

The automotive industry – today and tomorrow



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OEM Supplier 2024

is going to be published right in time for IAA transportation.

For both manufacturers and supplier industry, the OEM Supplier provides an overview of:

- Trends and technologies
- New components and systems
- Research and development
- Manufacturing and logistics
- Service provider
- Emobility

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OEM Supplier 2024 – Your Communication platform – crossmedia and budget-friendly

The **OEM Supplier** is a reference work which provides such users as technical decision makers, development engineers, design engineers, purchasers and production experts, with a long-lasting overview of the networked world of the automotive industry, as well as of products and technologies.

The contents of the reference work are presented from the viewpoint of the product creation process. In other words, under the following headings: competitive and growth strategies, R&D, trends and technologies, manufacturing & logistics, new components and systems.

On the one hand, **OEM Supplier** is distributed by post to personal addresses in the automotive and supplier industries, and on the other it is distributed at trade fairs. In addition OEM Supplier is available as digital media without registration via **www.hanser-automotive.de resp. www.oem-supplier.eu**

The advantage that OEM Supplier has in store for you: Your sustained presence at your customers!

In **OEM Supplier**, three communication tools are available for presenting your company's scope of performance:

- Editorial article resp. interview with artwork
- Company portrait
- Traditional, classical advertising

Information and Prices

Print run: 7,500 copies
Format: DIN A4, 210 x 297 mm (w x h)

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Editorial interview with artwork, 4c	580.-- per image	
Company profile 1/3 page high, 4c (produced by the publishers)	1,080.--	Company logo, address & contact data »We about us« Format: 55 x 250 mm (width x height); max. 1,350 characters*
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