

AUTOMOBIL PRODUKTION

03_2021

Management. Factory. Tools. Technology.

www.automobil-produktion.de
B30470

Hemmschuh

Der Mangel an Halbleitern stellt die Automobilbranche vor große Probleme. Ein Ende ist nicht in Sicht

Strahlkraft

Das Audi-Werk Neckarsulm gilt im VW-Konzern als eine Speerspitze für neue Lösungen in der Produktion

Spannungsfeld

Beim Automobil Forum Powertrain stand für die Branchenexperten die Elektrifizierung im Fokus

Im Interview

Christian Vollmer, Vorstand
Produktion und Logistik, VW



Smart Factory: Digitale Innovationen gehen in Serie

Media Data 2022

Valid as of 1 January 2022

MAGAZINE

ONLINE

NEWSLETTERS

CONFERENCES

DIGITAL NETWORKING

LEAD GENERATION

 MEDIA-MANUFAKTUR



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.



Target group:

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:

6 issues yearly (see editorial calendar)

Publication format:

DIN A4

Volume:

Vol. 36, 2022

Reference price annual subscription:

incl. 4 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:

Media-Manufaktur GmbH

Liebigstraße 2 · D-30982 Pattensen

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verlag@media-manufaktur.com

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, automotivET 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, automotivET 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 and e-Paper: 22,849 reached readers
Digital: 831,223 page impressions
Newsletters: 19,600 subscribers

Copies per edition or visitor totals per month (in each case based on annual average between 07/20 and 06/21)

 EDITORIAL STAFF /
PUBLISHER

 ADVERTISING
PRICES / FORMATS

 DEADLINES & EDI-
TORIAL CALENDAR

 ONLINE/
NEWSLETTER

 THEMEN-TALKS/
WEBINARS

MEDIA SERVICES

ANALYSES

 CONTACT PERSON/
COMPANY INFORMATION

Our events

For years, participants have awarded outstanding ratings to our automotive media network events under the **automotiveIT** and **Automobil Produktion** brands. During the recent months of the pandemic, we've learned to respond flexibly to new requirements. We quickly adjusted our in-person events to the conditions imposed by the Covid-19 situation, using new advanced digital tools and even carrying out purely digital events. Together with our speakers, partners and participants, we've gained the experience to help us to continually improve. We are convinced that, as of 2022, we can carry out events with an on-site presence on a more robust basis. All of our events stand out for their strong digital component.

That is our goal. And we measure ourselves against it during every event.

The network at each of our events is unique, thanks to editorial support and high-caliber speakers from the automotive and IT sectors.

automotiveIT Kongress

Das Branchentreffen

automotiveIT Kongress

Hybrid event · September 2022

The automotiveIT Congress is focused on business IT in automotive and supplier companies. automotiveIT sheds light on how business IT is making long-term changes to business processes and the way people work – across every area from development to sales – with the help of digitalization and new technologies.

www.automotiveIT-kongress.eu

LIVE ON-SITE
AND DIGITAL!

CCI Summit

Connected Car Innovation

Connected Car Innovation Summit

Hybrid event · July 2022

The Connected Car Innovation zeros in on the electronics/electric field and its impact on car IT technologies such as connectivity and autonomous driving – especially in light of coming operating systems in vehicles as enablers for future systems.

www.cci-summit.de

LIVE ON-SITE
AND DIGITAL!

MOBILITY CIRCLE

Mobilität weiterdenken

Mobility Circle

Hybrid event · November 2022

The Mobility Circle, a comprehensive platform for business, politics and science, looks at approaches to sustainable mobility in the future. This year, it makes the case that effective political orchestration and management based on socially accepted goals are needed for sustainable mobility.

www.mobility-circle.com

LIVE ON-SITE
AND DIGITAL!



automotive production summit

Hybrid event · December 2022

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

www.automotive-production-summit.de

LIVE ON-SITE
AND DIGITAL!



Automobil Forum Interior - Design - Materials

Hybrid event · June 2022

At the Automotive Forum Interior Design Materials, you become acquainted with the impact that interior design and innovative, sustainable materials are having on vehicle interiors and the mobility of the future. Profit from best practices and the experiences that manufacturers, suppliers and outfitters will share exclusively with you.

www.automobil-forum.de

LIVE ON-SITE
AND DIGITAL!

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

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%

All ad formats can also be booked as a advertorial.

EDITORIAL STAFF / PUBLISHER	ADVERTISING PRICES / FORMATS	DEADLINES & EDITORIAL CALENDAR	ONLINE / NEWSLETTER	THEMEN-TALKS / WEBINARS	MEDIA SERVICES	ANALYSES	CONTACT PERSON / COMPANY INFORMATION
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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

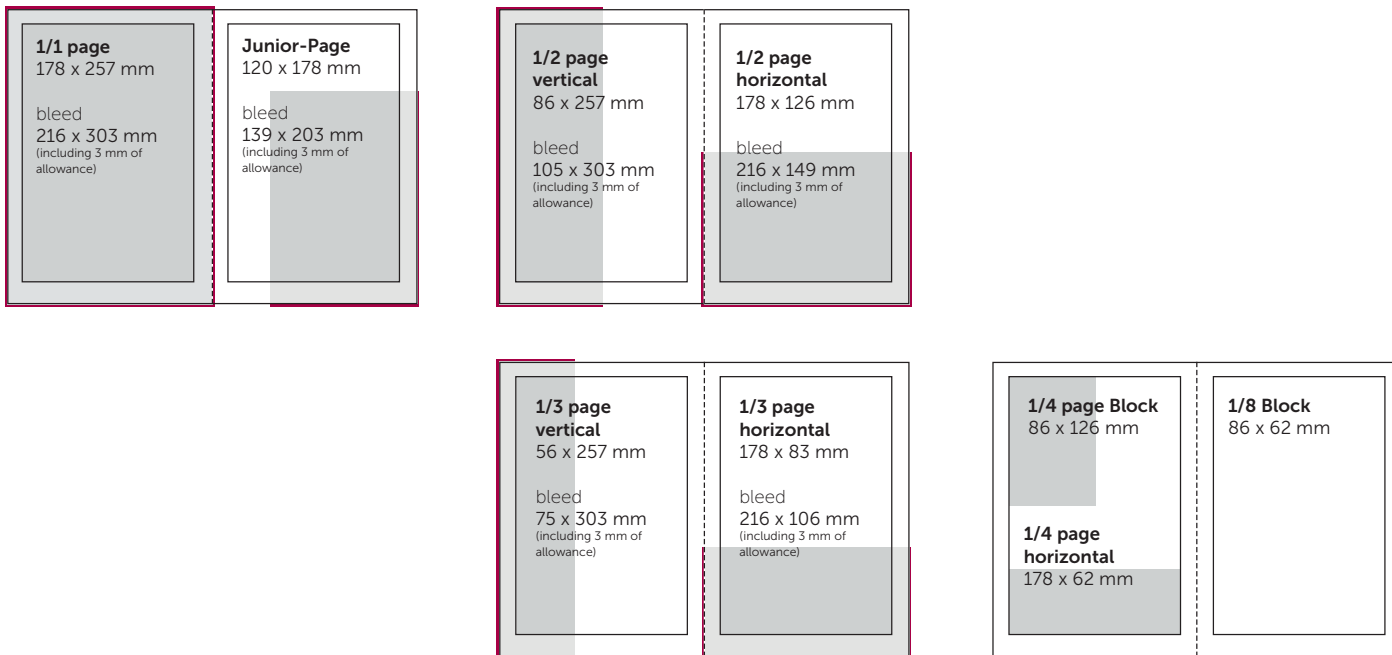
BLZ: 70020270

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:

Andrea Pacoli

+49 5101 99039-95

pacoli@media-manufaktur.com

Schedule of dates and topics for 2022

Edition	Main Topics
1 PD 29.03.2022 AC 04.03.2022	Smart Factory automation, AI, cloud services, Big Data, 5G, production control (MES), intelligent sensors, machine learning, control technology, human-robot collaboration
2 PD 22.06.2022 AC 24.05.2022	Powertrain Engines, transmissions, seals, components, alternative fuels, fuel cells, charging
3 PD 19.07.2022 AC 24.06.2022	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
4 PD 20.09.2022 AC 26.08.2022	Tools, Production and surface technologies Tools Machines and tools, additive manufacturing, facility construction, coatings, protection, quality assurance, 3D printing, digital twins, prototyping
5 PD 22.11.2022 AC 26.10.2022	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.
6 PD 13.12.2022 AC 18.11.2022	Sustainability Zero Impact Factory, raw materials, procurement, etc.

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

Materials and compounds **Additive production**
Assembly and handling technology Laser 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 past years have 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 5101 9903995

Web-Adresse: www.automobil-produktion.de

Kurzcharakteristik:

www.automobil-produktion.de is the leading informational portal covering manufacturing-related themes in the automotive and supplier industries. The reporting focuses on production, logistics and purchasing – Automobil Produktion deals with the smart, flexible manufacturing of the future. The integration of smart machines and installations plays just as important a role as changes in purchasing and supplier management. In this connection, the industry magazine analyzes and interprets corporate strategies, technological progress and measures to improve value creation. In its coverage, the Automobil Produktion team consistently takes a straightforward journalistic approach.

Target group:

Top management level (board members and CEOs) as well as decision-makers in the purchasing, development and production areas at OEMs, suppliers and outfitters.

Advertising materials delivery via DCM (Google Campaign Manager):







Please provide the creative's forwarding URL.




Data delivery:: 6 workdays before the launch of the campaign, via email, to pacoli@media-manufaktur.com
Tip for mobile delivery of the leaderboard:
Please deliver a medium rectangle 300 x 250 for each booking.

Access control: For up-to-date data, see:
<http://ausweisung.iww-online.de/>

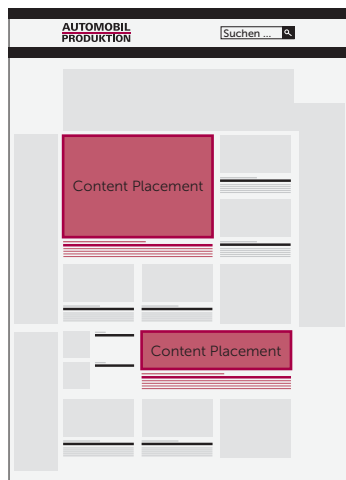
Reporting: If desired, you receive an evaluation of the ad impressions and ad clicks.

**Number of hits:
per month** Page impression/month: 762,939
Visits/month: 309,116
(annual average for the last 12 months from 07/20 through 06/21 according to IWW)

	Advertising option	Placement	End device	Format (in pixels)	Price/CPM
	Billboard	RoS unter Header	Desktop, Tablet	940x250	100 Euro
	Skyscraper rechts	RoS (sticky)	Desktop	160x600	60 Euro
	Wallpaper	RoS	Desktop	728x90 + 160x600	80 Euro
	Leaderboard Premium	Position below teaser image	Desktop (Tablet)	940x250, 800x250, 770x250 (728x90)	90 Euro
	Leaderboard Basic	Position after first textblock or at the end of the post	Desktop (Tablet)	940x250, 800x250, 770x250 (728x90)	90 Euro
	Baseboard	RoS	Desktop	960x90	80 Euro

	Advertising option	Placement	End device	Format (in pixels)	Price/calender week
	Skyscraper links Premium	RoS 1 st Placement	Desktop	160x600	2.890 Euro
	Skyscraper links Basic	RoS 2 nd Placement	Desktop	160x600	2.890 Euro
	Medium Rectangle	RoS	Desktop Mobile/Tablet	300x250	2.890 Euro

Content Placement Plus



Content Placement is published as a full-fledged, labeled article in the desired section on our portal site

- consultation from our contact experts (pre-quality check)
- editing of the contents based on our internal style guide and target group criteria (editorial look and feel)
- placement of the article in the section that you desire
- archiving on the portal site: 1 year after publication

Marketing

- individual bannering
 - social media integration
 - integration in the editorial newsletter
- Duration: 1 week
Price: 3,690 Euro

Whitepaper



Integration and promotion of your white paper on our portal site

Components:

- Editorial services: pre-quality-check by our content experts
- Creation of a landing page on our portal
- Weekly forwarding of download addresses over the entire duration (12 weeks)
- Archiving on portal site: one year after publication

Marketing during the entire duration:

- Individual banner
 - Social media integration
 - Integration into the editorial newsletter
- Duration: 3 months
Price: 7,900 euros
Base price including 40 leads (42 euros for every additional lead) (e.g. first name and surname, email address, company, position, telephone)

Examples of already published white papers can be found here

www.automotiveIT.eu/whitepaper.html

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 day
Exclusive Ad	650 x 90	450 euros
Content Ad	300 x 250	400 euros
Text Ad	Max. 350 Zeichen + Bild (145 x 145 px)	500 euros

*Text Ad reach extension via Xing an über 53,000 subscribers (as of August 2021)
Price: € 1.000,-

Maximum data volume 50 KB

Distribution: Total number of recipients: **15,500***

*As of August 2021, 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

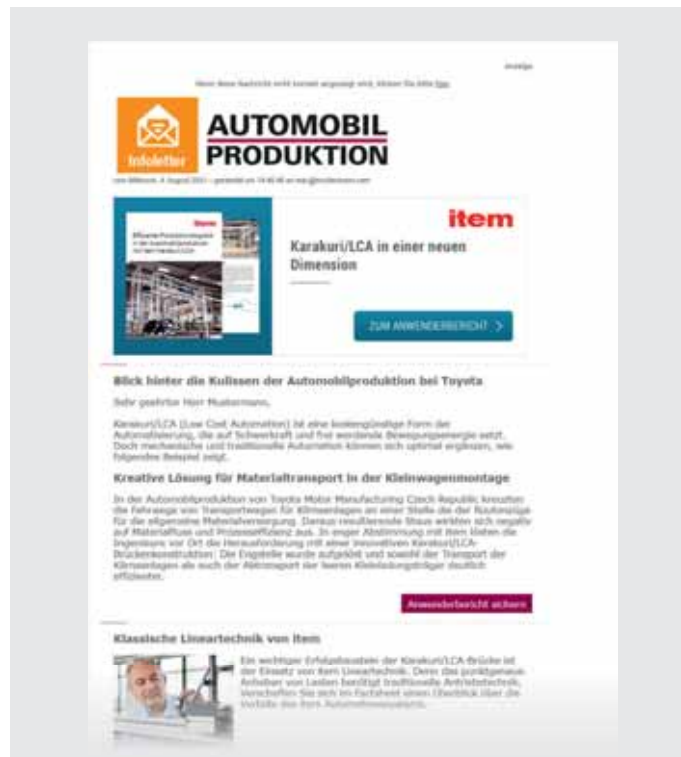
We recommend variant 1 for your communication. The package always includes the newsletter's creation and a correction loop.

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

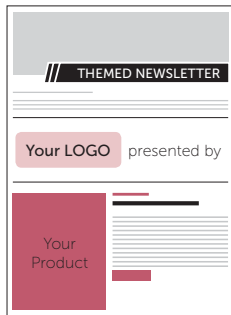
Material delivery 14 days before shipping date.



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.



- **15,500 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 of dates and topics for 2022

Week No.		Main Theme
1	13	Smart Factory automation, AI, cloud services, Big Data, 5G, production control (MES), intelligent sensors, machine learning, control technology, human-robot collaboration
2	25	Powertrain Engines, transmissions, seals, components, alternative fuels, fuel cells, charging
3	29	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
4	38	Tools, Production and surface technologies Tools Machines and tools, additive manufacturing, facility construction, coatings, protection, quality assurance, 3D printing, digital twins, prototyping
5	47	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.
6	50	Sustainability Zero Impact Factory, raw materials, procurement, etc.

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 € 9.900,- 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: 762,939 page views/month and 309,116 visits
 automotiveIT: 68,285 page views/month and 25,294 visits

automotive media network: 831,223 page views/month and 334,409 visit

Annual average for the last 12 months from 07/20 to 06/21 according to IVW for Automobil Produktion and Google Analytics for automotiveIT

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.

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

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**.

"Digitalization and its associated innovations have not fallen short of the marketing field. It was a great pleasure to learn about Media-Manufaktur's concept of 'talks on a topic.' Participants in virtual events now have high expectations for informational content, entertainment and presentation quality. Expert dialogues complete with perspectives, theses and open questions for interaction – the "talk on a topic" was able to deliver everything on the Mobility Digital Twin, achieving exceptional results in the number of participants and in the response."

Jens Beier, Industry Marketing Lead Automotive, Fujitsu Technology Solutions GmbH

Circulation and analyses

Circulation control:



12.000
copies
from
01.01.2022

Circulation analysis:

Copies per edition as annual average (1 July 2020 - 30 June 2021)			
Print circulation:	8,000		
Actually distributed circulation:	7,816	Share distributed abroad:	635
Sold circulation:	941	Share distributed abroad:	105
- subscriber copies:	925	thereof members:	-
- other sales:	16		
- individual sales:	-		
Free copies:	6,875		
Remaining, specimen and archive copies:	184		

Geographic distribution analysis:

Economic zone:	Share of actually distributed circulation	
	%	copies
Domestic	89.8	7,014
Abroad	8.1	635
Other*	2.1	167
Actually distributed circulation	100.0	7,816

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

Distribution based on German federal state:	Share of actually distributed circulation	
	%	copies
Baden-Württemberg	23.5	1,651
Bayern	21.3	1,497
Berlin, Brandenburg, Mecklenburg-Vorpommern	2.5	171
Bremen, Hamburg, Schleswig-Holstein	4.2	297
Hessen	8.4	592
Niedersachsen	10.6	746
Nordrhein-Westfalen	17.3	1,209
Rheinland-Pfalz	3.9	269
Saarland	1.7	115
Sachsen, Sachsen-Anhalt	4.4	310
Thüringen	2.2	157
Actually distributed circulation	100.0	7,014

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	36.5	2,851
	Auto supplier industry	32.1	2,505
20, 21, 22	Production of rubber and plastic goods, chemical products	5.7	440
24	Metal production and processing	2.1	167
25	Production of metal products	8.1	633
27.1	Manufacture of devices for electricity production	2.3	180
26.3	Telecommunication technology	0.6	44
26.51, 26.6, 26.7, 32.5	Measurement, control and navigation technology, optics	2.3	180
28	Machine-building	11.0	861
71.12	Engineering service providers	5.3	414
	Other industries (vehicle retailing, IT and financial services, corporate consulting)	24.0	1,879
	Other*	2.1	167
	Actually distributed circulation	100.0	7,816

* 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	24.3	1,901
50 - 99	8.6	669
100 - 199	9.4	733
200 - 499	14.0	1,091
500 - 999	10.3	808
1,000 or more employees	23.0	1,794
Employee count not known	8.3	653
Other*	2.1	167
Actually distributed circulation	100.0	7,816

* 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	41.4	3,234
Research, development and design	15.4	1,200
Production, production preparation (+ assembly)	13.4	1,051
Purchasing, technical purchasing	10.6	829
Quality	6.0	469
Other functions (e.g. planning, project management)	8.3	646
IT / Software	2.8	220
Other*	2.1	167
Actually distributed circulation	100.0	7,816

* 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	32.8	2,562
Subsidiary, factory and senior management	5.3	419
Department and division management	34.6	2,703
Project management	0.8	59
Professional staff	20.4	1,593
Not specified	4.0	313
Other*	2.1	167
Actually distributed circulation	100.0	7,816

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

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