

# Price list online

## Automobil + Motoren



### Target group

Decision-makers and engineers in the automotive and supplier industry as well as engine construction. The value chain ranges from pre-development, design and testing to production planning.

**93 %**  
decision-makers\*

\* 93 % of users are involved in the decision-making process for their company's investments. Of these, 37% are direct decision-makers. (Source: User survey July/August 2016)

### Newsletter: Automobil + Motoren

### Newsletter: Automobilelektronik

The newsletters provide engineers and decision-makers from the automotive industry with the relevant technology and industry news. The newsletters provide a brief and compact overview of current events in the automotive industry.

### Frequency:

**Automobil + Motoren:** 2 x weekly, tuesdays + fridays

**Automobilelektronik:** every 14 days, thursdays

**Recipients:** 21,162 subscribers (January 2024)

### Website:

[springerprofessional.de/automobil-motoren](http://springerprofessional.de/automobil-motoren)

Excellent specialist editorial teams select and current topics in the fields of automotive and engine technology for the target group, electronics, production, commercial vehicles and research & development.

### Access values Springer Professional:

page impressions: 1,027,067

visits: 394,688

(Ø February 2023 - January 2024 | source: IVW)



Advertising formats newsletter	Pixel format (width x height)	kB	Fixed price in Euro
Text ad small + logo/picture (gif or jpeg) <sup>1</sup>	pic 140 x 100, text 300 characters <sup>2</sup>	max. 45	1,540
Text ad large + logo/picture (gif or jpeg) <sup>1</sup>	pic 140 x 100, text 650 characters <sup>2</sup>	max. 45	1,925
Fullsize banner (GIF or JPEG) <sup>1</sup>	468 x 60	max. 45	1,925
Rectangle (GIF or JPEG) <sup>1</sup>	300 x 250	max. 45	1,925
Premium banner (GIF or JPEG) <sup>1</sup>	600 x 315	max. 45	2,145

<sup>1</sup> not animated files | <sup>2</sup> incl. spaces

Advertising formats web	Pixel format (width x height)	kB	CPM in Euro
Fullsize banner	468 x 60	max. 120	110
Superbanner (bigsize)	728 x 90	max. 120	110
Sky scraper	120 x 600	max. 120	121
Wide sky scraper	160 or 200 x 600	max. 120	121
Medium rectangle	300 x 250	max. 120	110
Wallpaper (Superbanner + sky scraper)	728 x 90 + 120 x 600	each max. 120	198
Billboard	770   800   870 or 970 x 250	max. 120	198
Half page	300 x 600	max. 120	198

### Payment conditions | Data delivery

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date; 15 % agency commission; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, Bank No. (BLZ): 100 700 00 | Account No.: 069700300 |

Swift/BIC: DEUTDEBB | IBAN: DE09 1007 0000 0069 7003 00

Delivery deadline: up to 5 business days before placement to: banner-wiesbaden@springernature.com

You can find our specification for online advertising at: [www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery](http://www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery)

You can find our general terms and conditions at: [www.springerfachmedien-wiesbaden.de/en/media-sales/gtc](http://www.springerfachmedien-wiesbaden.de/en/media-sales/gtc)