Mediakit 2026

Print & Digital

www.hanser-automotive.de

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
25th edition in 2026

Prices
Combined annual subscription € 117.--
(Price incl. VAT and plus shipping costs)

Publisher
Carl Hanser Verlag GmbH & Co. KG
Postal address: P.O. Box 860420, 81631 Munich
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Increased reach

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

Magazine
9.522 copies

+

E-Paper
5.884 multi-accesses

=

Total circulation
15.405 contacts

Circulation

Print run	6.391	
E-Paper spread	3.130	
Actual circulation	**9.522**	
of which sold		474
of which abroad		138
+ E-Paper (multi access)	**5.884**	
Total circulation	**15.404**	

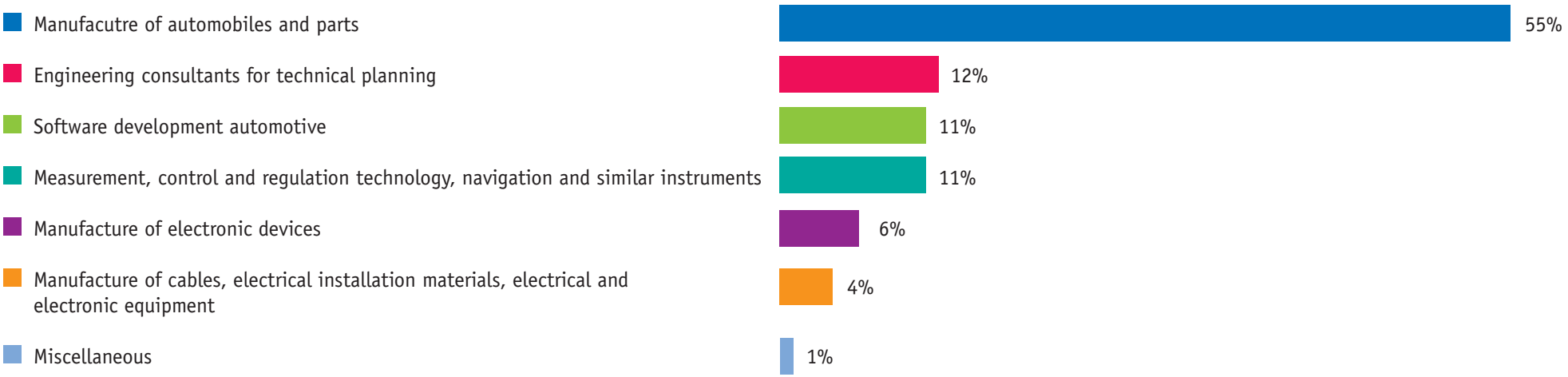
Content analysis of the editorial section 2024

On request

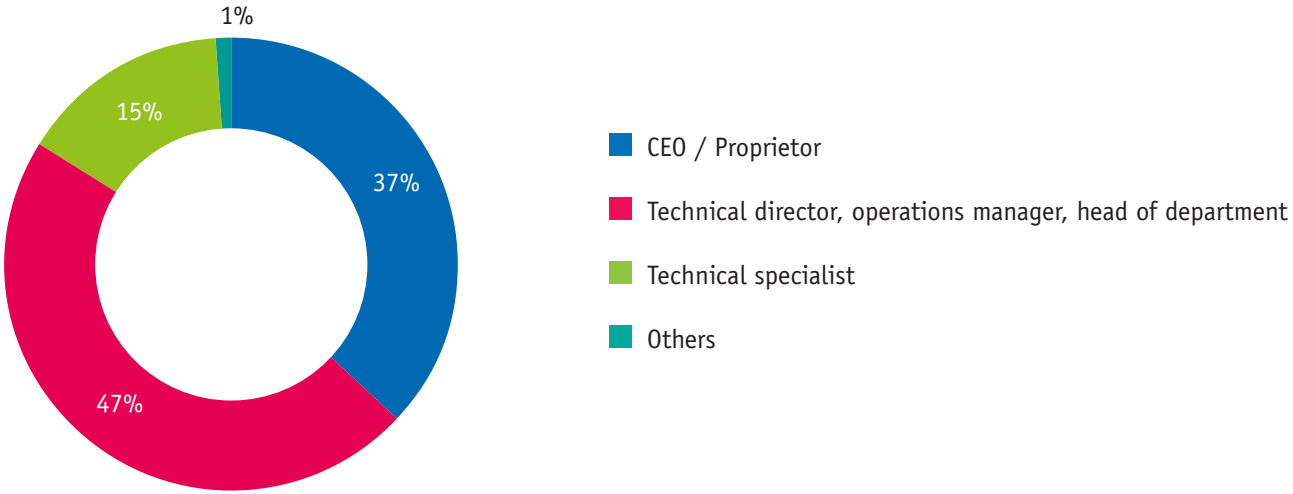
Volume analysis 2024

Overall	336 page = 100%
Editorial section	252 page = 75%
Advertisement section	195 page = 58%
of which Publisher's ads	84 page = 25%

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

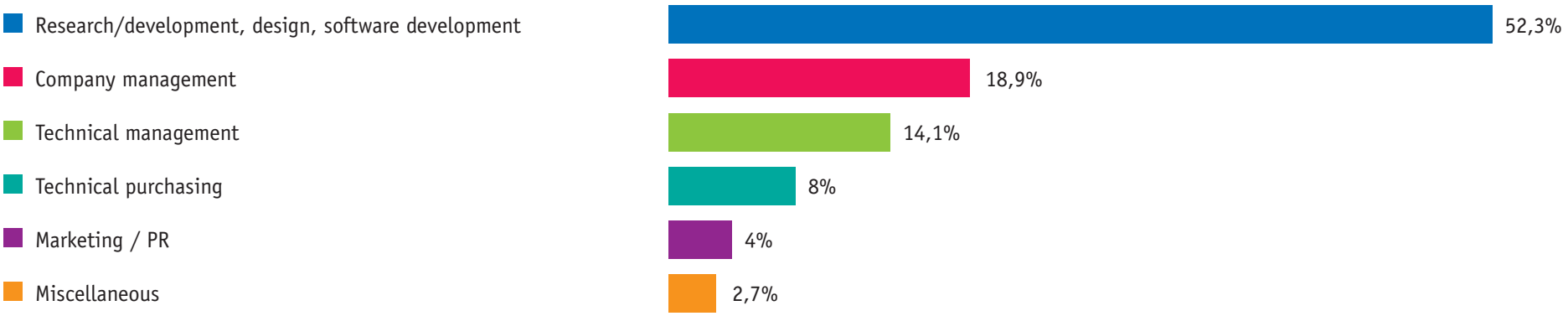


Recipients analysis by position: 84% are employed in an executive position*



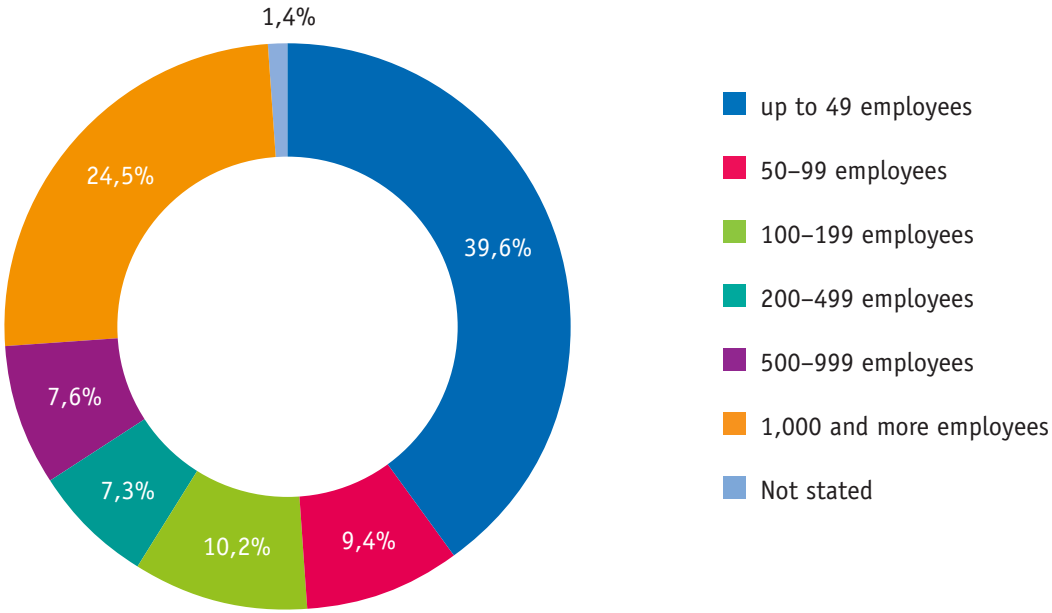
*Annual average of print editions (01.07.24 to 30.06.25); survey method: file evaluation

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



*Annual average of print editions (01.07.24 to 30.06.25); 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 9.522 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: August 2025
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 Librariesn

ISSUE	DATES	EVENTS	FOCUS TOPICS			
1	E: 15.01.26 B: 29.01.26 P: 25.02.26	**Embedded World,** Nuremberg, 10.-12.03.26 **EMV**, Stuttgart, 24.-26.03.26	**Software-defined Vehicle** Over-the-Air-Updates (OTA) • Vehicle Operating Systems • Middleware & Abstraction Layers • Cloud Connectivity & Edge Computing • Software Architecture • Continuous Deployment • App Ecosystems & Third-Party Integration • Standardization & Open Platforms	**Sensors** Radar • Lidar • Camera Systems (RGB, IR, ToF) • Ultrasonic-Sensors • MEMS & Miniaturized Sensors • Sensor Fusion & Calibration • Redundancy Concepts • Integration into Zone Architectures • Reliability & Robustness • Testing & Validation • Sensor Standardization	**Automotive AI** Perception Systems (Computer Vision) • AI Models for Decision-Making • Edge AI & Inference Optimization • Generative AI for Development / Testing • Data Annotation & Training Pipelines • Reinforcement Learning in ADAS • Explainable AI / Trustworthiness • AI & Safety • Multimodal Models (Sensor Fusion) • Simulation & Scenario Generation with AI	**Open Source** AUTOSAR Adaptive / Classic • SOAFEE (Scalable Open Architecture for Embedded Edge) • Linux / Android Automotive • Eclipse Foundation Initiatives • Governance & Licensing Models • Open Source Compliance Tools • Open Source Security Scanning • OEM/ Tier-1 Collaborations • Community-Driven Innovation • Open Data / Shared Data Platforms
2	E: 19.02.26 B: 05.03.26 P: 01.04.26	**i- Mobility**, Stuttgart, 09.-12.04.26 **SAFETY WEEK**, Frankfurt/Hanau, 14.-16.04.26 **Hannover Messe**, Hannover, 20.-24.04.26	**Safety & Security** ISO 26262 / Functional Safety • Cybersecurity (UNECE R155/R156) • Security-by-Design • Intrusion Detection Systems (IDS) • Over-the-Air Security Updates • Threat Modeling & Risk Assessment • Penetration Testing • Compliance & Certification • Post-Quantum-Security	**E-Mobility / Charging Technology** High Power Charging • Megawatt Charging • Bidirectional Charging (V2G, V2H, V2X) • Inductive Charging • Charging Infrastructure Interoperability • Battery Management Systems (BMS) • Charging Standards (CCS, MCS) • Energy Management / Smart Grid Integration • Battery Thermal Management	**Connectivity** 5G/6G in Vehicles • V2X Communication (C-V2X, DSRC) • In-Vehicle Edge Computing • Data Sharing Platforms • Vehicle-to-Cloud Architectures • Roaming & Interoperability • Over-the-Air Updates (Distribution Paths) • Latency-Optimized Networks • Network Cybersecurity • Digital Services / Infotainment • Interfaces to Smart City / Infrastructure	**ADAS / Autonomous Driving** Sensor Fusion (Radar, Lidar, Camera) • HD Maps & Localization • Redundancy & Fallback Systems • Safety Case for Autonomous Systems • Validation & Simulation • Scenario Libraries • Edge- vs. Cloud-Based Computing • Human-Machine Interaction in the Autonomous Context • Transition Level 2 › 3 › 4
3	E: 09.04.26 B: 23.04.26 P: 25.05.26	**PCIM Europe,** Nuremberg, 09.-11.06.26 **Sensor + Test,** Nuremberg, 09.-11.06.26 **Battery Show & Electric & Hybrid Vehicle Technology Expo**, Stuttgart, 9.-11.06.26	**Power Electronics** Wide-Bandgap Semiconductors (SiC, GaN) • Inverter Architectures • Onboard Charger (OBC) • DC/DC Converters • Efficiency Improvement / Energy Efficiency • Thermal Management • High-Voltage Systems (800V/1000V) • Redundancy & Safety	**Sensors** Radar • Lidar • Camera Systems (RGB, IR, ToF) • Ultrasonic-Sensors • MEMS & Miniaturized Sensors • Sensor Fusion & Calibration • Redundancy Concepts • Integration into Zone Architectures • Reliability & Robustness • Testing & Validation • Sensor Standardization	**Virtual Testing & Simulation** Virtual Validation of ADAS/AD Functions • Digital Twin Concepts • Scenario-Based Simulation (OpenSCENARIO, OpenDRIVE) • Sensor Simulation (Radar, Lidar, Camera, Ultrasonic) • Physics-Based Simulation (e.g., EMC, Thermal) • Cloud & HPC Simulation • Co-Simulation (Integrated MiL, SiL, HiL) • Stochastic & AI-Based Scenario Generation	**Lighting, Interior & Cockpit** Lighting, Interior & Cockpit • Matrix LED • Laser Light • Adaptive High Beam • Interior Lighting Concepts • Large-Format Displays • AR Head-Up Displays • New Control Concepts • Smart Surfaces • Ambient Lighting • New Material Trends
4 Digital edition	E: 05.05.26 B: 21.05.26 P: 20.06.26	**ADAS & Autonomous Vehicle Technology Expo & Automotive Testing Expo**, Stuttgart, 23.-25.06.26 **POWER2DRIVE,** Munich, 23.-25.06.26	**ADAS / Autonomous Driving** Sensor Fusion (Radar, Lidar, Camera) • HD Maps & Localization • Redundancy & Fallback Systems • Safety Case for Autonomous Systems • Validation & Simulation • Scenario Libraries • Edge- vs. Cloud-Based Computing • Human-Machine Interaction in the Autonomous Context • Transition Level 2 › 3 › 4	**Automotive AI** Perception Systems (Computer Vision) • AI Models for Decision-Making • Edge AI & Inference Optimization • Generative AI for Development / Testing • Data Annotation & Training Pipelines • Reinforcement Learning in ADAS • Explainable AI / Trustworthiness • AI & Safety • Multimodal Models (Sensor Fusion) • Simulation & Scenario Generation with AI	**Battery- and Chargingtechnology** Cell Chemistries (NMC, LFP, Solid-State Batteries) • Cell and Module Design / Packaging • Battery Management Systems (BMS) • Thermal Management & Safety • Fast Charging (High Power Charging, MCS) • Bidirectional Charging (V2G, V2H, V2X) • Wireless Charging (Inductive, Resonant) • Charging Infrastructure Standards (CCS, ISO 15118, OCPP) • Lifetime & Degradation • Second Life & Recycling	**Open Source** AUTOSAR Adaptive / Classic • SOAFEE (Scalable Open Architecture for Embedded Edge) • Linux / Android Automotive • Eclipse Foundation Initiatives • Governance & Licensing Models • Open Source Compliance Tools • Open Source Security Scanning • OEM/Tier-1 Collaborations • Community-Driven Innovation • Open Data / Shared Data Platforms

Subject to change

ISSUE	DATES	EVENTS	FOCUS TOPICS			
OEM SUPPLIER	E: 09.07.26 B: 30.07.26 P: 26.08.26	**Automechanika,** Frankfurt, 08.-12.09.26 **IAA Transportation,** Munich, 15.-20.09.26	**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	
5	E: 23.07.26 B: 06.08.26 P: 02.09.26	**Automechanika,** Frankfurt, 08.-12.09.26 **IAA Transportation,** Munich, 15.-20.09.26	**Software-defined Vehicle** Over-the-Air-Updates (OTA) • Vehicle Operating Systems • Middleware & Abstraction Layers • Cloud Connectivity & Edge Computing • Software Architecture • Continuous Deployment • App Ecosystems & Third-Party Integration • Standardization & Open Platforms	**Sensors** Radar • Lidar • Camera Systems (RGB, IR, ToF) • Ultrasconic-Sensors • MEMS & Miniaturized Sensors • Sensor Fusion & Calibration • Redundancy Concepts • Integration into Zone Architectures • Reliability & Robustness • Testing & Validation • Sensor Standardization	**Connectivity** 5G/6G in Vehicles • V2X Communication (C-V2X, DSRC) • In-Vehicle Edge Computing • Data Sharing Platforms • Vehicle-to-Cloud Architectures • Roaming & Interoperability • Over-the-Air Updates (Distribution Paths) • Latency-Optimized Networks • Network Cybersecurity • Digital Services / Infotainment • Interfaces to Smart City / Infrastructure	**Power Electronics** Wide-Bandgap Semiconductors (SiC, GaN) • Inverter Architectures • Onboard Charger (OBC) • DC/DC Converters • Efficiency Improvement / Energy Efficiency • Thermal Management • High-Voltage Systems (800V/1000V) • Redundancy & Safety
6 Digital edition	E: 20.08.26 B: 03.09.26 P: 30.09.26	**ELIV,** Bonn, Okt. 26 **eMove 360°,** Munich, Okt. 26 **IZB** Wolfsburg, 27.-29.10.26	**ADAS / Autonomous Driving** Sensor Fusion (Radar, Lidar, Camera) • HD Maps & Localization • Redundancy & Fallback Systems • Safety Case for Autonomous Systems • Validation & Simulation • Scenario Libraries • Edge- vs. Cloud-Based Computing • Human-Machine Interaction in the Autonomous Context • Transition Level 2 › 3 › 4	**Safety & Security** ISO 26262 / Functional Safety • Cybersecurity (UNECE R155/R156) • Security-by-Design • Intrusion Detection Systems (IDS) • Over-the-Air Security Updates • Threat Modeling & Risk Assessment • Penetration Testing • Compliance & Certification • Post-Quantum-Security	**Open Source** AUTOSAR Adaptive / Classic • SOAFEE (Scalable Open Architecture for Embedded Edge) • Linux / Android Automotive • Eclipse Foundation Initiatives • Governance & Licensing Models • Open Source Compliance Tools • Open Source Security Scanning • OEM/Tier-1 Collaborations • Community-Driven Innovation • Open Data / Shared Data Platforms	**Automotive AI** Perception Systems (Computer Vision) • AI Models for Decision-Making • Edge AI & Inference Optimization • Generative AI for Development / Testing • Data Annotation & Training Pipelines • Reinforcement Learning in ADAS • Explainable AI / Trustworthiness • AI & Safety • Multimodal Models (Sensor Fusion) • Simulation & Scenario Generation with AI
MOBILE AUTOMATION	E: 27.08.26 B: 17.09.26 P: 14.10.26	**IZB** Wolfsburg, 27.-29.10.26 **sps smart production solutions,** Nuremberg, 24.-26.11.26	**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 • Engineering • Image processing • Telematics/communication systems	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
7	E: 17.09.26 B: 01.10.26 P: 28.10.26	**electronica,** Munich, 10.-13.11.26 **sps smart production solutions,** Nuremberg, 24.-26.11.26	**Sensors** Radar • Lidar • Camera Systems (RGB, IR, ToF) • Ultrasconic-Sensors • MEMS & Miniaturized Sensors • Sensor Fusion & Calibration • Redundancy Concepts • Integration into Zone Architectures • Reliability & Robustness • Testing & Validation • Sensor Standardization	**Power Electronics** Wide-Bandgap Semiconductors (SiC, GaN) • Inverter Architectures • Onboard Charger (OBC) • DC/DC Converters • Efficiency Improvement / Energy Efficiency • Thermal Management • High-Voltage Systems (800V/1000V) • Redundancy & Safety	**E-Mobility / Charging Technology** High Power Charging • Megawatt Charging • Bidirectional Charging (V2G, V2H, V2X) • Inductive Charging • Charging Infrastructure Interoperability • Battery Management Systems (BMS) • Charging Standards (CCS, MCS) • Energy Management / Smart Grid Integration • Battery Thermal Management	**Virtual Testing & Simulation** Virtual Validation of ADAS/AD Functions • Digital Twin Concepts • Scenario-Based Simulation (OpenSCENARIO, OpenDRIVE) • Sensor Simulation (Radar, Lidar, Camera, Ultrasonic) • Physics-Based Simulation (e.g., EMC, Thermal) • Cloud & HPC Simulation • Co-Simulation (Integrated MiL, SiL, HiL) • Stochastic & AI-Based Scenario Generation
8	E: 22.10.26 B: 05.11.26 P: 02.12.26	**Safetronic,** Fellbach, Nov. 26 **CES 2027,** Las Vegas, Jan. 27 **VOLT FUTURE MOBILITY,** Augsburg, Jan. 27	**Software-defined Vehicle** Over-the-Air-Updates (OTA) • Vehicle Operating Systems • Middleware & Abstraction Layers • Cloud Connectivity & Edge Computing • Software Architecture • Continuous Deployment • App Ecosystems & Third-Party Integration • Standardization & Open Platforms	**Connectivity** 5G/6G in Vehicles • V2X Communication (C-V2X, DSRC) • In-Vehicle Edge Computing • Data Sharing Platforms • Vehicle-to-Cloud Architectures • Roaming & Interoperability • Over-the-Air Updates (Distribution Paths) • Latency-Optimized Networks • Network Cybersecurity • Digital Services / Infotainment • Interfaces to Smart City / Infrastructure	**Automotive AI** Perception Systems (Computer Vision) • AI Models for Decision-Making • Edge AI & Inference Optimization • Generative AI for Development / Testing • Data Annotation & Training Pipelines • Reinforcement Learning in ADAS • Explainable AI / Trustworthiness • AI & Safety • Multimodal Models (Sensor Fusion) • Simulation & Scenario Generation with AI	**Automotive Outlook 2027** The most important trends of the new automotive year: Level 4 in series production vehicles • SDV trends • AI-powered voice and avatar systems • New EU regulations on cybersecurity • Solid-state batteries • Mobility-as-a-Service • Over-the-Air safety updates • Digital twins – and much more

With Poster Calendar 2027

Subject to change

Increased Reach: your ad in print and in the e-paper version

Format	Type Area width x height (mm)	Trim/Bleed Ads width x height (mm)	Price Print	Price Digital
Front cover	–	210 x 297	€ 5,990.--	€ 3,950.--
Inside cover	–	210 x 297	€ 4,330.--	€ 2,950.--
2nd/3rd/4th cover page	–	210 x 297	€ 7,980.--	€ 4,950.--
1/1 page	175 x 250	210 x 297	€ 6,990.--	€ 4,490.--
Junior page	122 x 175	137 x 197	€ 4,570.--	€ 2,890.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 3,980.--	€ 2,490.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 3,060.--	€ 1,890.--
1/4 page	40 x 250 175 x 58 85 x 122	55 x 297 210 x 85 101 x 145	€ 2,450.--	€ 1,490.--
1/3 company profile	55 x 250	–	on request	
1/1 company profile	175 x 250	–	on request	

Discount for bookings within a 12-month period:

Frequency discounts

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

Volume discounts

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

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 (6 x print/digital plus 2 x digital)
Format: 57 × 77 mm (W × 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,–

All rates are subject to Value Added Tax

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 indlucing 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

Sample 1/2

All rates are subject to Value Added Tax

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.

Circulation
7,500 copies
direct shippings and distribution at relevant exhibitions

Contact
Susanne Maier | Tel.: +49 99830 649 | susanne.maier@hanser.de

Date of publication	09.07.2026
Editorial deadline	30.07.2026
Advertisement deadline	26.08.2026

All rates are subject to Value Added Tax

Advertising format	Prices	Technical details Formats width x height
Editorial contribution	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 490.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 960.--	approx. 5.000 characters*
3 pict. (ca. 2 - 3 pages)	€ 1,440.--	approx. 7.500 characters*
4 pict. (ca. 3 - 4 pages)	€ 1,880.--	approx. 10.000 characters*
Editorial interview	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 590.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 1,160.--	approx. 5.000 characters*
Company profile	–	Company logo, address, contact data, About us
1/3 page	€ 1,090.--	approx. 1,350 characters*
1/1 page	€ 1,490.--	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	€ 5,280.--	
1/2 page	€ 2,880.--	
1/3 page	€ 1,780.--	
1/4 page	€ 1,580.--	
Multimedia enrichment	€ 390.--	video, picture gallery, or podcast to be added to an article, company profile or advertisement

*including spaces

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.

Circulation

7.500 copies
direct shippings and distribution at relevant exhibitions

Contact
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Date of Publication	27.08.2026
Editorial deadline	17.09.2026
Advertisement deadline	14.10.2026

All rates are subject to Value Added Tax

Advertising format	Prices	Technical details Formats width x height
Editorial contribution	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 390.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 760.--	approx. 5.000 characters*
3 pict. (ca. 2 - 3 pages)	€ 1,140.--	approx. 7.500 characters*
4 pict. (ca. 3 - 4 pages)	€ 1,480.--	approx. 10.000 characters*
Editorial interview	–	plus author's image + name + function
1 picture (ca. 1 page)	€ 490.--	approx. 3.000 characters*
2 pict. (ca. 1,5 - 2 pages)	€ 960.--	approx. 5.000 characters*
Company profile	–	Company logo, address, contact data, About us
1/3 page	€ 990.--	approx. 1,350 characters*
1/1 page	€ 1,390.--	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	€ 3,600.--	
1/2 page	€ 1,900.--	
1/3 page	€ 1,300.--	
1/4 page	€ 1,150.--	
Multimedia enrichment	€ 390.--	video, picture gallery, or podcast to be added to an article, company profile or advertisement

*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 57 x 77 mm (w x h)
Price: € 1,100.-- for 8 issues (6 x Print/Digital + 2 x Digital)
Rubrics 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.

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

All rates are subject to Value Added Tax

We tailor customized trade fair packages for you:

Print

Showcase your innovations and topics in the trade fair issue in advance – and highlight your presence at the event.

Website

Present your products where decision-makers actively search for information ahead of the trade fair.

Newsletter

Ideal for teaser campaigns before the trade fair. Also make use of our dedicated trade fair newsletters.

Retargeting

After potential customers have visited our website, we deliver your advertising message across our extensive partner network.

Trade Fair

Standalone Newsletter

Highlight your trade fair innovations and demonstrate the value of your products – exclusively, with your content only.

Video

Demonstrate the benefits of your solutions with a short video – the perfect appetizer for a trade fair visit.

Trade Fair Targeting

Reach your target group directly, the visitors of the trade fair, on site and without scatter loss.

Further options available on request

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 formats
Preferred file format: High-end PDF – PDF/X4 or PDF/X5; with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.

Colour
Print to ISO 12647--2 PSO; 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
Daniel Warnicke
Ad Management
Tel.: +49 89 99830–274
daniel.warnicke@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

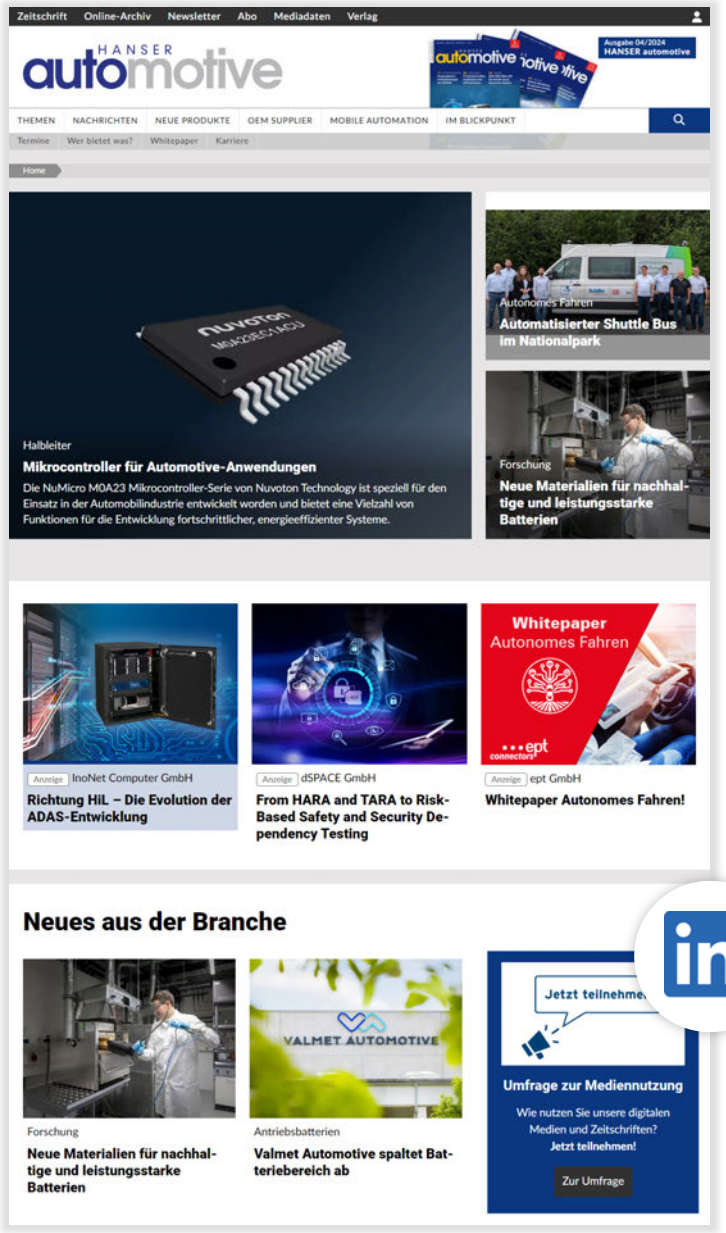
The portal is aimed at decision-makers, software and development engineers, design and application engineers, as well as project managers from the automotive and supplier industry.

Your Benefit

Quick and measurable contact to your target group

KPI

Please request the current key perfomance 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	€ 900.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 x 400	€ 900.--
Full Banner	In the content, position 5, 7 or 9	468 x 60	€ 800.--
Leaderboard	Exterior position 1 or in the content, position 2 or 16	728 x 90	€ 990.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,110.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior position 3a, 3b, 4a or 4b	160 x 600	€ 900.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 990.--
(Double) Sitebar	Exterior position 3a, 3b, 4a or 4b	(2x) 300 x 600	€ 900.--/€ 1,420.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 1,420.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 1,720.--
Fireplace Ad	Exterior position 1, 3a and 4a	160 x 600 left + right and 1,040 x 90 top	€ 2,030.--
Skyline Ad	Exterior position 3a and 4a and in the content, position 2	2x 160 x 600 + 970 x 250	€ 2,030.--
Welcome Ad	Center above the start page (layer)	640 x 480	€ 1,820.-- / 14 days
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 1,420.-- / 14 days

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

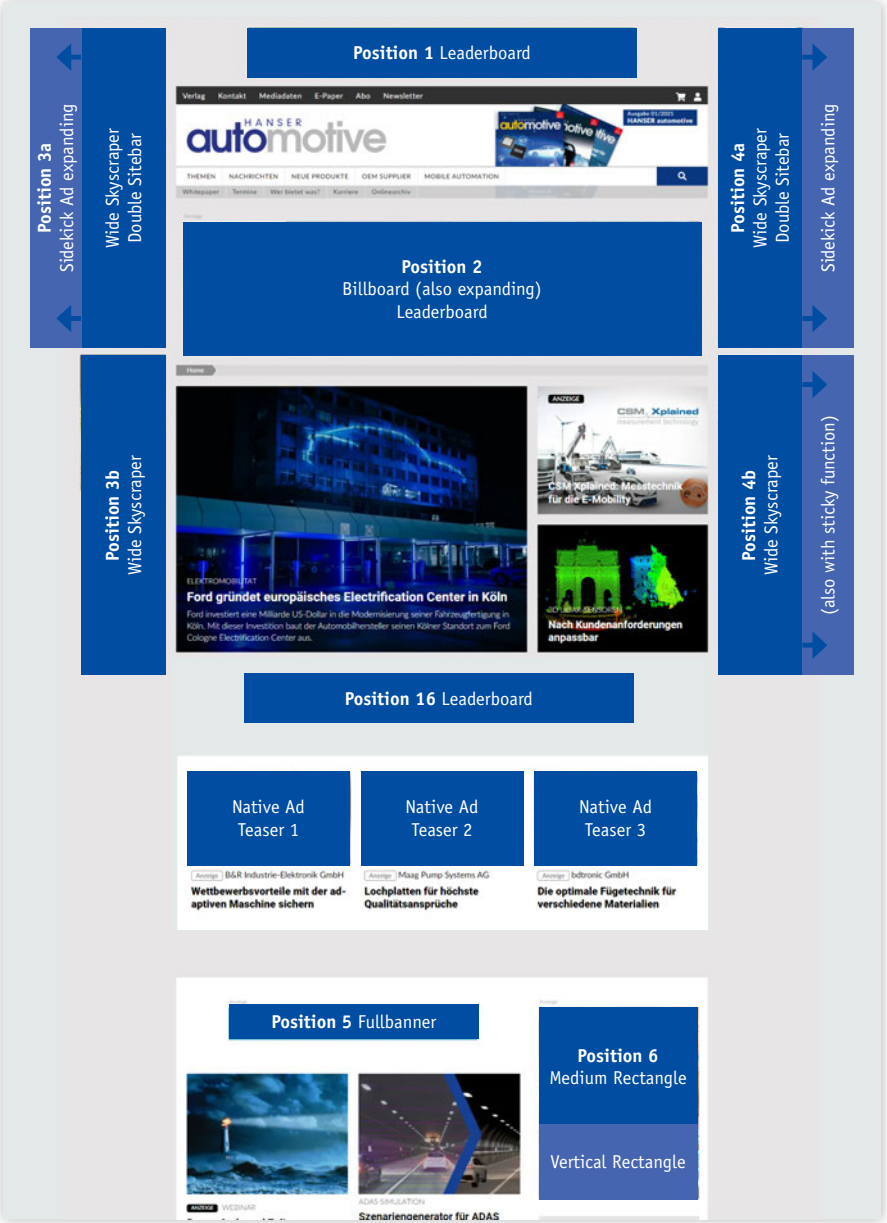
HTML5

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.

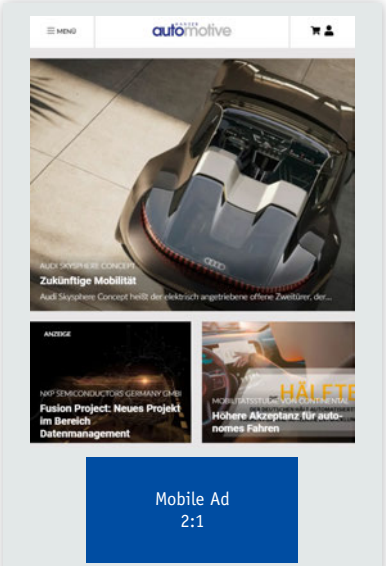
All rates are subject to Value Added Tax

Banner positions on Homepage

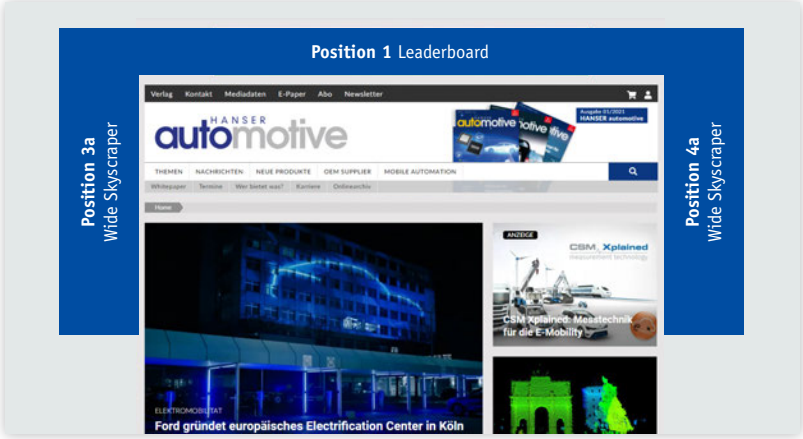


Banner positions on article page

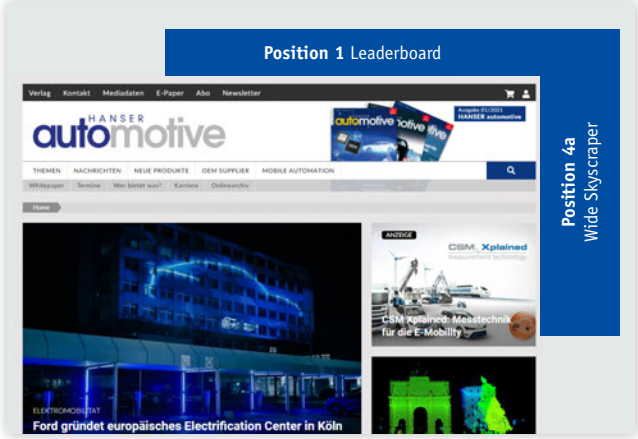
Mobile Ad



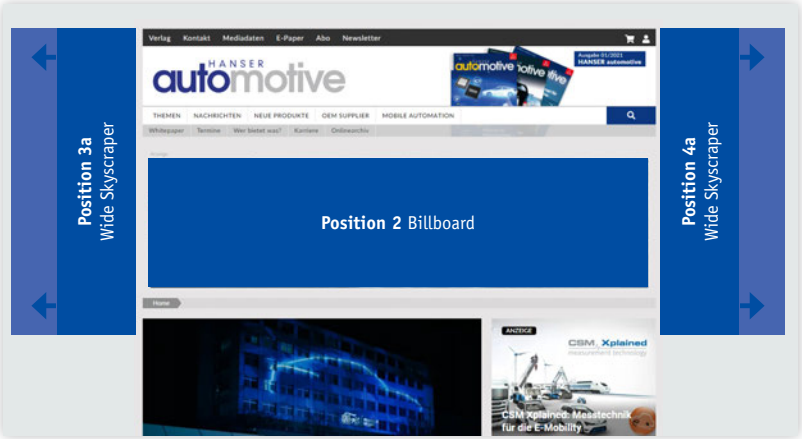
Fireplace Ad



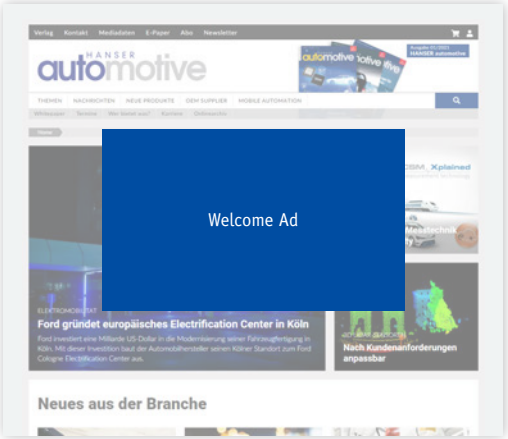
Hockey Stick



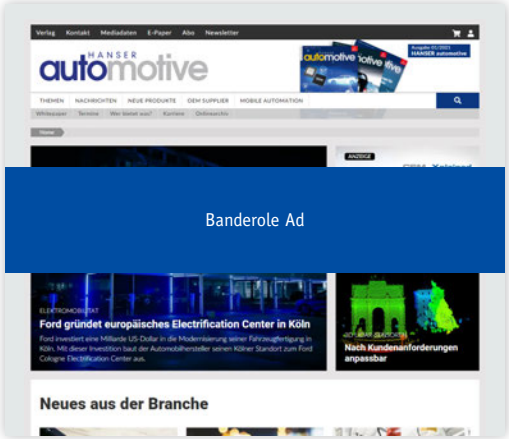
Skyline Ad



Welcome Ad



Banderole Ad



Retargeting

Explanation in the video: www.hanser-mediacenter.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.

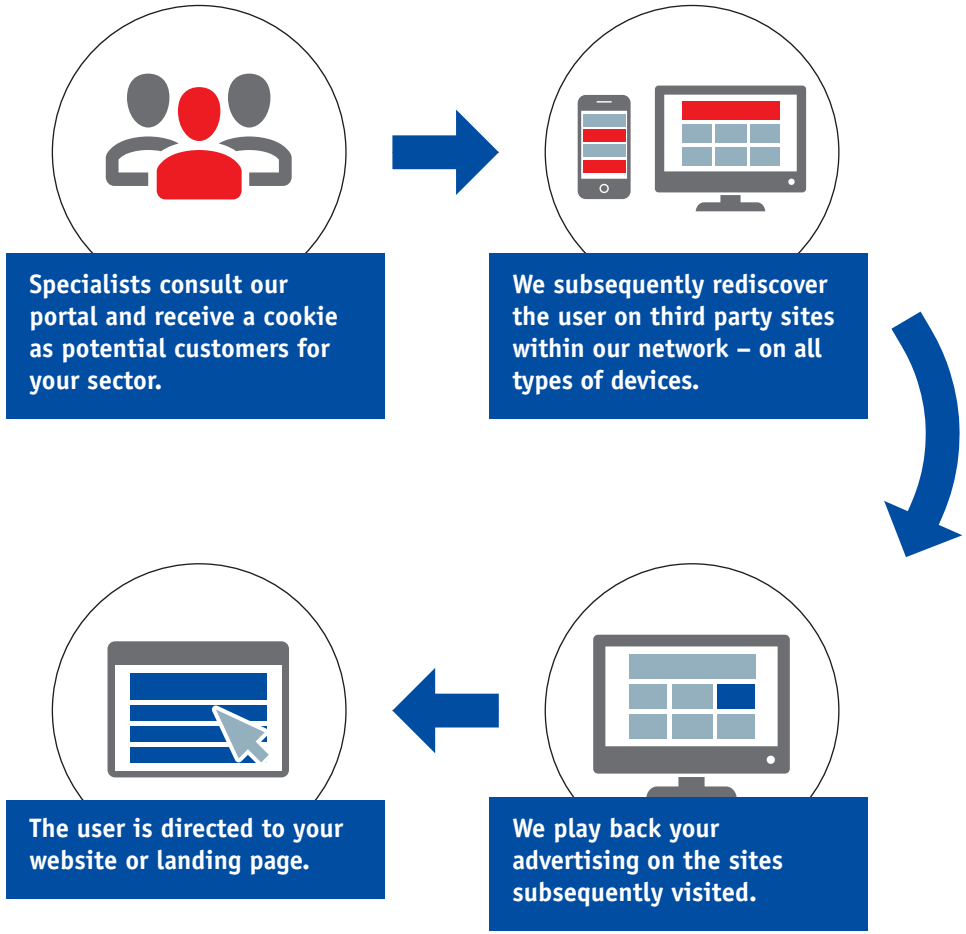
Since many users surf on mobile devices, we use mobile ads in addition to desktop formats for retargeting. Your campaign will be delivered on all common devices.

Which package is right for you?

Package 1	50,000 Ad Impressions	€ 2,500.--*
Package 2	100,000 Ad Impressions	€ 4,500.--*
Package 3	250,000 Ad Impressions	€ 7,500.--*

Find the concept explained in video form here:
www.hanser-mediacenter.de/english/retargeting

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

Have it explained in a video!

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	**€ 69.--**
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

Have it explained in a video!

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	**€ 69.--**
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	€ 1,830.--	€ 2,030.--	€ 2,130.--

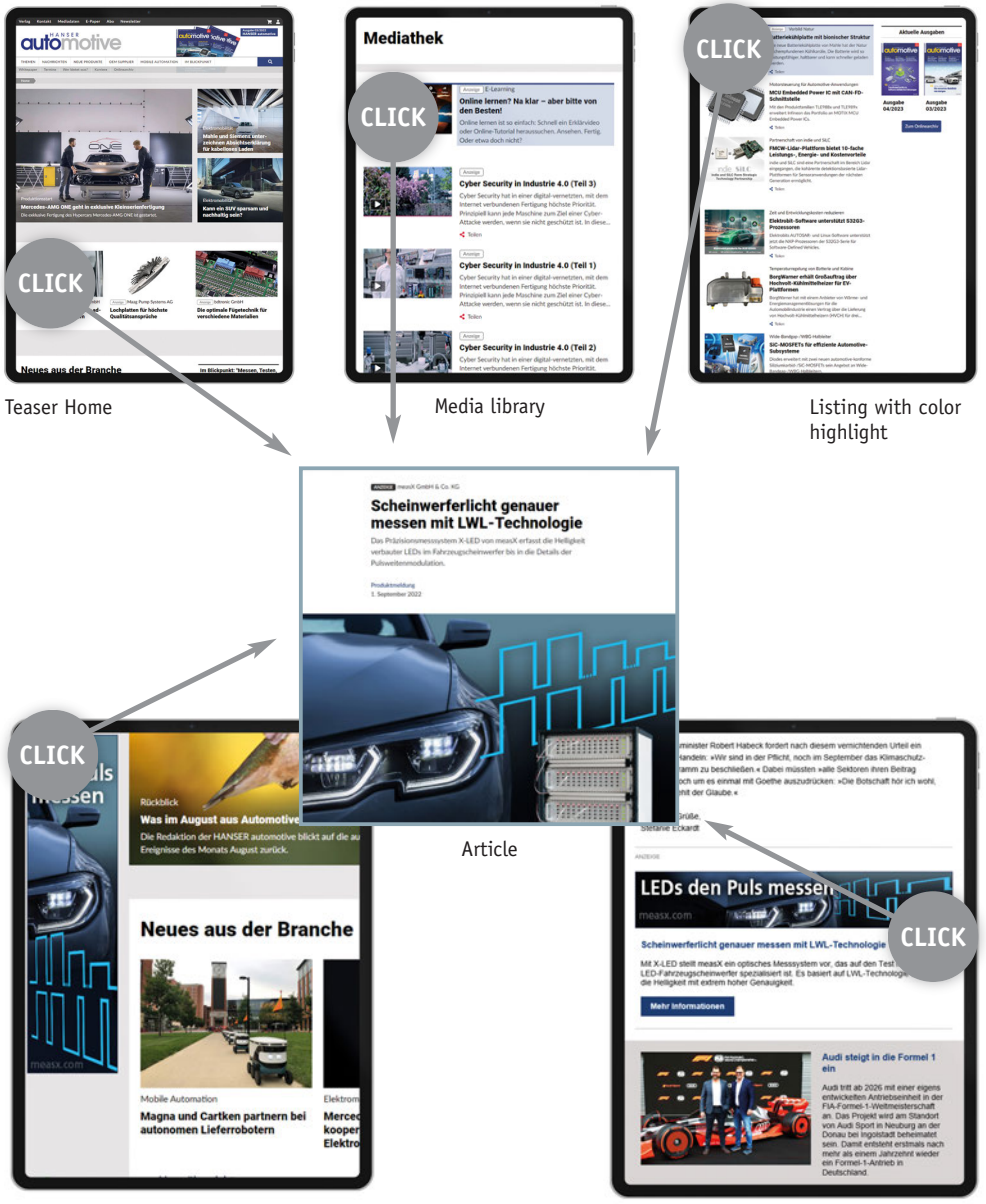
Optional push features

Article + Push banner + Push newsletter ad

Newsletter & display ads accompanying to all formats: € 1,350.--

Saving compared to price list: € 145.--

All rates are subject to Value Added Tax



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 sepcificaitons on: https://www.hanser-mediacenter.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

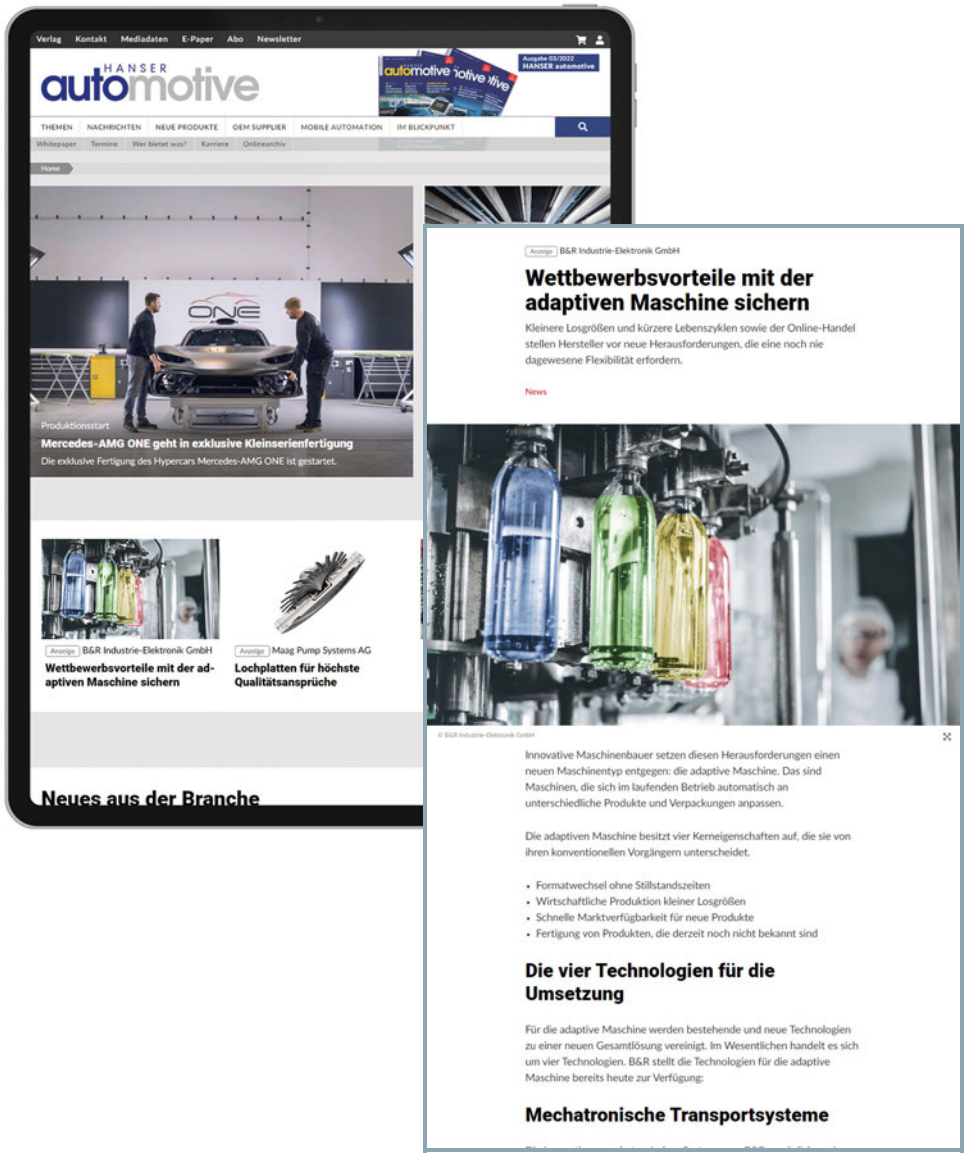
Price € 1,830.--

Push features
optional

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

Price for push package
Advantage 25 %

€ 3,175.--



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 sepcificaitons on: https://www.hanser-mediacenter.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

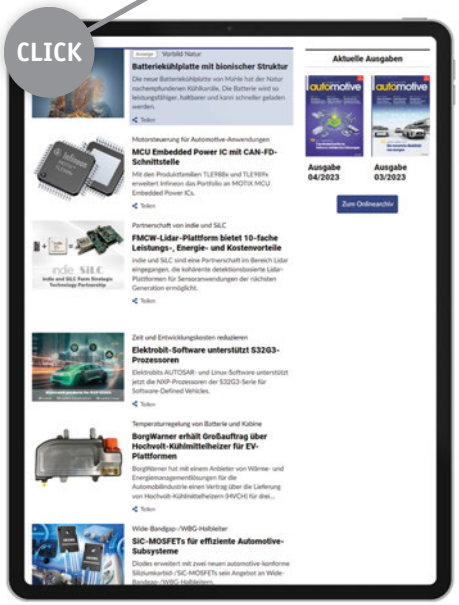
Price € 2,030.--

Push features
optional

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

Price for push package € 3,380.--
Advantage 25 %

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 sepcificaitons on: https://www.hanser-mediacenter.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

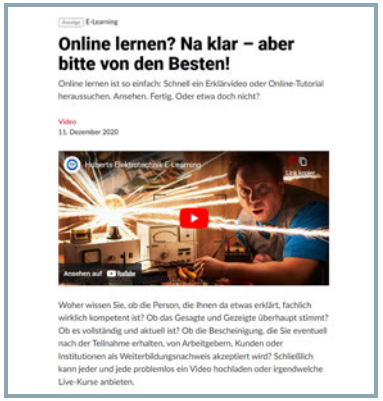
Price € 2,130.--

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

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.

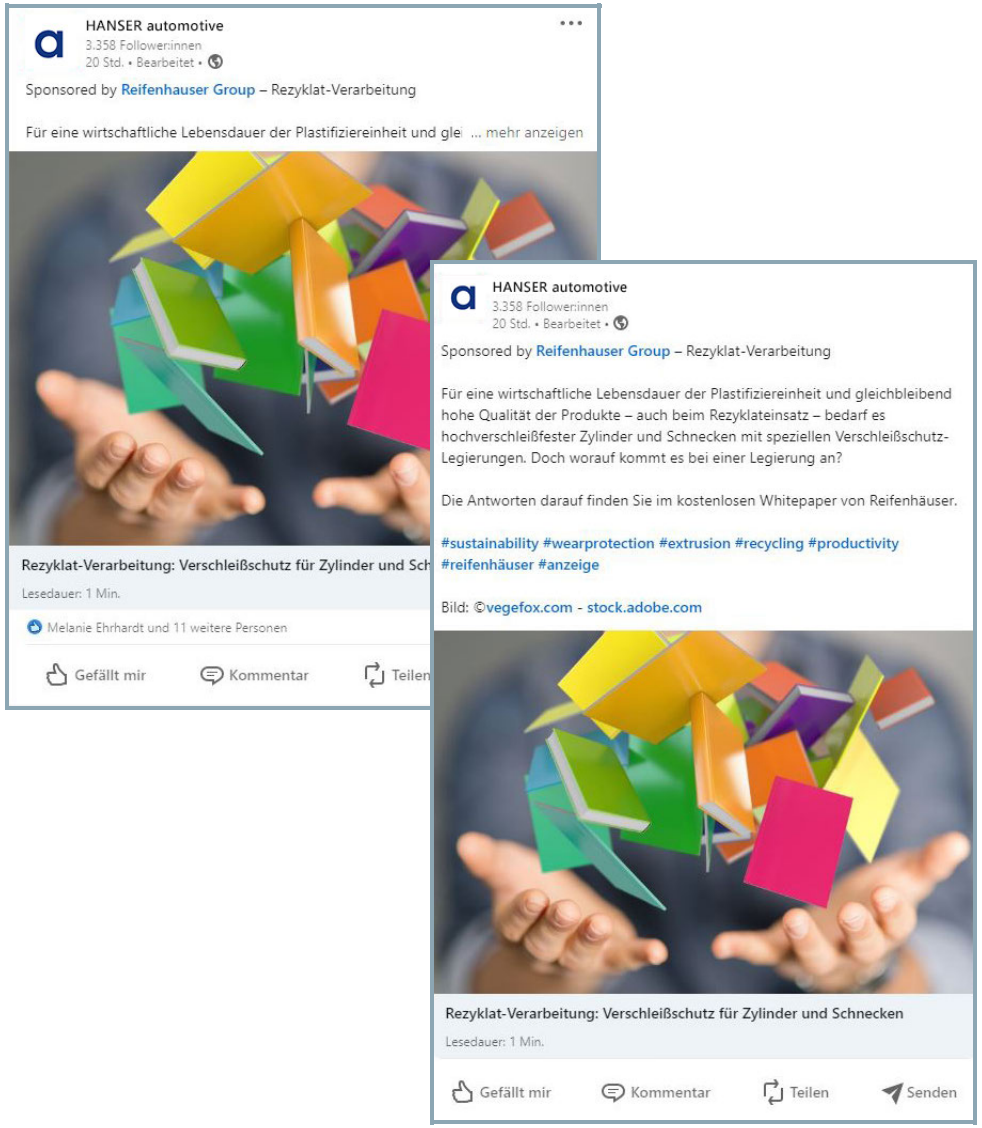
Scope

- 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.



All rates are subject to Value Added Tax

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

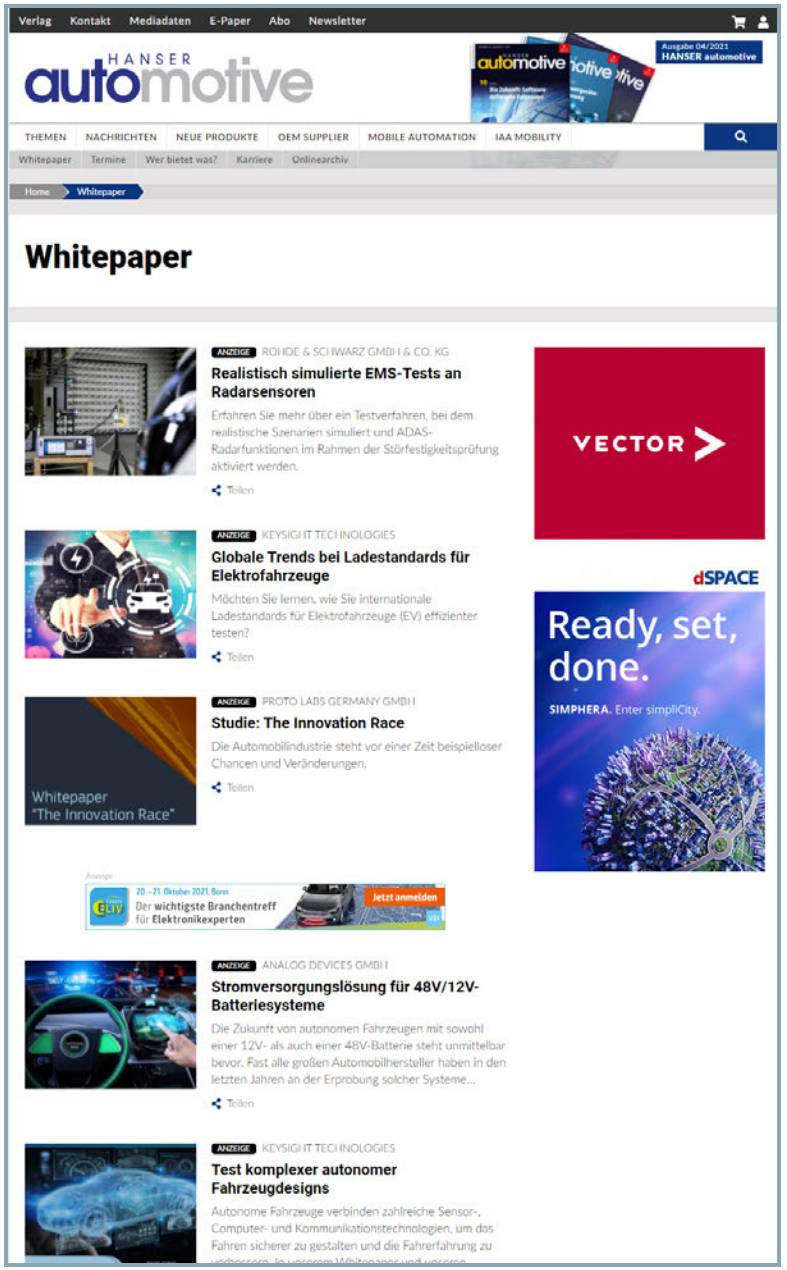
Runtime

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

Price

€ 1,250.--

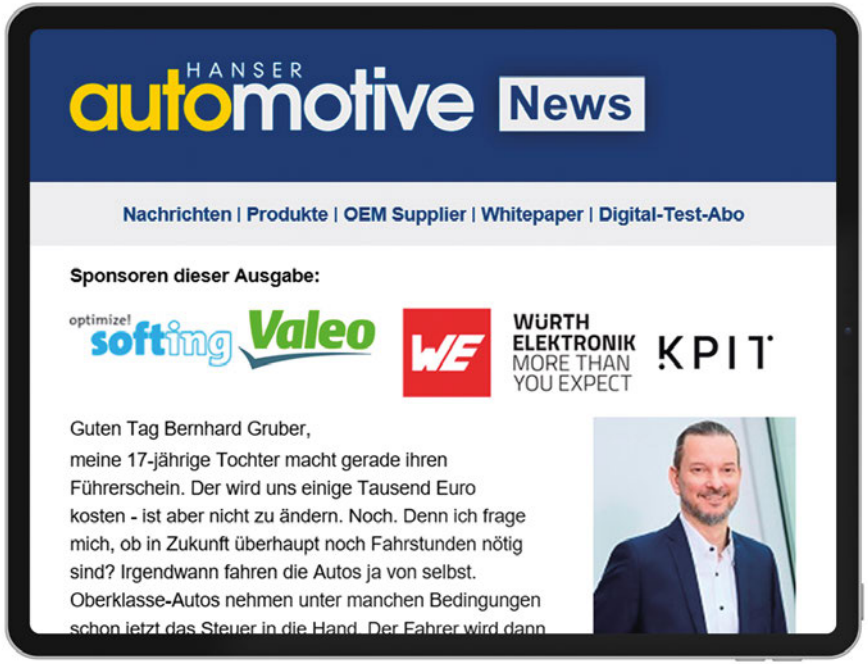
All rates are subject to Value Added Tax



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.

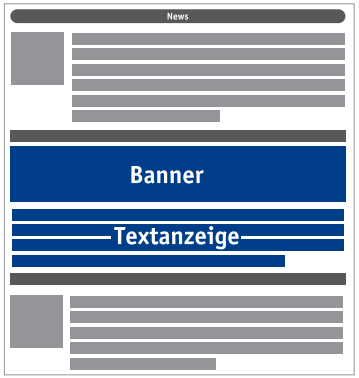


Frequency 1 x per week

Formats and Rates

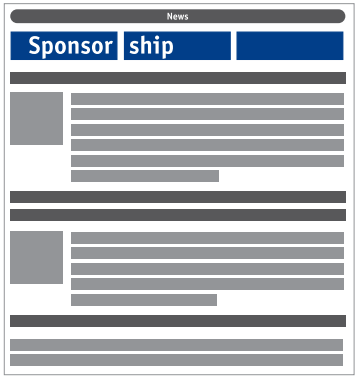
Banner + Text Ad
€ 595.-- / week

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



Sponsorship
€ 3.450.-- / 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.

Dispatch

CES 26	17.12.25
embedded world	04.03.26
Automotive Testing Expo	17.06.26
IAA Transportation	09.09.26
electronica	04.11.26
CES 27	16.12.26

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-mediacenter.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
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