

**auto
motor
und sport**

PRINT & ONLINE

ADVERTISING RATE CARD NO. 65
EFFECTIVE JANUARY 1, 2012
www.mps-anzeigen.de



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2012

MOTOR PRESSE STUTTGART



Motor Presse Stuttgart is the leading publishing group for special interest magazines in Germany with a strong international presence and interests in 12 countries. Mobility, leisure and lifestyle are the main topic areas covered by over 140 magazines of the Group. All magazines are quality titles with high-income and consumer-intensive readers – made

by professionals for experts, enthusiasts and the lay public. Their functions lies as much in influencing purchasing decisions as in forming opinions about markets, brands and products. They stimulate, give orientation when buying, initiate market developments, form opinions, fascinate and entertain.

MOTOR PRESSE STUTTGART GMBH & CO. KG

P.O. Box: 70162 Stuttgart Leuschnerstraße 1 70174 Stuttgart Germany	Bank account: Baden-Württembergische Bank AG, Stuttgart a/c no. 78 715 12 122 Routing code 600 501 01
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Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

OTHER AUTOMOBILE PUBLICATIONS BY MOTOR PRESSE STUTTGART



AUTOStraßenverkehr

With its objectivity and clarity of structure, AUTOStraßenverkehr brings order into the dynamic car market, creating transparency and giving clear recommendations. In concise, comprehensible terms, AUTOStraßenverkehr outlines significant trends, heralds upcoming developments and conducts individual, comparison and endurance tests on current models. Value-for-money is the key focus throughout. Tips on insurance, financing and running costs, as well as on used cars, always offer the greatest possible practical value for the car owner and enable real savings to be made.



MotorKlassik

MotorKlassik opens a door on the fascinating world of automobile classics comprising vintage cars and younger classics from 1886 up to the 1980s. The era of classic cars is brought back to life by the coverage of historical racing events, rallies and the vintage scene, plus the typical MotorKlassik driving reports. Soundly researched and presented guidance and service topics are the core expertise of this unique premium magazine.



sport auto

All sporty cars are pushed right to the stability limit of their high-performance technology on the toughest racing circuits. For sport auto takes up where other magazines leave off. The best example of this can be seen in the unique sport auto Supertest. The goal of sport auto is to answer the all-crucial question: Is it truly a sporty car? Or just a 'wannabe'?



MOTORSPORT aktuell

Europe's fastest motorsports newspaper provides all that makes racing fans' hearts beat faster, by the Tuesday after the race weekend: full, hot-off-the-press race reports from national and international car and motorbike racing. All Formula classes, touring car and rally races, popular motorsports, Moto Grand Prix, Superbike Championships and Motocross. In short: whoever has anything to say in motor racing, says it in MOTORSPORT *aktuell*.



auto-motor-und-sport.de



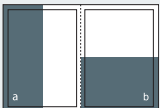

supplements and updates the content of Europe's renowned opinion-forming car magazine, going into greater depth and breadth. The editors portray and comment on the latest developments from the whole bandwidth of the automotive world. The high editorial standard is substantiated by critical analyses of the latest cars, manufacturers' secret plans, the latest trends in automotive construction and expert motorsports coverage.



auto motor und sport for the iPad





The first digital edition of auto motor und sport to be published for the iPad was Issue 01/2011. The auto motor und sport App is priced at € 1.59, with an excerpt of the issue available free. The iPad edition, which appears one day before the on-sale date of the printed magazine, is not simply a digital version of the magazine, but differs in both layout and navigation. Significant value-added is delivered through multimedia content such as videos, photo galleries, interactive graphics and a newsfeed that is updated daily.

ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES*	PRICE ZONE 1**	PRICE ZONE 2**
	width x height TA: Type Area TS: Trim Size	Applies: January, February, June, July, August, December	Applies: March, April, May, September, October, November
	1/1 page TA: 185 x 248 mm TS: 215 x 280 mm	36,700	40,300
	3/4 page (a) TA: 137 x 248 mm TS: 155 x 280 mm (b) TA: 185 x 185 mm TS: 215 x 203 mm	29,200	32,100
	1/2 page (a) TA: 90 x 248 mm TS: 109 x 280 mm (b) TA: 185 x 122 mm TS: 215 x 140 mm	22,100	24,200
	2/3 page*** (a) TA: 122 x 248 mm TS: 137 x 280 mm	25,600	28,100
	1/3 page*** (b) TA: 58 x 248 mm TS: 73 x 280 mm	16,500	18,200

COVER PLACEMENTS	
For the confirmed placement of a 1/1 page on the inside front cover or outside back cover:	
Price zone 1:	42,000
Price zone 2:	46,400

DISCOUNTS	
Placements within one order year	
Discounts by pages for display ads only!	
3+ pages	3%
6+ pages	6%
9+ pages	9%
12+ pages	12%
15+ pages	15%
18+ pages	18%
Terms of Payment	
Payment due within 30 days of invoice date. A discount of 2 % will be granted for prepayment of the full amount before the on-sale date, provided that no previous invoices are outstanding. If payment is not received by the above date interest, a rate of 5 % above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees.	

	<p>2/1 pages TA: 392 x 248 mm TS: 430 x 280 mm</p>	71,200	78,200
	<p>1 1/2 pages (a) TA: 297 x 248 mm TS: 316 x 280 mm (b) TA: 392 x 185 mm TS: 430 x 203 mm</p>	58,500	64,200
	<p>1 1/4 pages (a) TA: 250 x 248 mm TS: 270 x 280 mm (b) TA: 43 x 248 mm TS: 55 x 280 mm only in combination with 1/1 page</p>	51,300	56,300
	<p>2 x 1/2 page TA: 392 x 122 mm TS: 430 x 140 mm</p>	43,800	48,100

All prices in € plus VAT.
 For combinations and combination discounts, please refer to page 6.

* Other sizes on request. For bleed advertisements, please add 5mm on all sides for trimming.

** Based on the first day of sale (see page 7).

*** Placement within Readers' Letters.

AUTOMARKT (CLASSIFIEDS)

Our automobile publications offer you the opportunity of placing line ads at favourable rates.

Commercial ads

Price per mm: column width 43 mm.

b/w **19.50**

(Minimum size: 10 mm)

Spot colours **24.50**

(Minimum size: 20 mm)

4c **29.90**

(Minimum size: 40 mm)

For further information on our line rates in the **AUTOMARKT** classifieds section and our special **AUTOMARKT** combinations, please request our separate price list by calling **Thomas Ullrich, phone +49 711 182-1577, tullrich@motorpresse.de**

☒ Special publications

For advertising rates in the auto motor und sport Specials, please see page 12.

COMBINATIONS

Combination packages and prices 2012

Further combinations:

The following titles can be booked in a package with auto motor und sport.

A combination discount of 5 % is granted on these titles.

FURTHER COMBINATIONS



+



-5%
Combination discount



+



-5%
Combination discount



+



-5%
Combination discount



+



-5%
Combination discount



+



-5%
Combination discount



+



-5%
Crossmedia discount

Combination terms:

The combination discount may be claimed if, during a 12-month period, an advertiser books one of the combination titles in addition to a booking in auto motor und sport.

The combination discount is granted on the price for the insertion in the additional title. Change of design, differing advertisement formats and variable scheduling dates are permitted. Quantity discounts are given based on the volume for each title in that order year.

All prices in € plus VAT.

Based on the first day of sale of auto motor und sport.

PUBLISHING & CLOSING DATES



	ISSUE	PUBLISHING DATE	CALENDER WEEK	BOOKING AND CLOSING DATE	COPY DATE
Price Zone 1	01/2012	15 Dec. 2011	50	9 Nov. 2011	16 Nov. 2011
	02/2012	2 Jan. 2012	01	22 Nov. 2011	29 Nov. 2011
	03/2012	12 Jan. 2012	02	6 Dec. 2011	13 Dec. 2011
	04/2012	26 Jan. 2012	04	20 Dec. 2011	27 Dec. 2011
	05/2012	9 Feb. 2012	06	3 Jan. 2012	11 Jan. 2012
	06/2012	23 Feb. 2012	08	18 Jan. 2012	25 Jan. 2012
Price Zone 2	07/2012	8 Mar. 2012	10	1 Feb. 2012	8 Feb. 2012
	08/2012	22 Mar. 2012	12	15 Feb. 2012	22 Feb. 2012
	09/2012	5 Apr. 2012	14	29 Feb. 2012	7 Mar. 2012
	10/2012	19 Apr. 2012	16	12 Mar. 2012	19 Mar. 2012
	11/2012	3 May 2012	18	23 Mar. 2012	30 Mar. 2012
	12/2012	18 May 2012	20	10 Apr. 2012	17 Apr. 2012
Price Zone 1	13/2012	31 May 2012	22	20 Apr. 2012	27 Apr. 2012
	14/2012	14 Jun. 2012	24	7 May 2012	14 May 2012
	15/2012	28 Jun. 2012	26	22 May 2012	30 May 2012
	16/2012	12 Jul. 2012	28	6 Jun. 2012	13 Jun. 2012
	17/2012	26 Jul. 2012	30	20 Jun. 2012	27 Jun. 2012
	18/2012	9 Aug. 2012	32	4 Jul. 2012	11 Jul. 2012
19/2012	23 Aug. 2012	34	18 Jul. 2012	25 Jul. 2012	
Price Zone 2	20/2012	6 Sep. 2012	36	1 Aug. 2012	8 Aug. 2012
	21/2012	20 Sep. 2012	38	15 Aug. 2012	22 Aug. 2012
	22/2012	4 Oct. 2012	40	28 Aug. 2012	4 Sep. 2012
	23/2012	18 Oct. 2012	42	11 Sep. 2012	18 Sep. 2012
	24/2012	1 Nov. 2012	44	25 Sep. 2012	2 Oct. 2012
	25/2012	15 Nov. 2012	46	10 Oct. 2012	17 Oct. 2012
Price Zone 1	26/2012	29 Nov. 2012	48	24 Oct. 2012	31 Oct. 2012
	27/2012	13 Dec. 2012	50	7 Nov. 2012	14 Nov. 2012
	01/2013	27 Dec. 2012	52	16 Nov. 2012	23 Nov. 2012
	02/2013	10 Jan. 2013	02	29 Nov. 2012	6 Dec. 2012

HIGH-SPEED ADS

auto motor und sport offers the possibility of placing a limited number of ads up to a very late date after the official booking deadline.

For information regarding the dates and technical specifications, please contact:

Andrea Stilz
Phone:
+49 711 182-1252

Bettina Knorr
Phone:
+49 711 182-1841

AD SPECIALS - TECHNICAL SPECIFICATIONS

For detailed, up-to-date information on "Ad Specials", please refer to www.mps-anzeigen.de.

PRICE ZONE 1*

PRICE ZONE 2*

All prices in € plus VAT.
* Based on the first day of sale (see page 7).

Cover Page: Gatefolder/inside front cover.			
Gatefolder without opening spread	121,000	131,000	Minimum booking: 3 pages 4c
Gatefolder with opening spread	154,000	167,000	

Loose Inserts: A loose insert is printed material enclosed loose in the magazine.

What you can book: Entire circulation or parts thereof (Nielsen regions). Subscriber circulation may be excluded. Further details on request.

Minimum booking: 20,000 copies.

Loose insert formats:

Minimum size 105 x 148 mm (DIN A6).

Maximum size 195 x 260 mm.

Paper weight:

2-page inserts: min. 100 g/m²

4-page inserts: min. 80 g/m²

larger inserts: min. 60 g/m²

Weight	Non-Subscribers		Non-Subscribers	
	Subscribers	Subscribers	Subscribers	Subscribers
up to 10 g	81.00	94.00	87.00	102.00
up to 20 g	81.00	110.00	87.00	116.00
up to 25 g	81.00	123.00	87.00	129.00
up to 30 g	90.00	132.00	99.00	141.00
up to 35 g	99.00	156.00	109.00	163.00
up to 40 g	110.00	165.00	119.00	175.00

Tipped inserts: Tipped inserts are glued to a master advertisement in such a way as to allow the reader to detach and use them easily.

	Non-Subscribers		Non-Subscribers	
	Subscribers	Subscribers	Subscribers	Subscribers
Stucked-on postcards from	39.00	45.00	40.00	47.00
Product Sample up to 10 g	51.00	64.00	55.00	68.00
up to 20 g	59.00	87.00	63.00	91.00
Booklet up to 20 g	62.00	90.00	65.00	93.00
up to 30 g	68.00	109.00	72.00	114.00
up to 40 g	73.00	127.00	78.00	133.00
up to 50 g	76.00	146.00	82.00	152.00
CDs/DVDs/ other items max. 2.4 mm thick	102.00	129.00	112.00	138.00

What you can book/advertisement specs.:

1/1 master advertisement in entire circulation as specified in rate card. Certain parts of the circulation may be excluded (e.g. postal circulation for product samples, foreign circulation).

Size of tipped insert: min. 55 x 85 mm, max. 150 x 200 mm. Product samples must fulfill certain technical requirements. Details on request.

Bind-ins: Bind-ins are printed material bound into the magazine.

pages/weight	Non-Subscribers		Non-Subscribers	
	Subscribers	Subscribers	Subscribers	Subscribers
4-page/up to 13 g	98.00	125.00	106.00	133.00
6-page/up to 20 g	115.00	143.00	124.00	152.00
8-page/up to 26 g	121.00	163.00	130.00	172.00
12-page/up to 37 g	142.00	197.00	154.00	209.00
16-page/up to 49 g	166.00	234.00	179.00	249.00
20-page/up to 60 g	187.00	270.00	207.00	290.00
24-page/up to 72 g	212.00	320.00	231.00	339.00

What you can book: Entire circulation or parts thereof (we reserve the right to reschedule). Subscriber and foreign circulations may be excluded. Details on request.

Bind-in sizes:

Untrimmed size: 217/225 mm (folded) x 286 mm (3 mm each head and foot trim).

Trimmed (final) size: 215 x 280 mm. Please keep all important text and graphic elements within a safety area of at least 10 mm from trim.

Untrimmed size is to be supplied.

Paper weight:

4-page: min. 100 g/m² / 8-page: min. 80 g/m²

12-page: min. 70 g/m² / 16-page: min. 65 g/m²

Prices for bind-ins in combination with postcard, booklet or product samples on request.
Price (per 1000 copies or part thereof); other weights and formats on request.

Order and cancellation deadlines

Loose inserts 4 weeks prior to publication date. Tipped and bound-in inserts 6 weeks before publication date. Please furnish 5 samples when placing order.

Delivery

2 weeks prior to publication date at the latest. All inserts must be suitable for mechanised processing, perfectly packed and ready for production, stating magazine title and issue, including 3% surplus, on EURO interchangeable pallets only and delivered DDP to:

Prinovis Itzehoe
Störfischerstraße
25524 Itzehoe
Germany

Further information

For dates/deadlines, technical details, other Ad Special options and delivery terms for products printed elsewhere, please call +49 711 182-1252 or -1841, or see www.mps-anzeigen.de.



Technical specifications

The current, binding technical specifications can be found at: www.duon-portal.de.

Delivery of advertisements

Copy for ads in the editorial section may be delivered directly via the DUON portal on www.duon-portal.de.


Support is available at:

support@duon-portal.de or directly

by phone: +49 40 374117-50.

SPLIT RUN ADVERTISING

Nielsen-areas and non-domestic

PAGE FRACTIONS	SIZE*	NIELSEN AREA	PRICE ZONE 1**	PRICE ZONE 2**
	width x height TA: Type Area TS: Trim Size		Applies: January, February, June, July, August, December	Applies: March, April, May, September, October, November
	1/1 page TA: 185 x 248 mm TS: 215 x 280 mm	Nielsen I Nielsen II Nielsen III a Nielsen III b Nielsen IV Nielsen V-VI-VII Austria Switzerland	9,550 13,210 9,770 9,990 10,100 8,300 5,200 5,770	10,300 14,280 10,560 10,790 10,910 9,000 5,650 6,250

Other formats or bookings on request.

Slight deviations in coverage areas from the Nielsen areas are possible for technical reasons.

We retain the right to reschedule placements.

All prices in € plus VAT. * For bleed ads add 5mm on all sides for trimming. ** Based on the first day of sale (see page 7).

Discount system

The discounts are calculated separately for each part issue. If, in addition to an insertion in the complete circulation, a split run order is also placed, the discount for the split run order is calculated after adding the volume booked in the complete run. Any higher discount entitlement thus calculated applies only to this split run order. If, in addition to an insertion in the complete circulation, a booking is also made for the entire domestic circulation, the total volume of both bookings together is the basis on which the discount for the entire circulation is calculated. This total, however, does not then apply when calculating the discount for the split run order. Discounts see page 4.

Technical specifications

The current, binding technical specifications can be found at: www.duon-portal.de.

Printing process: Offset



Delivery of advertisements

Advertising copy for split runs may be delivered directly via the DUON portal on www.duon-portal.de. Support is available at: support@duon-portal.de or directly by **phone: +49 40 374117-50**.

FOCUS TOPICS - PRINT AND ONLINE

ISSUE	PUBLISHING DATE	
02/2012	2 Jan. 2012	AWD Cars
03/2012	12 Jan. 2012	The Most Economical Cars in all Classes
04/2012	26 Jan. 2012	Used Cars
05/2012	9 Feb. 2012	Auto Bank
06/2012	23 Feb. 2012	Car Hi-fi
07/2012	8 Mar. 2012	Convertibles, Watches
08/2012	22 Mar. 2012	Urban mobility
09/2012	5 Apr. 2012	ECOdrive
11/2012	3 May 2012	Car Accessory
13/2012	31 May 2012	Design, "Best New Design": Reader Survey
16/2012	12 Jul. 2012	Sports Cars
19/2012	23 Aug. 2012	The Most Economical Cars in all Classes
20/2012	6 Sep. 2012	Automotive Lightweight Construction Report
21/2012	20 Sep. 2012	Winter Tyres
22/2012	4 Oct. 2012	"Best Cars" Reader Survey: 1st call to vote
23/2012	18 Oct. 2012	Car Insurance + Finance
24/2012	1 Nov. 2012	"Best Cars" Reader Survey: 2nd call to vote
25/2012	15 Nov. 2012	Tuning

Focus topics are placed in the centre or the second half of the magazine. The editors reserve the right to alter this schedule.

SPECIAL PUBLICATIONS

				
Publishing date	8 Mar. 2012 14 Jun. 2012 6 Sep. 2012 6 Dec. 2012	11 Jan. 2012	12 Sep. 2012	7 Nov. 2012
Booking and closing date	9 Feb. 2012 17 May 2012 9 Aug. 2012 8 Nov. 2012	8 Dec. 2011	16 Aug. 2012	5 Oct. 2012
Copy date	16 Feb. 2012 24 May 2012 16 Aug. 2012 15 Nov. 2012	21 Dec. 2011	23 Aug. 2012	18 Oct. 2012
Print run	60,000	83,000	140,000	60,000
1/1 page	8,800	12,900	16,900	9,800
2/1 pages	17,300	24,510	32,110	18,620
Cover price	6.00 €	4.50 €	8.50 €	6.00 €

All prices in € plus VAT.

For detailed information on the special publications, please refer to www.mps-anzeigen.de.
Save money! The sales discount from auto motor und sport is carried over to the special issue.

The screenshot shows the homepage of auto-motor-und-sport.de. At the top, there is a red navigation bar with the logo and menu items like 'Autos', 'Eco-Drive', 'Motorsport', etc. Below the navigation, there's a search bar and a 'Top Themen' section. The main content area is divided into several sections: a large featured article about an 'Adaptiv-Van mit Ökoantrieb', a sidebar with 'Alle Autos von A-Z', and a grid of smaller article thumbnails. The thumbnails include titles like 'Das letzte Modell seiner Art', 'Weiße Mädels trotz kaltem Winter', and 'Hier Hintergründe und Infos: F1-Saison 2011'. The bottom of the page has a 'WITZIG: TRICKS' section with more thumbnails and a 'IM ZEM' section.

auto-motor-und-sport.de is the internet presence of Europe's opinion-forming car magazine.

auto-motor-und-sport.de supplements the content of Europe's renowned opinion-forming car magazine, going into greater depth and breadth and allowing the provision of more up-to-the-minute information. auto-motor-und-sport.de supplements and updates the content of Europe's renowned opinion-forming car magazine, going into greater depth and breadth. The editors portray and comment on the latest developments from the whole bandwidth of the automotive world. The high editorial standard is substantiated by critical analyses of the latest cars, manufacturers' secret plans, the latest trends in automotive construction and expert motorsports coverage. The brand overview gives users full information on every brand, over 750 model families and more than 33,000 model and engine variants. The data is clearly presented and the content is supplemented with everything from driving reports, technical specifications, photos and videos as well as detailed price information.

Social media activities on Facebook and Twitter put auto motor und sport in direct contact with users, who are supplied here with all the latest news from the automotive world. When out and about, users can access the auto motor und sport portal content both via the iPhone app and as a WAP portal. Moreover, the lavishly animated iPad app turns auto motor und sport into a completely new experience for automobile enthusiasts of all ages.

Target group:

Most users of auto-motor-und-sport.de are opinion leaders in the field of automotive. Discriminating standards permeate many areas of their lives. Their above-average level of income and education coupled with their interest in innovative products make the users of auto-motor-und-sport.de very keen consumers and a strongly brand-oriented target group.

Coverage:

Page impressions: 51.31 million*
 Visits: 3.64 million*
 Unique users: 1.12**

*Source: IWW August 2011, **Monthly average, AGOF internet-facts 2011-I

Channels:

Startseite (homepage) • News • Test • Sport • Autokauf (purchase) • Design • Service • Video • Eco-Drive • Rotation

Minimum booking value: € 1,500

AUTO MOTOR UND SPORT FOR THE IPAD



The first digital edition of auto motor und sport to be published for the iPad was issue 01/2011. The auto motor und sport App is priced at € 1.59, with an excerpt of the issue available free. The iPad edition, which appears one day before the on-sale date of the printed magazine, is not simply a digital version of the magazine, but differs in both layout and navigation. Significant value-added is delivered through multimedia content such as videos, photo galleries, interactive graphics and a newsfeed that is updated daily. With its technical features and brilliant screen display, the iPad greatly expands the possibilities in terms of high advertising quality and special effects. Ads can contain interactive elements such as video integra-

tion, links, varying subject matter or animations programmed in HTML 5. The print ads of the magazine are not transferred to the digital edition.

Booking deadline: 10 days before the publication of the iPad edition.

Price for one iPad edition: € 5,500 plus VAT.

VIDEO ON AUTO-MOTOR-SPORT.DE



Thanks to the programming from the auto motor und sport channel, the auto-motor-und-sport.de website has a considerable amount of web TV content to offer its users. After being first broadcast, all TV clips are published online on auto-motor-und-sport.de in web video format. In addition, an extensive video coverage is done with its own TV-team from the Auto Shows IAA, Geneva International Motor Show and Auto Show Paris. Little by little

an extensive automotive video channel is taking shape, comprising unique, television-quality web TV clips with content of high editorial quality.

The outstanding quality of this premium environment is ideally suited to your video advertising campaign. Preroll ads before the editorial video ensure you users' full attention.

For more details of the video and TV media and all the options available to you, please contact **Zeljko Berden**, phone +49 711 182-1346, zberden@motorpresse.de.

ADVERTISING FORMATS	SIZE (PIXELS)	CPM
Banner	468 x 60 & 728 x 90	30
Double Superbanner	728 x 180	60
Skyscraper (incl. Sticky + Long Sky)	120 x 600 & 160 x 600	40
Splitscreen Ad	300 x 600	40
Medium-Rectangle	300 x 250	60
Flash Layer	400 x 400 & individual	80
Banderole Ad	770 x 250	90
Interstitial	800 x 600	110
Tandem Ad (Banner+Sky)	see single formats	80
Tandem Ad (Layer+Banner)	see single formats	100
Tandem Ad (Layer+Sky)	see single formats	110
Tripple Ad (Layer, Banner+Sky)	see single formats	120
Tripple Ad (Interstitial, Banner+Sky)	see single formats	150
Wallpaper	see single formats	80
Expandable Banner	468 x 60 > 468 x 180 & 728 x 90 > 728 x 270	50
Expandable Skyscraper	120 x 600 > 360 x 600 & 160 x 600 > 480 x 600	60
Expandable Splitscreen Ad	300 x 600 > 900 x 600	60
Expandable Medium-Rectangle	300 x 250 > individual	90
Expandable Wallpaper	see single formats	100
PreRoll Ad15	max. 15 seconds	90

All prices in € plus VAT.

TARGETING OPTIONS*
frequency capping ... per session ... per day ... per multiple days ... per runtime of campaign
age, sex
geographic
behaviour
bandwidth, time
*€ 2.50 per item (except FC per session and time). Up to 3 targeting criteria can be combined. Further targeting options are planned.

In addition to standard banner placements we offer online specials and cooperation opportunities, such as topic specials, newsletters, contest sponsorships, advertorials, etc.

For further information please get in touch with:

Nicole Tilly, Motor Presse Stuttgart, phone +49 711 182-2056, ntilly@motorpresse.de and **Zeljko Berden**, phone +49 711 182-1346, zberden@motorpresse.de.

Advertising formats and rates: effective September 2011. Rates may change without notice in 2012. For current ad formats and rates, please visit www.mps-anzeigen.de

Motor Presse Stuttgart 70162 Stuttgart

> P.O. Box

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Andrea Stilz: +49 711 182-1252
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> Asia (excl. Japan and Korea)

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