

AUTOMOBIL PRODUKTION

2020

Management. Factory. Tools.

TOP 100 Ranking

Die größten Zulieferer im exklusiven Faktencheck. Wer sind die Gewinner und Verlierer 2020?

Kraftakt

Die Branche ächzt unter den Auswirkungen der Coronakrise. Der Blick geht jedoch Richtung Zukunft

Taktgeber

Viele Suppler treiben digitale Innovationen im Bereich Infotainment und Licht voran

Im Interview

Continental-Vorstand
Nikolai Setzer



Foto: iStock



sponsored by:  **Berger**

TOP 100: Automotive Suppliers Global Ranking 2020

Media Data 2021

Valid as of 1 January 2021

MAGAZINE

ONLINE

NEWSLETTERS

CONFERENCES

DIGITAL NETWORKING

LEAD GENERATION



 **connect**



AUTOMOBIL PRODUKTION (AP) is the industry magazine for the automotive manufacturing and supplier industries. It covers production, logistics and purchasing – AP reports on all aspects of the smart, flexible future of manufacturing. The integration of smart machines and systems plays as large a role as the changes in purchasing and supplier management. In this connection, the magazine analyzes and interprets company strategies, technological advances and measures that boost value creation. AP takes a clear journalistic approach. The editorial team supports management decision-making by providing its readers with background information, key data and news straight from the source.

Zielgruppe:

The top management level (board members and managing directors) as well as decision-makers in the areas of purchasing, development and production, at OEMs, suppliers and equipment companies.

Publication frequency:

7 issues yearly (see editorial calendar)

Publication format:

DIN A4

Volume:

Vol. 35, 2020



Reference price annual subscription:

incl. 8 issues automotiveIT

Print and digital

Domestic € 176,55 (price share digital € 5,25) plus € 16,05 shipment

Abroad € 176,55 (price share digital € 5,25) plus € 32,10 shipment

Pricing does not include VAT.

Digital

€ 159,99,- incl. VAT.

Publishing company:

verlag moderne industrie GmbH

Justus-von-Liebig-Str. 1

86899 Landsberg

Telefax: +49 (0)8191/125-279

www.automobil-produktion.de

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Our future: the automotive media network

In 2018, the industrial business section of the Süddeutscher Verlag Medien-gruppe established an automotive media network including the Automobil Produktion, automotiveIT and carIT brands.

A major player in the area of automotive trade media emerged from these strong brands.

Starting in 2021, we will consolidate IT themes into one trade magazine in line with trends in our target groups. In a targeted way, automotiveIT is being expanded to include important topics relating to product IT that had been covered by carIT in the past. Special platforms and special operating systems will provide the decisive advantage in the battle for customers, serving as enablers of in-car technologies such as connectivity and autonomous driving.

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.



The automotive media network reaches experts in the industry:
Print: 32,000. Digital: 1,045,116 copies per edition or visitor numbers per month

Copies per edition or visitor totals per month
 (in each case based on annual average between 07/19 and 06/20)

Our Events

The events from our automotive media network under the brands automotive IT, car IT and Automobil Produktion have earned outstanding marks from participants for years thanks to their quality, organization, networking and contents. In 2020, we also learned to respond flexibly to new conditions. In short order, we adapted our in-person events to the conditions imposed by the Covid-19 situation, used new ground-breaking digital tools, and carried out entirely digital events. Together with our speakers, our partners and our participants, we have gathered a great deal of experience in this area, and it will allow us to steadily improve.

That is our goal. And we measure ourselves by that standard during every event.

The network present at our events, accompanied by editorial coverage and featuring high-caliber speakers from the automotive and IT sectors, is unique.



automotiveIT Congress
Hybrid event · June 2021

The automotiveIT Congress is focused on business IT in the automotive and supplier companies. automotiveIT highlights the way Business IT handles business processes sustainably under the impact of digitalization and new technologies – across everything from development to sales.

www.automotiveIT-kongress.eu

"LIVE" ON-SITE
AND DIGITALLY



THE NEW carIT CONGRESS
Hybrid event · September 2021

The carIT Congress addresses the technological aspects of the electronic/electric sector and their impact on car IT technologies such as connectivity and autonomous driving – mainly against the background of upcoming in-car operating systems as an enabler for future technologies.

www.carIT-kongress.com

"LIVE" ON-SITE
AND DIGITALLY



Mobility Circle
Hybrid event · November 2021

As the overarching platform for industry, politics and science, the Mobility Circle looks at solutions for the sustainable mobility of tomorrow. This year, it is presenting the thesis that effective political orchestration and direction based on socially accepted goals is needed to achieve sustainable mobility.

www.mobility-circle.com

"LIVE" ON-SITE
AND DIGITALLY

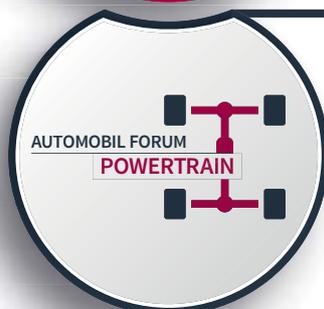


automotive production summit
Hybrid event · December 2021

The automotive production summit is focused on digital production and its implications, as well as logistics and purchasing. More than ever, the current crisis shows how dependent auto manufacturing is on reliable production networks. The transformation of manufacturing requires in-depth partnerships between OEMs, suppliers and players from the digital world.

www.automotive-production-summit.de

"LIVE" ON-SITE
AND DIGITALLY



Automobile Forum Powertrain
Digital-Event · May 2021

This Congress deals with growing digitalization in the development of engines, transmissions and the need for electrification as well as with the role that partnerships between OEMs, suppliers and players from the digital world play, so that strict legal provisions can be met in the near future.

NEW!
DIGITAL ONLY!

Ad formats and prices (see also Page 7 of "Information sheet formats")

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	€ 6,580,-
Junior page	120 x 178	139 x 203	€ 4,695,-
1/2 Page vertical	86 x 257	105 x 303	€ 3,960,-
1/2 Page horizontal	178 x 126	216 x 149	€ 3,960,-
1/3 Page vertical	56 x 257	75 x 303	€ 2,825,-
1/3 Page horizontal	178 x 83	216 x 106	€ 2,825,-
1/4 Page horizontal	178 x 62	-	€ 2,175,-
1/4 Page block	86 x 126	-	€ 2,175,-
1/8 Page block	86 x 62	-	€ 1,250,-

Preferred positioning: 2nd + 4th Inside Cover € 7,650,-

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:

*Including 3 mm bleed

All ad formats can also be booked as a advertorial.

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%

EDITORIAL STAFF / PUBLISHER	ADVERTISING PRICES / FORMATS	GTCS	DEADLINES & EDITORIAL CALENDAR	ONLINE	NEWSLETTERS	MEDIA SERVICES	ANALYSES
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Special formats, Payment Terms

Inserts: (not discountable)

up to 25g weight € 395,-/thousand copies each additional

25 g weight € 195,-/ thousand copies (Prices include postal charges)

Max. paper format 20 x 29 cm.

Delivery: Sample at placement of order. Circulation up to 10 days before publication.

Part supplements are possible, minimum quantity 3,000 pieces

Delivery address for inserts:

BWH GmbH, Beckstraße 10 30457 Hannover

(with notation: for AUTOMOBIL PRODUKTION, Vol. No. ...)

Banderole around AUTOMOBIL PRODUKTION € 10,300,-

Format 460 x 100 mm, including printing and application of adhesive

Double gatefold € 15,500,-

fold-able cover page, advertising space: approx. 2 DIN A4 pages

Cover flap € 12,200,-

Flap around the magazine with 1/2 page on the cover and entire page on the back cover

Advertising space: approx. 1.5 DIN A4 pages

Gatefolds € 19,100,-

Foldout advertising page on the inside cover

Advertising space: approx. 3 DIN A4 pages

Payment terms:

net within 14 days of date of invoice

2% discount for prepayment

3% discount for direct debit

Bank connection:

HVB

BLZ: 70020270

Kto.: 15764474

IBAN: DE76 7002 0270 0015 7644 74

SWIFT (BIC): HYVEDEMMXXX

Formats



Technical Information

Magazine format: 210 mm wide by 297 mm high

Text area: 178 mm wide and 232.75 mm high

Print process: Sheet offset

Data formats: The delivery of data as PDFs version 1.3 (PDF/X-1a/, generated with Acrobat Distiller as of version 4.0 and with a raster-modulated proof. High resolution image data at least 300 dpi, resolution for 60-raster format, color model always CMYK (never RGB or LAB color values). Bitmap (line art scans) should have a resolution of at least 800 dpi. Format applied in original dimensions with trim allowance specified and trim marked.

Colors: For digitally transmitted print templates for color ads, the customer must simultaneously provide a color proof with FOGRA Media Wedge version 2.0 or 3.0 and a proof or measurement protocol (= certificate). Otherwise, there can be no claim for compensation due to any color deviation.

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 – based on standard, **ISOcoated_v2_eci.icc** for covers, generally paper type 2 FOGRA 39L – based on standard.

Data archiving: Data are archived, so duplication without alterations is generally possible, but assume no guarantees with regard to data.

Warranty: For digitally transmitted print templates for color ads, the customer must simultaneously provide a color proof with FOGRA Media Wedge version 2.0 or 2.2 and a proof or measurement protocol (= certificate). Otherwise, there can be no claim for compensation due to any color deviation.

Contact/data transmission:

Michaela Richter

Ad placement

Tel.: +49 (0)8191/125-324

Email: michaela.richter@mi-connect.de

Schedule of dates and topics for 2021

Edition		Main Topics
1	PD 22.03.2021 AC 26.02.2021	Vision - E E-mobility and alternative propulsion. Powertrain concepts of the future, charging and manufacturers' plans
2	PD 18.05.2021 AC 23.04.2021	Powertrain Engines, transmissions, seals, components, alternative fuels, fuel cells, charging
3	PD 28.06.2021 AC 02.06.2021	Smart factory, automation, powertrain technology Automation solutions, IT, cloud services, Big Data, 5G, production control (MES), intelligent sensors, machine learning, control technology, assembly and handling technology, human-robot collaboration
4	PD 19.07.2021 AC 25.06.2021	Top 100 suppliers Strategies for suppliers, challenges facing sustainable supply chains and logistics, "rising stars." AP exclusively compiles a ranking of the top 100 auto suppliers worldwide every year.
5	PD 20.09.2021 AC 27.08.2021	Production and surface technologies, tools Machines and tools, additive manufacturing, facility construction, coatings, protection, quality assurance, 3D printing, digital twins, prototyping
6	PD 25.10.2021 AC 01.10.2021	Skoda car production Smart factory, digitalization of production processes, lean management, production systems, logistics
7	PD 29.11.2021 AC 05.11.2021	Global automotive business OEM production sites worldwide, strategies and platforms. Each year, AP exclusively compiles a unique collection of data on the Top 20 global automakers.

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

Materials and compounds **Additive production**
Assembly and handling technology **Surface** **Production technology**
Supplier strategies/SCM **Body construction** **Alternative drives**
TOP 100 auto suppliers **Forming technologies** **E-mobility** **Tooling machines**
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
Robotics and automation **Global automotive business**

AUTOMOBIL PRODUKTION

The year 2020 has 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 in each case or can be found at <https://www.automobil-produktion.de/media.html>. Or feel free to call us at +49 8191 125 350.

Website

www.automobil-produktion.de

Features in brief:

The portal provides the automotive and supplier industries with current information and ongoing updates on companies, people, markets, products and technologies. Selected industry news items are reported and updated daily and prepared with background information. Related services such as full-text topic searches and statistics round out the offerings and add to users' understanding.

Target group:

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

Werbeformen und Preise:

Banner	Format (Pixel)	CPM
Billboard Ad	940 x 250	100 euros
Wallpaper	160 x 600 oder 728 x 90	80 euros
Skyscraper (sticky)	160 x 600	60 euros
Superbanner	728 x 90	50 euros

Banner	Format (Pixel)	Per calendar week
Skyscraper 1+2	160 x 600	2,890 euros
Content Ad 1+2	300 x 250	2,890 euros

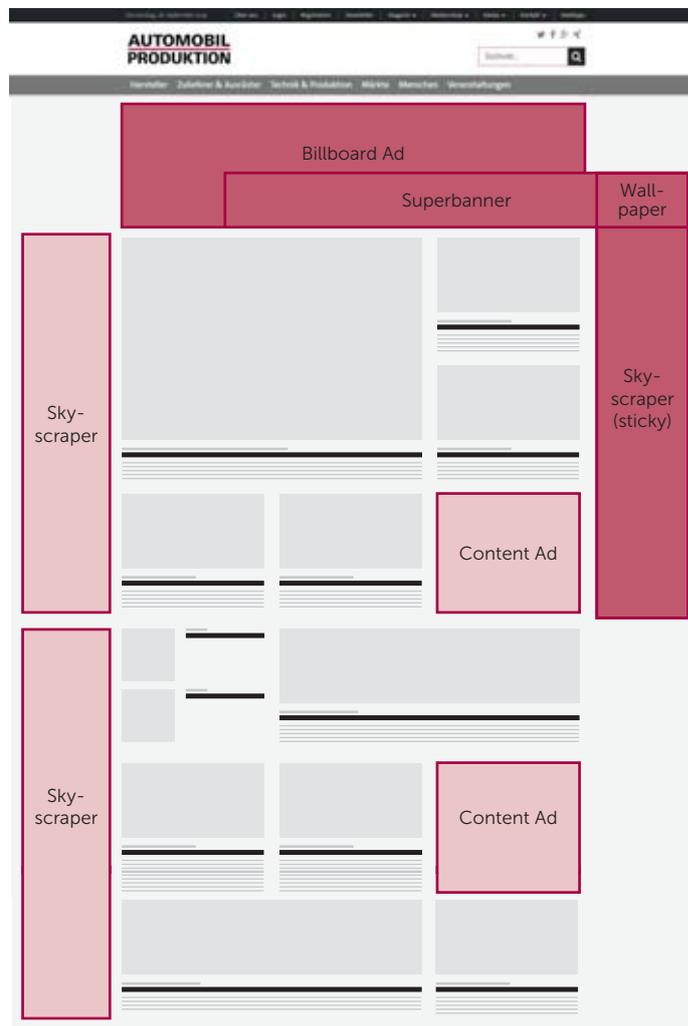
Content-Marketing

Advertorial/article at www.automobil-produktion.de

Package of **5 articles** at 3,950 euros apiece 19,750 euros
 Package of **10 articles** at 3,450 euros apiece 34,500 euros

Services included

- **article optimization (SEO) by an editor**
(basic article comes from customer)
- **Content placement**
(30 days on landing page, then in the appropriate section)
- **Content promotion**
 - **2 text ads in the newsletter**
(text maximum of 350 characters, image file 145 x 145 pixels)
 - **2 weeks with banner on websites of the automotive media network**
based on availability (format 300 x 250 pixels)
 - in social media (Twitter, LinkedIn, Xing, Facebook)
- **Monthly reporting**



External AdServer use

Google Ad Manager

Social Media



Follow along on our social media channels and take advantage of our network for your advertising.

Access figures per month:

Page views/month: **969.616**

Visits: **403.360**

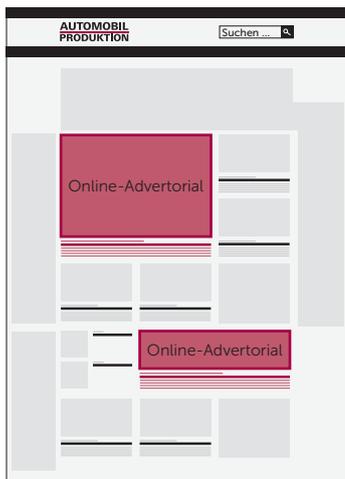
Average over the last 12 months,
from 07/19 through 06/20

Find current data at:

<http://ausweisung.ivw-online.de/>

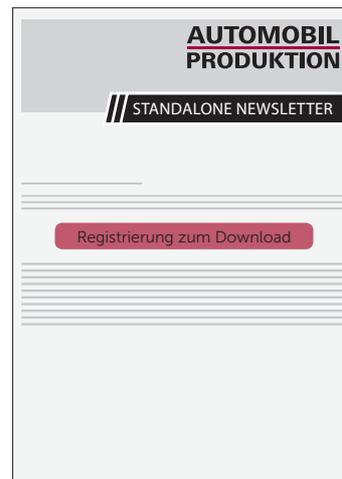


Online-Advertorial



- Contribution in your desired category
 - Placement in top position with improved visibility
 - Structure and integration of the contribution (look & feel editorial office)
 - Monitoring
 - Newsletter Post (Text-Ad)
 - Archiving of the post on automobil-produktion.de
 - sustainable findability via Google
- € 3,690 per week

Whitepaper



- Shipping of a standalone newsletter (including structure)
 - Individual bannering (website and newsletter)
 - Structure of the landing page
 - Placement under the category „Whitepaper“
 - Weekly lead submission
 - Duration 2 months
€ 7,900 Base price – 40 leads incl. € 42 each additional lead *
- * e.g. First and last name, e-mail address, company, function, Phone; Depending on the topic, up to 250 leads are possible

Examples of already published white papers
can be found here

www.automobil-produktion.de/whitepaper.html

Audience-Targeting

Reach B2B users in the Google Display Network.

The benefits to you

- Increased brand awareness due to repeated exposure at various touch points
- Cross-device distribution
- Low scatter losses since only users with an interest in a particular issue are addressed
- Major potential for new customers
- Performance boost – we optimize your campaign and deliver with greater impact in the most successful channel
- Maximum control over your advertising investments due to precise evaluation of your reach

For the best possible display, please provide us with a banner set with the following formats: skyscraper, leaderboard, billboard and content ad.

Minimum purchase: 50,000 ad impressions
Price: 65 euros (CPT)

We are happy to check to see whether your preferred range is achievable.

Here is how it works



Users deal with the special portal containing their fields of interest.



User show interest in a particular set of topics. These are marked.



Your banners are now shown to these users in the channel relating to a particular theme that they have chosen, in their Facebook timeline as well as on the partner pages of the Google Display network, precisely reaching your target group.

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 automotiveIT

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

Benefit from the reach of our automotive media network 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 € 5.900,- 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: 969,616 page views/month and 403,360 visits
 automotiveIT: 39,000 page views/month and 20,200 visits
 carIT: 36,500 page views/month and 18,700 visits

automotive media network: 1,045,116 page views/month and 442,260 visits

Annual average for the last 12 months from 07/19 to 06/20 according to IWW for Automobil Produktion and Google Analytics for automotiveIT and carIT

Digital topic-related talks as part of an active partnership. Experience the trade magazine "live" and help to shape it as a partner.

- Single theme from an array of **automotiveIT** topics relating to Business IT or Product IT or **Automobil Produktion**
- A **thematically relevant lecture by an industry expert** from the **partner company** with a short interview
- At least one **thematically relevant live interview with an OEM or Tier 1 supplier** at your invitation
- At least two interactive roles for participants
- 1-2 trade editors from the automotive media network are the guides through the topic-related talks
- Duration 50 to 60 min.

Our services

- We utilize **our expertise** and **our network to reach your communication goals**.
- We support digital topic-related talks with **targeted digital marketing** along with editorial support.
- **Promotion** and **participant generation** in part by means of a **standalone newsletter** to our newsletter distribution list (a total of 18,000 subscribers) and individual bannerings on our portals (more than 1 million page impressions and more than 400,000 visits monthly) for a minimum of three weeks.
- We analyze the participants and **make leads available to you**.

The benefits to you

- You acquire **important new contacts** in the automotive media network, which has a wide reach.
- Your **visibility on Google** is improved, especially in the context of the defined theme.
- You retain **your focus topic exclusively** for a long period.
- You show your **technical expertise** on the selected topic and share information directly with your target group.
- Your content is **transmitted into the industry (nearly) free of scatter losses**.

Partner options with active contribution of the sponsor/partner

Premium Plus advertising option	Exclusive studio recording	Exclusive recording at your company headquarters
Premium Plus advertising option Editorial topic-related talk via Go-to-Webinar including logo branding, ads or banner display and short video	Recording of the format in a studio with you as partner and industry expert - and our editorial staff	Recording at your company headquarters with editorial staff in attendance
Additional showing of the virtual consulting session after the topic-related talk via chat (max. 60 min.) Post-event networking and additional download options	Additional interviewees are connected by stream	Additional interviewees are connected by stream
25,000 euros	Premium Plus plus 10,000 euros	Premium Plus plus 17,500 euros

EDITORIAL STAFF / PUBLISHER	ADVERTISING PRICES / FORMATS	GTCS	DEADLINES & EDITORIAL CALENDAR	ONLINE	NEWSLETTERS	MEDIA SERVICES	ANALYSES
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Formats and technical specifications

Data formats:

(animated) GIF format, JPG, HTML, 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
michaela.richter@ami-connect.de

Timeframe for delivery:

1 week before the start of the campaign

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

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 (1. Position)	650 x 90	1,450 euros
Content Ad	300 x 250	1,290 euros
Text Ad*	max. 350 characters + picture (145 x 145 px)	1,950 euros

*Text Ad reach extension via Xing an über 50,000 subscribers (as of October 2020)

Price: € 1,000,-

Maximum data volume 50 KB

Distribution: Total number of recipients: **17,000***

*As of October 2020, Shipping 5 x per week Mo. - Fr. (no shipping on national holidays)

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 20,000 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 € 5.900,- 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.

Infoletter
AUTOMOBIL PRODUKTION
vom 11. November 2019 | generiert um 13:17:03 an adresse.fahrer@automobil-produktion.de

Kosten senken mit iglidur® Gleitlagern
IAA | iglus
Halle 9.0 / C.11

5 Gründe, warum Sie iglidur® Gleitlager in Automobilen einsetzen sollten

1. Grund: Kosten um 40 % senken

Es gibt heute kaum ein Fahrzeug, in dem keine Gleitlager aus Kunststoff als Ersatz für metallische Gleit- und Wälzlager stecken. Das Einsatzspektrum reicht von Sitzsystemen bis hin zu technisch anspruchsvollen Applikationen im Automobil. Überall dort senken schmier- und wartungsfreie Tribo-Polymergleitlager Kosten und verbessern die Technik.

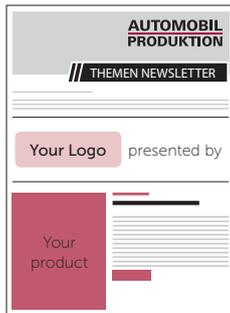
2. Grund: Bis zu 80 % Gewicht einsparen

Ein modernes iglidur® Kunststoffgleitlager ist bis zu 80 % leichter als ein herkömmliches metallisches Gleitlager. Die Menge an Lagermaterial ist mit zunehmender Komplexität der Fahrzeugteile stetig gestiegen. Auch bei der richtigen Auswahl des Lagerwerkstoffs muss daher bereits auf das Gewicht geachtet werden. Hier sparen iglidur® Polymer-Gleitlager Italien Vorstell aus: Sie bringen weniger Gewicht auf die Waage als metallische Lager und tragen so zur Reduzierung des Kraftstoffverbrauchs bei.

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.



- 17,000 **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 (145 x 145) for the text ad; logo as a graphic or image file
- **Price per shipment: 6,600 euros**

Schedule and Editorial Calendar

Week No.	Week	Main Theme
1	Week 12	Vision – E E-Mobility and alternative propulsion
2	Week 20	Powertrain Engines, transmissions, components, alternative fuels
3	Week 26	Smart factory, automation, powertrain technology Automation solutions, IT, cloud services, Big Data, 5G, production controls (MES), intelligent sensors, machine learning, control technology, assembly and handling technology, human-machine collaboration
4	Week 38	Tools, production and surface technologies Machines and tools, additive production, facility construction, coatings, protection, quality assurance, 3D printing, digital twins, prototyping
5	Week 43	Produktion Skoda Auto Smart factory, digitalization of production processes, lean management
6	Week 48	Global Automotive Business OEM production sites worldwide, strategies and platforms

Circulation and analyses



Circulation control:

Circulation analysis:

Copies per edition as annual average (1 July 2019 - 30 June 2020)			
Print circulation:	11,375		
Actually distributed circulation:	11,067	Share distributed abroad:	773
Sold circulation:	1,170	Share distributed abroad:	130
- subscriber copies:	1,141	thereof members:	-
- other sales:	29		
- individual sales:	-		
Free copies:	9,897		
Remaining, specimen and archive copies:	308		

Geographic distribution analysis:

Economic zone:	Share of actually distributed circulation	
	%	copies
Domestic	89.8	9,935
Abroad	7.0	773
Other*	3.2	359
Actually distributed circulation	100.0	11,067

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

Distribution based on German federal state:	Share of actually distributed circulation	
	%	copies
Baden-Württemberg	23.4	2,328
Bayern	21.2	2,106
Berlin, Brandenburg, Mecklenburg-Vorpommern	2.4	238
Bremen, Hamburg, Schleswig-Holstein	5.9	586
Hessen	8.3	829
Niedersachsen	10.5	1,040
Nordrhein-Westfalen	17.1	1,696
Rheinland-Pfalz	3.7	373
Saarland	1.5	151
Sachsen, Sachsen-Anhalt	3.9	384
Thüringen	2.1	204
Actually distributed circulation	100.0	9,935

Circulation and analyses

Industry/Branch:

WZ 2008 Code	Recipient groups (according to classification of the branch of industry 2008)	Share of actually distributed circulation	
		%	Recipients
29	Automakers	37.8	4,188
	Auto supplier industry	38.1	4,208
20, 21, 22	Production of rubber and plastic goods, chemical products	6.1	681
24	Metal production and processing	2.6	284
25	Production of metal products	9.1	1,008
27.1	Manufacture of devices for electricity production	3.1	340
26.3	Telecommunication technology	0.8	90
26.51, 26.6, 26.7, 32.5	Measurement, control and navigation technology, optics	2.6	283
28	Machine-building	13.8	1,522
71.12	Engineering service providers	5.4	600
	Other industries (vehicle retailing, IT and financial services, corporate consulting)	15.5	1,712
	Other*	3.2	359
	Actually distributed circulation	100.0	11,067

* 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	24.2	2,681
50 - 99	8.8	976
100 - 199	9.4	1,040
200 - 499	12.8	1,414
500 - 999	10.3	1,136
1,000 or more employees	21.5	2,374
Employee count not known	9.8	1,087
Other*	3.2	359
Actually distributed circulation	100.0	11,067

* 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	42.9	4,752
Research, development and design	15.5	1,713
Production, production preparation (+ assembly)	12.8	1,417
Purchasing, technical purchasing	9.8	1,088
Quality	5.7	627
Other functions (e.g. planning, project management)	7.6	834
IT / Software	2.5	277
Other*	3.2	359
Actually distributed circulation	100.0	11,067

* 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	33.3	3,683
Subsidiary, factory and senior management	5.4	597
Department and division management	34.4	3,803
Project management	0.5	60
Professional staff	19.2	2,123
Not specified	4.0	442
Other*	3.2	359
Actually distributed circulation	100.0	11,067

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

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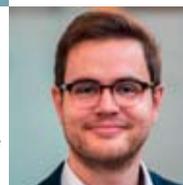
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