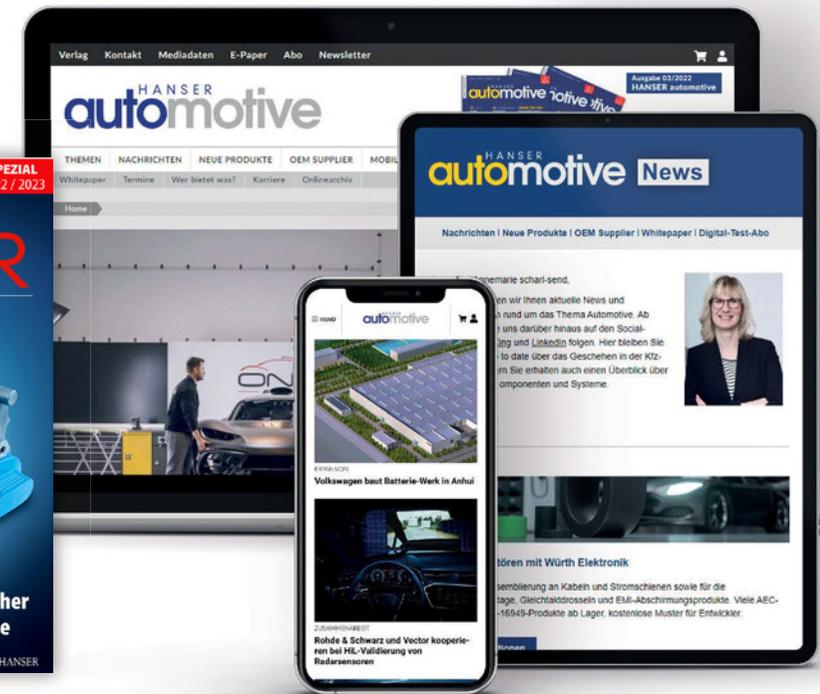
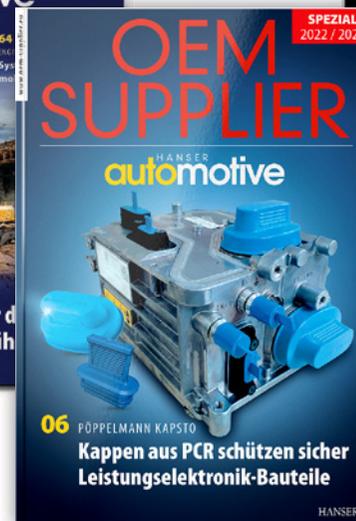
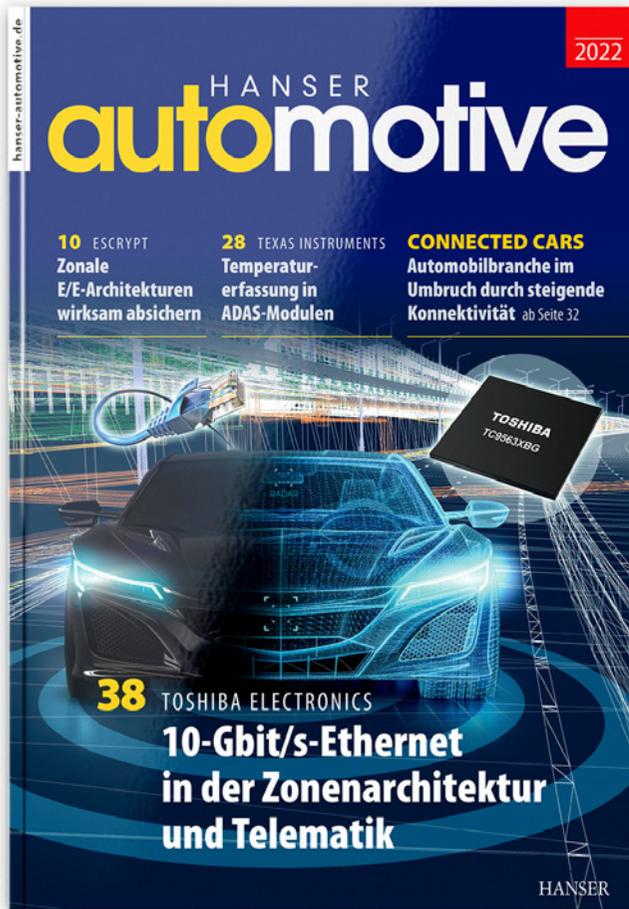


Mediakit 2023

Print & Digital



www.hanser-automotive.de

HANSER

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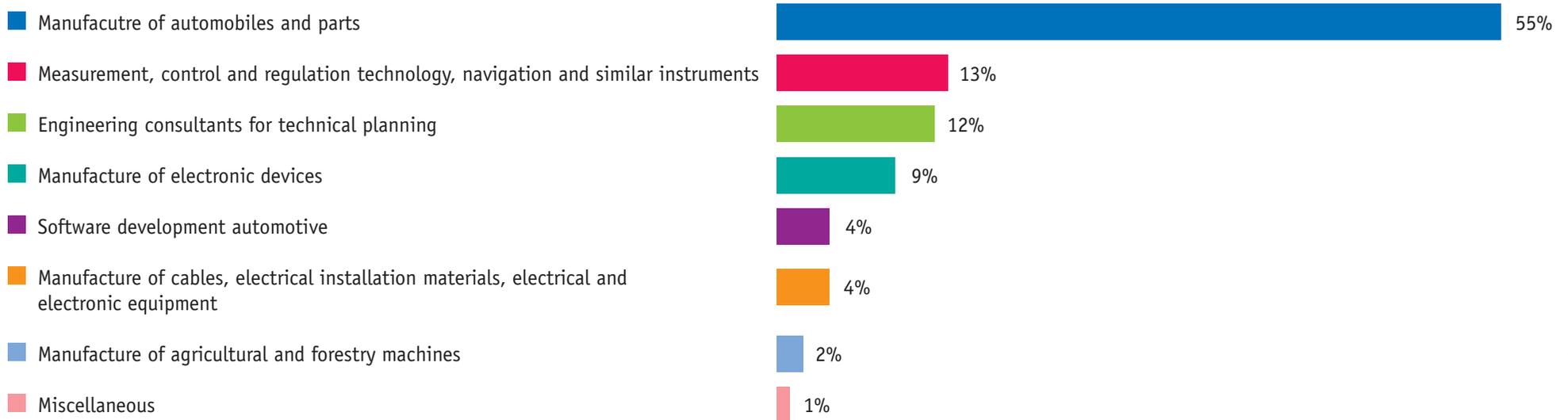
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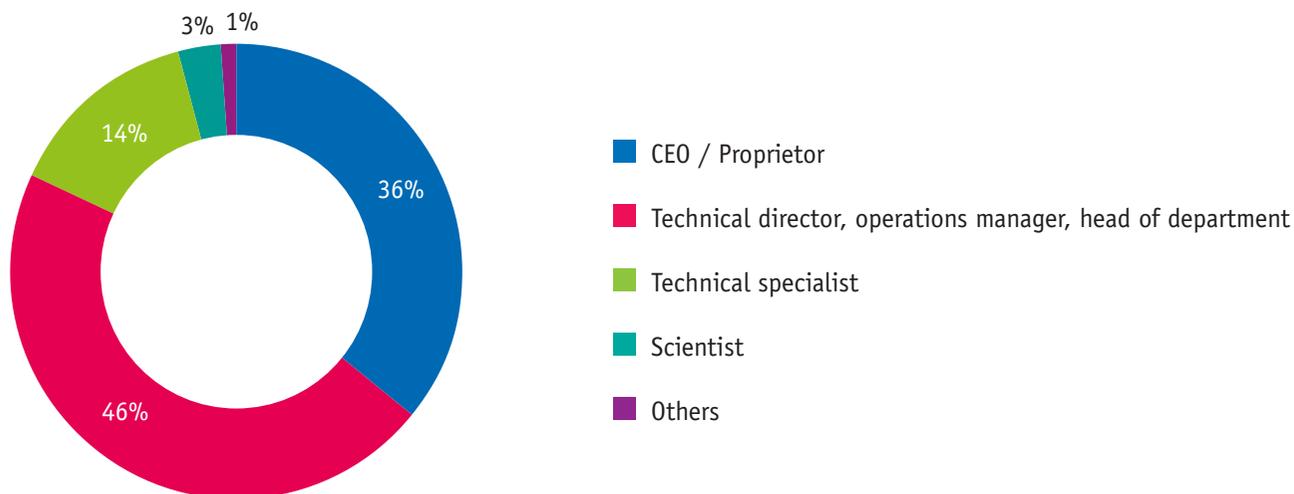
Title	HANSER automotive		Publisher	Carl Hanser Verlag GmbH & Co. KG Postal address: P.O. Box 860420, 81631 München Home address: Kolbergerstr. 22, 81679 München Tel.: +49 89 99830-0 · Fax: +49 89 984809 www.hanser.de · info@hanser.de
Characteristics	<p>HANSER automotive is a practice-based source of information covering every application of automobile electronics.</p> <p>Its readers, who are known by name, are buyers and development-, project- and applications- engineers with a direct interest in products and procurement, and management staff wishing to obtain an overview of products, components and systems.</p> <p>The magazine accordingly contains reports in the form of specialised articles, interviews and brief contributions on products, systems, trends and the latest developments in vehicle electronics, as well as on consumer and industrial products and solutions from industries such as telecoms/ datacoms, which are suitable for use in cars. In addition articles about e-mobility and electronics in mobile machines complete the information portfolio.</p>		Mediasales	<p>Annemarie Scharl-Send (Head of Mediasales) Tel.: +49 8144 9969-512 annemarie.scharlsend@hanser.de</p> <p>Daniel Warnicke (Ad Management) Tel.: +49 89 99830-274 daniel.warnicke@hanser.de</p>
Publication frequency	6 times a year + 2 special editions		Editorial office	Stefanie Eckardt (Editor-in-Chief) Tel.: +49 99830-592 stefanie.eckardt@hanser.de
Magazine size	DIN A4			
Edition	22nd edition in 2023			
Prices	Combined annual subscription	€ 103.90		
	Retail price (Prices incl. VAT and plus shipping costs)	€ 17.40		



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



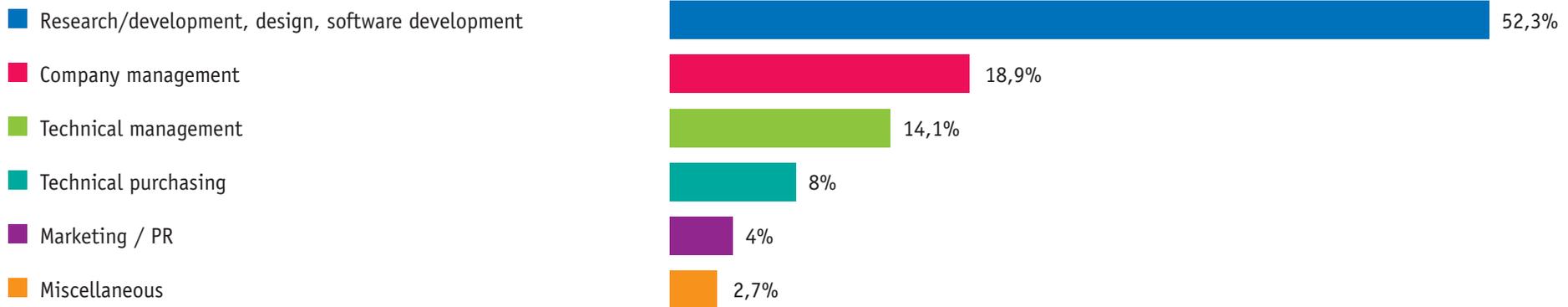
Recipients analysis by position: 82% are employed in an executive position*



*Annual average of print editions (01.07.21 to 30.06.22); survey method: file evaluation

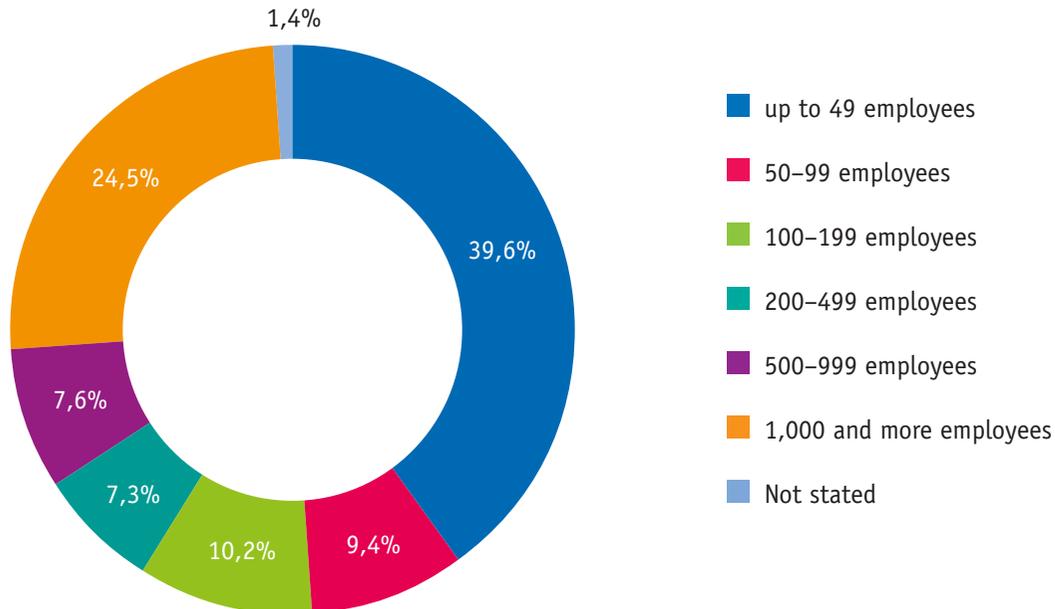


Recipients analysis by function: development and design engineers, and technical decision makers read HANSER automotive*



* Annual average of print editions (01.07.21 to 30.06.22);
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 9.580 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: September 2022
6. Execution of the study: Publisher



HANSER automotive covers all issues of E/E development

included in every issue:

components/systems: components | embedded systems | sensors | mechatronics | OEM | Tier1

engineering: development tools | simulation tools | operating systems | software development | measuring – testing – diagnostics | validation

ISSUE	DATES	FOCUS TOPICS	COMPONENTS/ SYSTEMS	ENGINEERING	FAIRS/ EXHIBITIONS
1	E: 16.12.2022 B: 27.01.2023 P: 27.02.2023	exhibition issue: Embedded World	embedded systems active components	development tools	Embedded World , Nuremberg, 14.-16.03.2023 EMV , Stuttgart, 28.-30.03.2023 Hannover Messe , Hannover, 17.-21.04.2023
2	E: 27.02.2023 B: 27.03.2023 P: 27.04.2023	driver assistance systems automated driving	power electronics power supply sensors	measuring – testing – diagnosis	PCIM Europe , Nuremberg, 09-11.05.2023 Sensor & Test , Nuremberg, 09.-11.05.2023 Electric & Hybrid Vehicle Technology Expo , Stuttgart, 23. -25.05.2023
3	E: 31.03.2023 B: 02.05.2023 P: 05.06.2023	safety & security connectivity	embedded systems	measuring – testing – diagnosis	ADAS & Autonomous Vehicle Technology Expo , Stuttgart, 13.-15.06.2023 Automotive Testing Expo , Stuttgart, 13.-15.06.2023
4	E: 15.05.2023 B: 15.06.2023 P: 14.07.2023	e-mobility lighting systems and components	active, passive and electro- mechanical components	development tools	IAA Mobility , Hannover, 05.-09.09.2023
OEM SUPPLIER	E: 21.06.2023 B: 19.07.2023 P: 21.08.2023		special publication for the entire automotive industry	research & development new components & systems manufacturing service provider e-mobility	IAA Mobility , Hannover, 05.-09.09.2023
5	E: 07.08.2023 B: 04.09.2023 P: 05.10.2023	exhibition issue: ELIV automated, connected, shared electrified mobility	power electronics	measuring – testing – diagnosis	ELIV Congress , Bonn, 18.-19.10.2023 emove 360° , Berlin, 24.-26.10.2023
MOBILE AUTO- MATION	E: 08.09.2023 B: 29.09.2023 P: 02.11.2023		special publication about components, systems, and automation technology in mobile machines, i.e. farm, forest, construction, and special vehicles.	componentes & systems testing & measuring engineering tools image processing sensor systems actuating elements control & regulation telematics systems	agritechnica , Hannover, 12.-18.11.2023 sps smart production solutions , Nuremberg, 28.-30.11.2023
6	E: 05.10.2023 B: 03.11.2023 P: 04.12.2023	safety & security e-mobility & hydrogen drives	sensors	development tools	mes expo 2023 , Berlin, 07.-09.11.2023 Safetronic 2023 , Stuttgart, 15.-16.11.2023 CES , Las Vegas/USA, January 2024

WITH POSTER CALENDAR 2024



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
Front cover	–	210 x 297	€ 5,450.--
Inside cover	–	210 x 297	€ 4,000.--
2nd/3rd/4th cover page	–	210 x 297	€ 7,350.--
1/1 page	175 x 250	210 x 297	€ 6,620.--
Junior page	122 x 175	137 x 197	€ 4,450.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 3,650.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 2,760.--
1/4 page	40 x 250 175 x 58 85 x 122	55 x 297 210 x 85 101 x 145	€ 2,150.--
1/8 page	40 x 122 175 x 29 85 x 58	– 210 x 52 101 x 85	€ 1,350.--

Discount

for bookings within a 12-month period:

Frequency discounts

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

Volume discounts

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

Terms of payment

Net 30 days. 2 % discount for payments made within 8 days after date of invoice.

Bank details: Postbank Munich
Acct. no. 77 97 46 800
Bank code 700 100 80,
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF
Vat. no.: DE 129 735 021

Rates are exclusive of statutory VAT



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, adhesive binding
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 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.

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



Advertorials – the perfect complements to your advertisements

You would like to describe your products in details, presenting the practical benefits and advantages?

If so, advertorials are the perfect form of advertising for you!



Advertorial 1/1 page in 4c

Max. 3,300 characters + two images respectively (300 dpi)
Price € 6,620.--

Advertorial 1/2 page in 4c

Max. 2,000 characters + two images respectively (300 dpi)
Price € 3,650.--

You determine the contents, scope and time of publication

Your advertorial

We ensure a high-quality and appealing design within the framework of press law

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	
Kind of publications and Costs:		
Editorial contribution	with image, full colour	€ 390.-- per image
Editorial interview	with image, full colour	€ 550.-- per image
Company profile	1/3 page vertical, full colour	€ 960.--
	1/1 page full colour	€ 1,390.--
	Standard layout; produced by the publisher team according supplied inputs	
Advertisement	1/1 page full colour	€ 4,980.--
	1/2 page full colour vertical/ horizontal	€ 2,700.--
	1/3 page full colour vertical/ horizontal	€ 1,700.--
	1/4 page full colour vertical/horizontal/ two column	€ 1,500.--
Special Package		
A+F:	appr. 2 page article with 2 images + 1/3 page company profile	€ 1,600.--
A+I:	appr. 2 page interview with two images + 1/3 page company profile	€ 1,800.--
A+F XL:	appr. 2 page article with 2 images + 1/1 page company profile	€ 2.050.--
Premium:	appr. 2 page article with 2 images + 1/3 page company profile + 1/1 page full colour advertisement (Technical specs on demand)	€ 5.800.--
Responsible editor:	Stefanie Eckardt Phone: +49 99830-592 stefanie.eckardt@hanser.de	

Rates are exclusive statutory VAT

SPEZIAL
2022 / 2023

OEM SUPPLIER

HANSER
automotive

06 PÖPELMANN KAPSTO

**Kappen aus PCR schützen sicher
Leistungselektronik-Bauteile**

Date of publication 21.08.2023
Editorial deadline 21.06.2023
Advertisement deadline 19.07.2023

HANSER

MOBILE AUTOMATION

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

Target Group	Technical decision makers, development and design engineers, purchase management as well as experts- working for manufacturerers of mobile working machines, off-highway, and special vehicles.	
Editorial Content	Components, systems, and automation technologies für application in mobile machines in the agriculture, forest, and construction branches.	
Circulation	7.500 copies/ direct shippings and distribution at relevant exhibitions	
Kind of publications and Costs:		
Editorial contribution	with image, full colour	€ 350.-- per image
Editorial interview	with image full colour	€ 450.-- per image
Company profile	1/3 page vertical full colour	€ 900.--
	1/1 page full colour	€ 1,350.--
	Standard layout; produced by the publisher team according supplied inputs	
Advertisement	1/1 page full colour	€ 3,600.--
	1/2 page full colour vertical/ horizontal	€ 1,900.--
	1/3 page full colour vertical/ horizontal	€ 1,300.--
	1/4 Seite, full colour vertical/ horizontal/ two coloumn	€ 1.150.--
Special Package		
A+F:	appr. 2 page article with 2 images + 1/3 page company profile	€ 1,500.--
A+I:	appr. 2 page interview with two images + 1/3 page company profile	€ 1,600.--
A+F XL:	appr. 2 page article with 2 images + 1/1 page company profile	€ 1.950.--
Premium:	appr. 2 page article with 2 images + 1/3 page company profile + 1/1 page full colour advertisement (Technical specs on demand)	€ 4.500.--
Responsible editor	Stefanie Eckardt Tel.: +49 99830-592 stefanie.eckardt@hanser.de	

Rates are exclusive statutory VAT

mobile-automation.info

SPEZIAL 2021/2022

MOBILE AUTOMATION

HANSER
automotive

16 FUNKTIONALE SICHERHEIT
VCU für hybrid-elektrisches Feuerwehrauto

38 PRÜF- UND MESSTECHNIK
»Maßanzug für individuelle Applikation«

64 ENGINEERING
Systemsimulation für mobile Maschinen

06 FAHRERASSISTENZ
Rundumsicht für den Baumaschinenführer

Date of Publication 02.11.2023
Editorial deadline 08.09.2023
Advertisement deadline 29.09.2023

HANSER

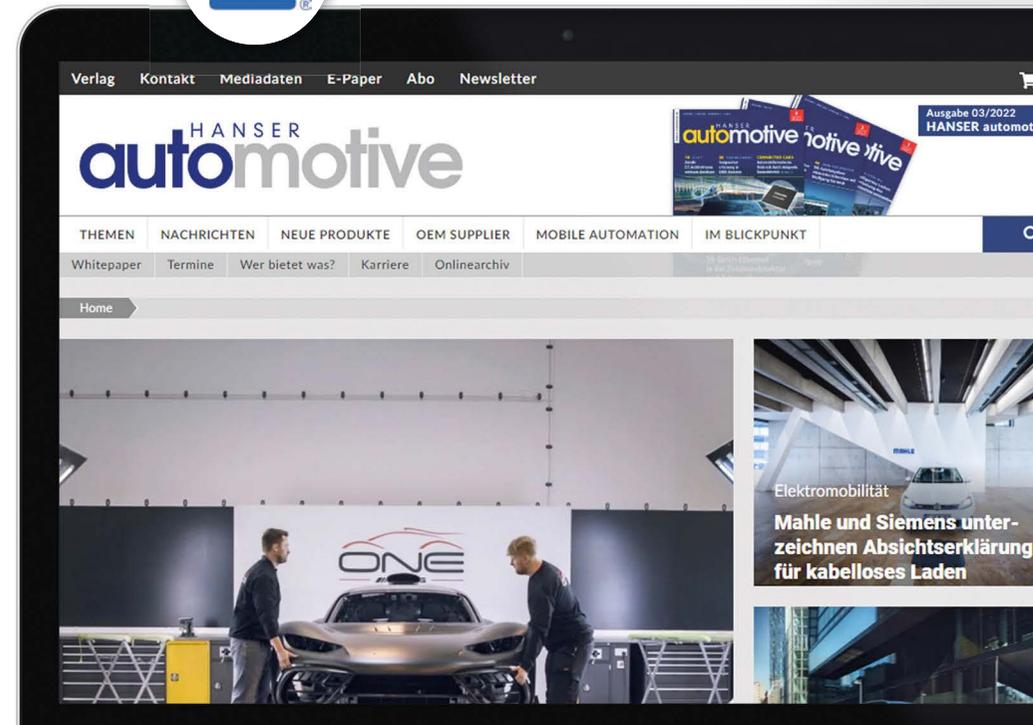


URL	www.hanser-automotive.de
Short description	hanser-automotive.de offers targetoriented expert information for decision makers in the automotive sector as well as complementing information to the magazine.
Target Group	The website targets development-, project-, test- and applications-engineers, employed at automotive manufacturers or in the automotive supply industry.
Supply adress	Please send the files for your campaign to: media@hanser.de
Input date	5 days before campaign start
File formates	JPG, PNG, GIF oder HTML5*
Data volume	150 KB max. per creative, for Mobile Ads 80 KB max.
Meta information	Going along with the file delivery following meta information is needed: <ul style="list-style-type: none"> • Client name • Campaign time • Kind of booked formate • Contact in case of questions • Click-URL

For more technical specs please visit our Mediacenter
www.hanser-mediacyter.de/guidelines-und-technische-spezifikationen/guidelines-english

*Remark: In case of delivering physical HTML5 data (hosting on our ad server) a fee of 50.-- EUR will be charged.

Reporting When the campaign is finished, you get a statistic report.



The data are consistently changing. We prefer providing current figures only. Please request the visits and page impression at: annemarie.scharlsend@hanser.de



Banner formats	Placement (max. 2 rotations possible)	Size in pixel (w x h)	Price / 4 Weeks in a row
Medium Rectangle	In the content, position 6, 8 or 10	300 x 250	€ 780.--
Vertical Rectangle	In the content, position 6, 8 or 10	300 x 400	€ 780.--
Full Banner	In the content, position 5, 7 or 9	468 x 60	€ 600.--
Leaderboard	Exterior position 1 or in the content, position 2 or 16	728 x 90	€ 875.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 915.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior position 3a, 3b, 4a or 4b	160 x 600	€ 715.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 735.--
(Double) Sitebar	Exterior position 3a, 3b, 4a or 4b	(2x) 300 x 600	€ 755.--/€ 1,200.--
Hockey Stick	Exterior position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 1,200.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 1,500.--
Fireplace Ad	Exterior position 1, 3a and 4a	160 x 600 left + right and 1,040 x 90 top	€ 1,940.--
Skyline Ad	Exterior position 3a and 4a and in the content, position 2	2x 160 x 600 + 970 x 250	€ 1,700.--
Welcome Ad	Center above the start page (layer)	640 x 480	€ 810.--/2 weeks
Banderole Ad	Center across the whole width (layer)	1,000 x 250	€ 1,360.--



2:1



6:1

For mobile 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).

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

*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 prices plus VAT, as required by law.



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 Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Neues aus der Branche

KBA: Die Nummer 1 der Segmente im Januar 2021

Bitium tritt der GENIVI Alliance bei

Renault und Faurecia kooperieren bei Wasserstoffspeichersystemen

Szenario-generator für ADAS

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 Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Team Sonnenwagen Aachen konstruiert sein Rennfahrzeug mit Software-Lösungen von Siemens

Siemens Digital Industries Software ist Sponsor von Team Sonnenwagen Aachen, einer deutschen Studenteninitiative, die sich mit der Entwicklung und Konstruktion neuer nachhaltiger Mobilitätskonzepte beschäftigt, wie dem solarbetriebenen Rennfahrzeug Sonnenwagen 3.

News
4. August 2021

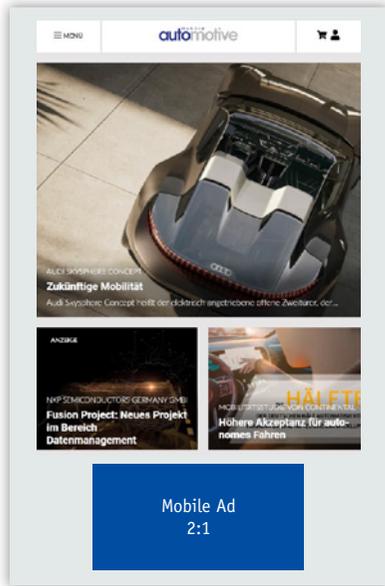
Die letzten Fahrzeuge des Team Sonnenwagen Aachen starten im Rahmen der World Solar Challenge in Australien sowie der Simons Solar Challenge.

Siemens nutzt die Software Teamcenter von Siemens für die anspruchsvolle Aufgabe, in einem engen Zeitrahmen die voneinander abhängigen Bereiche der Aerodynamik, Mechanik, Elektrik zusammen mit der Fahrzeugstruktur zu koordinieren und zu optimieren. Durch den vereinfachten Datenaustausch zwischen den Softwarepaketen NX und Teamcenter einschließlich Simcenter STAR-CCM+ und Simcenter Amesim kann Sonnenwagen mit Teamcenter Konstruktionsmodelle über alle Anwendungsfälle leicht und effizient austauschen.

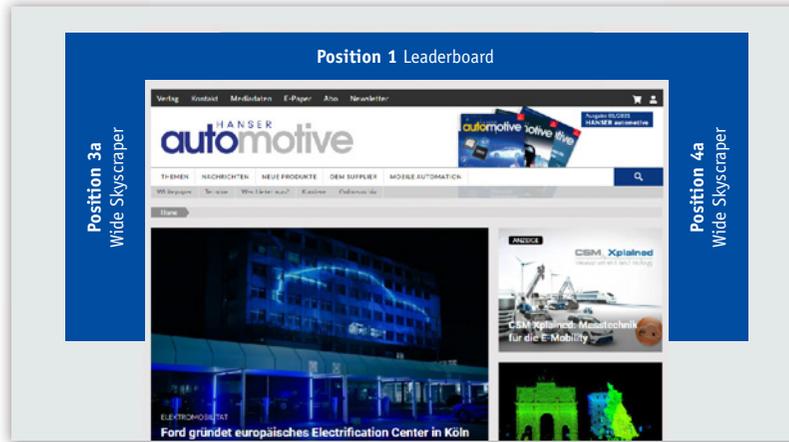
Effizientes Datenmanagement



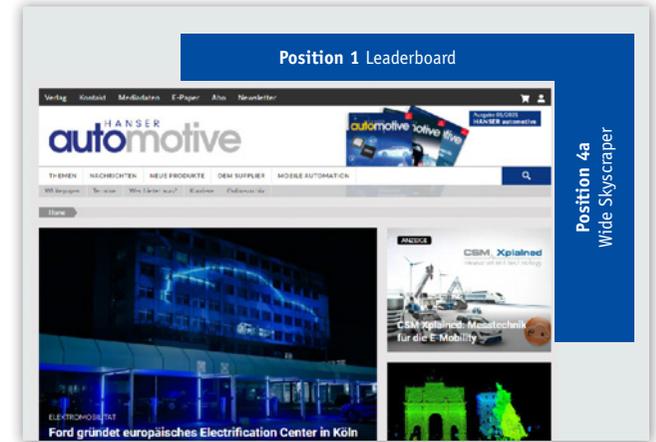
Mobile Ad



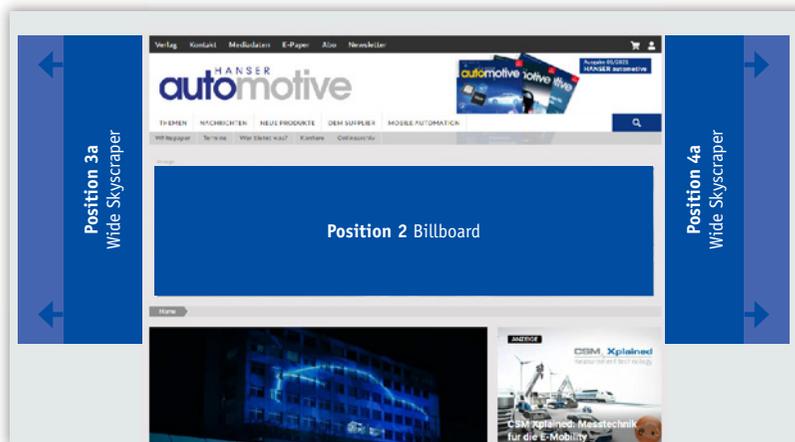
Fireplace Ad



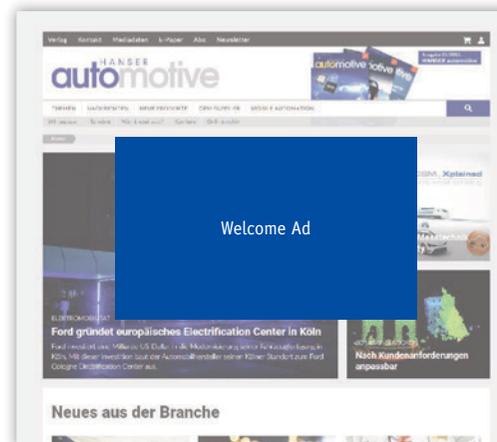
Hockey Stick



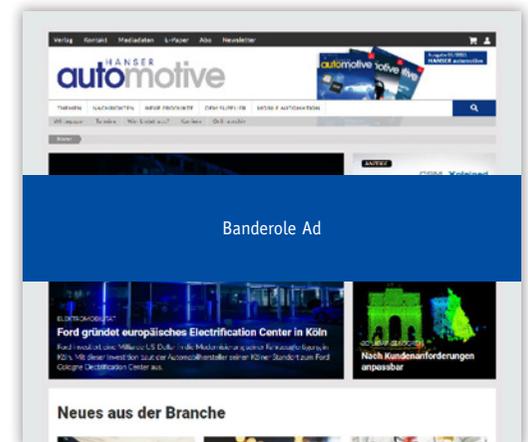
Skyline Ad



Welcome Ad



Banderole Ad





Controlling of online communication

Product highlight package:



Volume

Product news

Image min. width 1,000 pixels at 4:3 ratio as jpg, gif or png
Title max. 60 characters*
Teaser max. 160 characters*
Copy text max. 2.500 characters*
Link (URL) for further information

Push banner

Wide skyscraper
The creative should consist of image and text taken from the product article

Push newsletter ad

According to teaser on the website

Publication time

Product news on website » 12 months
Highlighted product news » 1 month
Product highlight push banner » 4 weeks
Newsletter ad for product highlight » 1 week

Price

€ 790.-- plus VAT

The collage illustrates the product highlight package across different devices. A laptop shows a full website view with a 'CLICK' callout on a product article. A tablet shows a 'Push banner' (wide skyscraper) and a 'Push newsletter Ad' (teaser). A smartphone shows a 'Push newsletter Ad' (teaser) and a 'CLICK' callout on a product article. A separate image shows a close-up of a car headlight with technical details, representing the product being highlighted.

*including spaces



Stage space for your communication!

Performance

- Placement on home page
- SEO: keyword tagging according to our product keyword list
- Displayed in various channels and as related content across the website

Volume

- Linked to your company entry
- 1 image min. width 1,000 pixels as jpg, gif or png
- Title max. 60 characters*
- Teaser max. 160 characters*
- Copy text max. 2,500 characters*
- Link (URL) for further information
- Optional: 1 PDF download
- Optional: 1 video (surcharge)
- Optional: 1 image gallery containing 5 images (surcharge)

Publication time

Native Ad » 12 months
Teaser space on homepage » 1 month

Price

€ 590.-- plus VAT



Your advertising benefit

- More space available than in display formats
- Increased brand awareness thanks to specialist content
- High credibility due to positive spillover effects of the neutral and high-quality editorial environment
- Sustained presence in the target group focus
- Content marketing has high user acceptance when clearly labeled as an advertisement

*including spaces



Qualified Lead Generation

Present your company with a whitepaper as a competent solution provider solving specific problems and generate qualified business leads. The whitepaper content can be a case study, an application description, an analysis, a market research or a best-practice information.

A whitepaper should be useful for the reader while showing pros and cons, costs, saving potentials. Including images, illustrations, and graphics increase understanding the content.

The whitepaper package on www.hanser-automotive.de exists out of interesting action on various channels.

Benefits

- Online publishing of whitepaper document
- Pushaction 1: Banner with link to your whitepaper
- Pushaction 2: Newsletter advertisement with link to your whitepaper
- Qualified leads via registration before download process

Running time

Whitepaper » 6 months
Push-Banner » 1 month
Push-Newsletter-ad » 1 week

Costs

€ 1,050.-- plus VAT

The screenshot shows the Hanser Automotive website's 'Whitepaper' page. The navigation bar includes 'Verlag', 'Kontakt', 'Mediadaten', 'E-Paper', 'Abo', and 'Newsletter'. The main navigation menu lists 'THEMEN', 'NACHRICHTEN', 'NEUE PRODUKTE', 'OEM SUPPLIER', 'MOBILE AUTOMATION', and 'IAA MOBILITY'. The 'Whitepaper' section is highlighted in the breadcrumb trail.

The 'Whitepaper' section features several articles and advertisements:

- Realistisch simulierte EMS-Tests an Radarsensoren** (Advertisement by ROHDE & SCHWARZ GMBH & CO. KG): Erfahren Sie mehr über ein Testverfahren, bei dem realistische Szenarien simuliert und ADAS-Radarfunktionen im Rahmen der Störfestigkeitsprüfung aktiviert werden.
- Globale Trends bei Ladestandards für Elektrofahrzeuge** (Advertisement by KEYSIGHT IT TECH INOLOGIES): Möchten Sie lernen, wie Sie internationale Ladestandards für Elektrofahrzeuge (EV) effizienter testen?
- Studie: The Innovation Race** (Advertisement by PROTO LABS GERMANY GMBH): Die Automobilindustrie steht vor einer Zeit beispielloser Chancen und Veränderungen.
- Stromversorgungslösung für 48V/12V-Batteriesysteme** (Advertisement by ANALOG DEVICES GMBH): Die Zukunft von autonomen Fahrzeugen mit sowohl einer 12V- als auch einer 48V-Batterie steht unmittelbar bevor. Fast alle großen Automobilhersteller haben in den letzten Jahren an der Erprobung solcher Systeme...
- Test komplexer autonomer Fahrzeugdesigns** (Advertisement by KEYSIGHT IT TECH INOLOGIES): Autonome Fahrzeuge verbinden zahlreiche Sensor-, Computer- und Kommunikationstechnologien, um das Fahren sicherer zu gestalten und die Fahrerfahrung zu verbessern.

There are also two large banners on the right side: a red 'VECTOR' banner and a blue 'dSPACE Ready, set, done.' banner with the tagline 'SIMPHERA. Enter simpliCity.'



Online retargeting campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds.

With the **online intensive campaigns** we increase your gross contacts to your potential customers and take care that they remember you distinctly through gentle advertising pressure. The **online intensive campaigns** will play back your advertising on **www.hanser-automotive.de** and also everywhere on the Internet. This works because of our far branched partner network.

Which package is right for you?

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

It works like this:

We flag up the visitors to our portal with a cookie – as potential customers for you. Of course, in compliance with the GDPR.

We rediscover the previously flagged visitors everywhere in our far branched partner network.

We play back to the previously flagged visitors your online advertising in all formats and in real time.

Increased reach for Your content-marketing-campaign:

Package 1	100 readers	€ 590.-- * plus VAT
Package 2	250 readers	€ 1,325.-- * plus VAT
Package 3	500 readers	€ 2,550.-- * plus VAT

*In addition to your booked online-advertising on www.hanser-automotive.de

In detail



Specialists consult our portal and receive a cookie as potential customers for your sector.



We subsequently rediscover the user on third party sites everywhere in the world wide web – on all types of devices.



We play back your advertising on the sites subsequently visited.



The user is directed to your website or to a special landing page.

Attractive promotion in the newsletter

The newsletter of **HANSER automotive** being published twice a week 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
€ 350.-- / week

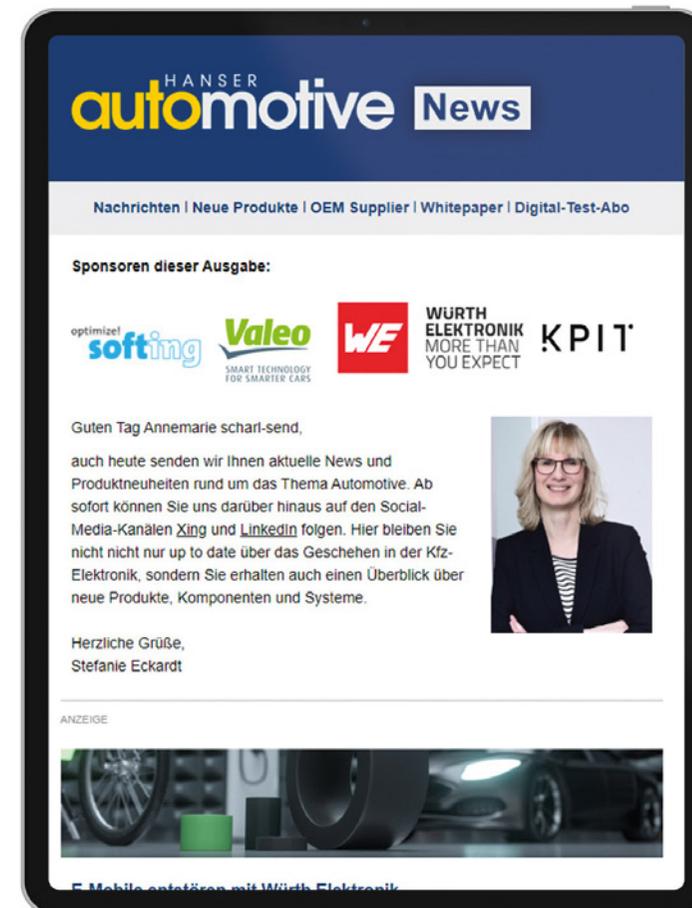
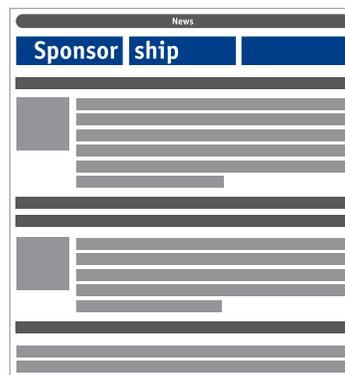
Banner (560 x 100 pixels) incl. link to your website or another URL plus text (Heading max 60 Zeichen + max. 300 characters)



Sponsorship

€ 2.745.-- / year

Banner max. 160 x 55 pixels



The data are consistently changing. We prefer providing current figures only. Please request the visits and page impression at: annemarie.scharlsend@hanser.de

*Rates are per mailing and exclusive of statutory VAT

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.

Contents	Comprises 9 individually combinable elements
Services	Compilation of your Standalone newsletter and dispatch to the HANSER automotive newsletter recipients. Incl. linking to your homepage
Example	1 Banner, 2 Product announcements, 1 Video teaser, 1 Whitepaper teaser, 3 News announcements, 1 Catalogue teaser and 1 Company portrait
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	€ 3,900.--*

The data are consistently changing. We prefer providing current figures only. Please request the visits and page impression at: annemarie.scharlsend@hanser.de

*Rates are per mailing and exclusive of statutory VAT.

HANSER automotive News HANSER

Sehr geehrte Damen und Herren,

auf dem Weg zum Software-definierten Fahrzeug sind OEMs sowie Zulieferer mit immensen Herausforderungen konfrontiert. Zur Lösung der Komplexitäten ist unter anderem die Sicherstellung effizienter Workflows im Entwicklungsprozess notwendig. Erfahren Sie, welchen Beitrag IPG Automotive dabei leistet.

IPG Automotive: Solutions for Virtual Test Driving

IPG Automotive unterstützt mit Software- und Hardwarelösungen für den virtuellen Fahrversuch dabei, das Testen und Validieren von Fahrfunktionen und -komponenten entlang des vollständigen Entwicklungsprozesses zeit- und kostensparend zu gestalten.

→ Mehr zu IPG Automotive

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