



MEDIA INFORMATION 2010



GWV MEDIA
Richtig schalten.

www.gvv-media.de

CONTENTS

← BACK | NEXT →

QUIT ■

Your contact partners in the advertising marketing department

PHONE +49(0)611.7878-

-323



BRITTA DOLCH
Head of advertising management
automotive and technology
britta.dolch@gww-media.de

-260



AHMADOU NDIAYE
Ad sales
ahmadou.ndiaye@gww-media.de

-313



MANDY KRAUSE
Ad sales online
mandy.krause@gww-media.de

-153



SUSANNE BRETSCHNEIDER
Ad placement
Fax: -443
susanne.bretschneider@gww-media.de

FAX +49(0)611.7878-430

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



1 Brief description:

ATZproduktion is the specialist magazine for engineers in the automotive and component manufacturing industries and for managers in technical purchasing. The editorial focus is on innovations, processes and management issues relating to every aspect of the product creation process. The range of subjects covers all important areas of automotive production, from initial planning right through to manufacturing, assembly and final inspection.

ATZproduktion is the only specialist German magazine that reports on innovative manufacturing and production processes on a scientific and technical level. As a result, **ATZproduktion** is guaranteed to reach its target group with a high level of precision.

- 2 Frequency:** 4 times a year
- 3 Year of publication:** 3rd volume 2010
- 4 Internet:** www.ATZonline.de
- 5 Membership:** -
- 6 Organ:** -
- 7 Publisher:** Johannes Winterhagen
- 8 Publishing company:** GWV Fachverlage GmbH
Springer Automotive Media
Postal address: POB 1546, 65173 Wiesbaden, Germany
Address: Abraham-Lincoln-Str. 46
65189 Wiesbaden, Germany
Phone: +49(0)611.7878-0
Fax: +49(0)611.7878-400
Internet: www.gwv-media.de
e-mail: see contact partners

9 Editor:

Stefan Schlott (EIC), Redaktionsbüro Schlott,
POB 1363, 86913 Kaufring, Germany
phone +49(0)8191.70845, fax: +49(0)8191.66002
e-mail: redaktion_schlott@gmx.net

10 Advertising:

Ahmadou Ndiaye (Advertising sales)
phone +49(0)611.7878-260
e-mail: ahmadou.ndiaye@gwv-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	€ 98,-	(plus p&p)
single issue		€ 26,-	(plus p&p)

13 ISSN:

1862 - 6211

14 Scope analysis 2008 = 5 issues + 2 supplements

Size of journal:	210 mm width x 279 mm height	
Total volume:	708 pages	= 100,0%
Editorial part:	610 pages	= 85,9%
Advertisement part:	98 pages	= 14,1%
Supplements:	1 item	

15 Content analysis of the editorial 2008 = 610 pages

More efficiency by technical equipment	154 pages	= 25,2%
Innovative materials and processing procedure	91 pages	= 14,9%
Development	180 pages	= 29,5%
Management	72 pages	= 11,8%
Services	75 pages	= 12,3%
Other	38 pages	= 6,2%



16 Circulation monitoring: -

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

Print run:	11.829		
Actual distributed circulation (ADC):	10.827	of within, abroad:	213
Copies sold	453	of within, abroad:	23
- Subscription copies:	452	members-copies:	-
- Other sale:	-		
- Individual copies sold:	1		
Voucher copies:	10.419		
Reminder, archive and records copies:	957		

18 Geographical distribution analysis:

Economic area	percentage of actual circulation	
	%	copies
Germany	98	10.659
Foreign countries	2	213
Actual distributed circulation	100	10.827

Coverage in Germany structured according to Nielsen areas:
Current coverage upon request.

Issue no. / Month Advertising deadline(AD) Copy deadline (CD) Publication date (PD)	Exhibitions, events, conferences	Topics
1 February AD 08.01.2010 CD 15.01.2010 PD 05.02.2010		Planning (simulation, CAD, PLM, engineering, logistic)
2 April AD 05.03.2010 CD 12.03.2010 PD 01.04.2010	VDI-Conference Plastics in Automotive Engineering, Mannheim (17-18.03.) HMI, Hanover (19-23.04.) Control, Stuttgart (04-07.05.)	Manufacturing (purchasing and planning of materials, machine tools, automation, conveyor system, metal processing, metal forming, joining technology, surface technology)
SPECIAL AD 05.03.2010 CD 12.03.2010 PD 01.04.2010	HMI, Hanover (19-23.04.)	Special: Energy efficiency in automotive production
3 August AD 04.08.2010 CD 11.08.2010 PD 01.09.2010	Motek, Stuttgart (13-16.09.) Aluminium, Essen (14-16.09.)	Assembly (robotics, machine tools, conveyor systems, handling technology)
SPECIAL AD 24.09.2010 CD 30.09.2010 PD 22.10.2010	EuroBLECH, Hanover (26-30.10.)	Joint ATZ ATZproduktion special: bodywork and sheet metal*)
4 Oktober AD 22.10.2010 CD 28.10.2010 PD 19.11.2010	AMB, Stuttgart (28.09.-02.10.) K, Düsseldorf (27.10.-03.11.) SPS/IPC/DRIVES, Nuremberg, (23-25.11.)	Quality (quality testing, process monitoring, measuring and testing technology, final inspection)

Energy efficiency is a regular topic. Please check the respective current topic preview.

*) Distributed with the ATZ – Automobiltechnische Zeitschrift. Other current special editions and special topics will be published in time.

This overview of the topics planned for 2010 should help you in your advance planning; the editorial department reserves the right to make changes. You could get further information by calling +49 (0)611.7878-260

Specifications for digital copy

Supplement to advertising ratecard no. 3
valid after 01.10.2009



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

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



- 1 Print run:**
distribution print run: 11.829
actual distributed circulation (ADC) (as defined in AMF-system 2): 10.827
- 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 4
- 4 Publication dates:**
rhythm of publication: 4 issues a year
date of publication/deadline for advertisement: cf. dates and
subject plan pages 3

- 5 Publishing company:** GWV Fachverlage GmbH
Springer Automotive Media
Postal address: POB 1546, 65173 Wiesbaden, Germany
Office address: Abraham-Lincoln-Straße 46
65189 Wiesbaden, Germany
- Advertising department:** phone +49(0)611.7878-260
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)

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

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	
2 times appearing	5%	2 pages	5%
4 times appearing	10%	4 pages	10%
6 times appearing	15%	6 pages	15%

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 on request
 (applies also to samples).
 No discounts.

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

Delivery note: "ATZproduktion" (no.)

Find our general terms and conditions on www.gwv-media.de



- 1 Web address (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:** GWV Fachverlage 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 ad servers:

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 adress	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



GET MORE INFORMATION ON AUTOMOTIVE

Cross Media →

www.ATZonline.de

www.Automotive-Agenda.de

www.BranchenIndex.de

Book Program

IndustryContact-series

Specials and "extras"



 Springer Automotive Media



GWV MEDIA
Richtig schalten.

CONTENTS

← BACK | NEXT →

QUIT ■