

PRINT

ADVERTISING RATE CARD NO. 23
EFFECTIVE JANUARY 1, 2012
www.mps-anzeigen.de



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2012

DESCRIPTION

PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 563457

AUTOStraßenverkehr

It doesn't get any clearer than this.

With its objectivity and clarity of structure, AUTO-Straßenverkehr brings order into the dynamic car market, creating maximum transparency and giving clear recommendations. In concise, comprehensible terms, AUTO-Straßenverkehr outlines significant trends, heralds upcoming developments and delivers up-to-date product information through individual, comparison and endurance tests. Value-for-money is the main emphasis throughout. Tips on important auto service topics such as insurance, finance, running costs and the pre-owned market enable real savings to be made. The focus is always to bring out the greatest possible practical value for the private car owner.

AUTOStraßenverkehr readers pursue a broad spectrum of interests. They consider themselves not so much car enthusiasts as car users who want to know more. Private car buyers constitute the principal target group of the magazine. When it comes to making a buying decision, good value for money is the highest priority for them. Although the readers are open to new products, their consumer behaviour tends to be directed more from the head than the heart.



Founded in: 1953

Published: every two weeks

Cover price: Euro 1.50

Paid circulation:

IWW av. I-II/2011: 156,898



THE 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, technology and leisure 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



auto motor und sport

Not without reason is auto motor und sport an authority among car magazines. Particularly impressive is the broad topical spectrum, unique in its journalistic quality, giving an up-to-date market summary. Every fortnight. The magazine takes a topical, contemporary approach as it portrays and comments on the whole bandwidth of the automotive world.



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 is the only one to provide 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 motor-sports, Moto Grand Prix, Superbike Championships and Motocross. In short: whoever has anything to say in motor racing, says it in MOTORSPORT aktuell.



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.



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.

ADVERTISING SIZES AND RATES



PAGE FRACTIONS	SIZES*	RATES
	1/1 page TA: 205 x 280 mm TS: 225 x 320 mm	16,000
	3/4 page (a) TA: 154 x 280 mm TS: 164 x 320 mm (b) TA: 205 x 210 mm TS: 225 x 230 mm	13,600
	1/2 page (a) TA: 102 x 280 mm TS: 112 x 320 mm (b) TA: 205 x 140 mm TS: 225 x 160 mm	11,250
	2/3 page (a) TA: 137 x 280 mm TS: 147 x 320 mm	12,700
	1/3 page (b) TA: 69 x 280 mm TS: 79 x 320 mm	7,500
	2/1 pages TA: 430 x 280mm TS: 450 x 320mm	31,150

AUTOMARKT (CLASSIFIEDS)

You have the opportunity to place line ads in our automobile publications at favourable rates.

Commercial ads
 Price per mm height; column width 43 mm

b/w € 7.60 Spot colour € 9.90
 (minimum size 10 mm) (minimum size 20 mm)

4c € 12.20
 (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

**1 1/2 pages**

TA: 327 x 280 mm
TS: 337 x 320 mm

25,500

**1 1/4 pages**

(a) TA: 276 x 280 mm
TS: 286 x 320 mm
(b) TA: 51 x 280 mm
TS: 61 x 320 mm
only in combination
with 1/1 page

22,950

**2 x 1/2 pages**

TA: 430 x 140 mm
TS: 450 x 160 mm

20,800

width x height**TA:** Type Area**TS:** Trim Size

All prices in € plus VAT.

*For bleed advertisements please add an additional 5 mm on all sides for trimming.
Other formats on request.

DISCOUNTS

Placements within one order year:

Discounts

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, a rate of interest 5 % above the current standard interest rate of the German Bundesbank will be charged in addition to debt collection fees.

COMBINATIONS

Combination packages and prices 2012. The following titles can be booked in a package with auto motor und sport. A combination discount of 5 % is granted on these titles.

COMBINATIONS	
+ -5% Combination discount	+ -5% Combination discount
+ -5% Combination discount	+ -5% Combination discount
+ -5% Combination discount	+ -5% Combination 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 (see *auto motor und sport* Rate Card, page 7).

PUBLISHING AND CLOSING DATES



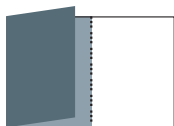
ISSUE	ON-SALE DATE	CALENDAR WEEK	BOOKING AND CLOSING DATE FOR DISPLAY ADS	COPY DATE FOR DISPLAY ADS	FOCUS TOPICS*
01-02/2012	7 Dec. 2011	49	9 Nov. 2011	16 Nov. 2011	<ul style="list-style-type: none"> • All New Models 2012
03/2012	4 Jan. 2012	01	7 Dec. 2011	14 Dec. 2011	
04/2012	18 Jan. 2012	03	20 Dec. 2011	27 Dec. 2011	<ul style="list-style-type: none"> • The most beautiful car journeys
05/2012	1 Feb. 2012	05	3 Jan. 2012	11 Jan. 2012	<ul style="list-style-type: none"> • Extra: Gas
06/2012	15 Feb. 2012	07	18 Jan. 2012	25 Jan. 2012	<ul style="list-style-type: none"> • The most economical cars
07/2012	29 Feb. 2012	09	1 Feb. 2012	8 Feb. 2012	<ul style="list-style-type: none"> • Geneva – all new models
08/2012	14 Mar. 2012	11	15 Feb. 2012	22 Feb. 2012	<ul style="list-style-type: none"> • Summer Tyre Test + Tyre Extra
09/2012	28 Mar. 2012	13	29 Feb. 2012	7 Mar. 2012	<ul style="list-style-type: none"> • Convertibles-Extra
10/2012	11 Apr. 2012	15	12 Mar. 2012	19 Mar. 2012	<ul style="list-style-type: none"> • Environment Special
11/2012	25 Apr. 2012	17	26 Mar. 2012	2 Apr. 2012	<ul style="list-style-type: none"> • User-Car Extra
12/2012	9 May 2012	19	10 Apr. 2012	17 Apr. 2012	<ul style="list-style-type: none"> • “Family Car of the Year” survey, Part 1
13/2012	23 May 2012	21	23 Apr. 2012	30 Apr. 2012	<ul style="list-style-type: none"> • What’s New at AMI
14/2012	6 Jun. 2012	23	7 May 2012	14 May 2012	<ul style="list-style-type: none"> • “Family Car of the Year” survey, Part 2
15/2012	20 Jun. 2012	25	22 May 2012	30 May 2012	<ul style="list-style-type: none"> • Hybrid Extra
16/2012	4 Jul. 2012	27	6 Jun. 2012	13 Jun. 2012	<ul style="list-style-type: none"> • All cars in Germany
17/2012	18 Jul. 2012	29	20 Jun. 2012	27 Jun. 2012	
18/2012	1 Aug. 2012	31	4 Jul. 2012	11 Jul. 2012	<ul style="list-style-type: none"> • Extra: “I now do-it-myself”
19/2012	15 Aug. 2012	33	18 Jul. 2012	25 Jul. 2012	<ul style="list-style-type: none"> • Extra: Station wagons
20/2012	29 Aug. 2012	35	1 Aug. 2012	8 Aug. 2012	
21/2012	12 Sep. 2012	37	15 Aug. 2012	22 Aug. 2012	<ul style="list-style-type: none"> • “Family Car of the Year” survey results
22/2012	26 Sep. 2012	39	29 Aug. 2012	5 Sep. 2012	<ul style="list-style-type: none"> • Winter-Tyre Test
23/2012	10 Oct. 2012	41	11 Sep. 2012	18 Sep. 2012	<ul style="list-style-type: none"> • Motor Insurance Extra Part 1
24/2012	24 Oct. 2012	43	25 Sep. 2012	2 Oct. 2012	
25/2012	7 Nov. 2012	45	10 Oct. 2012	17 Oct. 2012	<ul style="list-style-type: none"> • Motor Insurance Extra Part 2
26/2012	21 Nov. 2012	47	24 Oct. 2012	31 Oct. 2012	<ul style="list-style-type: none"> • Extra Motor Show Essen
01/2013	5 Dec. 2012	49	7 Nov. 2012	14 Nov. 2012	
02/2013	2 Jan. 2013	01	29 Nov. 2012	6 Dec. 2012	

* The editors reserve the right to alter this schedule.

AD SPECIALS - TECHNICAL SPECIFICATIONS

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

GATEFOLD



Gatefold inside front cover
Extra technical costs

18,300

Minimum order:

3 pages 4c

LOOSE INSERTS

Printed material not bound into the magazine.

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	84	93
up to 20 g	84	102
up to 25 g	84	110
up to 30 g	95	119
up to 35 g	103	135

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.

Insert sizes:

minimum size: 105 x 148 mm (DIN A6)

maximum size: 215 x 300 mm

Minimum paper weight:

2 -page inserts: 100 g/sqm

4-page inserts: 80 g/sqm

larger inserts: 60 g/sqm

BOUND INSERTS

A bound insert is printed material bound into the magazine.

PAGES/WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
4-page/up to 13 g	101	116
6-page/up to 20 g	118	133
8-page/up to 26 g	125	149
12-page/up to 37 g	146	176
16-page/up to 49 g	170	209

Prices for bound inserts in combination with postcards or booklets or product samples on request.

What you can book:

Entire circulation. Subscriber and foreign circulations may be excluded. Details on request.

Bind-in sizes:

Untrimmed size:

228/238 mm (folded) x 326 mm

Trimmed size: 225 x 320 mm

Please keep important text and graphic elements within a safety area of min. 10 mm from trim.

Untrimmed size is to be supplied.

Minimum paper weight:

4 pages: 100 g/sqm

8 pages: 80 g/sqm

12 pages: 70 g/sqm

16 pages: 65 g/sqm

Prices per 1,000 copies or part thereof; other weights and formats on request.

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.

STUCK-ON POSTCARDS

(+ other rectangular, unfolded printed matter)

Non-subscribers

from 37

Subscribers

from 45

BOOKLETS

WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20 g	64	79
up to 30 g	69	93
up to 40 g	75	107
up to 50 g	80	119

PRODUCT SAMPLE

Non-subscribers, up to 10 g

from 52

Subscribers, up to 10 g

from 60

Non-subscribers, up to 20 g

from 60

Subscribers, up to 20 g

from 75

CDs / DVDs / OBJECTS

up to 20 g, up to 2.4 mm height

Non-subscribers

104

Subscribers

119

What you can book / advertisements specs.:

1/1 master advertisement in entire circulation as specified in rate card. For tip-ins, 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. 175 x 210 mm. Product samples must fulfil certain technical requirements. Details on request.

ORDER AND CANCELLATION DEADLINES

Loose inserts 4 weeks prior to publication date. Tipped and bound-in inserts see closing date. To be supplied as early as possible. 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 Dresden GmbH & Co. KG
Meinholdstr. 2, 01129 Dresden, Germany

Further information

For dates/deadlines, technical details, other Ad Special options and delivery terms for products printed elsewhere, please see www.mps-anzeigen.de or call **+49 711 182-1403**.

DUON-Portal







Technical specifications

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

Delivery of advertisements

Advertising 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**.

	ISSUE	ON-SALE DATE	CLOSING DATE	FOCUS TOPICS
	08/2012	14 Mar. 2012	15 Feb. 2012	Summer Tyre Test + Tyre Extra: <ul style="list-style-type: none"> • Tyre Test for Midsize Cars
	09/2012	28 Mar. 2012	29 Feb. 2012	Convertibles-Extra: <ul style="list-style-type: none"> • New convertibles model year 2012 • Driving reports
	10/2012	11 Apr. 2012	12 Mar. 2012	Environment Extra <ul style="list-style-type: none"> • Overview of alternative drive systems • Tests/driving reports with eco vehicles
	11/2012	25 Apr. 2012	26 Mar. 2012	Used-Car Extra <ul style="list-style-type: none"> • The most popular used cars in Germany • Tips on buying used • Specimen contract • Financing

	ISSUE	ON-SALE DATE	CLOSING DATE	FOCUS TOPICS
	13/2012	23 May 2012	23 Apr. 2012	AMI Extra <ul style="list-style-type: none"> • All new models at the AMI • Hall layout/ticket prices
	15/2012	20 Jun. 2012	22 May 2012	Hybrid Extra <ul style="list-style-type: none"> • All hybrid models in Germany • Tests of new hybrid models • New hybrid technology
	22/2012	26 Sep. 2012	29 Aug. 2012	Winter Tyre Test: <ul style="list-style-type: none"> • Tyre Test for Midsize Cars
	23/2012 25/2012	10 Oct. 2012 07 Nov. 2012	11 Oct. 2012 10 Oct. 2012	Motor Insurance Extra Part 1+ 2 <ul style="list-style-type: none"> • Big insurance comparison before the deadline • New vehicle classes • Co-insurance of accessories

Motor Presse Stuttgart 70162 Stuttgart

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Fax: +49 711 182-2076
sbrand@motorpresse.de

› Advertising Production

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Fax: 0711 182-2068
hrademacher@motorpresse.de
Gabriele Volkert
Tel.: 0711 182-1403
Fax: 0711 182-2068
gvolkert@motorpresse.de

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› Belgium, Luxembourg, Netherlands

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Fax: +81 3 32341140
mediahouse@mediahs.com

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www.motorpresse-advertising.com
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