



# MEDIA INFORMATION 2010

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**GWV MEDIA**  
Richtig schalten.

CONTENTS

← BACK | NEXT →

QUIT ■

# Your contact partners in the advertising marketing department

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-323



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## Table of Contents

Title portrait.....	Page 1
Circulation and distribution analysis.....	2
Schedule and topics.....	3-4
Advertising ratecard no. 53.....	5-6
Online advertising.....	7-8
Specification for digital copy.....	9
ATZautotechnology.....	10



## Title portrait

### 1 Brief description:

**ATZ** is the internationally distributed trade journal for research, development, design, experiment and production in the automotive industry. It promotes the communication of information and the exchange of ideas on a scientific basis between car industry and suppliers as well as research and development centres in the whole world.

### 2 Frequency:

11 times a year

### 3 Year of publication:

112th volume 2010

### 4 Internet:

www.ATZonline.de

### 5 Membership:

-

### 6 Organ:

Organ der VDI-Gesellschaft Fahrzeug- und Verkehrstechnik (FVT)  
Organ der Forschungsvereinigung Automobiltechnik e. V. (FAT) und des Normenausschusses Kraftfahrzeuge (FAKRA) im DIN Deutsches Institut für Normung e.V.  
Organ der Wissenschaftlichen Gesellschaft für Kraftfahr-zeug- und Motortechnik e.V. (WKM)

### 7 Publisher:

Dr. Ing. E.h. Richard van Basshuysen  
Wolfgang Siebenpfeiffer

### 8 Publishing company:

Springer Fachmedien Wiesbaden GmbH  
Springer Automotive Media

#### Postal address:

#### Address:

POB 1546, 65173 Wiesbaden, Germany  
Abraham-Lincoln-Str. 46  
65189 Wiesbaden, Germany

#### Phone:

+49(0)611.7878-0

#### Fax:

+49(0)611.7878-400

#### Internet:

www.gvw-media.de

#### e-mail:

see contact partners

### 9 Editor:

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e-mail: johannes.winterhagen@springer.com

### 10 Advertising:

Sabine Röck (Ad sales manager)  
phone +49(0)611.7878-269  
e-mail: sabine.roeck@gvw-media.de

### 11 Distribution:

Subscription service: Renate Vies  
phone +49(0)5241.801692 · fax .809620  
e-mail: SpringerAutomotive@abo-service.info

### 12 Subscription price:

yearly subscription	Germany	€ 224,- (plus p&p)
single issue		€ 26,- (plus p&p)

### 13 ISSN:

0001 - 2785

### 14 Scope analysis 2008 = 11 issues + 8 supplements

<b>Size of journal:</b>	210 mm width x 279 mm height
<b>Total volume:</b>	2.112 pages = 100,0%
<b>Editorial part:</b>	1.742 pages = 82,5%
<b>Advertisement part:</b>	371 pages = 17,5%

#### Supplements:

25 items

### 15 Content analysis of the editorial part 2008 = 1.742 pages

research	256 pages = 14,7%
development	800 pages = 45,9%
management	185 pages = 10,6%
electric/electronic	136 pages = 7,8%
materials	86 pages = 4,9%
service	176 pages = 10,1%
other	103 pages = 5,9%



### 16 Circulation monitoring:



**17 Circulation analysis:** average number of copies per issue in one year (July 1 2008 - June 30 2009)

<b>Print run:</b>	7.132		
<b>Actual distributed circulation (ADC):</b>	6.543	of which, abroad:	1.017
<b>Copies sold</b>	4.314	of which, abroad:	887
- Subscription copies:	4.154	members-copies:	170
- Other sale:	149		
- Individual copies sold:	11		
<b>Voucher copies:</b>	2.229		
<b>Reminder, archive and records copies:</b>	589		

### 18 Geographical distribution analysis:

Economic area	percentage of actual circulation	
	%	copies
Germany	84	5.526
Foreign countries	16	1.017
Actual distributed circulation	100	6.543

### Coverage in Germany structured according to Nielsen areas:

Current coverage upon request.

Issue Month Advertising deadline(AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Major topic	Focal points		Special issues, yearbooks, etc. *)
<b>1 January</b> AD 24.11.2009 CD 01.12.2009 PD 23.12.2009	<b>Auto Expo India</b> , New Delhi (05–11.01.) <b>North American International Auto Show</b> , Detroit/USA (11–24.01.)	Acoustics for new vehicle concepts	Innovative chassis systems	Air conditioning	
<b>2 February</b> AD 30.12.2009 CD 08.01.2010 PD 29.01.2010		Self-controlled driving/ driver-assistance systems	Exhaust systems	Light technology	
<b>3 March</b> AD 29.01.2010 CD 05.02.2010 PD 26.02.2010	<b>Geneva Motor Show</b> , Switzerland (04–14.03.) <b>Stuttgart International Symposium</b> (16–17.03.) <b>VDI Conference Plastics in Automotive Engineering</b> , Mannheim (17–18.03.) <b>VDA Technical Congress</b> , Ludwigsburg (24–25.03.)	Electrification of the powertrain	Interior	Simulation	<b>careers4engineers</b>
<b>4 April</b> AD 26.02.2010 CD 05.03.2010 PD 26.03.2010	<b>SAE World Congress</b> , Detroit/USA (12–15.04.) <b>VDI Conference Optische Technologien in der Fahrzeugtechnik</b> , Karlsruhe (14–15.04.) <b>Auto China</b> , Beijing (23.04.–02.05.) <b>International Vienna Motor Symposium</b> , Austria (29–30.04.)	Thermomanagement: heating and cooling	Developing suitably for production	Transmission	
<b>SPECIAL</b> PD 15.04.2010	<b>Bauma</b> , Munich (19.–25.04.)	<b>Special issue of ATZoffhighway: construction machines, agricultural machines and special purpose vehicle</b>			
<b>5 May</b> AD 01.04.2010 CD 09.04.2010 PD 30.04.2010	<b>Conference for Body Engineering</b> , Hamburg (03–04.05.) <b>Sensor+Test</b> , Nuremberg (18–20.05.) <b>FISITA World Automotive Congress</b> , Budapest/Hungary (30.05.–04.06.)	Body concepts (design + function)	Steering and braking	Software engineering	
<b>6 June</b> AD 28.04.2010 CD 05.05.2010 PD 28.05.2010	<b>Testing Expo</b> , Stuttgart (22–24.06.) <b>VDI Conference Transmissions in Vehicles</b> , Friedrichshafen (22–23.06.) <b>euroLITE</b> , Salzburg/Austria (June)	Lightweight design/ materials	Clutches	Experimental methods/ test systems	<b>careers4engineers</b> --- <b>Automotive Engineering Partners</b>

Issue Month Advertising deadline(AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Major topic	Focal points		Special issues, yearbooks, etc. *)
<b>7/8 July/Aug.</b> AD 11.06.2010 CD 18.06.2010 PD 09.07.2010		Car-2-X/ telematics communication	Wheels and tyres	Simulation	<b>System Partners</b>
<b>9 September</b> AD 06.08.2010 CD 15.08.2010 PD 03.09.2010	<b>Automechanika</b> , Frankfurt/Main (14–19.09.) <b>IAA Commercial Vehicles</b> , Hanover (23–30.09.)	Innovative commercial-vehicle concepts	Active and passive safety	Energy storages/ batteries	<b>careers4engineers</b>
<b>SPECIAL</b> PD 16.09.2010	<b>IAA Commercial Vehicles</b> , Hanover (23–30.09.)	<b>Special issue of ATZoffhighway: construction machines, agricultural machines and special purpose vehicle</b>			
<b>10 October</b> AD 27.08.2010 CD 03.09.2010 PD 24.09.2010	<b>Aachen Colloquium</b> , (04–06.10.) <b>International Suppliers Fair (IZB)</b> , Wolfsburg (06–08.10.) <b>Paris Motor Show</b> , France (02–17.10.) <b>VDI/VW Conference Integrated Safety and Driver Assistance Systems</b> , Wolfsburg (October)	Operation: new human-machine interfaces	Aerodynamics	Measuring & testing	
<b>11 November</b> AD 24.09.2010 CD 30.09.2010 PD 22.10.2010	<b>K</b> , Düsseldorf (27.10.–03.11.) <b>VDI Conference Innovative Fahrzeugantriebe</b> (November) <b>Electronica</b> , Munich (09–12.11.) <b>VDI Conference Numerical Analysis and Simulation in Vehicle Engineering</b> , Baden-Baden (November)	Plastics and lightweight design	Control devices	Tanks/ fuel systems	<b>careers4engineers</b> --- <b>ATZproduktion body + sheet metal special</b>
<b>12 December</b> AD 28.10.2010 CD 03.11.2010 PD 26.11.2010	<b>Euromold</b> , Frankfurt/Main (December) <b>CTI Symposium Innovative Automotive Transmissions</b> (December)	Vehicle concepts for emerging markets	Experimental methods/ test systems	Transmission	<b>VDI-FVT yearbook</b> --- <b>Formula Student</b>
<b>1 January 2011</b> AD 02.12.2010 CD 09.12.2010 PD 31.12.2010	<b>North American International Auto Show</b> , Detroit/USA (January)	Digital prototypes	Interior equipment	Light technology	

Permanent sections: development, interviews, opinion forums, research, conference reports, appointments section.

**\*) Special issues / yearbooks / manufacturers' editions are ATZ | MTZ supplements**

Other current special editions and special topics will be published in time.

This overview of the planned topics for 2010 is designed to help you with your advanced planning. The editor reserves the right to make changes.

You could get further information by calling +49 (0)611.7878-269



### 1 Print run:

distribution print run: 7.132  
actual distributed circulation (ADC) (as defined in AMF-system 2): 6.543

### 2 Magazine size:

trimmed: 210 mm width x 279 mm height

Type area: 175 mm width x 240 mm height

### 3 Printing and binding process; setting copies:

offset, digital transmission is possible; see  
"Specifications for digital copy" page 9

### 4 Publication dates:

rhythm of publication: 11 issues a year plus special issues  
date of publication/deadline for advertisement: cf. dates and  
subject plan pages 3+4

### 7 Advertisement formats and prices: The currently valid VAT must be added to all prices.

Format		width x height in mm	Basic price b/w in Euro	2 colours in Euro	3 colours in Euro	4 colours in Euro
<b>2/1 page</b>		388 x 240	<b>6.800,-</b>	<b>7.650,-</b>	<b>8.500,-</b>	<b>9.350,-</b>
<b>1/1 page</b>		175 x 240	<b>3.400,-</b>	<b>4.250,-</b>	<b>5.100,-</b>	<b>5.950,-</b>
<b>2/3 page</b>	upright	115 x 240	<b>2.828,-</b>	<b>3.535,-</b>	<b>4.242,-</b>	<b>4.949,-</b>
	horizontal	175 x 156				
<b>Junior page</b>		115 x 178	<b>1.850,-</b>	<b>2.313,-</b>	<b>2.775,-</b>	<b>3.238,-</b>
<b>1/2 page</b>	upright	85 x 240	<b>1.780,-</b>	<b>2.225,-</b>	<b>2.670,-</b>	<b>3.115,-</b>
	horizontal	175 x 117				
<b>1/3 page</b>	upright	55 x 240	<b>1.380,-</b>	<b>1.725,-</b>	<b>2.070,-</b>	<b>2.415,-</b>
	horizontal	175 x 76				
<b>1/4 page</b>	upright	40 x 240	<b>890,-</b>	<b>1.113,-</b>	<b>1.335,-</b>	<b>1.558,-</b>
	horizontal	175 x 56				
	bloc	85 x 117				
<b>1/8 page</b>	upright	55 x 86	<b>580,-</b>	<b>803,-</b>	<b>1.026,-</b>	<b>1.249,-</b>
	horizontal	175 x 25				
	bloc	85 x 56				
<b>1/16 page</b>	horizontal	175 x 10	<b>380,-</b>	<b>530,-</b>	<b>680,-</b>	<b>830,-</b>
	bloc	85 x 25				

### 5 Publishing company:

Springer Fachmedien Wiesbaden GmbH  
Springer Automotive Media  
POB 1546, 65173 Wiesbaden, Germany

Postal address:

Office address:

Abraham-Lincoln-Straße 46,  
65189 Wiesbaden, Germany

### Advertising department:

phone +49(0)611.7878-269  
fax +49(0)611.7878-140

### 6 Terms of payment:

2% discount if payment is received before date of publication;  
15% agency commission; prices plus VAT; to be paid upon receipt of invoice.

### Account details:

Postbank Hamburg, Kto.-Nr. 576 826 201 (BLZ 200 100 20)

## 8 Surcharges:

2nd, 3rd and 4th cover page, 4c, plus	€ 510,-
Binding positioning regulations, plus	€ 510,-

### Extra charges for colours:

special colours, plus 35 % of b/w price

### Special formats:

ads reaching into cords, plus	10% of b/w price
isolated ads (text on every side), plus	60% of b/w price
satellite ads, plus	10% of b/w price
bleed ads, plus	20% of b/w price

Formats for bleed ads (incl. bleed difference on all sides)

		w x h (in mm)		w x h (in mm)	
1/1 page		216 x 285			
1/2 page	upright	107 x 285		horizontal	216 x 143
1/3 page	upright	69 x 285		horizontal	216 x 92
1/4 page	bloc	107 x 143		horizontal	216 x 69
Other formats upon request.					

9 Job Ads: on request

10 Special Ads: on request

11 Discounts: for placement in one insertion year:

by number of ads		by number of pages	
3 times appearing	3%	3 pages	5%
6 times appearing	5%	6 pages	10%
9 times appearing	10%	9 pages	15%
12 times appearing	15%	12 pages	20%

12 Discounts for insertion in more than one magazine: on request

### Only one discount table for every placement.

Discounts also on fullcoloured advertisements.

## 13 Bound inserts:

2 pages	€ 3.892,-
4 pages	€ 5.892,-
Smaller formatted inserts and paper weight	on request
Delivery untrimmed, bleed difference	on request
Discount by number of pages (2 insert page = 1/1 page)	

14 Supplements: unbound, maximum format 203 mm width x 272 mm height.  
price: up to 25 g per thousand € 270,-  
up to 30 g per thousand € 280,-

Number of supplements	on request
Price for heavier supplements	on request

## 15 Tip-on-cards, samples and others:

price per thousand incl. gluing (only in combination with an 1/1-advertising)	€ 190,-
Number of cards	on request
Bigger and heavier formats (applies also to samples).	on request
No discounts.	

16 Forwarding address: (for pos. 13 - 15) on request

Delivery note: "ATZ Automobiltechnische Zeitschrift" (no.)

Find our general terms and conditions on [www.gwv-media.de](http://www.gwv-media.de)



- 1 Web adress (URL):** www.ATZonline.de
- 2 Brief description:** **ATZonline** is the comprehensive portal of the technical magazines ATZ, MTZ, ATZelektronik and ATZproduktion. It provides engineers and decision-makers in the automotive industry with the latest technology and sector news. The unique subject portfolio with its exclusive contents serve the user's need for knowledge throughout the entire value-added chain.
- 3 Target group:** professional engineers in the car and supplier industry as well as engine construction sectors. The value chain extends from pre-development, construction and trial to production planning.
- 4 Publisher:** Springer Fachmedien Wiesbaden GmbH  
Springer Automotive Media  
Abraham-Lincoln-Str. 46  
65189 Wiesbaden, Germany  
phone +49(0)611.7878-0 · fax -400
- 5 Contact:** **Mandy Krause**  
phone +49(0)611.7878-313 · fax -430  
e-mail: mandy.krause@gwv-media.de

**6 Traffic controller:**



**7 Traffic:**

on request, alternatively: www.ivw.de  
sector "online Nutzungsdaten"

**8 Data delivery:**

By 2 working days before publication to  
banner@gwv-media.de  
GIF, JPG, HTML, Flash, DHTML or  
Java up to 15 KB (larger on inquiry)

**Info Flash:**

```

Actionscript 1+ 2
on (release) {
  getURL (_level0.clickTag, "_blank");
}
or
ActionScript 3.0 (Flash CS3)
var _url:String = "";
if (LoaderInfo(root.loaderInfo).parameters.clickTag)
{ _url = LoaderInfo(root.loaderInfo).parameters.clickTag;
myButton.addEventListener(MouseEvent.CLICK, handleClick); }
function handleClick(event:MouseEvent):void
{ navigateToURL(new URLRequest(_url), "_blank");
}
    
```

**9 use external adservers:**

possible

**10.1 Advertising formats and prices:** The current rate of VAT must be added to all prices.

Web	Pixel Format	CPT in €	Kilobites
1 Textad + Logo (GIF)	300 x 115	55,-	max. 45
2 Rectangle	300 x 250	75,-	max. 45
3 Video Rectangle (polite streaming)	300 x 250	75,-	max. 45
4 Expandable Rectangle Small	630 x 250	100,-	max. 45
5 Expandable Rectangle Large	630 x 350	125,-	max. 45
6 Corner Ad (bottom left)	on request	100,-	max. 45
7 Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150,-	max. 45
8 Half page	300 x 600	150,-	max. 45
9 Expandable Half page	630 x 600	on request	max. 45
Web (ad specials)	Pixel Format	Fixprice in €	Kilobites
1 Whitepaper / Best Practice	.pdf	1.500,- (4 weeks)	max. 500
2 WebTV / Webcast	.avi   .mpg .mov   .wmv	1.200,- (4 weeks)*	on request
3 Stand-Alone-Newsletter		0,75 pro eMail address	on request
4 Microsite		1.500,- (4 weeks) + Setup	on request
5 Sponsorpackage Business-Partner		13.800,- (12 months)**	on request
6 Sponsorpackage Premium-Partner		27.000,- (12 months)**	on request
7 BranchenIndex Business		440,- (12 months)**	on request
8 BranchenIndex FirstClass		780,- (12 months)**	on request
Newsletter	Pixel Format	CPT in €	Kilobites
1 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 300 charakters***	55,-	max. 50
2 Advertorial/Textad + Logo/Picture (GIF or JPEG)	150 x 100 Text 650 charakters***	75,-	max. 50
3 Rectangle (GIF or JPEG)	300 x 250	75,-	max. 50

\*) Video creating on request  
 \*\*) Package content on request  
 \*\*\*) inkl. space

**11 Discounts:** on request

Conditions agreed for print media will not be applied for online media

**12 Terms of payment:**  
 2% discount if payment is received before publication;  
 15% commission for agencies;  
 prices plus VAT.  
 Payable upon receipt of invoice

**Account details:**  
 Postbank Hamburg, account number 576 826 201, bank code 200 100 20

Find our general terms and conditions on [www.gwv-media.de](http://www.gwv-media.de)





### Specifications for digital copy

#### Contact

Susanne Bretschneider, advertising placement  
phone +49(0)611.7878-153  
fax +49(0)611.7878-443

#### Data provision

- Please deliver printable PDF/X3 files in the size of the advertising format (with no white edges).
- Trimmed (bleed-off) advertisements must have a 3 mm bleed difference on the relevant edges.
- Special colours must be defined as HKS or Pantone.
- The maximum ink deposit should not exceed 300%.

#### Proofs

As we print according to process standard offset (PSO) we do not need proofs.

#### Links

- **FTP:** access data

on request

- **Email:** [susanne.bretschneider@gwv-media.de](mailto:susanne.bretschneider@gwv-media.de)

Data transmitted by email should not exceed 10 MB in volume!

#### Data transfer

- Please use Winzip (.ZIP) for data compression purposes.
- Give the zip file a name beginning with the periodical title followed by the issue and the client.

#### For support with

- Creating PDF/X3 files
- Distiller JobOptions
- Pitstop Settings, etc.,  
please ring +49(0)931.385-332 | Stürtz GmbH

### Brief description

**ATZautotechnology**, the international automotive magazine for engineers of the global automotive and automotive-supplier industry offers information on a technical and scientific range of topics from the areas of vehicle and engine development, electronics and production.

**ATZautotechnology** is the ideal platform for your export activities; not only due to international distribution, but also because of its use as an official medium for FISITA, The World Body for Automotive Engineers.

### Geographical breakout of circulation in 2010 %

Western Europe		50
United Kingdom	15	
Italy	10	
Netherlands	6	
Spain	7	
France	8	
Others	4	
Eastern Europe		7
Asia		26
India	12	
Japan	5	
China	4	
Korea	4	
Others	1	
North America		16
South America and Asia Pacific		1
Total		100

### Deadlines

Issue	Advertising deadline	Publication date
1	22.01.2010	19.02.2010
2	09.03.2010	09.04.2010
3	04.05.2010	04.06.2010
4	02.08.2010	31.08.2010
5	24.09.2010	22.10.2010
6	12.11.2010	10.12.2010

**Prices** The currently valid VAT must be added to all prices

ATZ prices apply for having your advert only published in ATZautotechnology:

1/1 page 4c	€ 5.950,-
1/2 page	€ 3.115,-
1/4 page	€ 1.558,-

### Combination offer\*

<b>ATZautotechnology +</b>	1/1 page	€ 2.500,-
<b>ATZ or MTZ or ATZelektronik or ATZproduktion</b>	1/2 page	€ 1.309,-
	1/4 page	€ 655,-

Further formats on request.

\*Only applicable in combination with the respective German magazine.

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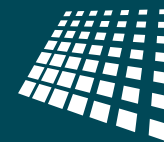
Cross Media →

[www.ATZonline.de](http://www.ATZonline.de)  
[www.Automotive-Agenda.de](http://www.Automotive-Agenda.de)  
[www.BranchenIndex.de](http://www.BranchenIndex.de)

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Specials and "extras"



 Springer Automotive Media



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Richtig schalten.

CONTENTS

← BACK | NEXT →

QUIT ■