

MEDIA KIT 2023

January 2023

The media brand for the auto industry in Germany



Newsletter · Data Center · Online Job Market · Website · Print Edition · ePaper · News App

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: 32,133 copies including 7,342 ePaper
Print run: 25,101 copies
Paid circulation: 11,567 copies including 2,898 ePaper

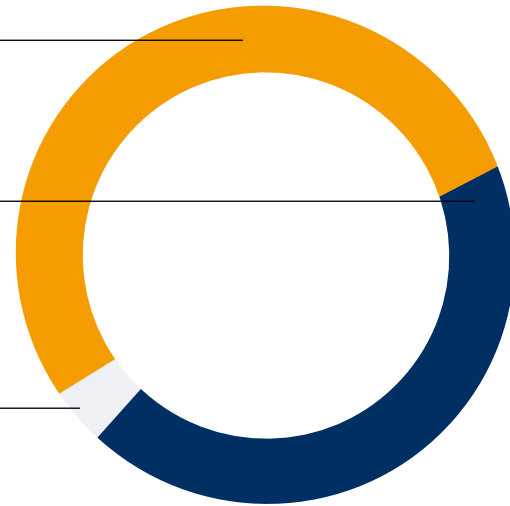
Circulation audit



IVW, Q2 2022

Readership

OEMs	15,358
Vehicle manufacturers	8,189
Suppliers	7,169
Car dealers	15,751
Franchisees, independent dealers	14,236
Manufacturer-owned dealerships	826
Spare part distributors and resellers	689
Service providers	1,024
Development, engineering	598
Consultants	287
Industry associations, other	139



OEMs and service providers

- By positions -

C-level executives, group executives	17.7%	
Managing directors, plant managers, divisional managers	35.6%	
Department managers, project managers	44.2%	
Other	2.5%	

- By functions -

Strategy, finance, organization	12.8%	
Development, design, engineering	42.6%	
Procurement, sourcing	7.5%	
Production, logistics	11.5%	
Sales, marketing, dealer network, fleet management	15.8%	
IT, system integration	9.1%	
Other	0.7%	

Car dealers

Owners, managing directors, branch managers	71.1%	
Sales managers, commercial managers	13.9%	
Customer service managers, spare parts/accessories	13.4%	
Other	1.6%	

Issue	ID	CD	Special / Editorial focus	Othe topics	Trade shows and events
1/2	09.01.	16.12.2022	<ul style="list-style-type: none"> ▶ Highlights Auto Tech World: Consumer Electronics Show 2023 ▶ Editorial focus: Autonomous Driving 	<ul style="list-style-type: none"> ▶ Automarketing Logistics 	Jan 5 to 8 CES, Las Vegas
3	23.01.	05.01.	<ul style="list-style-type: none"> ▶ Model Highlights 2023 ▶ Editorial focus: Alternative drives 	<ul style="list-style-type: none"> ▶ E-mobility Lightweight construction 	
4	06.02.	20.01.	<ul style="list-style-type: none"> ▶ Car Fleet - trends 2023 ▶ Editorial focus: tomorrow's car design 	<ul style="list-style-type: none"> ▶ After Sales & Service Autonomous Driving 	
5	20.02.	03.02.	<ul style="list-style-type: none"> ▶ Sustainability in the automotive industry ▶ Editorial focus: 125 years of Renault 	<ul style="list-style-type: none"> ▶ Car Fleet Smart Factory 	Feb 23 to 26 Retro Classics, Stuttgart Feb 27 to Mar 3 Mobile World Congress, Barcelona
6	06.03.	17.02.	<ul style="list-style-type: none"> ▶ Connected, digital and autonomous: the future of the car industry ▶ Editorial focus: Logistics 	<ul style="list-style-type: none"> ▶ Fleet Management Careers in automotive 	Mar 2 Automobilwoche conference „Success Factor Sustainability“, Munich Mar 14 to 16 embedded world, Nuremberg
7	20.03.	03.03.	<ul style="list-style-type: none"> ▶ Tires & Wheels 	<ul style="list-style-type: none"> ▶ Logistics IT / Digitalization 	Mar 21 to 23 Tire Technology Expo, Hannover
8	03.04.	17.03.	<ul style="list-style-type: none"> ▶ Finance, Leasing, Insurance ▶ Editorial focus: Future scenarios in the automotive industry 	<ul style="list-style-type: none"> ▶ E-fuels and other synthetic fuels 	Apr 12 to 16 Techno-Classica, Essen Apr 17 to 21 Hannover Messe, Hannover
9	17.04.	31.03.	<ul style="list-style-type: none"> ▶ World Market China ▶ Editorial focus: IT in the automotive industry 	<ul style="list-style-type: none"> ▶ Connected Car New business models 	
10	02.05.	14.04.	<ul style="list-style-type: none"> ▶ TOP 25 development service providers 	<ul style="list-style-type: none"> ▶ Anniversary: 110 Years of Aston Martin 	May 9 to 11 PCIM Europe, Nuremberg May 11 Automotive TopCareer, Stuttgart
11	15.05.	28.04.	<ul style="list-style-type: none"> ▶ Technology trends in electromobility 	<ul style="list-style-type: none"> ▶ Lightweight construction Digitalization in car service 	May 23 to 25 The Battery Show Europe, Stuttgart
12	30.05.	12.05.	<ul style="list-style-type: none"> ▶ Trade in transformation: The TOP 100 car dealers ▶ Editorial focus: Fleet und vehicle fleet management 	<ul style="list-style-type: none"> ▶ Anniversary: 75 Years of Land Rover 	
13	12.06.	26.05.	<ul style="list-style-type: none"> ▶ Top 50 women in the automotive industry ▶ Editorial focus: Smart Factory in the production world 	<ul style="list-style-type: none"> ▶ Logistics Car Fleet 	June 13 to 14 Automotive News Europe Congress, Paris June 13 to 15 Automotive Expo, Stuttgart June 22 Women's Leadership Day
14	26.06.	09.06.	<ul style="list-style-type: none"> ▶ TOP 25 IT-Service provider ▶ Editorial focus: Infotainment 	<ul style="list-style-type: none"> ▶ Automotive Electronics Interior Design 	

Issue	ID	CD	Special / Editorial focus	Othe topics	Trade shows and events
15	10.07.	23.06.	<ul style="list-style-type: none"> ▶ Future of the suppliers 	<ul style="list-style-type: none"> ▶ Car IT / Car Data ▶ Alternative Fuels 	
16	24.07.	07.07.	<ul style="list-style-type: none"> ▶ Megatrends in automotive electronics 	<ul style="list-style-type: none"> ▶ Automotive Cloud ▶ Hydrogen / Fuel cell 	
17/18	21.08.	04.08.	<ul style="list-style-type: none"> ▶ Trends in the aftermarket ▶ Editorial focus: Automotive electronics 	<ul style="list-style-type: none"> ▶ E-mobility charging network ▶ Assistance systems 	
19	04.09.	18.08.	<ul style="list-style-type: none"> ▶ IAA Mobility 2023 	<ul style="list-style-type: none"> ▶ Used Car Business ▶ Marketing 	Sep 5 to 10 IAA Mobility, Munich
20	18.09.	01.09.	<ul style="list-style-type: none"> ▶ Future materials procurement ▶ Editorial focus: Autonomous driving 	<ul style="list-style-type: none"> ▶ Sustainability strategies ▶ Car Digital 	
21	02.10.	15.09.	<ul style="list-style-type: none"> ▶ Used Car Business ▶ Editorial focus: smart production 	<ul style="list-style-type: none"> ▶ Automotive Cloud ▶ Retail and Aftermarket 	Oct 10 to 11 bfp FORUM, Frankfurt
22	16.10.	29.09.	<ul style="list-style-type: none"> ▶ Alternative drives ▶ Editorial focus: Interior Design 	<ul style="list-style-type: none"> ▶ Logistics ▶ Automotive electronics 	Oct 17 to 21 Oct 17 to 19 Fakuma Friedrichshafen eMove360° Europe, Munich
23	30.10.	13.10.	<ul style="list-style-type: none"> ▶ Autonomous driving ▶ Editorial focus: Logistics 	<ul style="list-style-type: none"> ▶ Tires & Wheels ▶ Internet Of Things 	Nov 8 to 9 Automobilwoche Congress, Berlin
24	13.11.	27.10.	<ul style="list-style-type: none"> ▶ Stable supply chains 	<ul style="list-style-type: none"> ▶ Car dealerships & service 	December Essen Motor Show
25	27.11.	10.11.	<ul style="list-style-type: none"> ▶ The race and e-market leadership 	<ul style="list-style-type: none"> ▶ Highlights from the Automobilwoche Congress 	
26	11.12.	24.11.	<ul style="list-style-type: none"> ▶ Best Dealerships to Work For in Germany 2023 	<ul style="list-style-type: none"> ▶ 2023 in Review/Winners of the Year 	

Display advertising and advertorial rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€13,943	€13,397	€12,850	€12,577	€12,304	€12,030	€11,757
Junior page	€11,050	€10,635	€10,220	€10,013	€9,805	€9,598	€9,390
Three fifth page	€11,204	€10,782	€10,360	€10,149	€9,938	€9,727	€9,516
Half page	€9,367	€9,029	€8,690	€8,521	€8,352	€8,182	€8,013
Two fifth page	€8,036	€7,758	€7,480	€7,341	€7,202	€7,063	€6,924
Half junior page horizontal	€6,892	€6,666	€6,440	€6,327	€6,214	€6,101	€5,988
Half junior page vertical	€6,892	€6,666	€6,440	€6,327	€6,214	€6,101	€5,988
Third page	€6,870	€6,645	€6,420	€6,308	€6,195	€6,083	€5,970
Quarter page	€5,583	€5,417	€5,250	€5,167	€5,084	€5,000	€4,917

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	€10,930	€1,093
Junior page	€8,300	€830
Three fifth page	€8,440	€844
Half page	€6,770	€677
Two fifth page	€5,560	€556
Half junior page horizontal	€4,520	€452
Half junior page vertical	€4,520	€452
Third page	€4,500	€450
Quarter page	€3,330	€333

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	€640
Four-color process	€1,920

Millimeter b&w rate

Valid for ads of a non-standard format

mm rate: €7.73

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

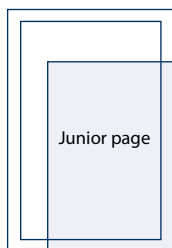
Data requirements: 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-3 (2002) or PDF/X-4. No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be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

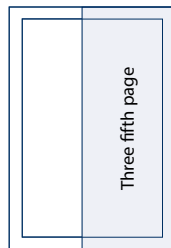
Standard advertisement formats



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



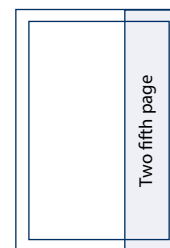
Junior page
195 x 283mm non-bleed
210 x 297mm with bleed*



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

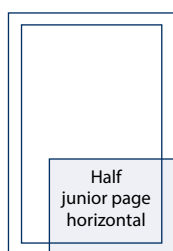


Half page
255 x 185mm non-bleed
285 x 200mm with bleed*

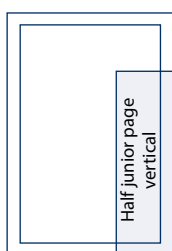


Two fifth page
99 x 377mm non-bleed
114 x 403mm with bleed*

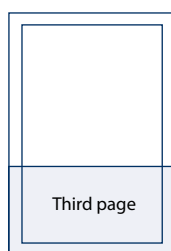
Double page (without illustration)
540 x 377mm non-bleed
570 x 403mm with bleed*



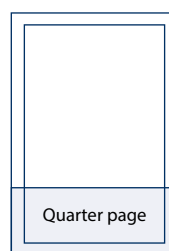
Half junior page horizontal
195 x 139mm non-bleed
210 x 148mm with bleed*



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



Third page
255 x 122mm non-bleed
285 x 130mm with bleed*



Quarter page
255 x 90mm non-bleed
285 x 97mm with bleed*

*For bleed ads, please add 3mm on sides, top and bottom.

Contacts

Sales Europe:

Thomas Heringer

Sales and Marketing Director
+49 8153 907-404 · thomas.heringer@crain.com

Alexandra Pethke

Southern Europe/Baden-Württemberg
+49 172 8334954 · alexandra.pethke@crain.com

Christoph Weiss

Northern Europe/Central Germany
+49 8153 907-463 · christoph.weiss@crain.com

Maria Valérien-Mertl

Bavaria/North Germany
+49 8153 907-430 · maria.valerien-mertl@crain.com

Sebastian Rödlbach

Production
+49 8153 907-409 · Fax +49 8153 907-425
sebastian.roedlbach@crain.com

Matthias Pioro

Head of Digital Sales & Marketing
+49 8153 907-433 · matthias.pioro@crain.com

Sales North America:

Detroit:

Matt Miller

Sales Director
+1-313-446-0496 · mmiller@autonews.com

Rob Couto

+1-313-446-0470 · rcouto@autonews.com

Matt Parsons

+1-313-446-5866 · mparsons@autonews.com

Sara Pope

+1-313-446-6051 · spope@autonews.com

Jerry Salame

+1-313-446-0481 · jsalame@autonews.com

New York:

Henry Woodhouse

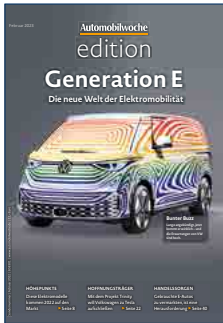
+1-212-210-0125 · hwoodhouse@autonews.com

Los Angeles:

Taren Zorn

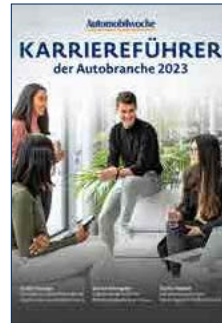
+1-310-426-2416 · tzorn@autonews.com

Special editions 2023



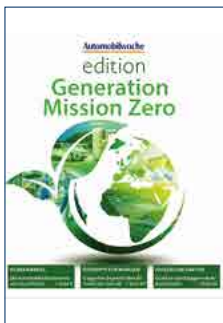
Generation E Nr. 1

Issue date: February 27
Ad close: February 3



Automotive Career Guide 2023

Issue date: May 15
Ad close: April 21



Edition Sustainability

Issue date: July 17
Ad close: June 23



Car Dealerships & Service

Issue date: September 4
Ad close: August 14



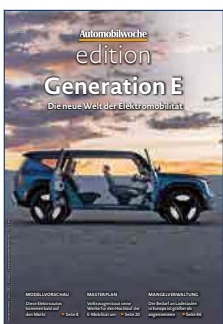
Automotive Consulting 2023

Issue date: October 16
Ad close: September 22



Car Cutaways

Issue date: October 30
Ad close: October 6



Generation E Nr. 2

Issue date: November 20
Ad close: October 27



Data Report 2023

Issue date: December 11
Ad close: November 17

Crain Communications GmbH
Argelsrieder Feld 13 · 82234 Oberpfaffenhofen · Germany
Phone: +49 8153 907-409 · Fax: +49 8153 907-425
Email: anzeigen@crain.com

www.automobilwoche.de

Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG