



Catena-X

Automotive Network

Automobil Produktion / automotivIT

Special edition "Catena-X"

Special edition in Automobil Produktion issue 02/2025 /
automotivIT + additional display at Hannover Messe 2025



AUTOMOBIL PRODUKTION
Management. Factory. Tools. Technology.

Automatisch
Chinas Provinz Anhui macht in Form eines mächtigen Industriecusters mit hochautomatisierten Fabriken Druck

Metamorph
Das Herz von BMW schlägt zwar weltweit, doch das Münchner Stammwerk hat eine Art Leuchtturmfunktion

SPEZIAL: Smart Factory
Automatisierung und Digitalisierung schreiten auch in klassischen Gewerken und der Logistik mit Macht voran

Im Interview
Petra Peterhänsel, Leiterin des BMW-Werks Leipzig

Energiekosten und Bürokratie: Gerät die Branche in Schiefelage?

10 relevant topics, projects and best cases from Catena-X




Gefährliche Fahrwasser

- Allumfassend – Cybersecurity-Management muss alle Teile der Kette im Blick haben
- Zwiespältig – Künstliche Intelligenz ist für IT-Sicherheit Booster und Gefährder zugleich
- Menschlich – als Technikproblem bekannt, ist Security vor allem eine kulturelle Herausforderung




Exclusive interview with the
Catena-X CEO:
Oliver Ganser; BMW Group

print / e-paper




21,000 recipients

digital / online



> 50,000 user per month

Themed newsletter



> 20,655 recipients

The concept of the magazine

The editors-in-chief of Automobil Produktion and automotivEIT, together with the communications department of Catena-X, have identified highly exciting use cases in addition to figures and facts about Catena-X, which are reported on exclusively in this special edition. An exclusive interview with **Catena-X Managing Director Oliver Ganser** (BMW Group) complements the high-quality and journalistically independent articles.

The ten articles will be:

_Intro / Figures and facts

Initialization, members, growth targets, internationalization and hub logic

_Vision of Catena-X

Interview with Catena-X board member Oliver Ganser

_OEMs' view on Catena-X

Insights from Oliver Ganser (BMW Group), Julia Mayr (Mercedes-Benz) and Sven Lorenz (Volkswagen)

_CO₂ / Product Carbon Footprint

First-time common logic ("Rulebook"), regulatory, IDMS

_Quality

Suppliers receive access to field data – an immediate added value

_Traceability

New business models, e.g. recycling battery cells

_Circular Economy

Battery passport and regulatory issues

_Demand and Capacity Management

"Resilient Supply Chain", especially short-term planning, e.g. "Puris"

_Business Partner Management

in the context of customs duties

_Behavior Twin

A development use case

Our offer

Present your services, innovations and visions and use this **maximum range**:

_ **Automobil Produktion** special edition in issue 02/2025 (April 22, 2025 / 7,000 copies)

_ **Display at Hannover Messe 2025** (Catena-X & members)

_ **Online special on automobil-produktion.de and automotivEIT.eu** (> 50,000 users per month on average in 2024) and/or

_ **Themed newsletter "Catena-X"** – sent to all newsletter subscribers of **automotivEIT** and **Automobil Produktion** (> 20,655 recipients) and

_ **German-English e-paper version** within the Catena-X partners

Your advertisement or advertorial gives you the opportunity to present your company and your best cases and services to **IT specialists and managers in the entire community of Catena-X, automotivEIT and Automobil Produktion.**

Target group

In addition to **CIOs**, **automotiveIT** speaks to **IT decision-makers, digitalization experts and IT specialists and managers in the areas** of the automotive value chain.

Automobil Produktion focuses on **board members, managers and specialist departments from production, logistics and purchasing** as well as **equipment manufacturers and suppliers**.

Cross-media expansion over all our various media channels

The special edition will also be published as an e-paper version and will be distributed to 20,655 newsletter recipients. In addition, we can offer various digital options to ensure the best presentation for you and your content.

Exclusive online advertorials

automotiveIT offers the opportunity to place up to three advertorials on the homepage of the focus topic.

The advertorial will run for one month at this exclusive placement. After that, the advertorial will be integrated in the text listing below the exclusive placement.

You can also use the online advertorials as posts via links on your social media channels.

Themed newsletter Catena-X

automotiveIT and Automobil Produktion, together, reach **20,655 GDPR-compliant subscribers** through their journalistic newsletters. In the specialised newsletters on the publication date of the special edition, our well-known and proven advertisement slots - such as a text ad as a teaser for a thematically appropriate whitepaper campaign - can be booked.

Individually tailored campaigns

We would be happy to develop individual ideas and concepts for comprehensive marketing campaigns with dynamic online/digital components such as expert roundtables, content marketing and more, which we implement via our network using the latest technical tools.

Our cross-media offer for you

Special edition Automobil Produktion 02/2025, Catena-X display at Hannover Messe 2025, online advertorials on automotiveT and a themed newsletter

1. 1/1 page Ad/Advertorial incl. e-paper (Ger./Eng.) € 7,000
2. 1/1 page Ad/Advertorial incl. e-paper (Ger./Eng.) and banner placement in the themed newsletter Catena-X € 8,900
3. 1/1 page Ad/Advertorial incl. e-paper (Ger./Eng.) and banner placement in the themed newsletter Catena-X and online advertorial on focus page € 12,000
4. Package PremiumPlus - Print Banderole 1/1 page Ad/Advertorial incl. e-paper (Ger./Eng.) and target group-addressed banderole* in all print copies € 14,200



* The banderole (80 x 620 mm) is folded in with two "wings" and fixed with glue dots so that when opening the magazine the readers immediately see the advertorial page and thus your message and content.

All prices in euros plus VAT.

Additional extensions according to your individual needs, e.g. with a lead campaign or a podcast, can be arranged individually.

_Date of publication (EVT):

March 31, 2025 (display Hannover Messe)

April 22, 2025 (AP 02/2025)

_Themed newsletter Catena-X:

April 23, 2025

_Circulation:

21,600 (incl. 7,000 print copies)

_Ad close (AC):

March 7, 2025

_Print material close:

March 12, 2025

_Number of pages:

40 pages

Save your space now!

We will be happy to advise you on which service package is right for you and create an individual offer for you!



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Themed newsletter



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