



Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

MEDIA KIT 2022



The transformation in the automotive industry is unprecedented. The focus is on climate goals, electrification and digitization. The markets have never changed faster and business planning has never been more difficult. How do automotive companies overcome the many challenges?

The editorial mission of *Automobilwoche* is to help our readers navigate successfully through the transformation. With this goal always in mind, the editorial team has been providing important news and insights to decision-makers and executives for two decades in 2022. As the most-quoted industry newspaper, *Automobilwoche* occupies a leading position among the B2B media in Germany.

The *Automobilwoche* media brand focuses on the entire value chain of the mobility market -- car manufacturers, suppliers, car dealerships and service providers. It delivers all the important news and information around the clock with a variety of successful digital and print products. Above all, the print products, such as the highly regarded fortnightly business newspaper and its special editions, including e-papers, are valued by our subscribers for their journalistic depth and quality.

Independent journalism and first-class exclusive content are the indispensable basis of credible marketing solutions for our advertising customers and sponsoring partners. Use our print and online products for your market communication or become a sponsor of our top-class live and digital events such as the *Automobilwoche Congress* and our diverse webcasts and web seminars.

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: 30,494 copies including 2,725 ePaper
Print run: 28,114 copies
Paid circulation: 11,950 copies including 2,725 ePaper

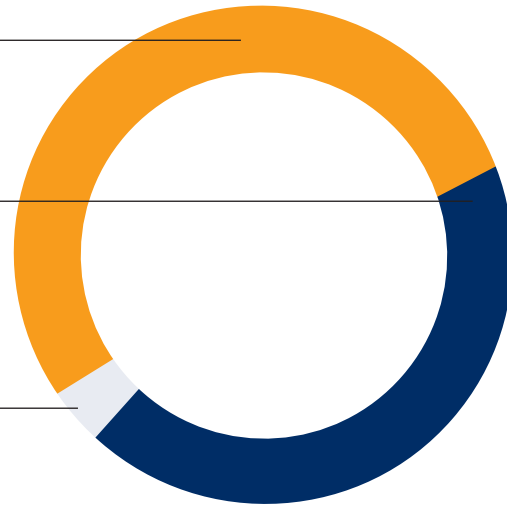
Circulation audit



IVW, Q2 2021

Readership

OEMs	14,693
Vehicle manufacturers	7,996
Suppliers	6,697
Car dealers	14,612
Franchisees, independent dealers	13,001
Manufacturer-owned dealerships	857
Spare part distributors and resellers	754
Service providers	1,189
Development, engineering	711
Consultants	365
Industry associations, other	113



OEMs and service providers

- By positions -

C-level executives, group executives	13.5%
Managing directors, plant managers, divisional managers	38.9%
Department managers, project managers	46.2%
Other	1.4%

- By functions -

Strategy, finance, organization	14.4%
Development, design, engineering	37.6%
Procurement, sourcing	9.2%
Production, logistics	8.7%
Sales, marketing, dealer network, fleet management	19.4%
IT, system integration	10.0%
Other	0.7%

Car dealers

Owners, managing directors, branch managers	71.7%
Sales managers, commercial managers	12.9%
Customer service managers, spare parts/accessories	13.8%
Other	1.6%

JANUARY

No. 1/2 • January 10		No. 3 • January 24	
Copy deadline December 17, 2021		Copy deadline January 7	
Special: CES 2022 - digital and connected mobility	Other topics: Car Fleet Smart Factory	Special: 20 years of Automobilwoche: The big anniversary edition	Other topics: Marketing Logistics
January 5 to 08 // CES, Las Vegas			
		Editorial focus: Future scenarios in the automotive industry	

FEBRUARY

No. 4 • February 7		No. 5 • February 21	
Copy deadline January 21		Copy deadline February 4	
Special: Perspectives for new models 2022: EVs / Hybrids / Combustion Engines	Other topics: E-mobility Lightweight construction	Special: Technology driver Mobile World Congress	Other topics: Automotive retail Tires & Wheels
Editorial focus: IT in the automotive industry		Special edition Generation E No. 1 February 28 // Ad close February 4	
		February 28 to March 3 // Mobile World Congress, Barcelona	

MARCH

No. 6 • March 7		No. 7 • March 21	
Copy deadline February 18		Copy deadline March 4	
Special: Tires & Wheels - smart and sustainable	Other topics: After Sales & Service Autonomous Driving	Special: Sustainability in the automotive industry	Other topics: Careers in automotive Fleet Management
Editorial focus: Smart Data Car Data - All Highlights		Editorial focus: Classic car market	
March 15 to 17 // embedded world		March 23 to 27 // Techno Classica Essen	

APRIL

No. 8 • April 4		No. 9 • April 19	
Copy deadline March 18		Copy deadline April 1	
Special: World's leading automotive market China	Other topics: Car IT / Car Data Alternative fuels	Special: Smart Factory Industry 4.0	Other topics: Logistics Car Fleet
Editorial focus: Alternative drives		Editorial focus: Autonomous driving	
		April 21 to 30 // Auto China, Beijing	
		April 25 to 29 // Hannover Messe	

MAY

No. 10 • May 2		No. 11 • May 16		No. 12 • May 30	
Copy deadline April 14		Copy deadline April 29		Copy deadline May 13	
Special: Top 25 in Development and Engineering	Other topics: Lightweight materials Digitalization in car service	Special: Car fleet 2021 - digital, electric, sustainable	Other topics: Automotive Cloud Hydrogen / Fuel cell	Special: TOP 100 Car Dealers in Germany	Other topics: Automotive electronics Interior Design
Editorial focus: Interior design		Editorial focus: 100 Years of Jaguar		Editorial focus: Logistics	
May 10 to 12 // PCIM / SMT / Hybrid, Nuremberg		Special edition Automotive Career Guide May 16 // Ad close April 15		June 8 to 10 // Automotive Testing Expo, Stuttgart	

JUNE

No. 13 • June 13		No. 14 • June 27	
Copy deadline May 27		Copy deadline June 10	
Special: Finance & Insurance	Other topics: E-Charging technologies Driver assistance systems	Special: TOP 25 IT Service Providers	Other topics: Car dealerships & service Autonomous drive technology
Editorial focus: Smart production		Editorial focus: 75 Years of Ferrari	
Special edition Generation E No. 2 June 7 // Ad close May 13			

Editorial calendar

As of October 1, 2021

JULY

No. 15 • July 11		No. 16 • July 25	
Copy deadline June 24		Copy deadline July 8	
Special: TOP 100 Suppliers Editorial focus: Logistics / Supply Chain	Other topics: Sustainability strategies Auto digital	Special: Megatrends in automotive electronics Editorial focus: Connected Cars	Other topics: Used Car Business Marketing

AUGUST

No. 17/18 • August 22	
Copy deadline August 5	
Special: Mobile travel business: LCV technologies and components Editorial focus: ifa Highlights Infotainment	Other topics: Tires and wheels IOT in automotive
August 26 to September 4 // Caravan, Duesseldorf	September 2 to 6 // ifa, Berlin

SEPTEMBER

No. 19 • September 5		No. 20 • September 19	
Copy deadline August 19		Copy deadline September 2	
Special: Aftersales strategies at OEMs, suppliers and dealers Editorial focus: Fleet management	Other topics: Logistics IT / Digitization	Special: Roadmap of future commercial vehicles Editorial focus: Automotive Electronics	Other topics: Connected Car New business models
September 13 to 17 // Automechanika, Frankfurt	Special edition Car Dealerships and Service September 5 // Ad close August 8	September 20 to 29 // IAA Nutzfahrzeuge, Hannover	

OCTOBER

No. 21 • October 4		No. 22 • October 17		No. 23 • October 31	
Copy deadline September 16		Copy deadline September 30		Copy deadline October 14	
Special: Future strategies supplier industry Editorial focus: Restart: Paris Auto Show	Other topics: Logistics Automotive electronics	Special: Future materials procurement Editorial focus: IT / Digitization	Other topics: Finance & Insurance Car Service Business	Special: Used Car Business Editorial focus: Autonomous driving	Other topics: Automotive Cloud Retail and Aftermarket
October 11 to 13 // IZB, Wolfsburg	Special edition IZB October 4 // Ad close September 9	October 17 to 23 // Mondial de l'Automobile, Paris October 19 to 26 // K 2022, Duesseldorf		Special edition Generation E No. 3 October 24 // Ad close September 30	Special edition Automotive Consulting October 31 // Ad close September 30

NOVEMBER

No. 24 • November 14		No. 25 • November 28	
Copy deadline October 28		Copy deadline November 11	
Special: Automotive trends at the electronica trade fair Editorial focus: Highlights from the Automobilwoche Congress	Other topics: Automotive Start-ups Smart Factory / Industry 4.0	Special: The race for leadership in the electric car market	Other topics: Car fleet Interior Design
November 9 to 10 // Automobilwoche Congress November 15 to 18 // electronica, Munich	Special edition Car Cutaways November 14 // Ad close October 21		

DECEMBER

No. 26 • December 12	
Copy deadline November 25	
Special: Best Dealerships To Work For In Germany Editorial focus: 2022 in Review/Winners of the Year	Other topics: IT / Digitization Car dealerships & service
Special edition Data Report 2021 December 12 // Ad close November 18	

Display advertising and advertorial rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€12,891	€12,386	€11,880	€11,627	€11,375	€11,122	€10,869
Junior page	€10,218	€9,834	€9,450	€9,258	€9,066	€8,874	€8,682
Three fifth page	€10,350	€9,960	€9,570	€9,375	€9,180	€8,958	€8,790
Half page	€8,656	€8,343	€8,030	€7,874	€7,717	€7,561	€7,404
Two fifth page	€7,424	€7,167	€6,910	€6,782	€6,653	€6,525	€6,396
Half junior page horizontal	€6,368	€6,159	€5,950	€5,846	€5,741	€5,637	€5,532
Half junior page vertical	€6,368	€6,159	€5,950	€5,846	€5,741	€5,637	€5,532
Third page	€6,346	€6,138	€5,930	€5,826	€5,722	€5,618	€5,514
Quarter page	€5,158	€5,004	€4,850	€4,773	€4,696	€4,619	€4,542

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	€10,110	€1,011
Junior page	€7,680	€768
Three fifth page	€7,800	€780
Half page	€6,260	€626
Two fifth page	€5,140	€514
Half junior page horizontal	€4,180	€418
Half junior page vertical	€4,180	€418
Third page	€4,160	€416
Quarter page	€3,080	€308

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	€590
Four-color process	€1,770

Millimeter b&w rate

Valid for ads of a non-standard format

mm rate: €7.15

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

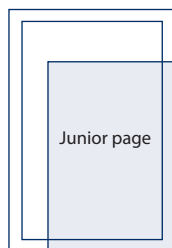
Data requirements: 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-3 (2002) or PDF/X-4. No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be 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*



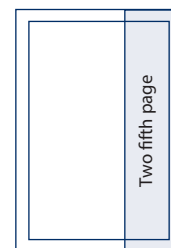
Junior page

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



Half page

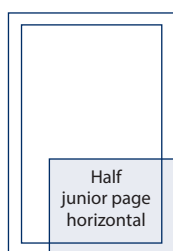
Half page
255 x 185mm non-bleed
285 x 200mm with bleed*



Two fifth page

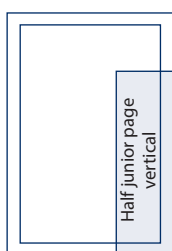
Two fifth page
99 x 377mm non-bleed
114 x 403mm with bleed*

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



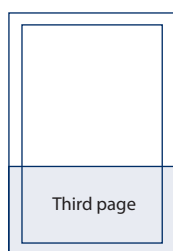
Half junior page horizontal

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



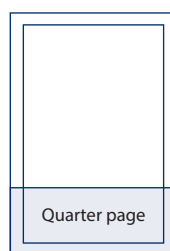
Half junior page vertical

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



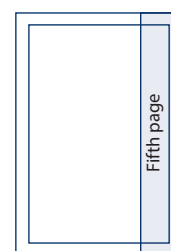
Third page

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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