

Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

ONLINE MEDIA KIT 2022

Automobilwoche Website

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, web seminars or video marketing? Contact us!

Rates and Sizes (Monthly gross rates, valid from July 1, 2022)

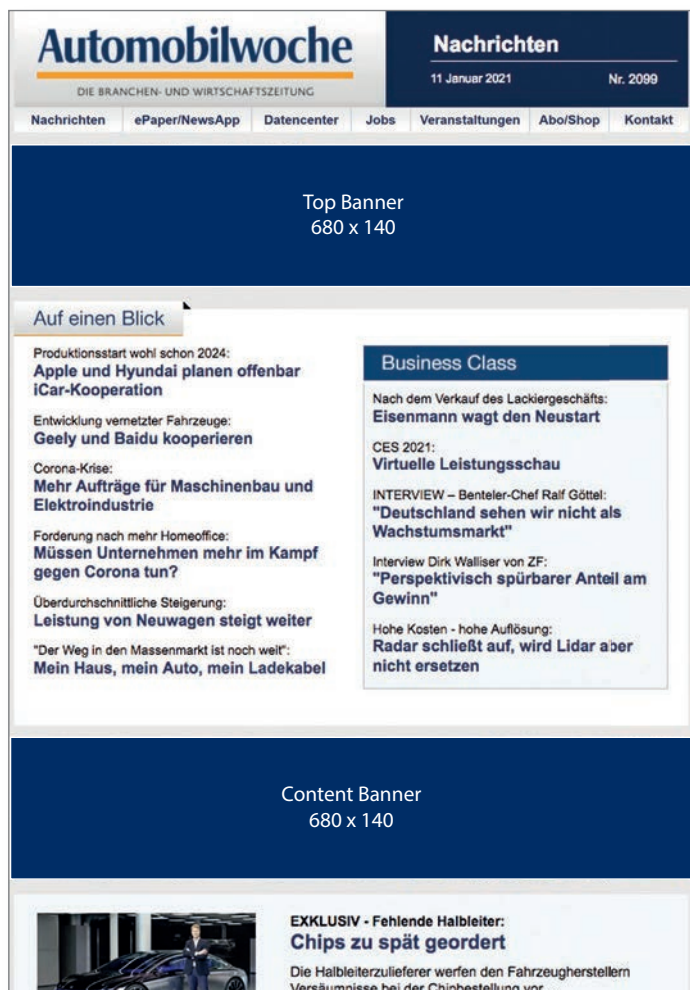
Ad Position	Dimensions Max.	File Size	Homepage	Run of Site	Homepage + Run of Site Package
Billboard	970 x 150 pixels	200 KB	€10,100	€10,140	€16,280
Leaderboard	728 x 90 pixels	200 KB	€7,880	€7,910	€13,010
Medium Rectangle 1	300 x 250 pixels	200 KB	€6,780	€6,830	€11,230
Medium Rectangle 2	300 x 250 pixels	200 KB	€6,460	€6,490	€10,670
Wide Skyscraper	160 x 600 pixels	200 KB	€6,850	€6,880	€11,200
Half Page	300 x 600 pixels	200 KB	€7,690	€7,740	€12,720
Medium Rectangle Content (article pages only)	300 x 250 pixels	200 KB	-	€7,250	-
Fireplace	998 x 90 pixels + 2x 160 x 600 pixels	200 KB	€16,350	€16,430	€26,550
Wallpaper	728 x 90 pixels + 160 x 600 pixels	200 KB	€10,100	€10,140	€16,280

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

File Formats Website

Gif, jpg/jpeg, JavaScript snippets, HTML5 banners (.zip according to IAB standard).

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 affecting the entire auto industry. It provides all the essential information our readers need.

Sent Monday through Saturday
25,629 recipients*

Breaking News Alert

Our breaking news alerts give up-to-the-minute access to the top news of the industry. Give your advertising message enhanced visibility by placing it in this email.

Frequency: at least 4 times a month
25,629* recipients*

File Formats Newsletter

Jpg/jpeg, gif

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

*December 2021

Rates and Sizes (Gross rates valid from July 1, 2022)

Daily Email Newsletter

Ad Position	Dimensions	Max. File Size	Weekly Rate	Rate for 4 Weeks*
Top Banner	680 x 140 pixels	50 KB	€2,890	€8,670
Content Banner	680 x 140 pixels	50 KB	€2,550	€7,650

* consecutive calendar weeks

Breaking News Alert

Ad Position	Dimensions Max.	File Size	Monthly Rate
Content Banner (exclusive)	680 x 140 pixels	50 KB	€5,750

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.

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

- 89% visit the website regularly for the latest news from the automotive industry
- 87% are involved in investment decisions
- 45% are senior executives

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 2021

(monthly average)

Page Impressions	1.177.300
Visits	591.243
Unique Visitors	283.409

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

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