

Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

MEDIA KIT 2021



The automotive industry faces unprecedented challenges in 2021: Coping with the pandemic, climate targets, sustainable mobility, digital transformation and electric powertrains will determine the automotive business.

Critical independent journalism is becoming increasingly important for executives and decision-makers. Only well-founded and reliable editorial content meets the information needs to evaluate increasingly complex issues in order to make good business decisions.

Automobilwoche content focuses on the entire value chain of the mobility market, car manufacturers, suppliers, car dealerships and service providers. The highly qualified editorial team delivers all important news and information online around the clock, daily in our newsletters and with all journalistic depth in the successful print and e-paper.

Automobilwoche is the most quoted B2B newspaper in Germany. It is part of the globally recognized Automotive News Group and one of the top 25 German B2B media brands across all industrial sectors.

Automobilwoche readers, online users and event attendees are executives and decision-makers of the auto industry. Take advantage of *Automobilwoche's* exclusive access to this premium target group. Place your advertising in our print and online products or become a sponsor of our top-class live and digital events such as the *Automobilwoche Kongress* 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: 30,308 copies including 2,625 ePaper
Print run: 28,125 copies
Paid circulation: 11,077 copies including 2,625 ePaper

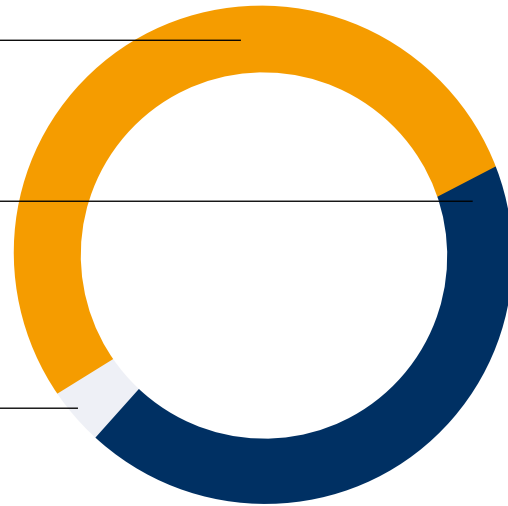
Circulation audit



IVW, Q2 2020

Readership

OEMs	14,761
Vehicle manufacturers	8,071
Suppliers	6,690
Car dealers	14,486
Franchisees, independent dealers	12,877
Manufacturer-owned dealerships	870
Spare part distributors and resellers	739
Service providers	1,061
Development, engineering	673
Consultants	301
Industry associations, other	87



OEMs and service providers

- By positions -

C-level executives, group executives	10.9%
Managing directors, plant managers, divisional managers	40.8%
Department managers, project managers	46.6%
Other	1.7%

- By functions -

Strategy, finance, organization	14.2%
Development, design, engineering	39.8%
Procurement, sourcing	7.6%
Production, logistics	8.9%
Sales, marketing, dealer network, fleet management	18.9%
IT, system integration	10.1%
Other	0.5%

Car dealers

Owners, managing directors, branch managers	72.1%
Sales managers, commercial managers	13.2%
Customer service managers, spare parts/accessories	13.5%
Other	1.2%

JANUARY

No. 1/2 • January 11		No. 3 • January 25	
Copy deadline December 18, 2020		Copy deadline January 8	
Special: CES trade fair edition Editorial focus: Model highlights 2021	Other topics: Car fleet business Production	Special: Run-up of e-mobility Editorial focus: Used-car marketing	Other topics: Automotive marketing Logistics
January 11 to 14 // CES, Las Vegas (digital)			

FEBRUARY

No. 4 • February 8		No. 5 • February 22	
Copy deadline January 22		Copy deadline February 5	
Special: Success factors in car trade Editorial focus: Climate protection	Other topics: E-mobility Digitization in the car	Special: Connected Car Editorial focus: Car fleet business	Other topics: Car dealerships Tires and wheels

MARCH

No. 6 • March 8		No. 7 • March 22	
Copy deadline February 19		Copy deadline March 5	
Special: Financing, insurance, leasing Editorial focus: Automotive electronics	Other topics: Service and aftersales Alternative drive systems	Special: Strategies for sustainability Editorial focus: Supply chain/logistics	Other topics: Car fleet business Careers in the auto industry
Special edition Generation E No. 1 March 1 // Ad close February 5			

APRIL

No. 8 • April 6		No. 9 • April 19	
Copy deadline March 19		Copy deadline April 1	
Special: Lead market China Editorial focus: Autonomous driving	Other topics: E-mobility Design	Special: Smart production	Other topics: Digital car Car dealerships

MAY

No. 10 • May 3		No. 11 • May 17		No. 12 • May 31	
Copy deadline April 16		Copy deadline April 30		Copy deadline May 14	
Special: Development and engineering: Top 25 development service providers	Other topics: Logistics In-car infotainment	Special: Tires and wheels, including Talk from the Top: CEOs and their plans Editorial focus: Financing, leasing, insurance	Other topics: Alternative drive systems Service and aftersales	Special: Top 100 car dealerships	Other topics: E-mobility Production
		Special edition Automotive Career Guide May 17 // Ad close April 16		Special edition 100 Pioneers Mission Zero May 25 // Ad close April 30	

JUNE

No. 13 • June 14		No. 14 • June 28	
Copy deadline May 28		Copy deadline June 11	
Special: Top 50 Women in the German auto industry	Other topics: Car fleet business Automotive marketing	Special: Top 25 IT service providers Editorial focus: Interior design and infotainment	Other topics: Car dealerships Tires and wheels

Editorial calendar

As of May 4, 2021

JULY

No. 15 • July 12		No. 16 • July 26	
Copy deadline June 25		Copy deadline July 9	
Special: Top 100 suppliers Editorial focus: Car IT	Other topics: Service and aftersales Sustainability	Special: Trends in the German car trade Editorial focus: Driver assistance systems	Other topics: Design Careers in the auto industry
Special edition Generation E No. 2 July 19 // Ad close June 25			

AUGUST

No. 17/18 • August 23	
Copy deadline August 6	
Special: Caravan Salon trade fair edition Editorial focus: E-fuels and climate protection	Other topics: Logistics Alternative drive systems
August 27 to September 5 // Caravan Salon, Düsseldorf	

SEPTEMBER

No. 19 • September 6		No. 20 • September 20	
Copy deadline August 20		Copy deadline September 3	
Special: IAA trade fair edition Editorial focus: Automechanika	Other topics: E-mobility Tires and wheels	Special: Design and digital interior	Other topics: Car fleet business Production
IAA Show Dailies September 6 to 8 // Ad close August 20	Special edition Car Dealerships and Service September 6 // Ad close August 13	September 7 to 12 // IAA Mobility, Munich September 14 to 16 // Automechanika, Frankfurt	

OCTOBER

No. 21 • October 4		No. 22 • October 18	
Copy deadline September 17		Copy deadline October 1	
Special: Autonomous driving Editorial focus: Industry 4.0	Other topics: Digital car Recycling and sustainability	Special: The world of automobile factories Editorial focus: Automotive electronics	Other topics: Automotive marketing Future retail
Special edition International Suppliers Fair October 4 // Ad close September 10	October 5 to 7 // International Suppliers Fair (IZB), Wolfsburg	Special edition Generation E No. 3 October 25 // Ad close October 1	

NOVEMBER

No. 23 • November 2		No. 24 • November 15		No. 25 • November 29	
Copy deadline October 15		Copy deadline October 29		Copy deadline November 12	
Special: The new car manufacturers Editorial focus: Software/Car IT	Other topics: E-mobility Digital trade	Special: Supplier strategies for the future	Other topics: Service and aftersales Tires and wheels	Special: Automobilwoche Kongress – Highlights	Other topics: In-car infotainment Logistics
Special edition Automotive Consulting November 2 // Ad close October 1		Special edition Car Cutaways November 15 // Ad close October 22		Special edition Tesla November 22 // Ad close October 29	

DECEMBER

No. 26 • December 13	
Copy deadline November 26	
Special: Best Dealerships To Work For: The most attractive dealerships Editorial focus: Year in review and outlook for 2022	Other topics: Digital car E-mobility
Special edition Data Report 2021 December 13 // Ad close November 19	

Display advertising and advertorial rates €

Four-color process rates including frequency discounts and bleed

Frequency	1x	3x	6x	9x	12x	18x	24x
Full page	€12,512	€12,021	€11,530	€11,285	€11,039	€10,794	€10,548
Junior page	€9,916	€9,543	€9,170	€8,984	€8,797	€8,611	€8,424
Half page	€8,398	€8,094	€7,790	€7,638	€7,486	€7,334	€7,182
Two fifth page	€7,199	€6,950	€6,700	€6,575	€6,451	€6,326	€6,201
Half junior page horizontal	€6,176	€5,973	€5,770	€5,669	€5,567	€5,466	€5,364
Half junior page vertical	€6,176	€5,973	€5,770	€5,669	€5,567	€5,466	€5,364
Third page	€6,154	€5,952	€5,750	€5,649	€5,548	€5,447	€5,346
Quarter page	€4,999	€4,850	€4,700	€4,625	€4,551	€4,476	€4,401
Fifth page	€4,460	€4,335	€4,210	€4,148	€4,085	€4,023	€3,960

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	€9,820	€982
Junior page	€7,460	€746
Half page	€6,080	€608
Two fifth page	€4,990	€499
Half junior page horizontal	€4,060	€406
Half junior page vertical	€4,060	€406
Third page	€4,040	€404
Quarter page	€2,990	€299
Fifth page	€2,500	€250

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	€570
Four-color process	€1,710

Millimeter b&w rate

Valid for ads of a non-standard format

mm rate:	€6.94				
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

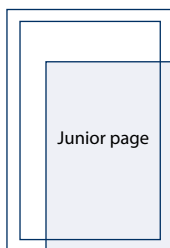
Data requirements: 60 screen. PDF files must be sent with printed proofs, PDF standards PDF/X-3 (2002) or PDF/X-4. No warranty is accepted for other data formats. Full-color printing is only possible with Euroscale DIN 16539 (black, cyan, magenta, yellow). Non-standard colors (HKS or Pantone) must be converted to Euroscale. Please enclose an original-size printout for verification purposes. We also require a true-color proof for color verification.

Standard advertisement formats



Full page

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



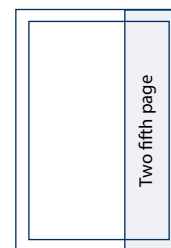
Junior page

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



Half page

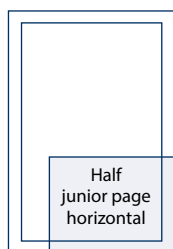
Half page
255 x 185mm non-bleed
285 x 200mm with bleed*



Two fifth page

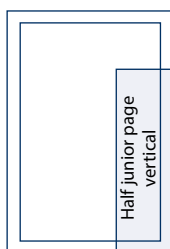
Two fifth page
99 x 377mm non-bleed
114 x 403mm with bleed*

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



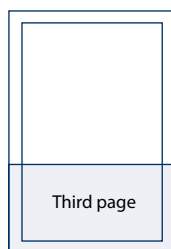
Half junior page horizontal

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



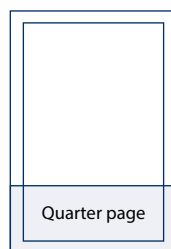
Half junior page vertical

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



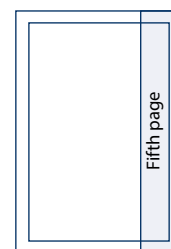
Third page

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 media brand for the auto industry in Germany



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

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