

# 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

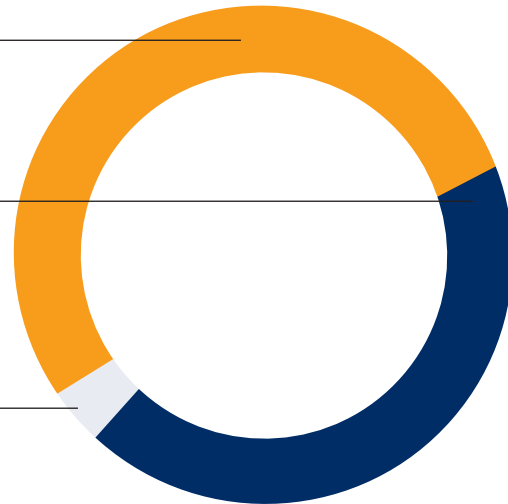
Circulation audit



IVW, Q2 2021

## Readership

<b>OEMs</b>	<b>14,693</b>
Vehicle manufacturers	7,996
Suppliers	6,697
<b>Car dealers</b>	<b>14,612</b>
Franchisees, independent dealers	13,001
Manufacturer-owned dealerships	857
Spare part distributors and resellers	754
<b>Service providers</b>	<b>1,189</b>
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 <b>December 17, 2021</b>		Copy deadline <b>January 7</b>	
<b>Special:</b> CES 2022 - digital and connected mobility	<b>Other topics:</b> Car Fleet Smart Factory	<b>Special:</b> 20 years of Automobilwoche: The big anniversary edition 	<b>Other topics:</b> 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 <b>January 21</b>		Copy deadline <b>February 4</b>	
<b>Special:</b> Perspectives for new models 2022: EVs / Hybrids / Combustion Engines	<b>Other topics:</b> E-mobility Lightweight construction	<b>Special:</b> Technology driver Mobile World Congress	<b>Other topics:</b> 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 <b>February 18</b>		Copy deadline <b>March 4</b>	
<b>Special:</b> Tires & Wheels - smart and sustainable	<b>Other topics:</b> After Sales & Service Autonomous Driving	<b>Special:</b> Sustainability in the automotive industry	<b>Other topics:</b> 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 <b>March 18</b>		Copy deadline <b>April 1</b>	
<b>Special:</b> World's leading automotive market China	<b>Other topics:</b> Car IT / Car Data Alternative fuels	<b>Special:</b> Smart Factory Industry 4.0	<b>Other topics:</b> Logistics Car Fleet
Editorial focus: Alternative drives		Editorial focus: Autonomous driving	
		April 21 to 30 // Auto China, Beijing	

MAY

No. 10 • May 2		No. 11 • May 16		No. 12 • May 30	
Copy deadline <b>April 14</b>		Copy deadline <b>April 29</b>		Copy deadline <b>May 13</b>	
<b>Special:</b> Top 25 in Development and Engineering	<b>Other topics:</b> Lightweight materials Digitalization in car service	<b>Special:</b> Car fleet 2021 - digital, electric, sustainable	<b>Other topics:</b> Automotive Cloud Hydrogen / Fuel cell	<b>Special:</b> TOP 100 Car Dealers in Germany	<b>Other topics:</b> 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		April 25 to 29 // Hannover Messe June 8 to 10 // Automotive Testing Expo, Stuttgart	

JUNE

No. 13 • June 13		No. 14 • June 27	
Copy deadline <b>May 27</b>		Copy deadline <b>June 10</b>	
<b>Special:</b> Finance & Insurance	<b>Other topics:</b> E-Charging technologies Driver assistance systems	<b>Special:</b> TOP 25 IT Service Providers	<b>Other topics:</b> 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		BMW Double Anniversary Edition June 20 // Ad close May 27	

JULY

No. 15 • July 11		No. 16 • July 25	
Copy deadline <b>June 24</b>		Copy deadline <b>July 8</b>	
<b>Special:</b> TOP 100 Suppliers	<b>Other topics:</b> Sustainability strategies Auto digital	<b>Special:</b> Megatrends in automotive electronics	<b>Other topics:</b> Used Car Business Marketing

AUGUST

No. 17/18 • August 22	
Copy deadline <b>August 5</b>	
<b>Special:</b> Mobile travel business: LCV technologies and components	<b>Other topics:</b> Tires and wheels IOT in automotive
<b>Editorial focus:</b> ifa Highlights Infotainment	
August 26 to September 4 // Caravan, Duesseldorf	September 2 to 6 // ifa, Berlin
Special edition 20 Years of Porsche Leipzig August 29 // Ad close August 5	

SEPTEMBER

No. 19 • September 5		No. 20 • September 19	
Copy deadline <b>August 19</b>		Copy deadline <b>September 2</b>	
<b>Special:</b> Aftersales strategies at OEMs, suppliers and dealers	<b>Other topics:</b> Logistics IT / Digitization	<b>Special:</b> Roadmap of future commercial vehicles	<b>Other topics:</b> Connected Car New business models
<b>Editorial focus:</b> Fleet management		<b>Editorial focus:</b> Automotive Electronics	
Special edition Car Dealerships and Service September 5 // Ad close August 12		September 20 to 29 // IAA Nutzfahrzeuge, Hannover	
September 13 to 17 // Automechanika, Frankfurt			

OCTOBER

No. 21 • October 4		No. 22 • October 17		No. 23 • October 31	
Copy deadline <b>September 16</b>		Copy deadline <b>September 30</b>		Copy deadline <b>October 14</b>	
<b>Special:</b> Future strategies supplier industry	<b>Other topics:</b> Logistics Automotive electronics	<b>Special:</b> Future materials procurement	<b>Other topics:</b> Finance & Insurance Car Service Business	<b>Special:</b> Used Car Business	<b>Other topics:</b> Automotive Cloud Retail and Aftermarket
<b>Editorial focus:</b> Restart: Paris Auto Show					
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	
October 11 to 13 // IZB, Wolfsburg				Special edition Automotive Consulting October 31 // Ad close September 30	

NOVEMBER

No. 24 • November 14		No. 25 • November 28	
Copy deadline <b>October 28</b>		Copy deadline <b>November 11</b>	
<b>Special:</b> Automotive trends at the electronica trade fair	<b>Other topics:</b> Automotive Start-ups Smart Factory / Industry 4.0	<b>Special:</b> The race for leadership in the electric car market	<b>Other topics:</b> Car fleet Interior Design
<b>Editorial focus:</b> Highlights from the Automobilwoche Congress			
October 25 to 26 // 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 <b>November 25</b>	
<b>Special:</b> Best Dealerships To Work For In Germany	<b>Other topics:</b> IT / Digitization Car dealerships & service
<b>Editorial focus:</b> 2022 in Review/Winners of the Year	
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	€13,667	€13,131	€12,595	€12,327	€12,059	€11,791	€11,523
Junior page	€10,829	€10,422	€10,015	€9,812	€9,608	€9,405	€9,201
Three fifth page	€10,972	€10,559	€10,145	€9,938	€9,732	€9,525	€9,318
Half page	€9,179	€8,847	€8,515	€8,349	€8,183	€8,017	€7,851
Two fifth page	€7,870	€7,598	€7,325	€7,189	€7,053	€6,916	€6,780
Half junior page horizontal	€6,748	€6,527	€6,305	€6,194	€6,084	€5,973	€5,862
Half junior page vertical	€6,748	€6,527	€6,305	€6,194	€6,084	€5,973	€5,862
Third page	€6,726	€6,506	€6,285	€6,175	€6,065	€5,954	€5,844
Quarter page	€5,461	€5,298	€5,135	€5,054	€4,972	€4,891	€4,809

**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	€10,720	€1,072
Junior page	€8,140	€814
Three fifth page	€8,270	€827
Half page	€6,640	€664
Two fifth page	€5,450	€545
Half junior page horizontal	€4,430	€443
Half junior page vertical	€4,430	€443
Third page	€4,410	€441
Quarter page	€3,260	€326

### 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	€625
Four-color process	€1,875

### Millimeter b&w rate

Valid for ads of a non-standard format

mm rate: €7.58

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.

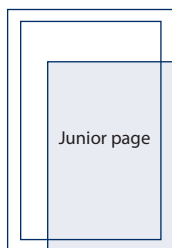
**Production contact:** Sebastian Rödlbach • anzeigen@craincom.de

## Standard advertisement formats



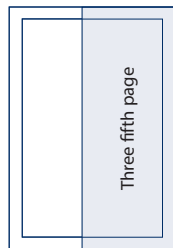
Full page

**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\*



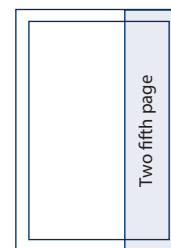
Three fifth page

**Three fifth page**  
135 x 377mm non-bleed  
165 x 403mm with bleed\*



Half page

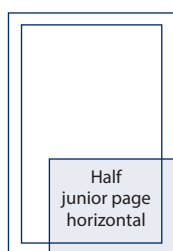
**Half page**  
255 x 185mm non-bleed  
285 x 200mm with bleed\*



Two fifth page

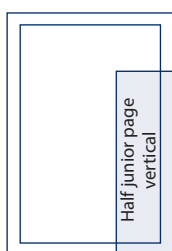
**Two fifth page**  
99 x 377mm non-bleed  
114 x 403mm with bleed\*

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



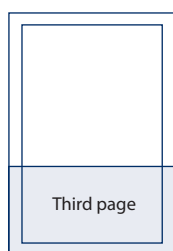
Half junior page horizontal

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



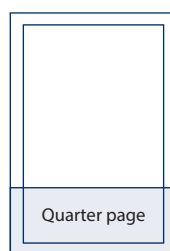
Half junior page vertical

**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\*

\*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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