

September 13 – 17, 2022



HIGHLIGHT-TERMINE

Endlich wieder!

Automechanika: Neustart für die Branche – Restart at Frankfurt fair

BURKHARD RIERING
AUTOMOBILWOCHE, 13.9.2022

Die Automechanika in Frankfurt will 2022 wieder voll durchstarten. Mit bewährtem Messekonzept und einigen Neuerungen erwarten die Veranstalter nach der Pandemie-Flaute, wieder an alte Erfolge anknüpfen zu können – und neue zu feiern. „Wie keine andere Fachmesse bildet sie die gesamte Wertschöpfungskette des Automotive Aftermarkets ab“, sagt Messe-Direktor Burkhard Riering.



PLACE YOUR AD NOW:

Publication date: Sept 13-17
Ad close: Aug 19

THE OFFICIAL AUTOMECHANIKA TRADE FAIR NEWSPAPER

Get trade fair visitors from Germany and all over the world to your booth! The Frankfurt daily is published in German and English and showcases new products and services, innovations and event details, during the entire duration of the trade fair.

Supply Chain Management Day
Hall 4.0, Room Europa

11:00 AM – 1:00 PM

Schadentalk
Schadenmarkt in der Krise – wer gewinnt und wer verliert?
Claims talk
Claims market in the crisis - who wins and who loses?

Hall 11, Level 1 D64

SEPT. 16, 2022

2:00 PM

Preisverleihung Wettbewerb Karosserie & Lack
Award ceremony competition Body & Paint

Hall 11, Level 1 D64

An allen Tagen / All days

Innovation4Mobility Hall 3.0
Future Mobility Park Agora
Talents4AAA Hall X.Y
Zukunftswerkstatt 4.0 Hall 9.0
Automechanika Academy several Halls

wegen der Corona-Restriktionen nicht dabei sein kann. Auch Russland fehlt.

Die Liste der Neuerungen 2022 ist lang. Unter anderem gehören dazu der Relaunch des erfolgreichen „Innovation Award“ mit Rekorderneuerungen sowie die Sonderschau Innovation4Mobility mit Podien

New start for the automotive industry

Automechanika in Frankfurt wants to take off again in 2022. With a proven trade fair concept and some innovations, the organizers expect to be able to build on old successes - and celebrate new ones



Mehr als 2600 Aussteller informieren Besucher aus aller Welt.
More than 2600 exhibitors inform visitors from all over the world.

software, more digital, more algorithms. But the classic business with spare parts and accessories is of course also a fixed constant at the trade show. Proven and new in harmony side by side.

More than 2600 exhibitors, 85 percent of them from abroad, will be present in 2022. China, however, is an important country that cannot take part due to the Corona restrictions. Russia is also missing.

The list of innovations in 2022 is long. These include the relaunch of the successful "Innovation Award" with record entries and the special Innovation4Mobility show with podiums and panels. Automobilwoche will be there with a "Lunch Talk" on the subject of e-fuels.

Automechanika also offers more networking opportunities, such as the CEO Breakfast and daily Happy Hours. There will also be education and training initiatives as well as workshops. This year, the Remanufacturing Day will focus on sustainability.

Fair boss Detlef Braun: "Our aim is to cover the transformation in the global automotive industry holistically and in full."

Classic cars

Automechanika is no longer all about cars and trucks. Caravans and classic cars are also playing an important role. Both markets are lucrative for workshops and offer additional business. A market volume in the billions beckons here. For this reason, the trade show is expanding the business platform for historic vehicles, and there will be specialist presentations, networking and showcases. In the area of campers and motorhomes, workshops on repair and maintenance will also be offered.



Bildunterschrift, Muster- und Blindtext
slkfdj öaslkdf aösfslkjsf.
Bildunterschrift, Muster- und Blindtext
slkfdj öaslkdfj öaslkdf aösfjsf.



Halle 8
Stand C04

maha.de

MAKE THE MOST OF YOUR PRESENCE

at the Automechanika to get visitors to your booth!

PLACE YOUR AD NOW:

Publication date: Sept 13-17
Ad close: Aug 19



INTERNATIONAL

All content is bilingual in German and English to reach the international Automechanika audience

GET FULL ATTENTION

Get more attention for your company and your products! Your ad guides potential customers to your booth.

COVER THE WHOLE DURATION OF THE FAIR

By booking an ad in the trade fair newspaper, you make sure to get more traffic to your booth on all five days of the fair

VALUE FOR MONEY

Attractive advertising opportunity – pay once and be present on all five days of the fair

Circulation
25,000
copies

Format
285mm x
403mm

**Bilingual in
German and English
for your customers
worldwide**

**Active distribution
to all visitors on the
morning of each day
of the fair**

**Additional
distribution to all
trade fair hotels
in Frankfurt**

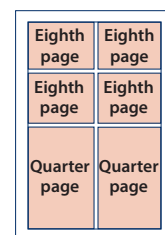
RATES

Cover box (non-bleed)	6,750 €
Cover strip (non-bleed)	8,900 €
Full page	10,829 €
Junior page	8,900 €
Half page	6,748 €
Third page	5,296 €
Quarter page	4,669 €

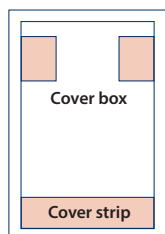
RATES MARKET PLACE

Quarter page (non-bleed)	2,800 €
Eighth page (non-bleed)	1,500 €

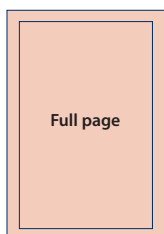
All rates in bleed format, unless indicated otherwise, exclusive of VAT.



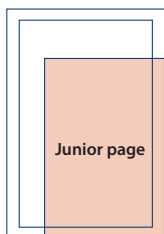
Quarter page
125 x 180 mm
Eighth page
125 x 87mm



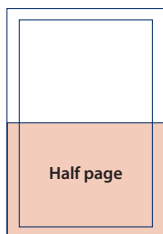
Cover box
47.5 x 66.5 mm
Cover strip
255 x 40 mm



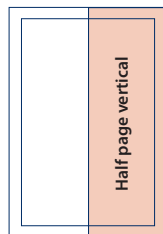
Full page
285 x 403 mm



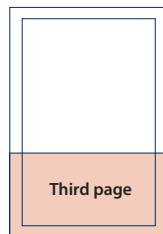
Junior page
210 x 297 mm



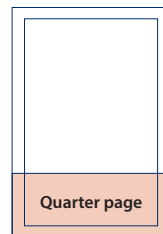
Half page
285 x 200 mm



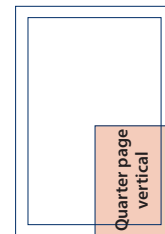
Half page vertical
140 x 403 mm



Third page
285 x 130 mm



Quarter page
285 x 97 mm



Quarter page vertical
140 x 200 mm

CONTACT:

Crain Communications GmbH
Argelsrieder Feld 13
82234 Oberpfaffenhofen
Germany

Phone +49 8153 907-409
E-mail anzeigen@craincom.de
www.automobilwoche.de

Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG