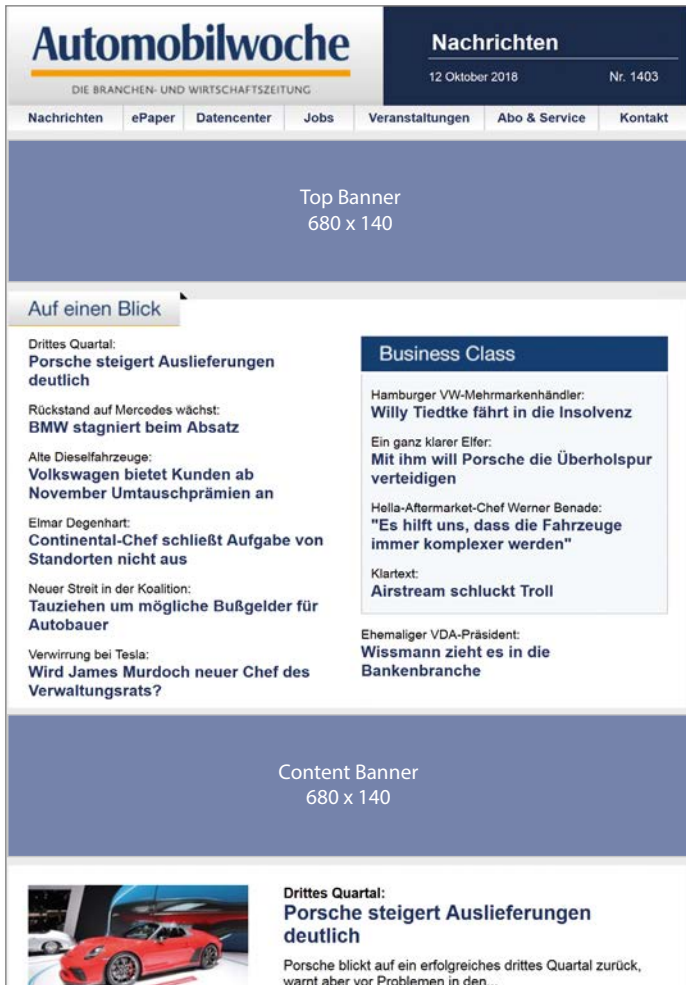
Ad Position	Dimensions	Max. File Size	Homepage	Run of Site	Homepage + Run of Site Package
Billboard	970 x 150 pixels	200 KB	€8,720	€8,760	€14,060
Leaderboard	728 x 90 pixels	200 KB	€6,800	€6,830	€11,230
Medium Rectangle 1	300 x 250 pixels	200 KB	€5,860	€5,890	€9,690
Medium Rectangle 2	300 x 250 pixels	200 KB	€5,570	€5,600	€9,220
Wide Skyscraper	160 x 600 pixels	200 KB	€5,910	€5,940	€9,670
Half Page	300 x 600 pixels	200 KB	€6,630	€6,680	€10,980
Medium Rectangle Content (article pages only)	300 x 250 pixels	200 KB	-	€6,260	-
Fireplace (Super Leaderboard + 2 Wide Skyscrapers)	998 x 90 pixels + 2x 160 x 600 pixels	200 KB	€14,120	€14,180	€22,920
Wallpaper	728 x 90 pixels + 160 x 600 pixels	200 KB	€8,720	€8,760	€14,060

All rates exclusive of VAT. Other formats available on request.

File Formats Website

Flash (swf), gif, jpg/jpeg, JavaScript snippets.

Please note: For JavaScript snippets, tracking of clicks is not possible, only impressions can be tracked.



Daily Email Newsletter

The daily newsletter delivers the most important news of the entire auto industry. It provides all the essential information our readers need.

Distributed Monday through Friday
27,700 registered recipients

Targeted Email Newsletters

Advertising in these special newsletters is an excellent way to deliver your message directly to your desired audience. Placed in a suitable context, your ad receives a high level of attention.

CAR RETAIL

Sent to 13,700 recipients once a week

AUTOMOTIVE CAREERS

Sent to 25,300 recipients on Wednesdays

DIGITAL DRIVE

Sent to 13,500 recipients once a week

File Formats Newsletter

jpg/jpeg, gif

Please note: In animated gifs some email clients only display the first frame.

Rates and Sizes

Daily Email Newsletter

Ad Position	Dimensions	Max. File Size	Weekly Rate	Rate for 4 Weeks*
Top Banner	680 x 140 pixels	50 KB	€2,500	€7,510
Content Banner	680 x 140 pixels	50 KB	€2,200	€6,620

*consecutive calendar weeks

Targeted Email Newsletters: Car Retail · Automotive Careers · Digital Drive

Ad Position	Dimensions	Max. File Size	Monthly Rate
Top Banner	680 x 140 pixels	50 KB	€3,270
Content Banner	680 x 140 pixels	50 KB	€2,890

All rates exclusive of VAT.

Discounts

Annual Sales in Euros	15,000 and higher	20,000 and higher	40,000 and higher	50,000 and higher
Discount	5%	10%	15%	20%

- Valid for all online products except Homepage + ROS Package.
- Discounts from print ads can be transferred to online advertising, but not vice versa.

Germany's most-quoted automotive industry publication online



automobilwoche.de is the website of Germany's leading industry and business publication, Automobilwoche. High-quality content is the cornerstone of the website, newsletters, and smartphone and ePaper apps – the online channels which complement the successful print edition with up-to-the-minute news.

automobilwoche.de users are the decision-makers and opinion leaders of the automotive world:

- 45% are senior executives
- 87% are involved in investment decisions within their enterprise
- 43% visit www.automobilwoche.de daily
- 50% visit the website at least once a week
- 95% are "very satisfied" or "satisfied" with the website
- 89% visit the website regularly for the latest news from the automotive industry

Breakdown of automobilwoche.de audience

By sector

Automakers and importers	28%
Component suppliers and service providers	33%
Car dealerships and repair shops	39%

By position

Member of executive board, CEO, owner	43%
Department head	25%
Project manager	12%
Plant manager, operations manager	17%
Other	3%

Monthly metrics 11/2018

Page Impressions	1,533,455
Visits	713,210
Unique Visitors	358,090

Sources: Breakdown of audience: CATI survey, DIMA Mannheim • Monthly metrics: Google Analytics

Office and Sales Contacts

Crain Communications GmbH

Argelsrieder Feld 13
82234 Oberpfaffenhofen, Germany
+49 8153 907-400
automobilwoche@craincom.de

Alexandra Pethke

Southern Europe/
Baden-Württemberg
+49 8245 9674-97
apethke@craincom.de

Christoph Weiß

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

Karen Rentschler

Sales, Marketing and Events
North America
+1 313 446-6058
krentschler@autonews.com

Thomas Heringer

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

Maria Valérien-Mertl

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

Annette Meiners-Langs

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

Manuela Bordbarkhou

Production
+49 8153 907-409 (phone)
+49 8153 907-425 (fax)
mbordbarkhou@craincom.de

Sales hotline: +49 8153 907-409 · anzeigen@craincom.de