

AUTOMOBIL PRODUKTION

Management. Factory. Tools. Technology.

02_2023

www.automobil-produktion.de
0 3470

Thronfolge

Einstaktgeber in China, fallen deutsche OEMs heute im Rennen mit lokalen Herstellern zurück

Neuorientierung

Mit Nachdruck will Jaguar Land Rover seine Fabriken modernisieren und Lieferantenbeziehungen verbessern

Druckzeugnis

Megacasting ist im Karosseriebau en vogue, die Vorteile erläutert Anlagenbauer Bühler im Interview

Im Interview

Jörg Burzer, Produktionschef bei Mercedes-Benz



Engineering: Wie Dienstleister clever Daten und KI nutzen

Media Data 2024

Valid as of 1 January 2024

MAGAZINE

ONLINE

NEWSLETTERS

CONFERENCES

DIGITAL NETWORKING

LEAD GENERATION



MEDIA-MANUFAKTUR



Be a pioneer with us

We are a provider of **specialized information** and **communication solutions** to German industry. With our 26 strong media brands (print and digital) and more than 90 events a year, we zero in on the top decision-makers in the manufacturing, automotive, electronics and chemical sectors.

We have platforms for other pioneers that offer all the key channels (digital, print, event and services) for a holistic approach to marketing. That makes us a reliable partner when it comes to communicating with your target group. Every day, we work to position your company as effectively as possible within the market with individualized, creative concepts, guiding your company to success.

**26**media
brands**90**events
per year**8,500**event
participants
per year**70,000**newsletter
subscribers**500,000**active users
per month**1.4 mil.**page views
per month**2.2 mil.**Copies
distributed
per year

Our future: the automotive media network

Our brands' journalistic competencies are directly meshed with one another. We are bundling our expert knowledge into a cross-location editorial team that reports critically and with editorial independence. Throughout the world, the auto industry continues to undergo the greatest transformation in its history. Serious changes are resulting from the new expectations for the mobility and powertrains of tomorrow, the digitalization of production, and cross-product tech trends involving issues such as Big Data, artificial intelligence and cybersecurity.

To a growing degree, digital services are supplementing traditional business models as new players from the world of Big Data provide unprecedented dynamism in the market and are increasingly driving innovation in mobility services. The automotive media network addresses this disruption and innovation within the sector with a holistic approach to new processes, solutions, strategies and technologies. .



Our brands reach experts in the industry:

Print and e-Paper: 19,456 (AP: 7,847 + 11,609) reached readers

Digital: 203,283 page impressions (AP 167,604 + aIT 35,679)

Newsletters: 20,145 (AP 16,121 + aIT 4,024) subscribers

Copies per edition or visitor totals per month (in each case based on annual average between 07/22 and 06/23), according to Google Analytics.

Our events

The events from automotiveIT and Automobil Produktion have been awarded excellent ratings by participants for the past years due to quality, organization, networking and content. That is our ultimate goal! And we measure ourselves against this at every event. With editorial support and top-class speakers, the networking at our events is unique.

Latest topics - outstanding speakers - first-class networking. We connect people!



Design4Production Munich · May 15, 2024

From silos to collaborations between vehicle design, R&D and manufacturing planning. The DESIGN4PRODUCTION facilitates the collaborative spirit of exchange, learning and shared creativity that the automotive industry needs to success.

www.design-4-production.com

PRESENCE



Automobil Produktion Kongress Munich · May 16/17, 2024

The Automobil Produktion Kongress focuses on digital production and its implications for logistics and purchasing. More than ever, the current crisis shows how dependent auto manufacturing is on reliable production networks. The transformation of production requires deep-seated partnerships between OEMs, suppliers and players from the digital world. Detailed information on page 28.

www.automobil-produktion-kongress.de

PRESENCE



automotiveIT Kongress Berlin · October 01, 2024

The automotiveIT congress focuses on business IT in automotive and supplier companies. automotiveIT illuminates how business IT, under the influence of digitalization and new technologies are sustainably changing business processes and the way across all areas from development to sales. Detailed information on page 31.

www.automotiveIT-kongress.eu

PRESENCE



automotiveIT car.summit - Engineering meets IT Munich · November 05, 2024

automotiveIT is continuing to develop the Connected Car Innovation Summit. The new automotiveIT car.summit is focusing even more on the software-defined car and the collaboration between engineering and IT experts at automakers worldwide who must deal with the huge challenges posed by the automobile of the future. Detailed information on page 33.

www.carsummit.de

PRESENCE



Mobility Circle Munich · November 06, 2024

The Mobility Circle as an overarching platform of business, politics and science looks at solutions for sustainable mobility in the future and this year also puts forward the thesis that it is necessary for effective political orchestration and control on the basis of socially accepted governance on the basis of socially accepted goals. Detailed information on page 35.

www.mobility-circle.com

PRESENCE



Pascal Nagel
Editor-in-Chief

Yannick Tiedemann
Deputy Editor-in-Chief

AUTOMOBIL PRODUKTION

Production, logistics and purchasing – Automobil Produktion reports all about the intelligent, flexible and sustainable manufacturing of the future. We provide readers, viewers and followers with a knowledge edge that will help them in their professional environment. Trade magazine, online portals, webcasts, newsletters, events – Automobil Produktion is regarded as an institution in the automotive and supplier industry in German-speaking countries. We follow a clear journalistic approach: The editorial team provides first-hand news, background information and analyses, thus supporting management in its decisions.

The plant and production managers and decision-makers in factories and the trades can especially feel the impact of the transformation in the auto industry. The phase-out of internal combustion engines is on its way – as is the need to produce e-vehicles in large volumes. Even automotive manufacturing processes have taken the path of decarbonization. One thing is clear: It will be impossible to get around digitalization in the factory of the future. We are going to keep up with these exciting trends. Automobil Produktion is paying special attention to the locations – namely the plants of automakers and suppliers – where innovations are taking place, efficiency is increasing, and strategies are brought to life.

Be there and become part of our community.

Major strategy interviews with key CIOs, software executives and digital strategists at automakers, supplier-partners and mobility providers are some of automotiveIT's core elements.

»Wir fertigen permanent am Kapazitätslimit«

Strategy interview

Was ist ein Heißes und ein Spanisches die Elektroden gegen zusammen. Gibt es ein etwas, bei dem Sie selbst gesagt haben: Das möchte ich mal sehen machen!

Das war eines der Höhepunkte aus einem Interview mit Wolfgang von Glöckner, ein hundertfünfte oder sechzigste Jahre alt, ein Mann, der nicht nur ein Ingenieur, sondern auch ein Philosoph, ein Historiker und ein Autor ist. Er hat eine sehr interessante Geschichte, die er in seinem Buch „Die Kunst des Ingenieurs“ erzählt. Er hat eine sehr interessante Geschichte, die er in seinem Buch „Die Kunst des Ingenieurs“ erzählt. Er hat eine sehr interessante Geschichte, die er in seinem Buch „Die Kunst des Ingenieurs“ erzählt.

Sind in der Vergangenheit eindeutig falsche Pläne gemacht worden, die nicht auf dem letzten Fuß klappten. Die technische Möglichkeiten waren nicht in der Lage, was sich nicht auf dem letzten Fuß klappten. Die technische Möglichkeiten waren nicht in der Lage, was sich nicht auf dem letzten Fuß klappten.

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em besser lösen als Menschen, die jeden darauf stoßen«

Nach Stationen bei Volkswagen in Portugal und Spanien verschlägt es **Markus Haupt** zurück zu seinen beruflichen Wurzeln nach Barcelona. Als Vorstand für Produktion und Logistik leitet er nun die Fertigungsdivision von Saab. Im Interview mit *Automobil Produktion* spricht Haupt über die Basisanforderungen auf der barietischen Halbinsel, gute Ideen vom Shopfloor und die logistischen Herausforderungen der jüngeren Vergangenheit.

Hier fragt, welche Reaktion sich bei (auch) Ihre grinsen zu einer der beiden noch nicht hat. Nach einem kleinen Nicken, so (aufmerksam) ist bei und lächelt. Ihre interessante Frau, so sehr gern mit ihm, es

Pierpaolo haben Sie
Ich war immer besess
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gehen würde. Die W
benen. Das hatte ich

Apres moi le déluge. À partir: Die Personale des *Clavio*. *Assinale*, der zunächst mit Glücke der ehemalige Inten-

»Wir haben eine neue Kultur der schnellen Entscheidung etabliert«

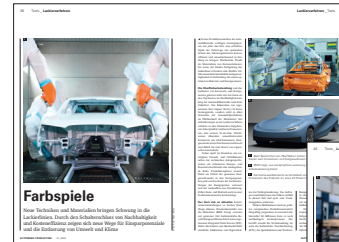
Jörg Burzer,
Mitglied des Vorstands, Produkt- und Supply Chain Management
Mercedes-Benz Group AG

Burzer 2/23



1 Management

The automotive industry is facing the biggest transformation in its history. Automobil Produktion accompanies the change and provides exciting insights and background information.

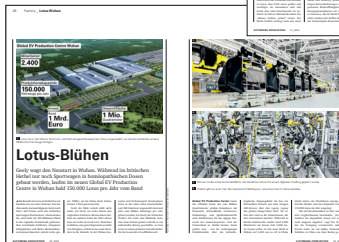


3 Tools

Modern manufacturing processes and equipment are the backbone of production. Automotive Production shows the most important trends.

2 Factory

Smart, flexible, sustainable - in the automotive production of today and tomorrow everything revolves around this triad. Automobile Production takes a look behind the scenes.



4 Technology

New vehicle technologies are having a decisive impact on how cars are manufactured. The shift to electromobility is just one of the many buzzwords.



Print circulation and readership

- Circulation: 8,000 copies*
- actually distributed circulation: 7,847 copies
- 2nd quarter 2023, audited by IVW

The automotive industry continues to be characterized by a high degree of disruption. The corona pandemic is not yet over, and supply bottlenecks for extremely relevant components have been causing an extremely difficult situation in production for many months.

Not to mention the war in Ukraine, which has been ongoing since February 2022. Ukraine, protectionist tendencies in some important automotive and supplier countries, stricter legislation and new players. All this will change the automotive world in the coming years.

AUTOMOBIL PRODUKTION

... shows technological innovations as well as their economic potential for the production of the of the future.

... offers professionally competent and journalistically independent reports that show the possibilities that lie in the necessary change.

... provides industry decision-makers in management and specialist departments with reliable information, to successfully lead, innovate, develop, implement and transform.

35.6% Company leadership

Research, development
and design

17.7%

Production,
Production preparation
(+assembly)

13.8%

Purchasing,
technical purchasing

10.9%

Other functions
(e.g. planning, project management)

9.2%

Quality

6.7%

IT / Software

3.2%

Others*

2.9%

* Circulation not analyzed, e.g. trade show and congress copies, etc.

EDITORIAL STAFF /
PUBLISHER

DEADLINES & EDI-
TORIAL CALENDAR

ADVERTISING
PRICES / FORMATS

ONLINE/NEWSLETTER/
WHITEPAPER

THEMED TALKS/
WEBINARS

EVENTS

ANALYSES

CONTACT PERSON/
COMPANY INFORMATION

Schedule of dates and topics for 2024

Edition	FDP	Focus	AC	PMC
1	05.03.	Smart Factory	09.02.	14.02.
2	14.05.	GAB	17.04.	22.04.
3	25.06.	Top 100 suppliers	31.05.	05.06.
4	27.08.	Tools	02.08.	07.08.
5	16.10.	Lean (incl. ALP Winner)	20.09.	25.09.
6	10.12.	Sustainability	15.11.	20.11.

Topics that we regularly cover – in our magazines and digital media

Materials and resources Additive production
 Assembly and handling technology Laser technology Surfaces Production technology
 Supplier strategies/SCM Body construction Alternative drives
 TOP 100 auto suppliers Forming technology e-Mobility Machine tools
 Quality management Machine learning Engineering Display Sensor systems
 Connected car Cloud services HMI Industry 4.0 Shopfloor logistics
 Powertrain Interiors Assistance systems Onboard networks Surface technologies
 Electric/electronics Smart factory components 3D printing
 Lean management/Lean production
 Human-robot collaboration Alternative fuels Global automotive business
 Sustainability Zero impact factory

AUTOMOBIL PRODUKTION

The past years have shown that many topics have become more important and relevant than those scheduled in media planners.

Up-to-date details on the main topics of each edition are communicated to you via email. You can also find the main topics at <https://www.media-manufaktur.com/> at the category media.

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Ad formats and prices

Ad size	Text area format (W x H in mm)	Bleed format * (W x H in mm)	Price (4-color/4c)
1/1 Page	178 x 257	216 x 303	€ 7,000,-
Junior page	120 x 178	139 x 203	€ 5,175,-
1/2 Page vertical	86 x 257	105 x 303	€ 4,360,-
1/2 Page horizontal	178 x 126	216 x 149	€ 4,360,-
1/3 Page vertical	56 x 257	75 x 303	€ 3,100,-
1/3 Page horizontal	178 x 83	216 x 106	€ 3,100,-
1/4 Page horizontal	178 x 62	-	€ 2,350,-
1/4 Page block	86 x 126	-	€ 2,350,-
1/8 Page block	86 x 62	-	€ 1,375,-

Preferred positioning: 2nd, 3rd and 4th Inside Cover € 7,750,-

All ad prices in euros including color surcharges and plus legally mandated VAT.

Discounts/frequency discounts/quantity discounts
in the case of purchase within one year:

Magazine format: DIN A4, 210 mm wide, 297 mm high.
*Including 3 mm trimming

Starting at 3 ads 3%, starting at 6 ads 5%, starting at 12 ads 10%
Starting at 3 pages 10%, starting at 6 pages 15%, starting at 12 pages 20%

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Formats

1/1 page
178 x 257 mm
(including 3 mm trimming)

Junior-Page
120 x 178 mm
(including 3 mm trimming)

**1/2 page
vertical**
86 x 257 mm

105 x 303 mm
(including 3 mm trimming)

**1/2 page
horizontal**
178 x 126 mm

216 x 149 mm
(including 3 mm trimming)

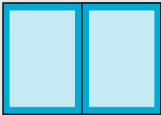
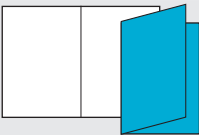

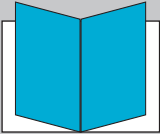

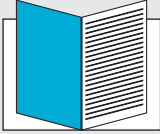


**1/3 page
vertical**
56 x 257 mm

**1/3 page
horizontal**
178 x 83 mm

75 x 303 mm
(including 3 mm trimming)

216 x 106 mm
(including 3 mm trimming)

The diagram illustrates two types of crop marks used in printing. On the left, a vertical rectangle is divided into two horizontal sections. The top section is shaded gray and contains the text "1/4 page Block" and "86 x 126 mm". The bottom section is white and contains the text "1/4 page horizontal" and "178 x 62 mm". On the right, a vertical rectangle is divided into two horizontal sections. The top section is shaded gray and contains the text "1/8 Block" and "86 x 62 mm". The bottom section is white. A dashed vertical line separates the two diagrams.

Format for special forms of advertising (can only be booked based on availability)	Bleed price 4-color	Format for special forms of advertising (can only be booked based on availability)	Bleed price 4-color
Inside front or back cover 216 x 303 mm (including 3 mm of trimming)	 8,870 euros	Insert 2 pages Insert 4 pages Insert 8 pages 200 x 280 mm	 6,850 euros* 10,275 euros* 15,400 euros* (plus postal fees)
Back cover 216 x 303 mm (including 3 mm of trimming)	 8,870 euros	Supplements 2 pages Supplements 4 pages Supplements 8 pages 210 x 297 mm	 6,850 euros* 10,275 euros* 15,400 euros*
Magazine cover sleeve 120 x 297 mm	 16,500 euros	Special forms of advertising Advertorial – placement in the editorial portion You provide us with texts and images for a "best practice story" of your company. We design and label the article as an advertorial. The number of characters per page is about 3,000 plus image and logo. 	
Foldout page for cover 202 x 297 mm	 16,500 euros	Basic price 1/1 page 8,550 euros Basic price 2/1 page 17,100 euros Provided print-ready by you 6,900 euros	
Banderole 480 x 120 mm	 14,200 euros*	Special printing Price 1/1 page incl. 2 pages reprint 8,950 euros Price 2/1 pages incl. 4 pages reprint 17,900 euros	

*including printing / implementation by arrangement

Magazine format: DIN A4 210 mm wide, 297 mm high

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Technical Specifications

Magazine format: 210 mm wide by 297 high, DIN A4

Print area: 178 mm wide and 232,75 high

Printing process: Sheetfed offset

Data formats: delivery of data in the PDF format, version 1.3 (PDF/X-1a), produced with Acrobat Distiller no older than version 4.0 and with raster-modulated proof.

High-resolution image data at least 300 dpi, resolution for a 60 l/cm grid (always CMYK , never RGB or LAB elements). Bitmap (line scans) must have a resolution of at least 800 dpi. The format should be created in original dimensions with trim allowance specified and trim marked.

Colors: In the case of print templates for color ads transmitted digitally, the customer must provide a color proof with FOGRA Media Wedge version 2.0 or 3.0 and a proof or measurement protocol (= certificate). Otherwise, the customer has no claim for damages due to color deviations.

Proof: Based on the FOGRA standard. With FOGRA Media Wedge 2.0 or 3.0 based on the standard. PSO_LWC_Improved_eci.icc for interior, generally paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for covers. generally paper type 2 FOGRA 39L – according to standard.

Data archiving: The data are archived, so unaltered repetitions are generally possible. However, no data guarantee applies.

Guarantee: In the case of print templates for color ads transmitted digitally, the customer must provide a color proof using FOGRA Media Wedge version 2.0 or 2.2 and a proof or measurement protocol (= certificate). Otherwise, the customer has no claim for damages due to color deviations.

- 1. There is no guarantee of the inclusion of advertisements in specific numbers or editions or in specific positions.
- 2. The publisher guarantees error-free technical reproduction of the advertisements as appropriate for printing on production paper, assuming that suitable print templates are submitted. (See information in price list).

- 3. Color ads: For digitally transmitted print templates for color ads, the customer must provide a color proof at the time of submission. Otherwise, the customer has no claim for damages due to color deviations.
- 4. The client must make any claims in the case of apparent defects within two weeks of the submission of the invoice. The client must also assert any claims regarding non-obvious defects within a year of the publication of the print material in question. If an advertisement is printed in error, despite the timely delivery of error-free print templates and timely objections, the client may demand the printing of an error-free replacement advertisement (as a remedy). Any claim for a remedy is ruled out if it is associated with disproportionate costs to the publisher. If the publisher allows an appropriate self-imposed appropriate deadline to expire, the client has the right to withdraw from the contract or assert a reduction in payment reflecting the degree to which the purpose of the advertisement has been harmed. The warranty claims of buyers acting as clients expire within 12 months after the publication of the advertisement or supplement in question.
- 5. If any flaws in the print materials are not immediately identifiable but only become clear during the printing process, the client has no claim for flawed printing.
- 6. The customer is responsible for assuring that the transmitted files are free of computer viruses. Files with computer viruses can be deleted by the publisher without the customer being able to assert a claim based on the deletion. The publishing house also reserves the right to assert claims for compensation if the computer viruses cause additional damage to it.
- 7. The publisher makes no guarantee of the accuracy of the designated delivery quantities and characteristics of materials (bound-in inserts, supplements etc.) that the client has provided.

Contact/data submission
Andrea Pacoli
+49 171 11930664
pacoli@media-manufaktur.com

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Marketplace of experts in Automobil Produktion magazine

- **A description of your company** – 340 characters
- **7 keywords of your choosing** – 32 characters/keyword
- **Your contact data** – email, telephone, internet, company headquarters
- **Your logo** – incisive and attention-getting in color
- **12 months online** at www.suppliers4automotive.com
and **1 year in the trade magazine** Automobil Produktion - crossmedia
- **Annual investment:** 2,595 euros

Marketplace of experts

LOGO

Name

Who

Service

LOGO

Name

Who

Service

LOGO

Name

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Service

LOGO

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Marketplace of experts

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Print

Digital Marketplace at www.suppliers4automotive.com

Take advantage of our innovative **Automobil Produktion Search Platform**, so Production and plant manager in the auto industry can find you even more quickly at any time. Keywords of your choosing that highlight your company's services give customers a **direct path to you**. Present your company along with a description of its activities and a specific **contact person with contact data and photo**. With the integration of a YouTube video, you can underscore your company's professional image.

SUPPLIERS4automotive

Automobil Produktion

LOGO

Catchphrases

Short description

LOGO

Catchphrases

Short description

SUPPLIERS4automotive

Automobil Produktion

LOGO

Contact partner

Photo

Integration of your YouTube videos!

The top annual reference work for the supplier industry



- **Ad close:** October 23, 2024
- **Publication:** December 2024
- **Circulation:** 7,847 copies – sent with Automobil Produktion
- Optional publication online at www.suppliers4automotive.com
- **Individualized** print and online entries
- Alphabetical presentation of company entries

Suppliers4automotive online – Take action now and make it possible for you – just one click away from your key target group – to be discovered online at any time. Become part of the **top reference work** on the leading news portal for Automobil Produktion.

Register of companies | Diamond

Just a Word

Logo

A GmbH
Musterstr. 1
D-12345
Fon: +49 123
Fax: +49 456
www.A.de

Catchphrases
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

Register of companies | Diamond

PHOTO

Register of companies | Platinum

Logo

C GmbH
Musterstr. 1
D-12345
Fon: +49 123
Fax: +49 456
www.C.de

Catchphrases
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

Register of companies | Platinum

Reference customers
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

PHOTO

QR

Register of companies | Gold

Logo

A GmbH
Musterstr. 1
D-12345
Fon: +49 123
Fax: +49 456
www.A.de

Catchphrases
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

Company description

Register of companies | Bronze

B GmbH
Fon: +49 123

Catchphrases
• • • • •

D-12345
www.B.de

Register of companies | Silver

Logo

C GmbH
Musterstr. 1
D-12345
Fon: +49 123
Fax: +49 456
www.C.de

Catchphrases
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

Logo

D GmbH
Musterstr. 1
D-12345
Fon: +49 123
Fax: +49 456
www.D.de

Catchphrases
• • • • •

Contact person
Max Muster
Marketing
Fon: +49 321
MM@.de

Register of companies | Bronze

E GmbH
Fon: +49 123

Catchphrases
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D-12345
www.E.de

F GmbH
Fon: +49 123

Catchphrases
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I GmbH
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D-12345
www.I.de

J GmbH
Fon: +49 123

Catchphrases
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D-12345
www.J.de

K GmbH
Fon: +49 123

Catchphrases
• • • • •






D-12345
www.K.de

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Multiple payouts - Desktop | Tablet | Mobile









Classic advertising media and advertising media formats with mobile supplements

These formats are played across all end devices (desktop, tablet, smartphone). The billboard and the medium rectangle can be booked individually or in combination with the Responsive or Parallaxer as a package.

	Advertising option	Placement	End device	Format (in pixels)	Price
	Billboard	RoS below Header	Desktop / Tablet	940x250, 800x250	120 euros (CPM)
	Billboard Responsiver (Mobile)	Post, between headline and article, all pages	Mobile	300x250	120 euros (CPM)
	Medium Rectangle	RoS all pages	Desktop Mobile / Tablet	300x250	95 euros (CPM)
	Medium Rectangle Responsiver (Mobile)	Contribution pages: Responsive Non-contribution pages: Medium Rectangle, all pages	Desktop / Tablet Mobile optimized	300x250	110 euros (CPM)
	Parallaxer	2 nd column on the right, Home / Content	Desktop Tablet / Mobile	300x600, 320x480*	110 euros (CPM)

* fits optimally for mobile payout

Classic advertising media - Desktop or Desktop/Tablet

	Advertising option	Placement	End device	Format (in pixels)	Price
	Halfpage Banner	RoS (sticky)	Desktop	300x600	230 euros (CPM)
	Skyscraper left Premium	RoS 1 st Placement	Desktop	160x600	95 euros (CPM)
	Skyscraper left Basic	RoS 2 nd Placement	Desktop	160x600	85 euros (CPM)
	Skyscraper right side	RoS (sticky)	Desktop	160x600	73 euros (CPM)
	Wallpaper	RoS	Desktop	728x90 + 160x600	121 euros (CPM)
	Leaderboard Premium	Position below teaser image	Desktop / Tablet	728x90	109 euros (CPM)
	Leaderboard Basic	Position after first textblock or at the end of the post	Desktop / Tablet	728x90	109 euros (CPM)
	Baseboard	RoS	Desktop	960x90	97 euros (CPM)

Data delivery:

6 workdays before the launch of the campaign, via email, to pacoli@media-manufaktur.com, max. 100 KB

Tip for mobile delivery of the leaderboard: Please deliver a medium rectangle 300 x 250 for each booking.

Reporting:

If desired, you receive an evaluation of the ad impressions and ad clicks.

Usage data:

Page impression/month: 167,604
Annual average for the last 12 months from 07/22 through 06/23 according to Google Analytics.

Responsive and Parallaxer - added value through multiple targeting and multiple plays

NEW!

Responsiver



As a supplement to the billboard the Responsiver adapts to the screen size of mobile devices.

Your advantages::

- Spacious display across the entire the entire width of the smartphone screen
- Embedding in the editorial environment (placement directly under the headline of the article)
- Increased visibility thanks to the eye-catching eye-catching form
- Great efficiency
- High click rates

Parallaxer



The Parallaxer is placed as a mobile display between the text fields of an article.

Your advantages:

- Gradual unveiling of the advertising message while the user scrolling through the text field
- Increased attention of the user
- Increased advertising effectiveness

File formats:

- Static images and HTML code possible (no HTML5 (.zip))

Achieve an even better result for your campaign and increase your visibility on the internet with **multiple layout**.

By extending your banner advertising with **multiple plays**, you benefit twice. As of now, we offer you an **extension in the display portfolio**. Desktop as well as mobile related.

Our services:

- Joint determination of the ad impressions to be realised for your banner.
- Reporting on the exact reach (impressions) achieved by your campaign at the end of the term.
- Individual and personal advice

With combined knowledge of online marketing and your industry, we set the right parameters for optimal placement. Suitable file formats are static images and HTML code - no HTML(.zip).

Full flexibility! Get to know the effect of the Responsive or Parallaxer in combination with an already known banner.

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Native Content Ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters). The "character limits" can vary depending on the location of the ad.
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

€ 190,- CPM

Native Video Ad



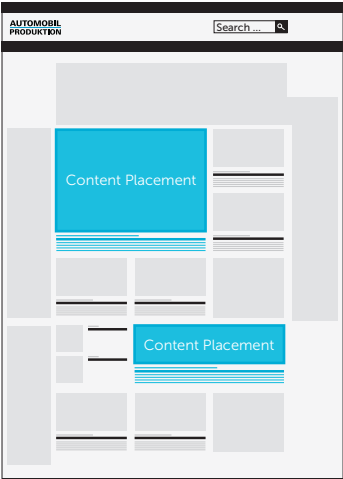
In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

€ 190,- CPM

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Content Placement



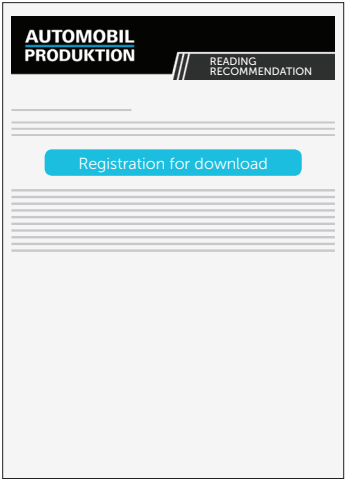
Content Placement is published as a full-fledged, labeled article in the desired section on our portal site

- consultation from our contact experts (pre-quality check)
- editing of the contents based on our internal style guide and target group criteria (editorial look and feel)
- placement of the article in the section that you desire
- archiving on the portal site: 1 year after publication
- Number of characters: about 3000

Marketing

- incl. banner on website for 1 week
- incl. 2 text ads in the newsletter
- integration in the editorial newsletter
- Duration: 1 year
- Price: 4,165 euros

Whitepaper



Integration and promotion of your white paper on our portal site

Components:

- Editorial services: pre-quality-check by our content experts
- Creation of a landing page on our portal
- Weekly forwarding of download addresses over the entire duration (12 weeks)
- Archiving on portal site: one year after publication

Marketing during the entire duration:

- Individual banner
- Social media integration
- Integration into the editorial newsletter

- Duration: 3 months
- Price: 8,690 euros
- Base price including 40 leads (42 euros for every additional lead) (e.g. first name and surname, email address, company, position, telephone)

Examples of already published white papers can be found here
<https://www.automobil-produktion.de/insights/whitepaper.html>

Do you need qualified sales leads?
You are welcome to contact us.
We design and run an individual campaign based on their needs.

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Formats and technical specifications

Data formats:

(animated) GIF format, JPG, HTML/HTML5, DHTML banner, image files or graphic files (including banners) always as RGB (color model).
The maximum data size is 50 kB. The specified file size is a maximum value and is considered to be the total sum of all the data that define the advertising material (including files, images, etc., to download).

Format of the newsletter:

HTML/text
animated formats are not permitted

Delivery address:

Please send the advertising material for your campaign to
pacoli@media-manufaktur.com

Timeframe for delivery:

1 week before the start of the campaign (banner)
2 weeks before dispatch date (standalone newsletter)

With this lead time, we have enough time to test the formats and guarantee the campaign's reliable delivery. We bear no financial responsibility for delays resulting from late deliveries. We need the following information at the time of the delivery:

- The name of the customer
- The name of the campaign
- Timeframe for the booking
- Assigned site
- Advertising format
- Contact person in case of questions
- Click URL

Reporting:

If desired, you can receive an evaluation of ad impressions, ad clicks and CTRs.

Newsletter Automobil Produktion Update

Features:

Workdays, the newsletter provides up-to-date, valuable information on the auto and supplier industries, along with more extensive information on companies, people, markets, products and technologies. Industry news is combined with in-depth background information.

Recipients:

Decision-makers in a range of functions the automotive and supplier industries, including executive boards, high level management, production and logistics, purchasing and development.

Forms of advertising and prices:

Forms of advertising	Format (in pixels)	Price per calendar week
Header Ad	650 x 90	1,600 euros
Contend Ad	650 x 150	1,600 euros
Text Ad	Image 620 x 349 pixels Overline: 30 characters Headline: 55 characters Body: 330 characters	2,190 euros

Maximum data volume 50 KB

Distribution: Total number of recipients: **16,121** (As of August 2023)

Shipping 2 x per week Tuesday & Thursday (no shipping on national holidays)



NEW!

Themed Newsletter

The themed newsletter offers the best possible placement for your company, your product or your solution for our target group. Eight times a year, our editorial team gathers the most relevant news on a particular topic into one of our newsletters. Your company name and logo in the header of the themed newsletter on an exclusive basis (presented by...). Yet another advertising format such as text ads or static or moving banners can also be placed here.



- **16,121 qualified recipients**, including the top experts in the sector
- High, above-average **opening rates**
- Possible file formats: **jpeg, gif and png**
- Maximum size 50 KB for a banner or alternatively 350 characters of text including spaces plus a picture (620 x 349) for the text ad; logo as a graphic or image file
- **Price per shipment: 7,260 euros**

Schedule of dates and topics for 2024

Week No.		Main Theme
1	10	Smart Factory
2	20	GAB
3	26	Top 100 suppliers
4	35	Tools
5	42	Lean (incl. ALP Winner)
6	50	Sustainability

Standalone Newsletter

Besides our newsletters, we have another option that allows you to address our target groups – with a standalone newsletter. You design a newsletter that contains only your content. This guarantees your ability to advertise to a precise group of potential customers without any distractions. Under our site’s name, newsletter is sent to about 15,500 subscribers and contains 100 percent customer content.

We offer two different options for the standalone newsletter:

Standard:

- Variation 1 – based on our template design
- Variation 2 – based on your (the customer’s) HTML

We recommend variant 1 for your communication. The package always includes the newsletter’s creation and a correction loop.

Price from 6,490 euros per delivery

Below you will find information on the various technical specifications for the delivery of data for the shipment of your newsletter (Guideline for Standalone Newsletters):

www.automobil-produktion.de/mediadaten

Material delivery 14 days before shipping date.

New: Engage Plus

Send a second standalone newsletter with additional information to the recipient of the first standalone newsletter to ensure maximum interest within your target group.

Price on request

**AUTOMOBIL
PRODUKTION**

INFOLETTER



Digital Product Traceability in der Automobilbranche.

Systeme verknüpfen, um sich einen Wettbewerbsvorteil zu sichern

Die Folgen einer manuellen, dokumentbasierten Systementwicklung sind im gesamten Unternehmen und darüber hinaus zu spüren. Probleme rund um Kosten, Qualität und Sicherheit sind die Folgen von Schwierigkeiten bei der Freigabe, Pflege und Wiederverwendung uneinheitlicher Informationen, die auf Zeichnungen, Tabellen und Word-Dokumente verteilt sind.

Digital Product Traceability bei Schaeffler



Im Rahmen der **digitalen Agenda** arbeitet **Schaeffler** an einer integrierten, agilen und durchgehenden IT-Landschaft für Entwickler. Ziel ist eine unternehmensweite Integration der eingebundenen Software- und Systementwicklungslösungen (Application Lifecycle Management und Model-Based Systems Engineering). Datentransparenz und

Data-driven Online Marketing



With our audience products, you reach your target group right where they are – even beyond our platforms

Talk to us to learn more about:

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Range increases
- High-value traffic with click guarantee

Here is what we can offer:

- Cross-network and cross-device execution of campaigns to reach defined target groups
- Maximum control of your advertisement investments with the help of precise campaign evaluations
- Low scatter losses since only specially selected users are addressed
- Various pricing models

Webinar – your new path to your key target group

Your seminar as a **live exchange of views and information** followed by a **panel discussion**.

Open up your **expertise** to a wider public – with interaction



- Direct exchanges with your **target group**
- Communicate the expertise of your company
- Gain **new customers** with our address pool
- Present yourself to the readers of Automobil Produktion

We take your idea and turn it into an attractive webinar.

Benefit from the reach of our brands and our dedicated development of the trade magazine's top target groups. Take advantage of our expertise and our network to achieve your communication goals.

Recordings of successfully marketed webinars can be found here www.automobil-produktion.de/webinare.html
Price from 9,900 euros per webinar

We handle the marketing for you

- Professional execution including **kickoff meeting** with your speakers and (if desired) our moderators* including explanation of unique selling points, target group and the benefits for webinar participants
- If desired, arrangement of experts and co-speakers
- Development of your **webinar landing page** including registration option and introduction of speakers
- Loading of the **download materials** (e.g. data sheets, e-book...) that you have provided
- Doing a final **dry run** about one week before the webinar is held
- Unlimited **timeframe for downloading your webinar** from our media library after completion

*Editorially independent, highly competent industry editors and/or experienced staff from the automotive event team would be happy to provide you with guidance.

Access figures per month:

Automobil Produktion:	167,604 page views/month
automotiveIT:	35,679 page views/month
total:	203,283 page views/month

Annual average for the last 12 months from 07/22 to 06/23 according to Google Analytics.

Themed Talk

At its core, this is a 60-minute livestreamed event, consisting of your presentation, the presentation of an OEM or supplier, and a subsequent discussion potentially with a scientist – led and moderated by one of our editors. The key aspect: You define the topic and choose your preferred customer, and we create the right setting for you.

At <https://www.automotiveit.eu/insights/digitale-themen-talks.html> carried out so far.

- A panel setting devoted to your theme based on your specifications, coordinated with the specialists on our editorial team
- Dry-run and storyline in close coordination with all the speakers
- Marketing via standalone newsletter, banners on website and in social media
- Invitation management based on your target list
- Full service set-up
- Duration: 50 – 60 minutes via Goto Webinar
- 300+ participants on average (leads forwarded afterwards)

Total price: 35,000 euros

automotiveIT THEMEN TALK



Dr. Ingrid Isenhardt
Ehemalige Vorsitzende
des Gremiums
der Bundesregierung



Timo Nagel
Automotive
Expert
Cloudflare



Arvid Busch
Chief Information
Security Officer
AUDI AG



Dr. Ralf Schneider
Group CIO
Bosch SE



Prof. Dr. Christa Eiden
Instituteleiterin
Fraunhofer IPA/ITIL ASIC

DATUM
23.03.2023
Donnerstag
ZEIT
18:15-19:30

Ein digitaler Experten-
Roundtable von
automotiveIT
Im Fokus: Cybersecurity

Sponsored by


JETZT KOSTENFREI ANMELDEN!

Example of an automotiveIT Themed Talk with Cloudflare

Our Services

- We use **our expertise** and **our network** to help you reach your communication goals.
- We back the digital Themed Talks with **targeted digital marketing** with editorial support.
- **Promotion** and **the generation of participants**, among other things, with a **standalone newsletter** sent to our newsletter distribution list (a total of **20,145 subscribers**) along with individualized banners in our portals (**more than 203,283 page views** per month) for a minimum of three weeks.
- We analyze the participants and **make the leads available to you**.

The Advantages

- Benefit from our network, our expertise and our reach as the leading trade magazine for the automotive and IT industries.
- Exclusive conversation with your target customer
 - Positioning as a source of solutions on an equal footing
 - More than 300 leads directly relating to the topic
 - Cross-media marketing before and after the Themed Talk

"Digitalization and related innovations haven't stopped short of the marketing field. So it was a great pleasure to become acquainted with Media-Manufaktur's Themed Talk concept. Participants in virtual events now have high expectations for informational content, entertainment and quality of presentation. The Themed Talk on "Mobility Digital Twin" was able to deliver everything – a specialized dialogue with perspectives, theses and open questions for discussion – so it was able to provide exceptional results in terms of the number of participants and their response."

Jens Beier, Industry Marketing Lead Automotive, Fujitsu Technology Solutions GmbH

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Roundtable

90 minutes of conversation with experts – virtually from a studio or live from the panorama lounge at the Suddeutscher Verlag’s high-rise in Munich. You define the direction of the topic, and our specialized editors handle the request for speakers and create the storyline. The roundtable can be designed to be fully digital or have handpicked audience on site, including catering, as well as with virtual participants.



The Advantages:

Benefit from our network, our expertise and our reach as the leading trade magazine for the automotive and IT industries.

- Exclusive conversation with your target customers
- Positioning as a source of solutions on an equal footing
- More than 300 leads directly relating to the topic
- Cross-media marketing before and after the Themed Talk

Our services:

- Topics and panel-discussion setting based on your specifications, coordinated with our specialized editorial staff.
- 4-5 panelists plus 1-2 moderators
- Dry run and storyline in close coordination with all the speakers
- Marketing with a standalone newsletter, banners on the website and in social media
- Invitation management based on your target list
- Full service set-up
- Duration: 90 minutes as a studio production or a live event
- 300+ participants on average (leads forwarded afterwards)
- Optionally with on-site audience, including catering

Price: 50,000 euros, depending on the configuration

EDITORIAL STAFF / PUBLISHER	DEADLINES & EDITORIAL CALENDAR	ADVERTISING PRICES / FORMATS	ONLINE/NEWSLETTER/ WHITEPAPER	THEMED TALKS/ WEBINARS	EVENTS	ANALYSES	CONTACT PERSON/ COMPANY INFORMATION
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Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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Automobil Produktion Kongress

Over the past few years, the Automobil Produktion Congress has been an event that keeps up with changes in manufacturing. Decision-makers and managers of production operations are facing innumerable challenges. The Automobil Produktion Congress will outline these challenges and point the way to the transformation in production and logistics at automakers and their suppliers.

Starting in 2024, automotive manufacturing solution, our English sibling, will offer its view of international automotive manufacturing as co-organizer.

During a lab or plant visit and with highly practical, rousing lectures, the growing importance of the digital transformation in production and logistics as well as the integration of IT in vehicle production can be experienced up-close.

There is still a great deal of networking time for attendees to get to know one another and make progress on strategies relating to innovation and digitalization in manufacturing. With the kickoff event in 2019, a



platform emerged that promotes a constructive dialogue between board members, executives, operating departments and IT providers.

This benefits you as a partner, exhibitor and participant. In-person, networking, break-out and speaking options are the most important ways to expand your network.

Join the decision-makers of the future in 2024.
Meet your customers as a speaker and participant.

www.automobil-produktion-kongress.de

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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Automobil Produktion Kongress 2024	Gold-Partner	Gold-Light-Partner	Silver-Panel-Partner	Expo-Partner	Bronze-Partner
Speaker slot, 20 min. (Lecture 15 min. /Q&A 5 min.)	●	●			
Partner stand including presentation wall (2000 x 2200 mm)	●	●			
Panneldiscussion 30 min.			●	●	
Partner stand including presentation wall (800 x 2200 mm)			●		
Naming speaker with company logo in the program and the event app	●	●	●		
VIP tickets for top customers, business partners and employees	10	6	6	4	2
Logo & company presentation in the event app and on the event website	●	●	●	●	●
Extensive logo presence in all own ads	●	●	●	●	●
Print: Ads in Automobil Produktion or automotiveIT (format)	2 (1/1)	optional	1 (1/1)	optional	optional
Content Placements on www.automobil-produktion.de or www.automotiveIT.eu	alternativ	optional	alternativ	1	1
Digital: Whitepaper on www.automobil-produktion.de or www.automotiveIT.eu	1		1		

Bookable add-ons and startup terms

Are you a startup in the automotive sector? We have the opportunity to present your company in our community at startup terms. Do you have an interesting exhibit or would you like to present yourself entirely differently? We can cite just a couple of catchwords: candy bar, napkin printing, cocktail bar, foosball table... You have the idea. We have the solution! (Almost) anything is possible.

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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automotiveIT
Kongress

The industry summit



automotiveIT Kongress – the high-caliber gathering of CIOs from the auto and IT sectors

For 16 years in a row, board members and CIOs of major automakers and suppliers have been meeting at the automotiveIT Kongress in Berlin. The decision-makers are on-site here – both on the stage as well as in the auditorium.

You benefit from this as a partner, an exhibitor or a participant. In-person, networking, break-out and speaker options are important elements that can be used to expand your network.

The event has become the world's largest Conference for automotiveIT and the most important gathering in the sector. It has also become one of the industry's "must-attend" events.

Top speakers from the major automakers, suppliers and IT firms report on their experiences and assessments. They discuss the challenges that the auto industry of tomorrow will face and shine with high-caliber lectures. Information-sharing with top decision-makers at the highest level.

In the last years, the record number of guests stood at more than 500 attendees/decision-makers. About 85% of them were participants.

More than 50% of the participants come from the auto industry: CIOs, CDOs, CTOs, board members, managing directors, IT & technology decision-makers, division managers, project managers, group leaders from automakers and suppliers along with IT services providers (C-level).

Awaken a common vision of the future, find inspiration and potential partners. Be sure to attend.

www.automotiveIT-kongress.eu



Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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automotiveIT Kongress 2024	Coope- ration- Partner	Gold- Partner	Silver Panel- Partner	Silver- Partner	Silver- Partner	Expo- Partner	Bronze- Partner
At the event							
Speaker slot, 25 min. (Lecture 20 min. /Q&A 5 min.)	●						
Exclusive participation in roundtable of C-level experts	●						
Speaker slot, 20 min. (Lecture 15 min. /Q&A 5 min.)		●					
Panneldiscussion 30-40 min. (Deep-dive platform)		(●)*	●				
Speaker slot, 15 min. (Deep-dive platform)		(●)*		●			
Exclusive partner stand including exhibition space (Lounge, illuminated back wall)	●						
Partner stand including printable rear wall (2400 x 2200 mm)		●					
Partner stand including printable rear wall (800 x 2200 mm)			●	●	●	●	
Top 25 Hall of Fame (only for ranked top 25 IT service providers)	●	●	●	●	●		
VIP tickets for business partners and employees	20	10	6	6	4	3	2
Crossmedia-Package 360							
Themed talk (Partner/OEM/Editorial) in 2024	1	1					
Ads in Automobil Produktion or automotiveIT (format)	4 (1/1)	4 (1/1)	2 (1/1)	2 (1/1)	2 (1/1)		1 (1/4)
Content Placements at www.automobil-produktion.de or www.IT4automotive.eu	2	2	2	2	2		2

* Alternative to speaker slot 20 min. on the main stage

Bookable add-ons and startup terms

Are you a startup in the automotive sector? We have the opportunity to present your company in our community at startup terms. Do you have an interesting exhibit or would you like to present yourself entirely differently? We can cite just a couple of catchwords: candy bar, napkin printing, cocktail bar, foosball table... You have the idea. We have the solution! (Almost) anything is possible.

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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automotiveIT
car.summit

Engineering meets IT

Engineering meets IT. Today there are two fields, two departments, in individual companies with one goal: the software-defined car.

The new automotiveIT car.summit - Engineering meets IT focuses even more on the Software-Defined Car and the collaboration of E/E and IT experts at car manufacturers worldwide who have to master the enormous challenges of the car of the future.

The collaboration between the important departments – E/E and IT – at the car manufacturers is just as imperative as the collaboration with suppliers and IT.

Collaboration with suppliers and tech players to develop intensively networked, automated and data-driven solutions, to build their own or joint platforms and operating systems and to differentiate themselves from the customer.

The automotiveIT car.summit takes up these market-changing developments and wants to give decision-makers, stakeholders and new thinkers from the automotive and IT sectors a platform to discuss and classify the dynamics of the new ecosystems.



Target group: E/E, IT and Connected Car departments, C-level (CIO, CDO, COO), IT managers, mobility managers, Executive management, board members.

Our goal – as with our established events - is to welcome 30 percent of the participants from the automotive and supplier industry on site.

At the automotiveIT car.summit-Engineering meetsIT you will learn why collaborations in the Software-Defined Car is vital for the future market position of car manufacturers. Benefit from the best practices and experiences that manufacturers and suppliers will exclusively share with you.

www.carsummit.de

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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automotiveIT car.summit – Engineering meets IT 2024	Gold-Partner	Gold-Light-Partner	Silver-Panel-Partner	Expo-Partner	Bronze-Partner
Speaker slot, 20 min. (Lecture 15 min. /Q&A 5 min.)	●	●			
Partner stand including presentation wall (2000 x 2200 mm)	●	●			
Panneldiscussion 30 min.			●	●	
Partner stand including presentation wall (800 x 2200 mm)			●		
Naming speaker with company logo in the program and the event app	●	●	●		
VIP tickets for top customers, business partners and employees	10	6	6	4	2
Logo & company presentation in the event app and on the event website	●	●	●	●	●
Extensive logo presence in all own ads	●	●	●	●	●
Print: Ads in Automobil Produktion or automotiveIT (format)	2 (1/1)	optional	1 (1/1)	optional	optional
Content Placements on www.automobil-produktion.de or www.automotiveIT.eu	alternativ	optional	alternativ	1	1
Digital: Whitepaper on www.automobil-produktion.de or www.automotiveIT.eu	1		1		

Bookable add-ons and startup terms

Are you a startup in the automotive sector? We have the opportunity to present your company in our community at startup terms. Do you have an interesting exhibit or would you like to present yourself entirely differently? We can cite just a couple of catchwords: candy bar, napkin printing, cocktail bar, foosball table... You have the idea. We have the solution! (Almost) anything is possible.

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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Mobility Circle – Rethinking Mobility with Dr. Stefan Bratzel

Drawing on the Mobility Services Report, host Dr. Stefan Bratzel highlights the industry's most important trends and developments. The mobility of the future requires new thinking and approaches. In the future, it will no longer be possible to manage the challenges to mobility and transportation with the paradigms of the past. "Electric, autonomous, multimodal, cooperative" – those are the main buzzwords describing the technological and social innovations needed to guarantee sustainable mobility in cross-sector ecosystems.



Individual players or modes of transportation such as the automobile and public transit alone cannot meet these challenges alone and in isolation. Instead they require disciplined cross-industry cooperation. On one hand, this involves the presentation of new creative ideas and solutions for an efficient and sustainable mobility strategy. On the other hand, it involves the way these concepts for the future can be successfully carried out and institutionalized as companies and political figures interact.

Together we will think about the future of integrated, sustainable mobility, since the future lies in common standards and in a level of cooperation that we have not yet been able to conceive.

You benefit from this as a partner, exhibitor and participant. Attendance, networking and speaker options are the most important ways to expand your network.

Share your views and information on future concepts for an integrated, sustainable mobility – live during a panel discussion and personally during networking.

www.mobility-circle.com

Automobil Produktion Kongress	automotiveIT Kongress	automotiveIT car.summit	Mobility Circle	Studies	Analyses	Contact Person/ Company Information
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Mobility Circle 2024	Gold-Partner	Gold-Light-Partner	Silver-Panel-Partner	Expo-Partner	Bronze-Partner
Speaker slot, 20 min. (Lecture 15 min. /Q&A 5 min.)	●	●			
Partner stand including presentation wall (2000 x 2200 mm)	●	●			
Panneldiscussion 30 min.			●	●	
Partner stand including presentation wall (800 x 2200 mm)			●		
Naming speaker with company logo in the program and the event app	●	●	●		
VIP tickets for top customers, business partners and employees	10	6	6	4	2
Logo & company presentation in the event app and on the event website	●	●	●	●	●
Extensive logo presence in all own ads	●	●	●	●	●
Print: Ads in Automobil Produktion or automotiveIT (format)	2 (1/1)	optional	1 (1/1)	optional	optional
Content Placements on www.automobil-produktion.de or www.automotiveIT.eu	alternativ	optional	alternativ	1	1
Digital: Whitepaper on www.automobil-produktion.de or www.automotiveIT.eu	1		1		

Bookable add-ons and startup terms

Are you a startup in the automotive sector? We have the opportunity to present your company in our community at startup terms. Do you have an interesting exhibit or would you like to present yourself entirely differently? We can cite just a couple of catchwords: candy bar, napkin printing, cocktail bar, foosball table... You have the idea. We have the solution! (Almost) anything is possible.

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Exclusive target group access
with the help of our studies

You have ...

topics relating to digital innovations, electric mobility or exciting technology trends that could be developed into a study?

We have ...

contacts with professors, institutes and experts on an extremely wide range of topics and have published successful studies and product tests in recent years.

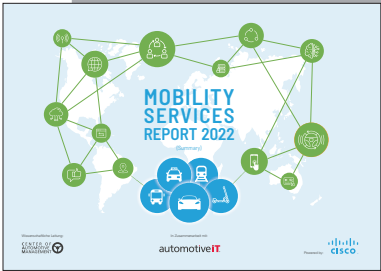
Your benefits ...

- **Exclusivity** through the prominent placement of your logo on the cover ("in cooperation with" or "powered by")
- **Lead generation** in your target group by inserting the study in our trade magazines or as a white paper download in our online network
- **Extending your reach** using our social media channels
- **Premium leads** by means of webinars and explosive workshops on the study at your customers
- **Line extensions** such as posters or content excerpts of the study as an added means of communication

Call us ...

and our team of experts from our editorial and marketing staffs will work with you to develop a study and successful marketing concept from your idea.

Proposals
individually
tailored to you



Already published ...

- The Connected Car Innovation Index (CCI Study), which compiles and compares the empirical strengths of 30 automakers and eight countries in terms of innovation and performance in the networked vehicle and mobility services field.
- The Mobility Services Report (MSR), which provides facts and analyses on the maturity and market penetration of the most important mobility services worldwide.

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Circulation and analyses



Circulation control:

Circulation analysis:

Copies per edition as annual average (1 July 2022 - 30 June 2023)			
Print circulation:	8,000		
Actually distributed circulation:	7,847	Share distributed abroad:	640
Sold circulation:	690	Share distributed abroad:	78
- subscriber copies:	681	thereof members:	-
- other sales:	9		
- individual sales:	0		
Free copies:	7,157		
Remaining, specimen and archive copies:	153		

Geographic distribution analysis:

Economic zone:	Share of actually distributed circulation	
	%	copies
Domestic	89.0	6,982
Abroad	8.1	640
Other*	2.9	225
Actually distributed circulation	100.0	7,847

* Non-analyzed circulation, including trade fairs and conference copies, etc.

Distribution based on German federal state:	Share of actually distributed circulation	
	%	copies
Baden-Württemberg	22,8	1,591
Bayern	20,8	1,451
Berlin, Brandenburg, Mecklen- burg-Vorpommern	2,4	166
Bremen, Hamburg, Schleswig- Holstein	4,4	306
Hessen	8,4	586
Niedersachsen	10,5	732
Nordrhein-Westfalen	17,9	1,249
Rheinland-Pfalz	3,8	264
Saarland	1,7	118
Sachsen, Sachsen-Anhalt	4,8	338
Thüringen	2,5	181
Actually distributed circulation	100,0	6,982

Circulation and analyses

Industry/Branch:

WZ 2008 Code	Recipient groups (according to classification of the branch of industry 2008)	Share of actually dis- tributed circulation	
		%	Recipients
29	Automakers	33.4	2,627
	Auto supplier industry	33.0	2,592
20, 21, 22	Production of rubber and plastic goods, chemical products	6.1	478
24	Metal production and processing	2.4	187
25	Production of metal products	9.4	741
27.1	Manufacture of devices for electricity production	2.0	158
26.3	Telecommunication technology	0.5	36
26.51, 26.6, 26.7, 32.5	Measurement, control and navigation technology, optics	2.5	200
28	Machine-building	10.1	794
71.12	Engineering service providers	5.5	429
	Other industries (vehicle retailing, IT and financial services, corporate consulting)	25.2	1,974
	Other*	2.9	225
	Actually distributed circulation	100.0	7,847

* Non-analyzed circulation, including trade fairs and conference copies, etc.

Size of the business unit:

Number of employees	Share of actually distributed circulation	
	%	Recipients
1 - 49	20.1	1,580
50 - 99	8.0	625
100 - 199	9.7	762
200 - 499	15.9	1,253
500 - 999	11.1	868
1.000 or more employees	25.7	2,016
Employee count not known	6.6	518
Other*	2.9	225
Actually distributed circulation	100.0	7,847

* Non-analyzed circulation, including trade fairs and conference copies, etc.

Circulation and analyses

Characteristics of activity:

Job area	Share of actually distributed circulation	
	%	Recipients
Company leadership	35.6	2,796
Research, development and design	17.7	1,390
Production, production preparation (+ assembly)	13.8	1,085
Purchasing, technical purchasing	10.9	853
Quality	6.7	525
Other functions (e.g. planning, project management)	9.2	721
IT / Software	3.2	252
Other*	2.9	225
Actually distributed circulation	100.0	7,847

* non-analyzed circulation, including trade fair and conference copies, etc.

Position in company:

Job area	Share of actually distributed circulation	
	%	Recipients
Managing directors/board of management/supervisory board	27.6	2,161
Subsidiary, factory and senior management	3.9	307
Department and division management	38.1	2,992
Project management	2.3	182
Professional staff	22.1	1,736
Not specified	3.1	244
Other*	2.9	225
Actually distributed circulation	100.0	7,847

* non-analyzed circulation, including trade fair and conference copies, etc.

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