

Electromobility

ATZextra Elektromobilität informs decision-makers and developers in the automotive industry about current concepts and requirements in the field of batteries, charging technology, infrastructure and drive systems.

In various specialist articles, the magazine brings together current development approaches, introduces technologies and discusses their potential and limitations.

Position yourself as a solution provider and initiator for the target group and emphasize your position in the magazine.

Highlight your significance for the industry in ATZextra.



TOPICS FROM THE FIELD OF ELECTROMOBILITY

- ▶ Charging technology and infrastructure
- ▶ Power generation and storage
- ▶ Vehicle concepts
- ▶ Batteries
- ▶ Fuel cells
- ▶ Electric drive systems

DEADLINE

Advertising deadline:	2024/09/24
Copy deadline:	2024/10/08
Publication date:	2024/10/31



CIRCULATION AND DISTRIBUTION

Print:

9.000 copies to the readership of ATZ, MTZ, ATZelektronik

E-Magazine (in German and English):

Free availability for subscribers of ATZ, MTZ, ATZelektronik and licensed users of Springer Professional for the channel Automotive

(Channel performance values

November 2022 - October 2023: Ø 95,305 page impressions with Ø 29,478 visits per month)

PRICES AND FORMATS

Ad in printed issue plus ad in English edition incl. linking:

Ad format	type area*	bleed ads**	4-colours
1/1 page	175 x 240	210 x 279	€ 7,229
1/2 page upright	85 x 240	101 x 279	€ 3,779
1/2 page horizontal	175 x 117	210 x 137	€ 3,779
1/3 page upright	55 x 240	63 x 279	€ 2,933
1/3 page horizontal	175 x 76	210 x 86	€ 2,933

* Dimensions per w x h in mm

** Bleed plus 3mm trim allowance

Surcharge for advertising in the eMagazine:

Audio or video integration	€ 788
Picture gallery	€ 525
PDF download	€ 250

Weitere Formate und Werbemöglichkeiten auf Anfrage.