



Media Information 2013



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The automotive industry is one of the most demanding in the world, and its life-blood is IT. In Germany alone, more than 7 billion euros are invested in IT every year. And this figure is rising.

You can reach the industry's leading decision-makers efficiently and effectively through one of Germany's highest-quality specialist magazines, featuring great graphics, great layout and great content. Because not only do IT decision-makers read our title, they also actively contribute to automotiveIT by providing glimpses behind the scenes, exclusive interviews and in-depth IT stories.

automotiveIT is the only trade magazine in Germany (editor's note: among some 3,900 titles) to have been nominated twice Trade Medium of the Year as well as for the 2010 Bavarian Print Media Prize. But our readers' opinions matter even more to us:

"I read automotiveIT because it joins the dots between IT management, the needs of user departments, and IT's contribution to an enterprise's technological progress. The articles are very informative, well researched, and presented in a very appealing way. It's a pleasure to read."

Dr. Michael Gorriz, CIO, Daimler AG

"As CIO, it's my job to evaluate the latest IT trends not in general terms, but in the context of my company. So it's essential to know what they mean to our industry. automotiveIT tells me what's happening in my community in practical terms, and in a compact form."

Christian Ley, CIO, Brose Group

Take advantage of our loyal readership for high-impact advertising. Present your business to Germany's key IT decision-makers. Welcome to automotiveIT

Hilmar Dunker,
Editor-in-chief

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VDZ

 Verband Deutscher
Zeitschriftenverleger

Issue	Publication Date	Editorial Deadline	Ad space Deadline	Ad copy Deadline	Cover Feature/Key Topics	Columns	Trade Shows/Convention Reports
01/02 Jan/Feb	Feb 15	Jan 15	Feb 01	Feb 04	<ul style="list-style-type: none"> • CeBIT 2013 - Motto "Shareconomy": Exhibitors, Maps, Previews • Mobile Computing & Bring your own Device 	IT-Strategy, IT-Management, Development, Production, Logistics, Distribution & Trade, Car/CT	<ul style="list-style-type: none"> • CeBIT, Hannover (Mar 05-09) • Logimat, Stuttgart (Feb 19-21) • Mobile World Congress, Barcelona (Feb 25-28)
carIT 01	Feb 22	Jan 22	Feb 08	Feb 11	SEE SEPARATE MEDIA INFORMATIONS		<ul style="list-style-type: none"> • CeBIT, Hannover (Mar 05-09), Hauptheft • embedded World, Nürnberg Vorschau (Feb 26-28) • iMobility Stuttgart, Stuttgart (Apr 11-14) • Genfer Autosalon (Mar 07-17)
03/04 Mar	Mar 28	Feb 28	Mar 15	Mar 18	<ul style="list-style-type: none"> • PLM: The transformation of a billion euro market • Hannover Messe: Exhibitors, Maps, Previews + special "digital Factory" • M2M Communication – Towards industry 4.0 		<ul style="list-style-type: none"> • Hannover Messe (Apr 08-12)
05 May	May 10	Apr 10	Apr 26	Apr 29	<ul style="list-style-type: none"> • Cloud Computing & Virtualization • Supercomputing within research and development • Project management software: working efficiently 		<ul style="list-style-type: none"> • Control, Stuttgart (May 14-17)
carIT 02	June 14	May 14	May 31	June 03	SEE SEPARATE MEDIA INFORMATIONS		
06/07 June/July	June 28	May 28	June 14	June 17	<ul style="list-style-type: none"> • IT security: The automotive industry in danger • Supply chain management: how to achieve efficiency • Supplier management: Analysis, evaluation 		<ul style="list-style-type: none"> • SAP-Automotive Symposium

automotiveDAY
CeBIT, Mar 7

Special Issue SAP-
Automotive-Partner

Issue	Publication Date	Editorial Deadline	Ad space Deadline	Ad copy-Deadline	Cover Feature/Key Topics	Columns
carit 03	Sep 04	Aug 05	Aug 21	Aug 23	SEE SEPARATE MEDIA INFORMATIONS	CarI/CT Distribution & Trade, CarI/CT Logistics, Distribution & Trade, CarI/CT Production, Logistics, Distribution & Trade, CarI/CT Development, Production, Logistics, Distribution & Trade, CarI/CT IT-Strategy, IT-Management, Development, Production, Logistics, Distribution & Trade, CarI/CT
08/09 Aug/Sep	Sep 13	Aug 13	Aug 30	Sep 02	<ul style="list-style-type: none"> IT in manufacturing: MES, JIT, JIS Finance IT: EDI, e-Invoicing, e-Discovery Change management 	
10 Oct	Oct 18	Sep 18	Oct 04	Oct 07	<ul style="list-style-type: none"> Special „ERP“: Consulting, strategies and products for the automotive industry CRM: An eye on the customer Voice over IP 	
11 Nov	Nov 15	Oct 15	Nov 01	Nov 04	<ul style="list-style-type: none"> Big Data & BI: How to analyze, manage and use great amounts of data Data networks: nerve chords of the automotive industry The Indians are coming 	
carit 04	Nov 29	Oct 29	Nov 15	Nov 18	SEE SEPARATE MEDIA INFORMATIONS	
12 Dec	Dec 13	Nov 13	Nov 29	Dec 02	<ul style="list-style-type: none"> Collaboration: Wikis, blogs, video conferencing, document management Trends in IT 2014 Experts-special (including university brochure "High Potentials") 	

Introduction: Top 25 IT-Service provider of the Automobile industry

- IAA, Frankfurt (Sep 12-22)
- IFA, Berlin (Sep 06-11)
- IT&Business, Stuttgart (Oct 23-25)
- BMW IT-Messe, München
- SPS/IPC/Drives (Nov 26-28)
- CES, Las Vegas, USA (2014, Jan 07-10)
- Detroit Motor Show, USA (2014, 13-26)

Format	Type Area (Width x Height)	Basic Charge b/w (Dicountable)	Colour surcharge* four-colored	Price four-colored	Bleed Format + 10 % to Basic Charge
1/1 Page	176 x 258 mm	€ 4,690	€ 1,770	€ 6,460	210 x 297 mm + € 469
1/2 Page landscape	176 x 129 mm	€ 2,550	€ 1,770	€ 4,320	210 x 147 mm + € 255
1/2 Page upright format	86 x 258 mm	€ 2,550	€ 1,770	€ 4,320	103 x 297 mm + € 255
2/3 Page landscape	176 x 172 mm	€ 3,380	€ 1,770	€ 5,150	210 x 190 mm + € 338
2/3 Page upright format	116 x 258 mm	€ 3,380	€ 1,770	€ 5,150	133 x 297 mm + € 338
1/3 Page landscape	176 x 85 mm	€ 1,690	€ 1,290	€ 2,980	210 x 103 mm + € 169
1/3 Page upright format	56 x 258 mm	€ 1,690	€ 1,290	€ 2,980	73 x 297 mm + € 169
1/4 Page landscape	176 x 65 mm	€ 1,260	€ 1,290	€ 2,550	210 x 83 mm + € 126
1/4 Page upright format	43 x 258 mm	€ 1,260	€ 1,290	€ 2,550	58 x 297 mm + € 126

Discounts:

- ab 2x 5 Percent
- ab 4x 10 Percent
- ab 6x 15 Percent
- ab 9x 20 Percent

Print- and Online-Combination:

On request

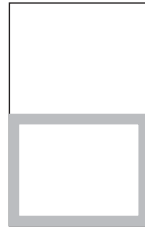
Placements:

Cover Pages (Pages 2, 3, 4):

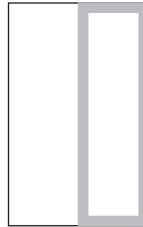
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 Size: 210 x 297 mm



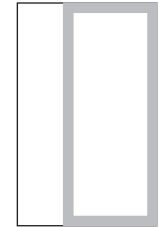
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 Size: 176 x 129 mm
1/2 Page landscape bleed.*
 Size: 210 x 147 mm



1/2 Page upright format
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1/2 Page upright bleed*
 Size: 103 x 297 mm



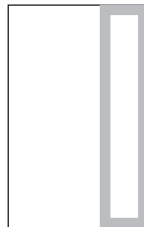
2/3 Page landscape
 Size: 176 x 172 mm
2/3 Page landscape bleed.*
 Size: 210 x 190 mm



2/3 Page upright format
 Size: 116 x 258 mm
2/3 Page upright bleed*
 Size: 133 x 297 mm



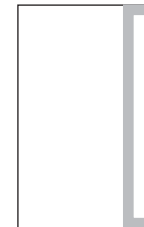
1/3 Page landscape
 Size: 176 x 85 mm
1/3 Page landscape bleed.*
 Size: 210 x 103 mm



1/3 Page upright format
 Size: 56 x 258 mm
1/3 Page upright bleed*
 Size: 73 x 297 mm



1/4 Page landscape
 Size: 176 x 65 mm
1/4 Page landscape bleed.*
 Size: 210 x 83 mm



1/4 Page upright format
 Size: 43 x 258 mm
1/4 Page upright bleed*
 Size: 58 x 297mm



Special forms of advertising:

Please ask for innovative special form of advertising.

Advertorial

For example "best practice story":

Price without offprint:

Basic costs 1/1 Page

€ 7,210

Basic costs 2/1 Seite

€ 10,890

Jobmarket:

four-colored, exclusively formats within type area.

For formats see page 6.

All-inklusive-price, four-colored, 1/1 page € 4,690

All-inklusive-price, four-colored, 1/2 page € 2,550

**CAREER
SPECIAL
2013**



IT4automotive – Marketplace for auto-industry specialists

Make the right impact by advertising in our marketplace:

- Six freely selectable keywords for locating your company via the keyword index.
- All lines of communication for quick contact.
- Your logo: eye-catching and memorable: your calling card in the marketplace.
- Profile of your company: to showcase your skills and reference customers.

Rate per year: One year Print + Online: **2,295 Euro**

From 7 Months Print: **€ 205** Print + Online: **€ 270**

4-6 Months Print: **€ 265** Print + Online: **€ 336**

1-3 Months Print: **€ 315** Print + Online: **€ 399**

* Inclusion in the marketplace



Company Profile*:

Devote a full page to represent your offering, reference customers, and a photo of your executive responsible for the automotive industry or other senior executive(s). We supply the template, you provide the content. Layout is included in the price.

4,690 Euro

The automotive industry invests 10 billion euros per year* in IT, making it the most important element of corporate strategy. With its high-quality editorial content, automotiveIT keeps IT decision-makers, executives and specialists up to date on all key IT issues.

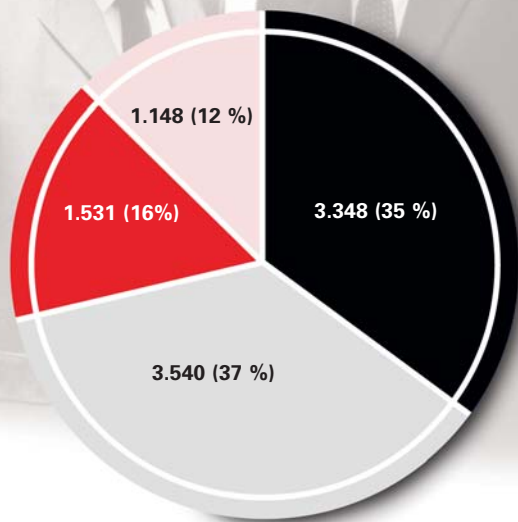
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Print Run: 10,000 Copies

Total Circulation: 9,567 Copies

Q2 2012

*Source VDA/ITA



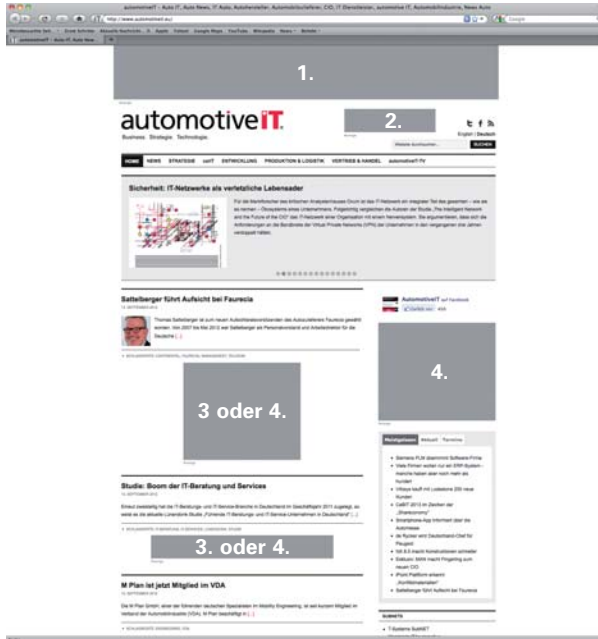
■ CIO's/COO's/CTO's/C-Level
IT directors/Project leaders/
Executives/Board members
3.348 (35 %)

□ IT project managers/
Team leaders/IT Managers
3.540 (37 %)

■ Other decision-makers/Specialists
1.531 (16 %)

□ Others
1.148 (12%)

Placing possibilities



1. Leaderboard
960 x 90 Pixel
TKP= € 220
2. Halfsize Banner
234 x 60 Pixel
TKP= € 95
3. (a-f) Banner
468 x 60 Pixel
TKP= € 120
4. Rectangle
300 x 250 Pixel o.
200 x 200 Pixel
TKP= € 170
5. Skyscraper
120 x 600 Pixel
TKP= € 160

Special Ads:

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The monthly newsletter, which will feature only exclusive content, will bring you a selection of interviews and stories that, we hope, will give you even more of the specialized insights you need to improve your business.

Our news and information straddles two of the most exciting industries in the world: automotive and IT. You already know us from our German-language magazines and news Web sites, our conferences and the automotiveIT.com international news portal. The automotiveIT Executive Newsletter, which will come to you as a PDF via email, further extends our English-language franchise globally.

The monthly menu of interviews and stories will include in-depth global content as well as some of the best features from our German sister publications. The package expands and deepens the news coverage you can see daily on the automotiveIT.com website

Please ask for special forms of advertising in the newsletter

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