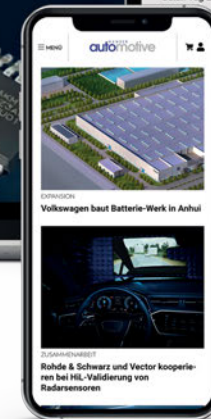
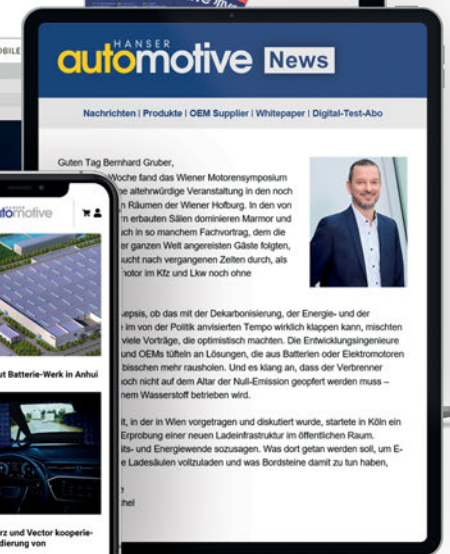


Mediakit 2027

Print & Digital



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HANSER

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Title

HANSER automotive

Characteristics

HANSER automotive is the decisive platform for electronics in the automotive and supplier industry – practice-oriented, influential, and positioned directly at the interface between development and management.

84% of readers are decision-makers in senior positions. This ensures that HANSER automotive reaches exactly those who trigger investments, approve budgets, and initiate technological partnerships.

The magazine offers a unique combination of in-depth technical articles, interviews, and trend reports on key topics such as e-mobility, connectivity, safety & security, the software-defined vehicle, as well as development and testing solutions.

Publication frequency

8 times a year + 2 special editions

Magazine size

DIN A4

Edition

26th edition in 2027

Prices

Combined annual subscription € 122.--
(Price incl. VAT and plus shipping costs)

Publisher

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Increased reach

Your ad will be digitally extended in the E-Paper edition!



Circulation

Print run	4.793
E-Paper spread	2.876
Actual circulation	7.669
of which sold	387
of which abroad	124
+ E-Paper (multi access)	5.097
Total circulation	12.766

Volume analysis 2025

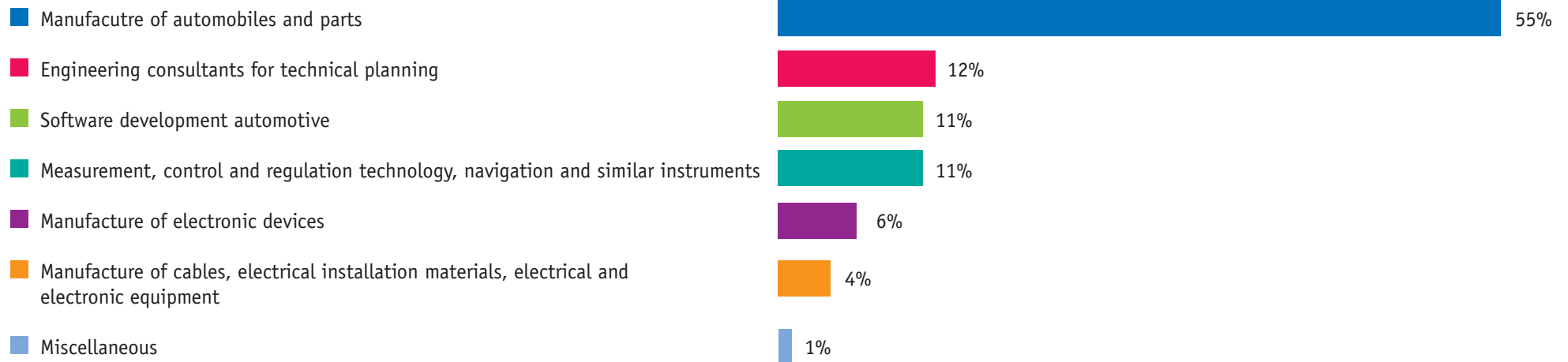
Overall	416 page = 100 %
Editorial section	341 page = 82 %
Advertisement section	75 page = 18 %
of which Publisher's ads	18 page = 4 %

Content analysis of the editorial section

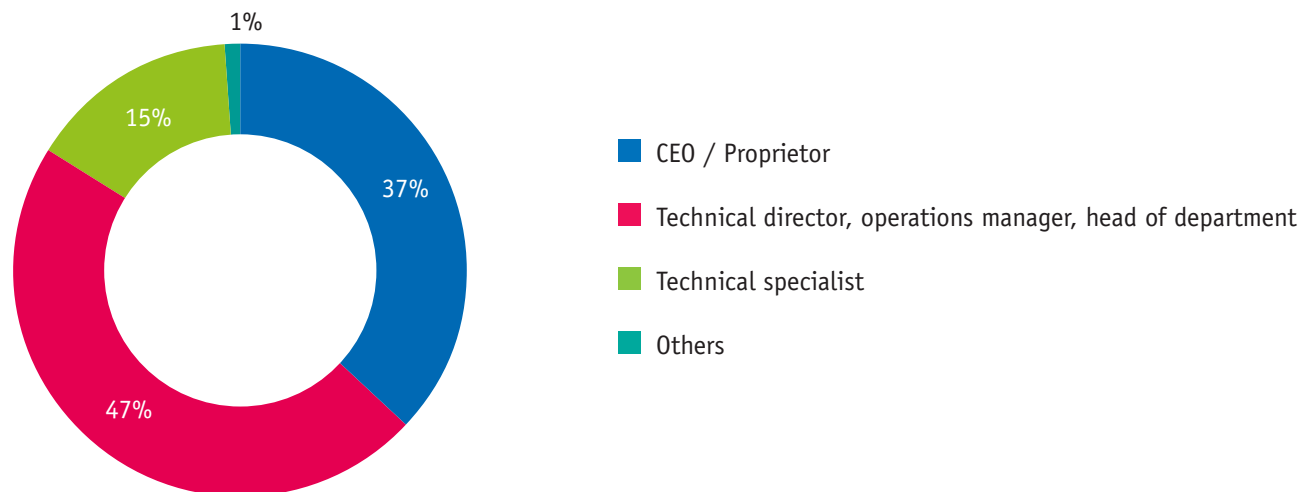
On request



Recipients analysis by branches of industry – focus on automotive and the relevant suppliers industry*

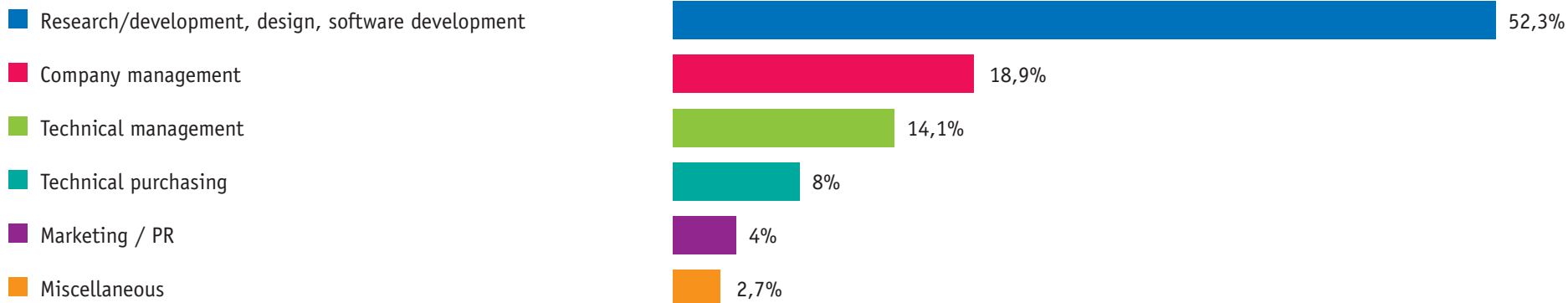


Recipients analysis by position: 84% are employed in an executive position*



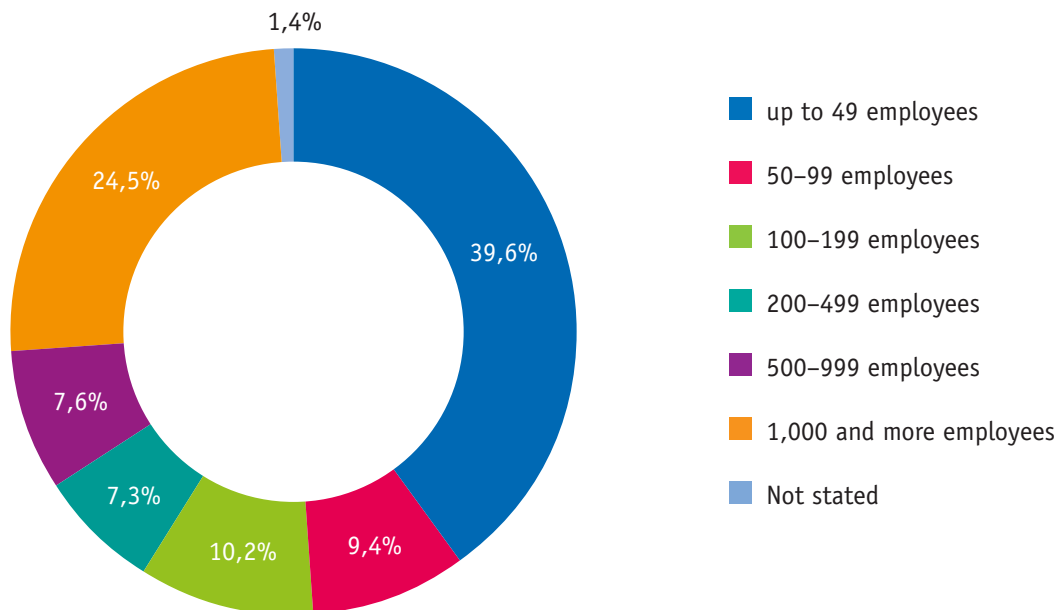
*Annual average of print editions (01.07.25 to 30.06.26); survey method: file evaluation

Recipients analysis by function: development and design engineers, and technical decision makers read HANSER automotive*



* Annual average of print editions (01.07.25 to 30.06.26);
survey method: file evaluation

Recipients analysis by number of employees: HANSER automotive is read in companies of all sizes*



Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 7.669 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2026
6. Execution of the study: Publisher



HANSER automotive - the expert platform for automotive development engineers

Measurement, Testing, Diagnostics

Vehicle Diagnostic Protocols (UDS, OBD, DoIP) • Test Automation & Continuous Testing • Hardware-in-the-Loop (HiL), Software-in-the-Loop (SiL), Model-in-the-Loop (MiL) • Virtual Validation & Digital Twin • Scenario-Based Validation (ADAS/AD) • Data Logging & Analytics Platforms • Sensor and Actuator Testing • Remote Diagnostics & OTA Test Strategies • Test Data Management & Simulation Librariesen

ISSUE	DATES	EVENTS	FOCUS TOPICS			
1	E: 13.01.27 B: 03.02.27 P: 02.03.27	Embedded World, Nuremberg, 16.-18.03.2027	Software-defined Vehicle Vehicle Operating Systems • Middle-ware & Abstraction Layers • Software and Service-Oriented Architectures (SOA) • Zonal Architectures & Central Computing • Hardware/Software Decoupling • Software Factory & Toolchains • CI/CD & Continuous Integration • OTA-Updates & Soft-ware Lifecycle Management • Virtualization & Containers• APIs & Third-Party-Integration • Cloud-/Edge-Integration • Variant & Confi-guration Management • Open Source & Open-Source-Governance • AUTO-SAR Adaptive / Classic • SOAFEE & Eclipse-S-CORE	Automotive AI AI-Assisted Software Development & Coding • AI Agents & Agentic Deve-lopment• Generative AI in Enginee-ring • Machine Learning Operations (MLOps) • Edge AI & Inference • Model Optimization & Compression • AI Deployment on MCUs, SoCs & HPCs • AI Accelerators (GPU, NPU, ASIC) • Heterogeneous Computing • Computer Vision & Perception • Mul-timodal AI & Sensor Fusion • Synthe-tic Data & Training Pipelines • AI Verification & Validation • AI Safety & Trustworthiness • AI-Based HMI & Assistance Systems	E/E-Architectures & Automotive Computing Zonal Architectures • Centralized E/E Architectures • High-Performance Computing (HPC) • Zonal Controllers & Central Compute • Automotive Ethernet & TSN • CAN FD & CAN XL • SerDes & High-Speed Interfaces • Service-Oriented Communication (SOME/IP) • Heterogeneous Compu-ting • Virtualization & Hypervisors • Mixed-Criticality Systems • Hard-ware/Software Decoupling • Real-Time Communication & Determinism • Intelligent Power Distribution & 48 V Electrical Systems • E/E Architecture Development & Validation	Safety & Security Functional Safety & ISO 26262 • Safety of the Intended Functionality (SOTIF) / ISO 21448 • Safety & AI / ISO/PAS 8800 • Cybersecurity & UNECE R155/R156 • Cyber Resilience Act (CRA) • Product Security Inci-dent Response Teams (PSIRT) • Secu-rity-by-Design • Threat Analysis & Risk Assessment (TARA) • Software Bill of Materials (SBOM) & Software Supply Chain Security • Vulnerability Management • Intrusion Detection & Prevention (IDS/IPS) • Secure Boot & Hardware Root of Trust • Secure OTA-Updates • Penetration Testing & Fuzzing • Post-Quantum Security
			Test, Validation & Simulation Model-in-the-Loop (MiL), Software-in-the-Loop (SiL) & Hardware-in-the-Loop (HiL) • Virtual ECUs (vECUs) • Software-Defined Testing & Test Au-tomation • Continuous Testing & CI/CT • Virtual Validation & Digital Twins • Scenario-Based Validation • OpenSCENARIO & OpenDRIVE • Sen-sor & Environment Simulation • Cloud- & HPC-Based Simulation • AI-Assisted Test Case & Scenario Ge-neration • Test Data Management & Data Analytics • Restbus Simulation & Network Testing • Fault Injection & Robustness Testing • Measure-ment, Calibration & Diagnostics	Electronics & Power Electronics Microcontrollers (MCUs), SoCs & Automotive Processors • Automotive Semiconductors & Memory • Power Management ICs (PMICs) • Wide-Bandgap Semiconductors (SiC, GaN) • Power Modules & Packaging • Inverters & Traction Inverters • Onboard Chargers (OBCs) • DC/DC Converters • High-Voltage Electro-nics & 800/1000 V Systems • Intelli-gent Power Distribution & Solid-State Switches • Gate Drivers & Power Semiconductor Control • Thermal Management & Cooling • EMC & Signal/Power Integrity • Reliability, Lifetime & Robustness	Connectivity & Vehicle Data 5G/6G & Cellular Connectivity • eSIM/eUICC & SGP.32 • V2X Commu-nication (C-V2X) • Vehicle-to-Cloud & Cloud-Native Connectivity • Con-nected Vehicle Platforms • Vehicle Data & Data Sharing • Data Plat-forms & Data Ecosystems • APIs & Standardized Data Interfaces • Edge Computing & Edge-to-Cloud • Connectivity Lifecycle Management • Roaming & Global Connectivity • OTA Communication & Data Transfer • Cybersecurity & Secure Communicati-on • Digital Key & Smart Access • Telematics & Remote Services	Cockpit, HMI & User Experience Human-Machine Interface (HMI) • Displays & Display Technologies • Head-Up Displays & Augmented Rea-lity • Voice Control & AI Assistants • Multimodal Interaction Concepts • Driver & Occupant Monitoring (DMS/OMS) • Personalization & User Expe-rience (UX) • Smart Surfaces & Hap-tics • Interior & Ambient Lighting • Intelligent Exterior Lighting & Light-Based Communication • In-Car Audio & Sound • Active Noise Control • Interior Sensing • Exterior HMI & Communication with Other Road Users
			Sensors & Sensing Radar & Imaging Radar • Lidar • Ca-mera Systems (RGB, IR, ToF) • Ultra-sonic Sensing • Ultra-Wideband (UWB) • MEMS & Inertial Sensing • Position, Angle & Motion Sensing • Interior Sensing & Driver/Occupant Monitoring • Sensor Fusion & Multi-Sensor Systems • Sensor Edge Pro-cessing & Intelligent Sensors • Sen-sor Calibration & Self-Calibration • Sensor Integration & Interfaces • Functional Safety & Redundancy Con-cepts • Robustness, Reliability & Environmental Effects • Sensor Tes-ting & Validation	ADAS & Automated Driving Sensor Fusion & Perception • L2+ / L3 / L4 Automated Driving • Driver & Occupant Monitoring (DMS/OMS) • Redundancy & Fail-Operational Sys-tems • Localization & Mapping • End-to-End Driving • AI-Based Deci-sion-Making & Planning • Sensor & Data Fusion • ADAS/AD Software Architectures • Safety Cases & Vali-dation • Scenario-Based Validation • Simulation & Synthetic Data • Data Management & Data-Driven Develop-ment • Centralized ADAS/AD Compu-ting & High-Performance Computing (HPC)	Automotive AI AI-Assisted Software Development & Coding • AI Agents & Agentic Deve-lopment• Generative AI in Enginee-ring • Machine Learning Operations (MLOps) • Edge AI & Inference • Model Optimization & Compression • AI Deployment on MCUs, SoCs & HPCs • AI Accelerators (GPU, NPU, ASIC) • Heterogeneous Computing • Computer Vision & Perception • Mul-timodal AI & Sensor Fusion • Synthe-tic Data & Training Pipelines • AI Verification & Validation • AI Safety & Trustworthiness • AI-Based HMI & Assistance Systems	Electronics & Power Electronics Microcontrollers (MCUs), SoCs & Automotive Processors • Automotive Semiconductors & Memory • Power Management ICs (PMICs) • Wide-Bandgap Semiconductors (SiC, GaN) • Power Modules & Packaging • Inverters & Traction Inverters • Onboard Chargers (OBCs) • DC/DC Converters • High-Voltage Electro-nics & 800/1000 V Systems • Intelli-gent Power Distribution & Solid-State Switches • Gate Drivers & Power Semiconductor Control • Thermal Management & Cooling • EMC & Signal/Power Integrity • Reliability, Lifetime & Robustness
			E-Mobility, Batteries & Charging Battery Cells & Cell Chemistries (LFP, NMC, Solid-State) • Cell, Module & Pack Design • Battery Management Sys-tems (BMS) • Battery Analytics & State Estimation (SoC/SoH) • Batte-ry Thermal Management & Immersion Cooling • Battery Safety & Thermal Runaway • High-Voltage Battery Sys-tems & 800/1000 V Architectures • Fast Charging & High-Power Charging (HPC) • Megawatt Charging System (MCS) • Bidirectional Charging (V2G, V2H, V2X) • Inductive & Wireless Charging • Charging Protocols & Standards (ISO 15118, CCS, MCS) • Battery Testing, Validation & Simula-tion • Battery Recycling, Second Life & Degradation	Test, Validation & Simulation Model-in-the-Loop (MiL), Software-in-the-Loop (SiL) & Hardware-in-the-Loop (HiL) • Virtual ECUs (vECUs) • Software-Defined Testing & Test Au-tomation • Continuous Testing & CI/CT • Virtual Validation & Digital Twins • Scenario-Based Validation • OpenSCENARIO & OpenDRIVE • Sen-sor & Environment Simulation • Cloud- & HPC-Based Simulation • AI-Assisted Test Case & Scenario Ge-neration • Test Data Management & Data Analytics • Restbus Simulation & Network Testing • Fault Injection & Robustness Testing • Measure-ment, Calibration & Diagnostics	Connectivity & Vehicle Data 5G/6G & Cellular Connectivity • eSIM/eUICC & SGP.32 • V2X Commu-nication (C-V2X) • Vehicle-to-Cloud & Cloud-Native Connectivity • Con-nected Vehicle Platforms • Vehicle Data & Data Sharing • Data Plat-forms & Data Ecosystems • APIs & Standardized Data Interfaces • Edge Computing & Edge-to-Cloud • Connectivity Lifecycle Management • Roaming & Global Connectivity • OTA Communication & Data Transfer • Cybersecurity & Secure Communicati-on • Digital Key & Smart Access • Telematics & Remote Services	Safety & Security Functional Safety & ISO 26262 • Safety of the Intended Functionality (SOTIF) / ISO 21448 • Safety & AI / ISO/PAS 8800 • Cybersecurity & UNECE R155/R156 • Cyber Resilience Act (CRA) • Product Security Inci-dent Response Teams (PSIRT) • Secu-rity-by-Design • Threat Analysis & Risk Assessment (TARA) • Software Bill of Materials (SBOM) & Software Supply Chain Security • Vulnerability Management • Intrusion Detection & Prevention (IDS/IPS) • Secure Boot & Hardware Root of Trust • Secure OTA-Updates • Penetration Testing & Fuzzing • Post-Quantum Security
			ADAS & Autonomous Vehicle Technology Expo & Automotive Testing Expo, Stuttgart, 02.-03.06.2027 POWER2DRIVE, Munich, 08.-10.06.2027 Battery Show & Electric & Hybrid Vehicle Technology Expo, Stuttgart, 22.-24.06.2027			



ISSUE	DATES	EVENTS	FOCUS TOPICS			
OEM SUPPLIER	E: 05.07.27 B: 02.08.27 P: 27.08.27	IAA Mobility, Munich, 07.-12.09.2027	Special publication focusing on the value chain in the automotive production process		research & development • new components & systems • manufacturing & logistics • service provider • e-mobility Insight into current technological developments across all areas	
	E: 14.07.27 B: 04.08.27 P: 31.08.27	IAA Mobility, Munich, 07.-12.09.2027	Software-defined Vehicle Vehicle Operating Systems • Middle-ware & Abstraction Layers • Software and Service-Oriented Architectures (SOA) • Zonal Architectures & Central Computing • Hardware/Software Decoupling • Software Factory & Toolchains • CI/CD & Continuous Integration • OTA-Updates & Soft-ware Lifecycle Management • Virtualization & Containers• APIs & Third-Party-Integration • Cloud-/Edge-Integration • Variant & Confi-guration Management • Open Source & Open-Source-Governance • AUTO-SAR Adaptive / Classic • SOAFEE & Eclipse-S-CORE	Automotive AI AI-Assisted Software Development & Coding • AI Agents & Agentic Deve-lopment• Generative AI in Enginee-ring • Machine Learning Operations (MLOps) • Edge AI & Inference • Model Optimization & Compression • AI Deployment on MCUs, SoCs & HPCs • AI Accelerators (GPU, NPU, ASIC) • Heterogeneous Computing • Computer Vision & Perception • Mul-timodal AI & Sensor Fusion • Synthe-tic Data & Training Pipelines • AI Verification & Validation • AI Safety & Trustworthiness • AI-Based HMI & Assistance Systems	ADAS & Automated Driving Sensor Fusion & Perception • L2+ / L3 / L4 Automated Driving • Driver & Occupant Monitoring (DMS/OMS) • Redundancy & Fail-Operational Sys-tems • Localization & Mapping • End-to-End Driving • AI-Based Deci-sion-Making & Planning • Sensor & Data Fusion • ADAS/AD Software Architectures • Safety Cases & Vali-dation • Scenario-Based Validation • Simulation & Synthetic Data • Data Management & Data-Driven Develop-ment • Centralized ADAS/AD Compu-ting & High-Performance Computing (HPC)	Cockpit, HMI & User Experience Human-Machine Interface (HMI) • Displays & Display Technologies • Head-Up Displays & Augmented Rea-lity • Voice Control & AI Assistants • Multimodal Interaction Concepts • Driver & Occupant Monitoring (DMS/OMS) • Personalization & User Expe-rience (UX) • Smart Surfaces & Hap-tics • Interior & Ambient Lighting • Intelligent Exterior Lighting & Light-Based Communication • In-Car Audio & Sound • Active Noise Control • Interior Sensing • Exterior HMI & Communication with Other Road Users
6 Digital edition	E: 26.08.27 B: 17.09.27 P: 08.10.27	ELIV, Bonn eMove 360°, Munich	E/E-Architectures & Automotive Computing Zonal Architectures • Centralized E/E Architectures • High-Performance Computing (HPC) • Zonal Controllers & Central Compute • Automotive Ethernet & TSN • CAN FD & CAN XL • SerDes & High-Speed Interfaces • Service-Oriented Communication (SOME/IP) • Heterogeneous Compu-ting • Virtualization & Hypervisors • Mixed-Criticality Systems • Hard-ware/Software Decoupling • Real-Time Communication & Determinism • Intelligent Power Distribution & 48 V Electrical Systems • E/E Architecture Development & Validation	Test, Validation & Simulation Model-in-the-Loop (MiL), Software-in-the-Loop (SiL) & Hardware-in-the-Loop (HiL) • Virtual ECUs (vECUs) • Software-Defined Testing & Test Au-tomation • Continuous Testing & CI/CT • Virtual Validation & Digital Twins • Scenario-Based Validation • OpenSCENARIO & OpenDRIVE • Sensor & Environment Simulation • Cloud- & HPC-Based Simulation • AI-Assisted Test Case & Scenario Ge-neration • Test Data Management & Data Analytics • Restbus Simulation & Network Testing • Fault Injection & Robustness Testing • Measure-ment, Calibration & Diagnostics	ADAS & Automated Driving Sensor Fusion & Perception • L2+ / L3 / L4 Automated Driving • Driver & Occupant Monitoring (DMS/OMS) • Redundancy & Fail-Operational Sys-tems • Localization & Mapping • End-to-End Driving • AI-Based Deci-sion-Making & Planning • Sensor & Data Fusion • ADAS/AD Software Architectures • Safety Cases & Vali-dation • Scenario-Based Validation • Simulation & Synthetic Data • Data Management & Data-Driven Develop-ment • Centralized ADAS/AD Compu-ting & High-Performance Computing (HPC)	Sensors & Sensing Radar & Imaging Radar • Lidar • Ca-mera Systems (RGB, IR, ToF) • Ultra-sonic Sensing • Ultra-Wideband (UWB) • MEMS & Inertial Sensing • Position, Angle & Motion Sensing • Interior Sensing & Driver/Occupant Monitoring • Sensor Fusion & Multi-Sensor Systems • Sensor Edge Pro-cessing & Intelligent Sensors • Sen-sor Calibration & Self-Calibration • Sensor Integration & Interfaces • Functional Safety & Redundancy Con-cepts • Robustness, Reliability & Environmental Effects • Sensor Tes-ting & Validation
MOBILE AUTOMATION	E: 06.09.27 B: 04.10.27 P: 29.10.27	AGRITECHNICA, Hanover, 14.-20.11.2027 sps smart production solutions, Nuremberg, 23.-25.11.2027	Special publication on automation technology in mobile machinery for agricultural, forestry, construction, and special-purpose vehicles Components, Systems and technology for mobile machinery: Electr./electronic components • Sensors/actuators • Control and regulation systems • Measurement and testing technology • En-gineering • Image processing • Telematics/communication sys-tems		Comprehensive overview of the current state of development in mobile automation, highlighting key trends and innovations in components and systems Practical application examples with technical depth in areas such as safety, control, and regulation systems	
	E: 16.09.27 B: 07.10.27 P: 04.11.27	AGRITECHNICA, Hanover, 14.-20.11.2027 safetronic, Fellbach, 17.-18.11.2027 sps smart production solutions, Nuremberg, 23.-25.11.2027	Software-defined Vehicle Vehicle Operating Systems • Middle-ware & Abstraction Layers • Software and Service-Oriented Architectures (SOA) • Zonal Architectures & Central Computing • Hardware/Software Decoupling • Software Factory & Toolchains • CI/CD & Continuous Integration • OTA-Updates & Soft-ware Lifecycle Management • Virtualization & Containers• APIs & Third-Party-Integration • Cloud-/Edge-Integration • Variant & Confi-guration Management • Open Source & Open-Source-Governance • AUTO-SAR Adaptive / Classic • SOAFEE & Eclipse-S-CORE	Test, Validation & Simulation Model-in-the-Loop (MiL), Software-in-the-Loop (SiL) & Hardware-in-the-Loop (HiL) • Virtual ECUs (vECUs) • Software-Defined Testing & Test Au-tomation • Continuous Testing & CI/CT • Virtual Validation & Digital Twins • Scenario-Based Validation • OpenSCENARIO & OpenDRIVE • Sensor & Environment Simulation • Cloud- & HPC-Based Simulation • AI-Assisted Test Case & Scenario Ge-neration • Test Data Management & Data Analytics • Restbus Simulation & Network Testing • Fault Injection & Robustness Testing • Measure-ment, Calibration & Diagnostics	Connectivity & Vehicle Data 5G/6G & Cellular Connectivity • eSIM/eUICC & SGP.32 • V2X Commu-nication (C-V2X) • Vehicle-to-Cloud & Cloud-Native Connectivity • Con-nected Vehicle Platforms • Vehicle Data & Data Sharing • Data Plat-forms & Data Ecosystems • APIs & Standardized Data Interfaces • Edge Computing & Edge-to-Cloud • Connectivity Lifecycle Management • Roaming & Global Connectivity • OTA Communication & Data Transfer • Cybersecurity & Secure Communicati-on • Digital Key & Smart Access • Telematics & Remote Services	E-Mobility, Batteries & Charging Battery Cells & Cell Chemistries (LFP, NMC, Solid-State) • Cell, Module & Pack Design • Battery Management Systems • Battery Analytics & State Estimation (SoC/SoH) • Battery Ther-mal Management & Immersion Cooling • Battery Safety & Thermal Runaway • High-Voltage Battery Systems • Fast Charging & High-Power Charging (HPC) • Megawatt Charging System (MCS) • Bidirectional Charging (V2G, V2H, V2X) • Inductive & Wireless Charging • Charging Protocols & Standards (ISO 15118, CCS, MCS) • Battery Testing, Validation & Simula-tion • Battery Recycling, Second Life & Degradation
8	E: 14.10.27 B: 05.11.27 P: 02.12.27	CES 2028, Las Vegas, 11.-14.01.2028	Automotive AI AI-Assisted Software Development & Coding • AI Agents & Agentic Deve-lopment• Generative AI in Enginee-ring • Machine Learning Operations (MLOps) • Edge AI & Inference • Model Optimization & Compression • AI Deployment on MCUs, SoCs & HPCs • AI Accelerators (GPU, NPU, ASIC) • Heterogeneous Computing • Computer Vision & Perception • Mul-timodal AI & Sensor Fusion • Synthe-tic Data & Training Pipelines • AI Verification & Validation • AI Safety & Trustworthiness • AI-Based HMI & Assistance Systems	ADAS & Automated Driving Sensor Fusion & Perception • L2+ / L3 / L4 Automated Driving • Driver & Occupant Monitoring (DMS/OMS) • Redundancy & Fail-Operational Sys-tems • Localization & Mapping • End-to-End Driving • AI-Based Deci-sion-Making & Planning • Sensor & Data Fusion • ADAS/AD Software Architectures • Safety Cases & Vali-dation • Scenario-Based Validation • Simulation & Synthetic Data • Data Management & Data-Driven Develop-ment • Centralized ADAS/AD Compu-ting & High-Performance Computing (HPC)	Cockpit, HMI & User Experience Human-Machine Interface (HMI) • Displays & Display Technologies • Head-Up Displays & Augmented Rea-lity • Voice Control & AI Assistants • Multimodal Interaction Concepts • Driver & Occupant Monitoring (DMS/OMS) • Personalization & User Expe-rience (UX) • Smart Surfaces & Hap-tics • Interior & Ambient Lighting • Intelligent Exterior Lighting & Light-Based Communication • In-Car Audio & Sound • Active Noise Control • Interior Sensing • Exterior HMI & Communication with Other Road Users	E/E-Architectures & Automotive Computing Zonal Architectures • Centralized E/E Architectures • High-Performance Computing (HPC) • Zonal Controllers & Central Compute • Automotive Ethernet & TSN • CAN FD & CAN XL • SerDes & High-Speed Interfaces • Service-Oriented Communication (SO-ME/IP) • Heterogeneous Computing • Virtualization & Hypervisors • Mixed-Criticality Systems • Hard-ware/Software Decoupling • Real-Ti-me Communication & Determinism • Intelligent Power Distribution & 48 V Electrical Systems • E/E Architecture Development & Validation
With annual calendar 2028						

Format	Type Area width x height (mm)	Trim/Bleed Ads width x height (mm)	Price Print edition	Price Digital edition*
Front cover	–	210 x 160	€ 6,150.--	€ 3,990.--
Inside cover	–	210 x 160	€ 4,450.--	€ 2,950.--
2nd/3rd/4th cover page	–	210 x 297	€ 7,980.--	€ 4,990.--
1/1 page	175 x 250	210 x 297	€ 6,990.--	€ 4,600.--
Junior page	122 x 175	137 x 197	€ 4,690.--	€ 2,960.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 4,100.--	€ 2,550.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 3,150.--	€ 1,930.--
1/4 page	40 x 250 175 x 58 85 x 122	55 x 297 210 x 85 101 x 145	€ 2,520.--	€ 1,530.--
1/3 company profile	55 x 250	–	on request	
1/1 company profile	175 x 250	–	on request	

*Regarding issues 2, 4 and 6.

All rates are subject to Value Added Tax

Discount

for bookings within a 12-month period:

Frequency discounts

2 adverts	4 adverts	6 adverts	8 adverts
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3%	5%	10%	15%
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Volume discounts

2 pages	3 pages	5 pages	8 pages
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7,5%	10%	15%	20%
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automotive GUIDE

Reaching the readers of all issues throughout the year with your product portfolio – at minimal budgetary cost. Featured in the e-paper and digital editions, including an active, valuable backlink to your website.

8 issues (5 x print/digital plus 3 x digital)
Format: 57 x 77 mm (W x H)
Billed with the first insertion: € 1,100.--

NEW: Multimedia-Add-on

Multimedia extension to your print advertisement. In the e-paper, your ad appears with a video, podcast, or image gallery for 24 months. € 390,–

Sponsored content – your story in our magazine

Would you like to describe your products in detail and present their benefits and advantages in a practical way?
Sponsored content is the ideal form of advertising for this!

You determine the content, scope, and timing of publication. We ensure high-quality and appealing design in accordance with press law.

1/1 page Max. 5,400 characters + one image

1/2 page Max. 2,300 characters + one image

1/3 page Max. 1,600 characters + one image

1/4 page Max. 850 characters + one image

Price on request

Option: multimedia-enrichment In the e-paper, your story will be published including video, podacst, or picture gallery for 24 months.

Price € 390.--

Greater reach & SEO effect:
publication of your sponsored content on our website as well. Price on request.

Sample 1/1

TITEL

ANZEIGE

(Kein) Sound macht den Unterschied

Klassische Klang oder der „Sound of Silence“? Mit unserem Auto werden die Fahrer immer noch die Ruhe bewahren und das Beste aus beiden Welten genießen. Das ist das Geheimnis unserer neuen Sound-Systeme. Diese Entwicklung wird die weitere Entwicklung im Fahrzeug-Design ganz anders aussehen lassen als das klassische Fahrzeug.

Im Jahr 2010 wurde die Entwicklung des Sound-Systems im Auto ein Thema, das sich nicht nur auf die Klangqualität beschränkt, sondern auch auf die Integration des Sound-Systems in das Fahrzeug-Design. Das ist das Geheimnis unserer neuen Sound-Systeme. Diese Entwicklung wird die weitere Entwicklung im Fahrzeug-Design ganz anders aussehen lassen als das klassische Fahrzeug.

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Sample 1/2

HANSEN MOBILITY LADETECHNIK

ANGRIFFSSZENARIEN AUF V2G-SYSTEME

Netzicherheit für intelligente Ladesysteme

Die V2G-Kommunikation umfasst die wechselseitige Kommunikation zwischen dem Elektrofahrzeug und der Versorgungsinfrastruktur. In diesem Artikel werden zwei Haupttypen von Angriffen vorgestellt – der Denial-of-Service (DoS)-Angriff und der Man-in-the-Middle (MITM)-Sniffing-Angriff auf eine V2G-Installation.

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OEM SUPPLIER

Special edition for the entire automotive industry

Target Group Technical decision makers, engineers, purchase, and manufacturing experts working in the automotive as well as the suppliers' industry.

Editorial Content Facts, and information about product originating processes in the automotive industry, that means research & development, trends & technologies, manufacturing & logistics, new components & systems.

Print run 5,000 copies

Circulation direct shippings and distribution at relevant exhibitions



Editorial deadline 05.07.2027
Advertisement deadline 02.08.2027
Date of publication 27.08.2027

Advertising format	Prices	Technical details Formats width x height
Editorial contribution	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 510.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 990.--	approx. 5.000 characters*
3 pict. (ca. 2 - 3 pages)	€ 1,480.--	approx. 7.500 characters*
4 pict. (ca. 3 - 4 pages)	€ 1,930.--	approx. 10.000 characters*
Editorial interview	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 610.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 1,190.--	approx. 5.000 characters*
Company profile	–	Company logo, address, contact data, About us
1/3 page	€ 1,120.--	approx. 1,350 characters*
1/1 page	€ 1,530.--	approx. 3,400 characters*
SPECIAL-Package A&F	€ 1,690.--	2 page article + 1/3 page company profile
SPECIAL-Package A&I	€ 1,890.--	2 page interview + 1/1 page company profile
SPECIAL-Package A&F XL	€ 2,090.--	2 page article + 1/1 page company profile
SPECIAL-Package Premium	€ 5,900.--	2 page article + 1/3 page company profile + 1/1 page ad
Advertisement	–	see page 9
1/1 page	€ 5,390.--	
1/2 page	€ 2,980.--	
1/3 page	€ 1,830.--	
1/4 page	€ 1,620.--	
Multimedia enrichment	€ 390.--	video, picture gallery, or podcast to be added to an article, company profile or advertisement

*including spaces

All rates are subject to Value Added Tax

MOBILE AUTOMATION

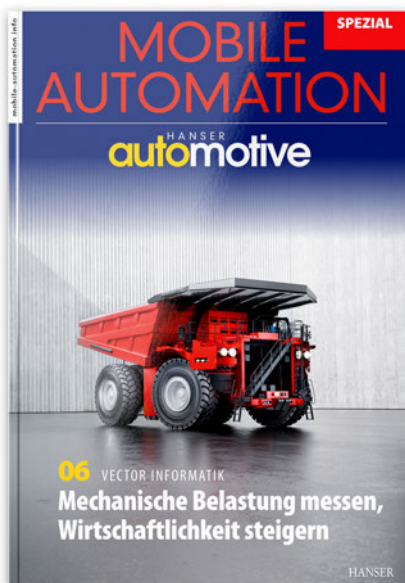
Special edition for the industry manufacturing mobile working machines and off-highway vehicles

Target Group Technical decision-makers, developers, design engineers, and purchasers at manufacturers of mobile machinery (e.g. agricultural, forestry, construction, and special-purpose vehicles), as well as their suppliers and engineering companies.

Editorial Content Components, systems, and automation technology for mobile machinery: electrical/electronic components, sensors and actuators, control and regulation systems, measurement and testing technology, engineering, image processing, telematics, and communication systems in the mobile environment.

Print run 5,000 copies

Circulation direct shippings and distribution at relevant exhibitions



Editorial deadline 06.09.2027
Advertisement deadline 04.10.2027
Date of Publication 29.10.2027

Advertising format	Prices	Technical details Formats width x height
Editorial contribution	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 410.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 780.--	approx. 5.000 characters*
3 pict. (ca. 2 - 3 pages)	€ 1,170.--	approx. 7.500 characters*
4 pict. (ca. 3 - 4 pages)	€ 1,510.--	approx. 10.000 characters*
Editorial interview	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 510.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 980.--	approx. 5.000 characters*
Company profile	–	Company logo, address, contact data, About us
1/3 page	€ 1,010.--	approx. 1,350 characters*
1/1 page	€ 1,430.--	approx. 3,400 characters*
SPECIAL-Package A&F	€ 1,500.--	2 page article + 1/3 page company profile
SPECIAL-Package A&F XL	€ 1,950.--	2 page article + 1/1 page company profile
SPECIAL-Package Premium	€ 4,500.--	2 page article + 1/3 page company profile + 1/1 page ad
Advertisement	–	see page 9
1/1 page	€ 3,690.--	
1/2 page	€ 1,960.--	
1/3 page	€ 1,330.--	
1/4 page	€ 1,180.--	
Multimedia enrichment	€ 390.--	video, picture gallery, or podcast to be added to an article, company profile or advertisement

All rates are subject to Value Added Tax

*including spaces

automotive guide

Reach the readers of an entire year – in the section of your choice

Reach the readers of all issues throughout the year with your product portfolio.
In the e-paper and digital editions, including a valuable backlink to your website.

Format
Price:
Rubrics

57 x 77 mm (w x h)
€ 1,100.-- for 8 issues (6 x Print/Digital + 2 x Digital)
Elements / components • Assemblies • Lighting systems •
Diagnosis • Services • Displays/HMI • Electro mechanics •
eMobility • Development services • Development tools •
Functional safety • Measurement • Mobile services •
Inspection and test facilities • Sensors • Software • ECU •
Power supply • Telematics



The unbeatable duo.
Print & digital –
easy to be found!
Combinaton
€ 1,380.--

Premium Company Entry

Prominent in the company data base »Who offers what?«

Company presentation

Detailed company profile with logo, images, video

**From the article
to premium entry
and back**

All editorial print and online articles about your company – from technical articles and news to product announcements and events – are linked to your premium entry. In this way, users find your company via the content or vice versa.

Logo

Your company logo will be displayed by rotation in all editorial articles and link to your premium company entry.

Direct contact

Adress, website and e-mail information facilitate getting in contact with your company for users.

Runtime

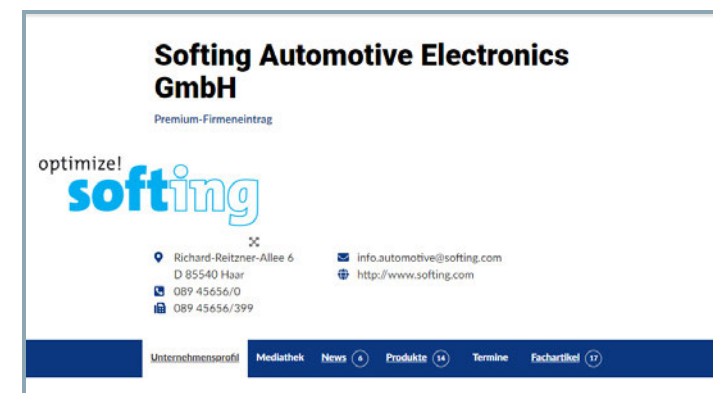
12 months

Invoicing

yearly in advance

Price

€ 480.-- / year



We tailor customized trade fair packages for you:





Magazine format	DIN A4; 210 x 297 mm (Width x Height)
Type area	175 x 250 mm (Width x Height) 4 columns à 40 mm Width
Printing and binding methods	Offset printing, saddle stitching
Data format	File format: High-end PDF/X4 with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.
Colour	Print to ISO 12647--2 PS0; ISOcoated_V2; Fogra39L Special colour (z.B. HKS, Pantone) possible on request. Please observe the print growth rates specified in ISO12647--2 for image printing paper.
Data archiving	All print documents will be kept for a maximum of 3 months after order processing.

Warranty	The service providers working for us can only process what is stored in the files supplied. In case of delivery of incomplete, faulty or deviating data, we assume no liability for the print result, e.g. colours, illustrations, texts, fonts.
Terms of payment	General payment term 30 days after invoice date net. 2% discount for payments within 8 days of the invoice date.
Bank details	Postbank München IBAN: DE71 7001 0080 0779 7468 00 BIC: PBNKDEFF
Contact	Romy Früh Ad Management Tel.: +49 89 99830-218 romy.frueh@hanser.de

Data transfer **media@hanser.de**
Including naming of customer, object description, and issue no./year



URL

www.hanser-automotive.de

Short Description

hanser-automotive.de is the specialist portal for automotive electronics and mobility innovation. It complements the print magazine with targeted content for technical decision-makers:

- Editorial depth: Articles, interviews, and analyses covering electronics, software, safety & security, connectivity, e-mobility, diagnostic tools, and more
- Practice-oriented focus: Content for technical managers and decision-makers in development, testing, and application – complemented by management and strategy perspectives
- Company and product database (“Who offers what?”): Including key technical features, contact details, and links
- Up-to-date industry and product news, supplemented by listings of trade fairs, congresses, and specialist events
- White papers and download offers as a basis for lead generation
- Extensive archive of print issues, including special editions

Target Group

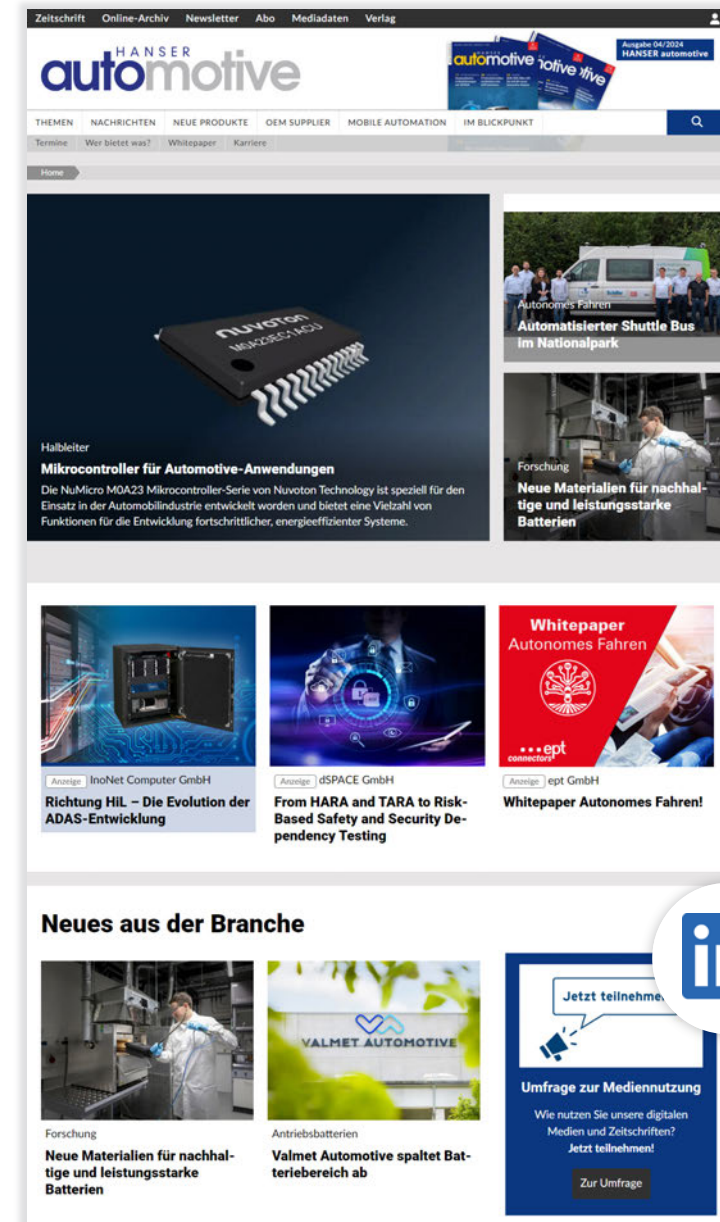
The portal is aimed at decision-makers, software and development engineers, design and application engineers, as well as project managers from the automotive and supplier industry.

Your Benefit

Quick and measurable contact to your target group

KPI

Please request the current key performance indicators for website and newsletters. Contact information can be found on the last page of the media kit.





Banner formats	Placement (max. 2 rotations possible)	Size in pixel (w x h)	Price per month
Medium Rectangle	In the content, position 6, 8 or 10	300 x 250	€ 920.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 x 400	€ 920.--
Full Banner	In the content, position 5, 7 or 9	468 x 60	€ 820.--
Leaderboard	Exterior position 1 or in the content, position 2 or 16	728 x 90	€ 1,020.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,140.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior position 3a, 3b, 4a or 4b	160 x 600	€ 920.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 1,020.--
(Double) Sitebar	Exterior position 3a, 3b, 4a or 4b	(2x) 300 x 600	€ 920.--/€ 1,460.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 1,460.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 1,770.--
Fireplace Ad	Exterior position 1, 3a and 4a	160 x 600 left + right and 1,040 x 90 top	€ 2,090.--
Skyline Ad	Exterior position 3a and 4a and in the content, position 2	2x 160 x 600 + 970 x 250	€ 2,090.--
Welcome Ad	Center above the start page (layer)	640 x 480	€ 1,870.-- / 14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 1,460.-- / 14 days



For mobile devices:
Please provide mobile ad in 6:1 (300 x 50 px) and in 2:1, (300 x 150 px) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of physical HTML5 advertising media (hosting on our ad webserver).

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Native Ad Teaser 1
B&R Industrie-Elektronik GmbH
Wettbewerbsvorteile mit der adaptiven Maschine sichern

Native Ad Teaser 2
Maag Pump Systems AG
Lochplatten für höchste Qualitätsansprüche

Native Ad Teaser 3
bdtronic GmbH
Die optimale Füge-technik für verschiedene Materialien

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (auch expandierend) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

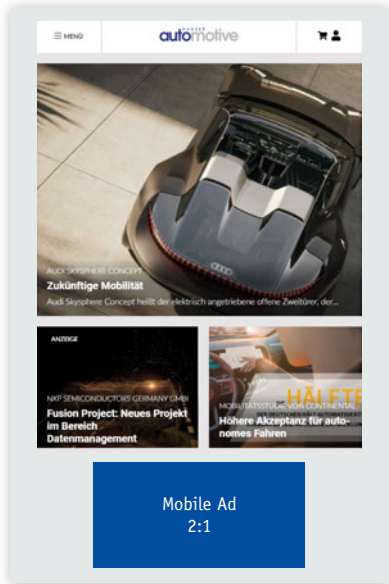
Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

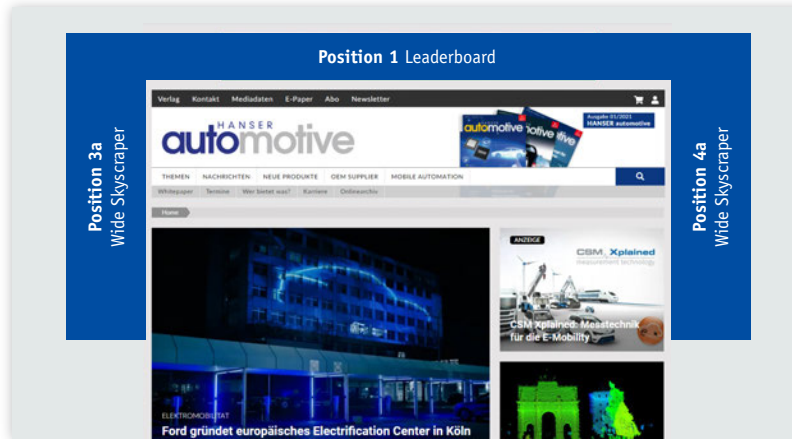
Effizientes Datenmanagement



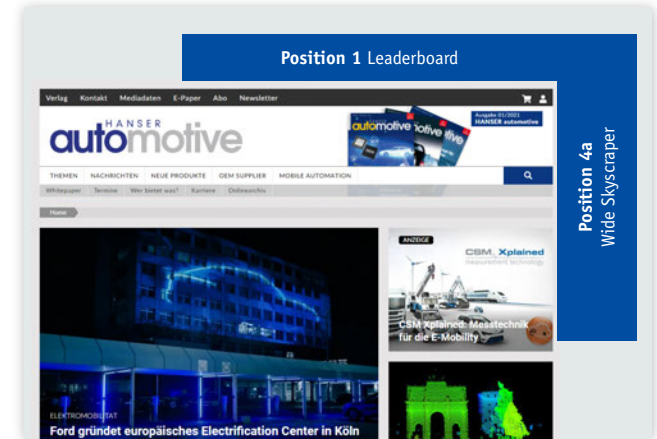
Mobile Ad



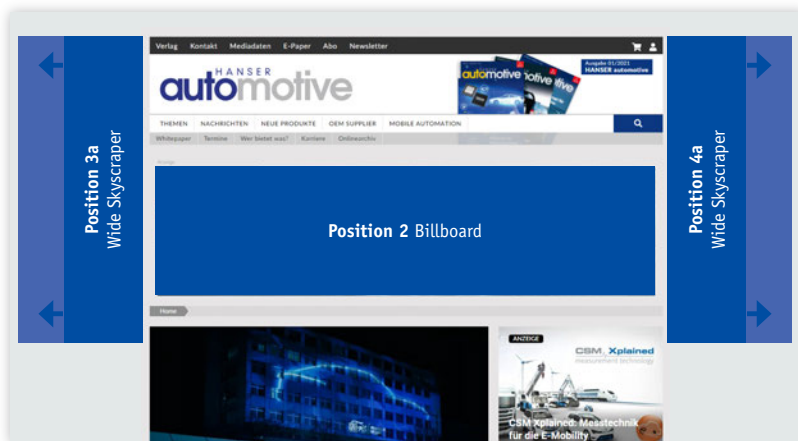
Fireplace Ad



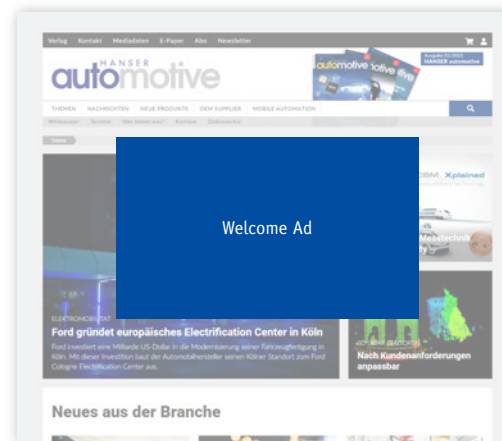
Hockey Stick



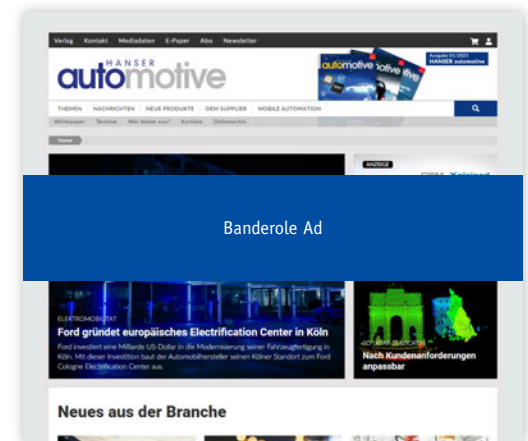
Skyline Ad



Welcome Ad



Banderole Ad





Retargeting

Explanation in the video: www.hanser-mediacycenter.de/fachportale/retargeting

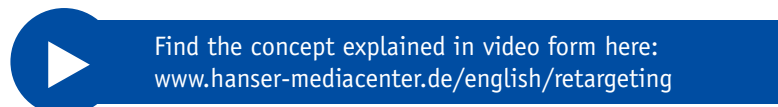
With retargeting, readers of hanser-automotive.de are addressed with targeted banners on their further path through the web. Your banners are thus delivered on our experts portal and in our extensive network of around **10,000 partner sites**.

Users who have already shown interest in products and services on hanser-automotive.de are addressed. As a result, you achieve a high reach with retargeting and increase your chance of conversion.

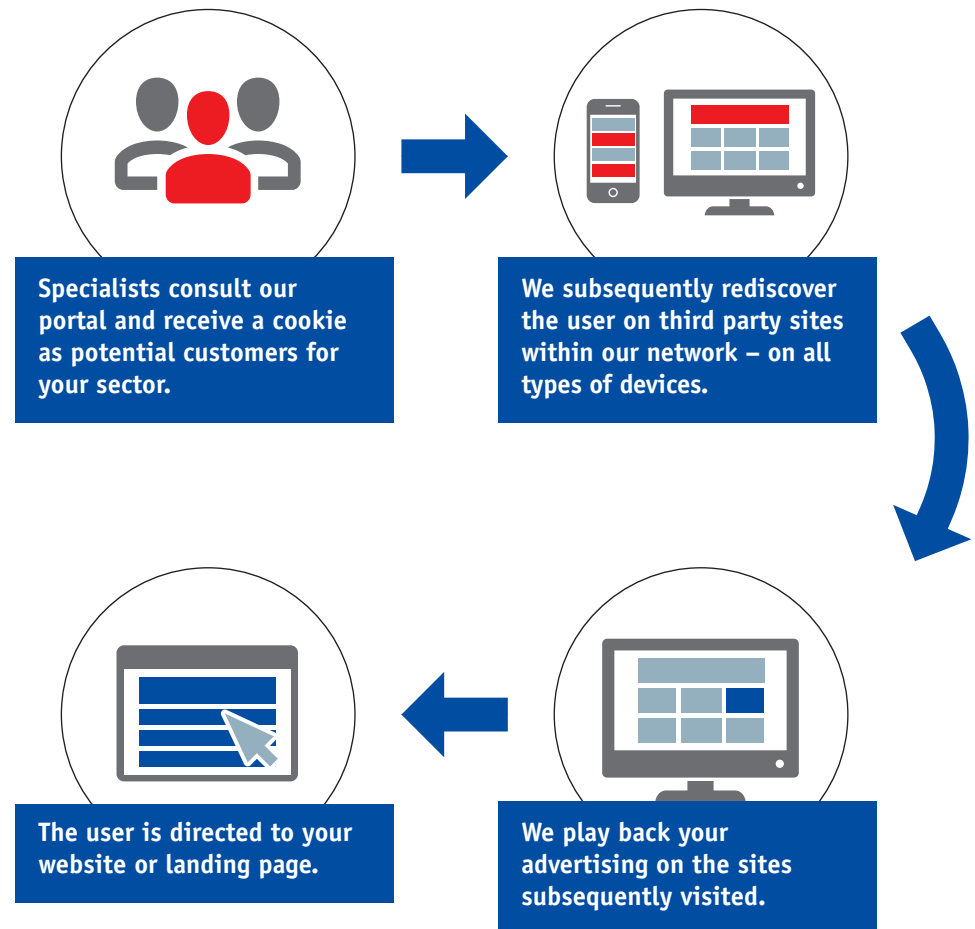
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for you?

Package 1	50,000 Ad Impressions	€ 2,570.-- *
Package 2	100,000 Ad Impressions	€ 4,600.-- *
Package 3	250,000 Ad Impressions	€ 7,650.-- *



It works like this

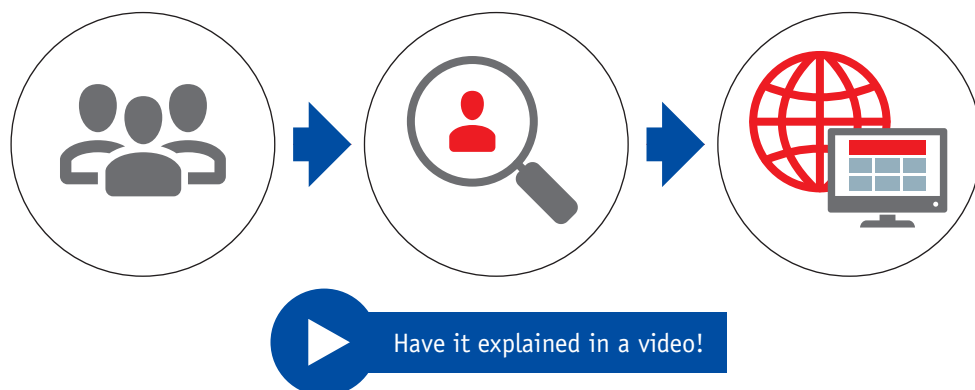


*In addition to your booked online-advertising on our website and VAT.



Account Based Marketing

National and international banner campaigns exclusively for your desired customers



Reach your target customers within our international advertising network. Your display ads will only be delivered to the employees of the companies you specify, which **reduces scattering loss to a minimum**.

Thanks to different banner formats, global delivery takes place on all devices, from smartphones and tablets to desktops. The reach or number of achievable ad impressions depends primarily on the number of your target customers. You will get a forecast as to what performance you can expect.

At the end of the campaign, you will receive a report with the exact ad impressions, clicks and click-through rate achieved for each of your target customer. So, you know which companies should be contacted directly by your sales department, or who your marketing department should first provide with further information.

Price / CPM € 75.--

Minimum order 50,000 Ad Impressions

All rates are subject to Value Added Tax

Trade Fair Targeting

Targeted visitor promotion at and during your key trade shows



Your banners are delivered to the visitors of a trade fair as soon as they visit a website of our **far-reaching advertising network**. The visitors are identified by geodata and the trade fair WLAN. The targeting zone includes the trade show site as well as a certain radius in which there are conference buildings, train stations, and hotels used by the trade show visitors.

During the trade fair, we primarily deliver your ads on the mobile devices of the **trade fair visitors within the geo targeting zone** and thus advertise your trade fair stand. The reach or number of achievable ad impressions primarily depends on the size of the trade fair, and the expected number of visitors respectively. You will get a forecast as to what performance you can expect.

On your demand, your trade fair advertising can also run before the exhibition period on our website and/or in our international advertising network.

Price / CPM € 75.--

Minimum order 50,000 Ad Impressions



Content Marketing

Offers	Native Ad	Product Highlight	Video Article
300 Readers guaranteed	•	•	•
Teaser on homepage	•	•	•
Color highlighting		•	•
Media library			•
Price	€ 1,890.--	€ 2,090.--	€ 2,190.--

Optional push features



Newsletter & display ads accompanying to all formats: € 1,390.--

All rates are subject to Value Added Tax

The diagram illustrates the content marketing flow:

- Teaser Home:** A mobile device showing a homepage with a 'CLICK' button on a car image.
- Media library:** A mobile device showing a 'Mediathek' section with a 'CLICK' button on a video thumbnail.
- Listing with color highlight:** A mobile device showing a list of articles with a 'CLICK' button on a highlighted article.
- Article:** A desktop view of the article 'Scheinwerferlicht genauer messen mit LWL-Technologie'.
- Banner:** A mobile device showing a banner for the article 'Was im August aus Automotive'.
- Newsletter Ad:** A mobile device showing a newsletter advertisement for the article 'LEDs den Puls messen'.



Native Ad – your stage

300 readers guaranteed - 1 month homepage teaser

Publish a news article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 1,890.--

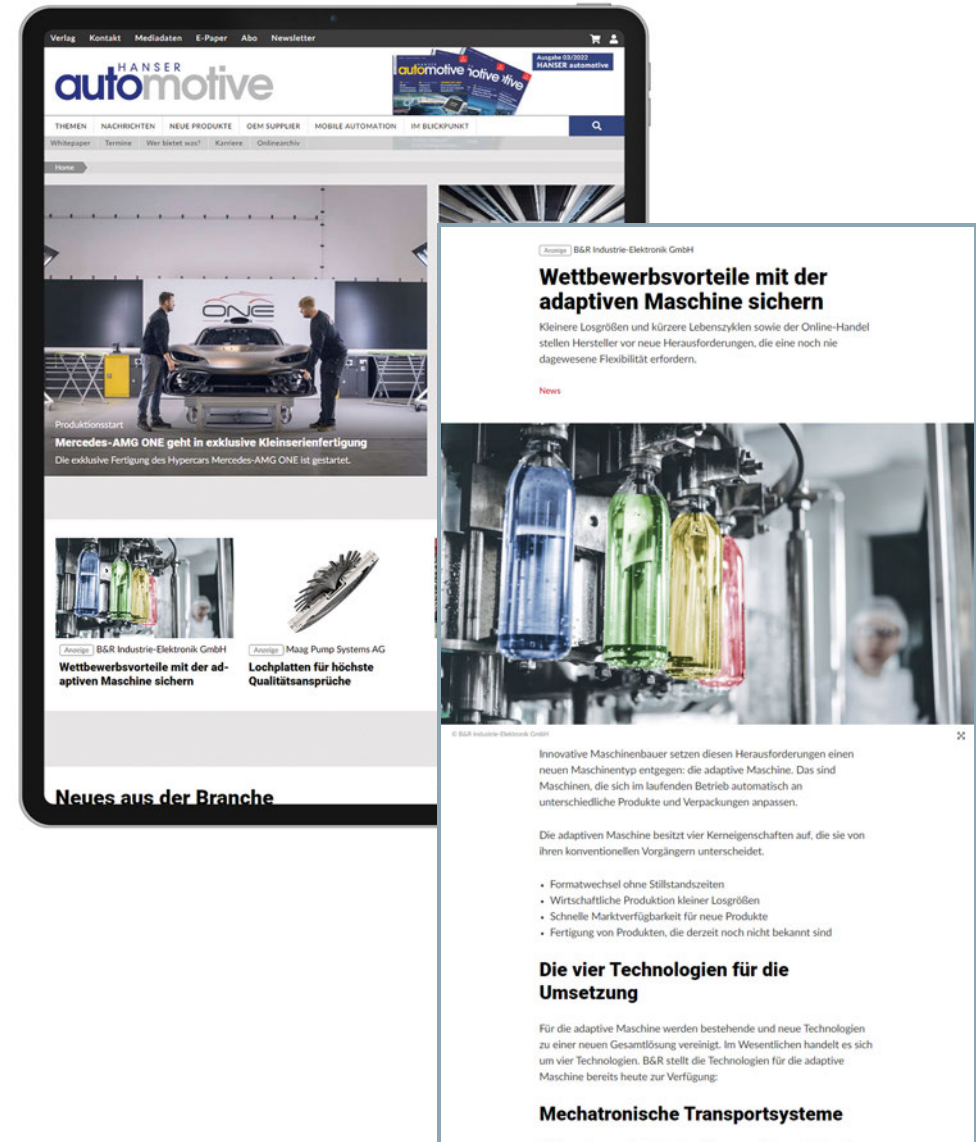
Push features optional

- Newsletter ad » 1 x
- Display ad » 1 month (vertical rectangle)

Price for push package Advantage 25 %

€ 3,280.--

All rates are subject to Value Added Tax





Product Highlight – colorful accent

300 readers guaranteed - 1 month homepage teaser

Publish a video article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacycenter.de/english/guidelines>

Further features

- Total runtime 1 year
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 2,090.--

Push features optional

- Newsletter ad » 1 x
- Display ad » 4 weeks (vertical rectangle)

Price for push package Advantage 25 %

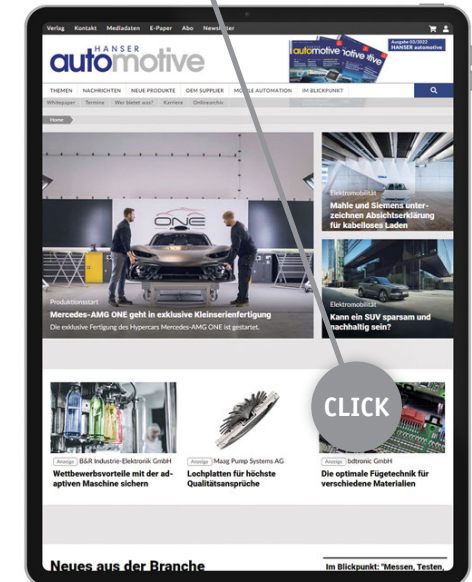
€ 3,480.--



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax



Video Article - your turn to shine

300 readers guaranteed - 1 month homepage teaser

Publish a video article on our website consisting of:

- Image
- Title
- Teaser text
- Copy text
- Link (URL) for further information

Technical specifications on: <https://www.hanser-mediacentr.de/english/guidelines>

Further features

- Total runtime 1 year with colored highlighting
- Listing in media library
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

Price

€ 2,190.--

Push features

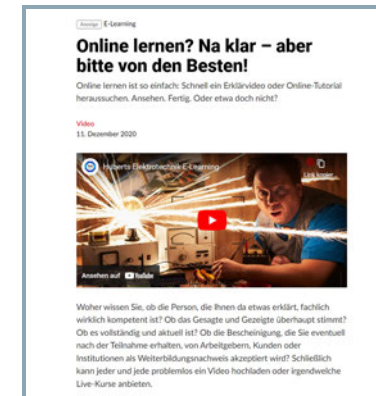
optional

- Newsletter ad » 1 x
- Display ad » 4 weeks (vertical rectangle)

Price for push package

€ 3,580.--

Advantage 25 %



Article



Listing with color highlight



Teaser Home

All rates are subject to Value Added Tax

Credibility in Social Media

Post on LinkedIn

We post your content marketing article on our LinkedIn profile. You gain credibility and increase your social media reach.

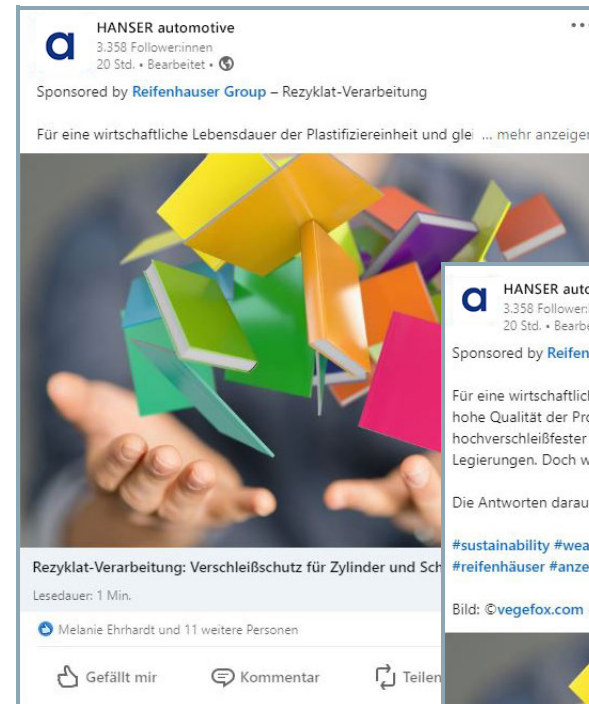
Scope

- Headline
- Teaser text
- Social media hashtags (max. 5)
- Tagged with „Sponsored by (company name)“

Price

€ 490,-
(Not eligible for discount of any kind incl. agencies)

Note: You also can use a post on LinkedIn to push the performance of your content marketing ad.





Whitepaper – gain leads

including LinkedIn and newsletter activities

Offer valuable knowledge and attract potential customers. Users are willing to pay for useful information with their contact data. The user registers for the PDF download, and we send you the data.

Convince prospects by solving problems. Answer the questions that are on the reader's mind. This is how you convey competence and build trust.

Whitepaper

Suitable documents are for example

- Use cases/ Best Practise/ Success Stories
- Process description
- Research or study results
- Product description which shows the customers' benefits rather than product features

Performance

- Promotion of your whitepaper by newsletter and post on LinkedIn
- SEO: keywording based on our topic classification system
- Display in thematic channels
- Display as reading suggestion under similar articles
- Link to company entry in our comprehensive Business Directory

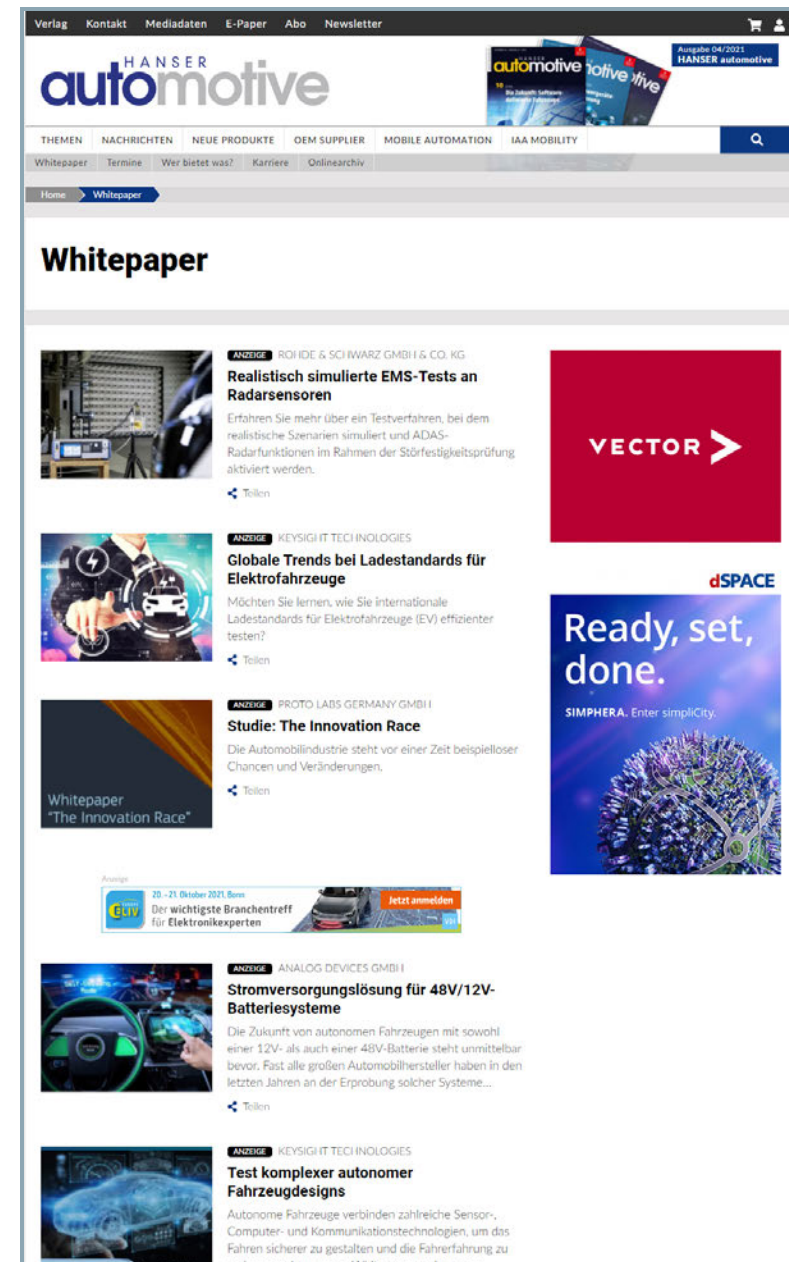
Runtime

- Whitepaper » 6 months
- Push-Newsletter-Ad for Whitepaper » 2 x
- Post on LinkedIn » 1 x

Price

€ 1,280.--

All rates are subject to Value Added Tax



Attractive promotion in the newsletter

The newsletter of **HANSER automotive** being published weekly informs about actual trends, news and important facts about the automotive market.

Place your eye-catching advertisement in the newsletter of **HANSER automotive** to reach Your target group.

Frequency 1 x per week

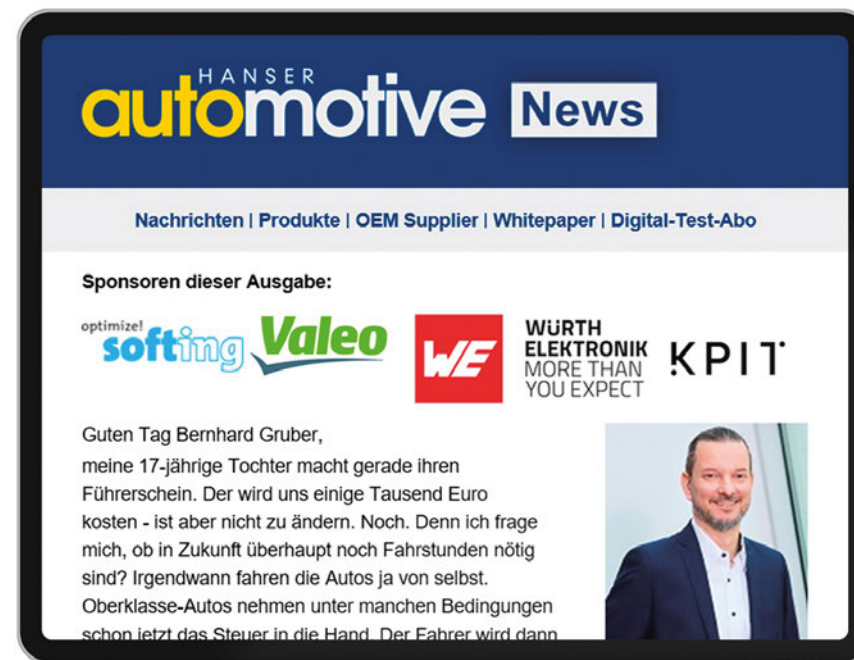
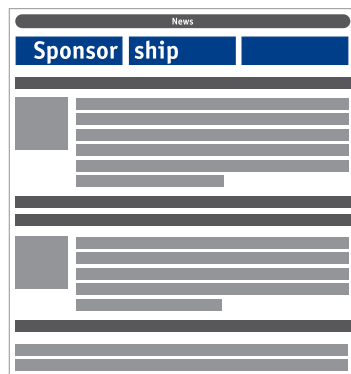
Formats and Rates

Banner + Text Ad
€ 610.-- / week

Banner (560 x 100 pixels) incl. link to your website or another URL plus text (Heading max 60 Zeichen + max. 300 characters)

Sponsorship
€ 3.550.-- / year

Banner max. 160 x 55 pixels
Duration 12 months
> more than 50 newsletters!
INCLUDING one newsletter Ad



Special Trade Fair-Newsletter

The HANSER automotive editorial team is going to compile well selected product news from exhibitors in a special newsletter for relevant shows/ exhibitions.

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax

Standalone-Newsletter – exclusive advertising

The standalone newsletter is a content-driven special newsletter with the look and feel of the **HANSER automotive newsletter**, filled exclusively with your content. Inform your target group about your products and services in an exposed way.

Content	Comprises 9 individually combinable elements
Services	Compilation of your Standalone newsletter and dispatch to the HANSER automotive newsletter recipients. Incl. linking to your homepage
Suitable content	header image, product news, video teaser, whitepaper, company news, catalog teaser, company profile, event
Lead time	Your Standalone newsletter must be bindingly booked and confirmed by the publisher at least one week in advance of the publication date. Implementation will normally take 5 workdays.
Dispatch date	As per agreement
Price	€ 3,980.--

Usage data and recipient numbers are constantly evolving, so request up-to-date figures from Ad Management. Contact on the last page.

All rates are subject to Value Added Tax





Delivery address

Please send the creatives for your campaign to:
media@hanser.de

Time of delivery

according order confirmation

Meta information

We require the following information with delivery:

- Site used
- Customer name
- Period of ad campaign
- Ad format
- Contact person for queries
- Click-URL

File formats

JPG, PNG, GIF oder HTML5

Note: A processing fee of € 50.-- will be charged for the delivery of physical HTML5 advertising media (hosting on our ad server).

Data volume

150 KB max. per creative, for Mobile Ads 80 KB
Example Hockey Stick: Leaderboard 150 KB +
Wide Skyscraper 150 KB = total 300 KB

For technical specifications, please refer to:
www.hanser-mediacycenter.de/english/guidelines

Reporting

At the end of the campaign, you will be sent a detailed statistical evaluation that will provide you with exact insights into the success of your marketing activities.

Terms of payment

General payment term 30 days after invoice date net;
for occasional ads 8 days after invoice date net.
2% discount for payments within 8 days of the invoice date.
Place of payment: Munich

Bank details

Postbank München
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF

Germany

Stefan Strussione
Carl Hanser Verlag GmbH & Co. KG
Vilshofener Straße 10
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