

## Media Kit 2018



The only German-language newspaper for the auto industry

## Germany's most-quoted industry newspaper



The automotive business is in the midst of an unprecedented transformation. Autonomous driving, digitalization, electrification and new forms of mobility are rapidly changing the way cars are built, sold, used and serviced. This paradigm change is affecting communication and cooperation between manufacturers, suppliers and dealerships on a sustained basis. *Automobilwoche* is helping business decision-makers across the entire automotive value chain to classify industry events and the state of facts so they can derive the right operational and strategic measures in a timely manner.

Our subscribers in Germany and in every automotive market worldwide use the print edition and the digital e-paper as a leading medium. *Automobilwoche's* comprehensive informational offerings are available on all our digital channels, such as [www.automobilwoche.de](http://www.automobilwoche.de), data center, newsletters, news apps and social media. And then there is [jobs.automobilwoche.de](http://jobs.automobilwoche.de), Germany's largest online job exchange for the auto industry, which expands the newspaper's print version of the job marketplace by more than 60,000 open positions every day. Furthermore, well-known industry events such as the *Automobilwoche Kongress* in Berlin offer platforms with high-caliber attendance for networking and personal exchanges of views and information.

Whatever the level, *Automobilwoche* guarantees you premium access to your automotive target group, in print, online, on mobile devices and at premium events. Use the multifaceted media offerings of one of the leading B2B media brands in Germany for your marketing communications.

**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:** 33,792 copies including 2,720 ePaper  
**Print run:** 31,402 copies  
**Paid circulation:** 18,796 copies including 2,720 ePaper

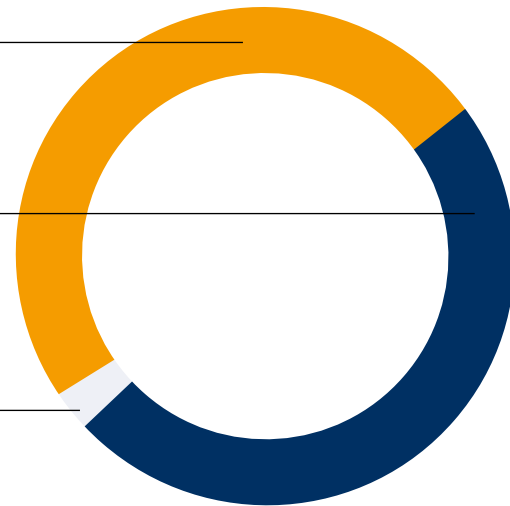
Circulation audit



IVW, 2nd quarter, 2017

## Readership

<b>OEMs</b>	<b>16,257</b>
Vehicle manufacturers	8,901
Suppliers	7,356
<b>Car dealers</b>	<b>16,403</b>
Franchisees, independent dealers	14,767
Manufacturer-owned dealerships	812
Spare part distributors and resellers	824
<b>Service providers</b>	<b>1,132</b>
Development, engineering	695
Consultants, financial analysts	261
Media, industry associations	176



### OEMs and service providers

#### - By positions -

C-level executives, managing directors, owners	18.3 %	
Directors, plant managers, divisional managers	35.2 %	
Production managers, department managers, branch managers	44.3 %	
Other	2.2 %	

#### - By functions -

Management, finance	12.8 %	
Development, engineering, design	44.3 %	
Procurement, sourcing	7.1 %	
Production, logistics	10.4 %	
Sales, marketing	16.4 %	
Consulting, IT	8.3 %	
Other	0.7 %	

### Car dealers

Owners, directors, branch managers	73.1 %	
Sales managers, finance managers	13.4 %	
Customer service managers, spare parts/accessories	12.4 %	
Other	1.1 %	

Issue	Special / Editorial focus	Series	Other topics	Trade shows and events
<b>1/2</b> <b>Jan 8</b> Copy deadline: Dec 15, 2017	<ul style="list-style-type: none"> <li>▶ North American International Auto Show</li> <li>▶ CES Las Vegas</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 1 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Auto fleet</li> <li>▶ E-mobility</li> </ul>	Jan 9 to 12 Jan 14 to 28 Jan 16 to 17 CES, Las Vegas NAIAS, Detroit Automotive News World Congress, Detroit
<b>3</b> <b>Jan 22</b> Copy deadline: Jan 5	<ul style="list-style-type: none"> <li>▶ Autonomous driving: Evolution of assistance systems to robot cars</li> </ul>		<ul style="list-style-type: none"> <li>▶ Car dealerships</li> <li>▶ Lightweight construction</li> </ul>	Feb 2 to 4 Bremen Classic Motorshow
<b>4</b> <b>Feb 5</b> Copy deadline: Jan 19	<ul style="list-style-type: none"> <li>▶ Industry 4.0 automotive: Trendsetters in mechanical engineering</li> <li>▶ The smart city: New, urban mobility concepts</li> </ul>		<ul style="list-style-type: none"> <li>▶ Auto digital</li> </ul>	Feb 15 to 18 SIAM 2018, Monaco
<b>5</b> <b>Feb 19</b> Copy deadline: Feb 2	<ul style="list-style-type: none"> <li>▶ Auto fleet</li> <li>▶ Automotive electronics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 2 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> </ul>	Feb 20 to 24 Feb 26 to Mar 1 Feb 27 to Mar 1 METAV, Dusseldorf Mobile World Congress, Barcelona embedded world, Nuremberg
<b>6</b> <b>Mar 5</b> Copy deadline: Feb 16	<ul style="list-style-type: none"> <li>▶ Geneva Motor Show edition including preview 2018</li> <li>▶ Auto digital</li> </ul>		<ul style="list-style-type: none"> <li>▶ Logistics</li> <li>▶ Interior</li> </ul>	Mar 8 to 18 Mar 13 Geneva International Motor Show Automobilwoche Konferenz, Munich
<b>7</b> <b>Mar 19</b> Copy deadline: Mar 2	<ul style="list-style-type: none"> <li>▶ Motorsports engineering: The know-how transfer into serial production</li> <li>▶ Classic car business</li> </ul>	<ul style="list-style-type: none"> <li>▶ Automotive manufacturing 4.0 – Part 1 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car dealerships</li> <li>▶ Auto digital</li> </ul>	Mar 21 to 25 Mar 22 to 25 Mar 22 to 25 Mar 23 to 25 Mar 30 to Apr 8 Techno-Classica, Essen NADA, Las Vegas Retro Classic, Stuttgart Auto Messe Salzburg New York International Auto Show
<b>8</b> <b>Apr 3</b> Copy deadline: Mar 16	<ul style="list-style-type: none"> <li>▶ China as a world market</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 3 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tires / wheels</li> <li>▶ Lightweight construction</li> </ul>	Apr 10 to 12 SAE World Congress, Detroit
<b>9</b> <b>Apr 16</b> Copy deadline: Mar 29	<ul style="list-style-type: none"> <li>▶ Industry 4.0 in automotive manufacturing</li> </ul>		<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Auto digital</li> </ul>	Apr 23 to 27 Apr 23 to 27 Apr 23 to 27 Apr 25 to May 4 Hannover Messe MobilitEc, Hannover CeMAT, Hannover Auto China, Beijing
<b>10</b> <b>Apr 30</b> Copy deadline: Apr 13	<ul style="list-style-type: none"> <li>▶ Development and engineering: The top 25 development service providers</li> </ul>		<ul style="list-style-type: none"> <li>▶ Car dealerships</li> <li>▶ Service / aftersales</li> </ul>	
<b>11</b> <b>May 14</b> Copy deadline: Apr 27	<ul style="list-style-type: none"> <li>▶ Tires and wheels</li> <li>▶ The top 100 car dealerships</li> </ul>	<ul style="list-style-type: none"> <li>▶ Talk from the top: CEOs and their plans – Part 1 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Auto digital</li> <li>▶ Financing / insurance</li> </ul>	
<b>12</b> <b>May 28</b> Copy deadline: May 11	<ul style="list-style-type: none"> <li>▶ IT in the auto sector: The top 25 automotive IT service providers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 4 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Logistics</li> </ul>	May 29 to June 1 June 5 to 6 June 5 to 7 June 5 to 7 The Tire Cologne Automotive News Europe Congress, Turin PCIM Europe, Nuremberg Automotive Expos, Stuttgart
<b>13</b> <b>June 6</b> Copy deadline: May 25	<ul style="list-style-type: none"> <li>▶ Finance and insurance in car dealerships</li> <li>▶ Car IT / connectivity / infotainment</li> </ul>	<ul style="list-style-type: none"> <li>▶ Automotive manufacturing 4.0 – Part 2 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Auto fleet</li> <li>▶ Car dealerships</li> </ul>	June 11 to 15 June 13 to 14 CEBIT, Hannover BFP Fuhrpark-Forum, Nürburgring

Issue	Special / Editorial focus	Series	Other topics	Trade shows and events
<b>14</b> <b>June 25</b> Copy deadline: June 8	<ul style="list-style-type: none"> <li>▶ Powertrain systems: electric, hybrid and fuel cell versus high-efficiency internal combustion engines</li> </ul>		<ul style="list-style-type: none"> <li>▶ Service / aftersales</li> </ul>	June 26 to 28 <b>Sensor+Test</b> , Nuremberg
<b>15</b> <b>July 9</b> Copy deadline: June 22	<ul style="list-style-type: none"> <li>▶ The top 100 suppliers</li> </ul>		<ul style="list-style-type: none"> <li>▶ Interior</li> </ul>	
<b>16</b> <b>July 23</b> Copy deadline: July 6	<ul style="list-style-type: none"> <li>▶ Professionalism in the used car business</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 5 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Service / aftersales</li> </ul>	
<b>17/18</b> <b>Aug 20</b> Copy deadline: Aug 3	<ul style="list-style-type: none"> <li>▶ Career: 40 under 40</li> </ul>		<ul style="list-style-type: none"> <li>▶ Lightweight construction</li> <li>▶ Car dealerships</li> </ul>	
<b>19</b> <b>Sept 3</b> Copy deadline: Aug 17	<ul style="list-style-type: none"> <li>▶ Automechanika trade fair edition</li> <li>▶ 25 years of Audi Győr</li> </ul>		<ul style="list-style-type: none"> <li>▶ Tires / wheels</li> </ul>	Sep 11 to 15 <b>Automechanika</b> , Frankfurt Sep 11 to 15 <b>Reifen</b> , Frankfurt
<b>20</b> <b>Sept 17</b> Copy deadline: Aug 31	<ul style="list-style-type: none"> <li>▶ Globalization 2.0: Strategies of suppliers and manufacturers</li> <li>▶ Trade fair edition IAA Commercial Vehicles</li> </ul>		<ul style="list-style-type: none"> <li>▶ Logistics</li> <li>▶ Finance / insurance</li> </ul>	Sep 20 to 27 <b>IAA Commercial Vehicles</b> , Hannover
<b>21</b> <b>Oct 1</b> Copy deadline: Sept 14	<ul style="list-style-type: none"> <li>▶ Electric mobility</li> </ul>	<ul style="list-style-type: none"> <li>▶ Transformation in the auto industry: companies of change – Part 6 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Auto fleet</li> </ul>	Oct 4 to 14 <b>Mondial de l'Automobile</b> , Paris Oct 8 to 11 <b>Motek</b> , Stuttgart
<b>22</b> <b>Oct 15</b> Copy deadline: Sept 28	<ul style="list-style-type: none"> <li>▶ Revenue generators in car dealerships: – Service and aftersales – Used cars</li> <li>▶ Auto cluster</li> </ul>		<ul style="list-style-type: none"> <li>▶ E-mobility</li> <li>▶ Auto digital</li> </ul>	Oct 16 to 18 <b>International Suppliers Fair</b> , Wolfsburg Oct 16 to 18 <b>eCarTec / Materialica / sMove 360°</b> , Munich Oct 16 to 20 <b>Fakuma</b> , Friedrichshafen Oct 23 to 26 <b>EuroBLECH</b> , Hannover
<b>23</b> <b>Oct 29</b> Copy deadline: Oct 12	<ul style="list-style-type: none"> <li>▶ Mobility of the future: Digitalization, networking, mobility services, emission-free powertrains, urbanization</li> </ul>	<ul style="list-style-type: none"> <li>▶ Talk from the top: CEOs and their plans – Part 2 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Car dealerships</li> </ul>	Nov 6 to 8 <b>Composites Europe</b> , Stuttgart Nov 7 to 8 <b>Automobilwoche Kongress</b> , Berlin
<b>24</b> <b>Nov 12</b> Copy deadline: Oct 26	<ul style="list-style-type: none"> <li>▶ Dealer networks</li> </ul>	<ul style="list-style-type: none"> <li>▶ Automotive manufacturing 4.0 – Part 3 –</li> </ul>	<ul style="list-style-type: none"> <li>▶ Auto digital</li> <li>▶ Finance / insurance</li> </ul>	Nov 13 to 16 <b>electronica</b> , Munich
<b>25</b> <b>Nov 26</b> Copy deadline: Nov 9	<ul style="list-style-type: none"> <li>▶ Automotive Marketing</li> <li>▶ <i>Automobilwoche Kongress</i> - Highlights</li> </ul>		<ul style="list-style-type: none"> <li>▶ Tires / wheels</li> </ul>	Nov 27 to 29 <b>SPS IPC Drives</b> , Nuremberg Nov 30 to Dec 9 <b>Essen Motor Show</b>
<b>26</b> <b>Dec 10</b> Copy deadline: Nov 23	<ul style="list-style-type: none"> <li>▶ Year in review and outlook 2019</li> </ul>		<ul style="list-style-type: none"> <li>▶ Interior</li> </ul>	

### Display advertising rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€11,995	€11,528	€11,060	€10,826	€10,593	€10,359	€10,125
Junior page	€9,520	€9,165	€8,810	€8,633	€8,455	€8,278	€8,100
Half page	€8,079	€7,790	€7,500	€7,355	€7,211	€7,066	€6,921
Two fifth page	€6,935	€6,698	€6,460	€6,341	€6,223	€6,104	€5,985
Half junior page horizontal	€5,956	€5,763	€5,570	€5,474	€5,377	€5,281	€5,184
Half junior page vertical	€5,956	€5,763	€5,570	€5,474	€5,377	€5,281	€5,184
Third page	€5,934	€5,742	€5,550	€5,454	€5,358	€5,262	€5,166
Quarter page	€4,834	€4,692	€4,550	€4,479	€4,408	€4,337	€4,266
Fifth page	€4,328	€4,209	€4,090	€4,031	€3,971	€3,912	€3,852

### Black & white rates non-bleed €

	1x Frequency	Bleed rate
Full page	€9,350	€935
Junior page	€7,100	€710
Half page	€5,790	€579
Two fifth page	€4,750	€475
Half junior page horizontal	€3,860	€386
Half junior page vertical	€3,860	€386
Third page	€3,840	€384
Quarter page	€2,840	€284
Fifth page	€2,380	€238

#### Frequency discounts applicable on b&w rates non-bleed

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

### Additional charges € (not discountable)

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

### Color rates € (not discountable)

<b>Standard color</b>	€570
<b>Four-color process</b>	€1,710

### Millimeter b&w rate

Valid for ads of a non-standard format

**mm rate: €6.60**

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.

## Specifications

**Publication frequency:** Mondays, every 14 days, see editorial calendar • **Live/Type Area:** 255mm x 377mm • **Columns:** 5 columns, 47.4mm each  
**Bleed Size:** 285mm x 403mm (+ 3mm cutoff, sides, top and bottom) • **Printing:** Offset printing, wire stitching

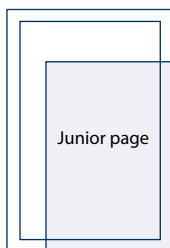
**Data requirements:** 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-1a (2001) or PDF/X-3 (2002). No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone)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

## Standard advertisement formats



Full page

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



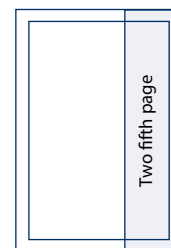
Junior page

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



Half page

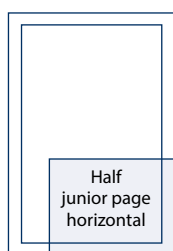
**Half page**  
255 x 185mm non-bleed  
285 x 200mm with bleed\*



Two fifth page

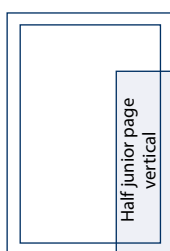
**Two fifth page**  
99 x 377mm non-bleed  
114 x 403mm with bleed\*

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



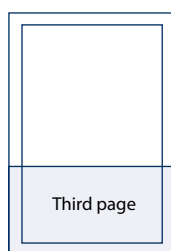
Half junior page horizontal

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



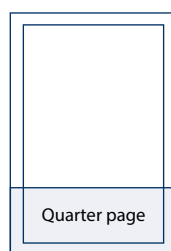
Half junior page vertical

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



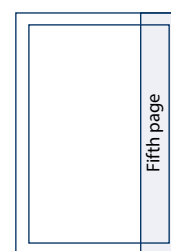
Third page

**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 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