

**sport  
auto**

## PRINT & ONLINE

ADVERTISING RATE CARD NO. 43  
EFFECTIVE JANUARY 1, 2012  
[www.mps-anzeigen.de](http://www.mps-anzeigen.de)



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2012

# DESCRIPTION



## PUBLISHER

Motor Presse Stuttgart GmbH & Co. KG

PZN: 567891

## sport auto - Testing the limits

**sport auto** chooses the toughest racing circuits to push all sporty cars right to the stability limit of their high-performance technology. The compelling editorial concept can be best seen in the **sport auto** Super-test. It takes place where sporty cars belong: on the Nürburgring North Loop and the Hockenheim Ring. It includes lap and sector times, transversal-acceleration data and an aero-dynamics check in the wind tunnel.

The goal of **sport auto** is to answer the all-decisive question: Is it truly a sporty car? Or is it just a 'wannabe'? This is supplemented by in-depth reports of new vehicle concepts as well as competent and solidly researched motor-racing analyses and background coverage. This is a magazine in which fascinating automobiles can be emotionally experienced month by month.

## Readership profile

Typical **sport auto** readers are male, individualistic, with a foible for speed and sporty cars. Yet in no way does their world consist exclusively of cars. Extremely performance-orientated and enjoying greater than average success in life, their horizon of interests is broadly diverse and they are open to pur-chasing on impulse.



- ▣ **Founded in:** 1969
- Published:** monthly
- Cover price:** Euro 4.20
- Paid circulation:**
- IVW av. III/2011:** 52,331



# THE MOTOR PRESSE STUTTART

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 lie 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 STUTTART 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

Due to cogent tax regulations, please indicate your VAT Registration no. and your tax identification no. when ordering.

## OTHER AUTOMOBILE PUBLICATIONS BY MOTOR PRESSE STUTTART



### auto motor und sport

Not without reason is auto motor und sport an authority among automobile magazines. Particularly impressive is the broad topical spectrum, that is unique in its journalistic quality and gives 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.



### 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*.



### Motor Klassik

Motor Klassik 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 Motor Klassik driving reports. Soundly researched and presented guidance and service topics are the core expertise of this unique premium magazine.



### 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.



### auto-motor-und-sport.de

is the internet presence of Europe's renowned motoring magazine. The site offers material that supplements, consolidates and broadens the content of the parent magazine, keeping it right up-to-date. The portal aims to provide a service to both the readers of the print version and internet users who are looking for a higher quality of information and entertainment.



### motorsport-aktuell.com

The editors' full expertise is focused on supplying material to complement the weekly print edition in an extremely attractive online form, with same-day news updates, exclusively researched news, interviews and background stories. Constantly updated photo galleries of the major race series offer additional impressions of a wide variety of auto and motorcycle championships. A community platform is provided for the vast motor-sports fan community with online specials, forum and blogs.



### motor-klassik.de

motor-klassik.de opens a door on the fascinating world of vintage cars from 1886 up to the 1980s. Soundly researched articles on motoring legends go a step further in lifting users out of the drudgery of everyday life. The era of classic cars is brought back to life by the informative and passionate coverage of historical racing events, rallies and the vintage scene, also inspiring users to get involved.



### sportauto-online.de

allows the editors of sport auto to expand the spectrum of information and content they provide for the target group, focusing on the areas of tests, brands, tuning and customisation, events as well as topics relating to motor sports. The large fan community is informed via online-specials about events, special topics and tips.

# ADVERTISING SIZES AND RATES

PAGE FRACTIONS	SIZES*	4C / SPOT / B/W
	<b>1/1 page</b> TA: 190 x 251 mm TS: 230 x 300 mm	10,700
	<b>3/4 page</b> (a) TA: 142 x 251 mm TS: 166 x 300 mm (b) TA: 190 x 188 mm TS: 230 x 212 mm	8,900
	<b>1/2 page</b> (a) TA: 93 x 251 mm TS: 117 x 300 mm (b) TA: 190 x 126 mm TS: 230 x 150 mm	6,900
	<b>1/3 page</b> TA: 59 x 251 mm TS: 77 x 300 mm	5,100
	<b>2/1 pages</b> TA: 410 x 251 mm TS: 460 x 300 mm	21,200

**CLASSIFIED SECTION AUTOMARKT**

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 ..... € 4,50 (minimum size 10 mm)  
 Spot colour ..... € 5,80 (minimum size 20 mm)  
 4c ..... € 7,10 (minimum size 40 mm)

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



### 1 1/2 pages

- (a) TA: 313 x 251 mm  
 TS: 337 x 300 mm  
 (b) TA: 410 x 188 mm  
 TS: 460 x 212 mm

17,400



### 1 1/4 pages

- TA: 264 x 251mm  
 TS: 288 x 300mm

15,300



### 2 x 1/2 pages

- TA: 410 x 126 mm  
 TS: 460 x 150 mm

13,100

#### width x height

**TA:** Type Area / **TS:** Trim Size

All prices in € plus VAT.

\*For bleed advertisements please add 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 %

### Terms of payment

Payment due within 30 days of invoice date.

A discount of 2 % will be allowed 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 in the amount of 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.

## 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.

KOMBINATIONEN	
 +  -5% Combination discount	 +  -5% Combination discount
 +  -5% Combination discount	 +  -5% Combination discount
 +  -5% Combination discount	 +  -5% Combination discount

All prices in € plus VAT.

## 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.

## 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.

## PUBLISHING AND CLOSING DATES



ISSUE	PUBLISHING DATE	CALENDAR WEEK	BOOKING AND CLOSING DATE FOR DISPLAY ADS	COPY DATE
01/2012	16 Dec. 2011	50	15 Nov. 2011	25 Nov. 2011
02/2012	20 Jan. 2012	03	14 Dec. 2011	23 Dec. 2011
03/2012	17 Feb. 2012	07	17 Jan. 2012	27 Jan. 2012
04/2012	16 Mar. 2012	11	14 Feb. 2012	24 Feb. 2012
05/2012	20 Apr. 2012	16	20 Mar. 2012	30 Mar. 2012
06/2012	18 May 2012	20	17 Apr. 2012	27 Apr. 2012
07/2012	15 Jun. 2012	24	15 May 2012	25 May 2012
08/2012	20 Jul. 2012	29	19 Jun. 2012	29 Jun. 2012
09/2012	17 Aug. 2012	33	17 Jul. 2012	27 Jul. 2012
10/2012	14 Sep. 2012	37	14 Aug. 2012	24 Aug. 2012
11/2012	19 Oct. 2012	42	18 Sep. 2012	28 Sep. 2012
12/2012	16 Nov. 2012	46	16 Oct. 2012	26 Oct. 2012
01/2013	14 Dec. 2012	50	13 Nov. 2012	23 Nov. 2012

### HIGH-SPEED ANZEIGEN

**sport auto** offers the possibility of placing a limited number of ads after the official booking deadline.

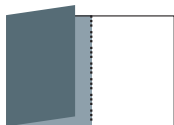
For information regarding the dates and technical specifications, please contact:

**Beate Engelhard**  
 Phone +49 711 182-1256  
 bengelhard@motorpresse.de

# AD SPECIALS – TECHNICAL SPECIFICATIONS

For detailed, up-to-date information on “Ad Specials”, please refer to [www.mps-anzeigen.de](http://www.mps-anzeigen.de).

## GATEFOLD



**Gatefold inside front cover**  
**Extra technical costs**  
 on request  
**Minimum order:**  
 3 pages 4c

## LOOSE INSERTS

Printed material not bound into the magazine.

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 10 g	84.00	99.00
up to 20 g	84.00	113.00
up to 25 g	84.00	127.00
up to 30 g	95.00	135.00
up to 35 g	103.00	158.00

### What you can book:

Entire circulation or parts thereof (Nielsen regions).  
 Subscriber circulation may be excluded. Further details on request.

### Insert sizes:

minimum size: 105 x 148 mm (DIN A6)  
 maximum size: 215 x 280 mm

### Minimum paper weight:

2 -page inserts: 100 g/sqm  
 4-page inserts: 70 g/sqm  
 larger inserts: 60 g/sqm

All prices in € plus VAT.

## 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. The following tip-ins are possible:

### STUCK-ON POSTCARD

(+ other rectangular, unfolded printed matter)  
 Non-subscribers **from 37.00**  
 Subscribers **from 45.00**

### PRODUCT SAMPLE

Non-subscribers, up to 10 g **from 52.00**  
 Subscribers, up to 10 g **from 65.00**

### BOOKLET

PAPER WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
up to 20 g	64.00	92.00
up to 30 g	69.00	111.00
up to 40 g	75.00	129.00
up to 50 g	80.00	147.00

### CDs / DVDs / OBJECTS

up to 20 g, up to 2.4 mm height  
 Non-subscribers **104.00**  
 Subscribers **130.00**

### 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. 75 x 75 mm, max. 175 x 210 mm. Product samples must fulfil certain technical requirements. Details on request. Minimum master ad size: full page. For prices see rate card.

## TECHNICAL SPECIFICATIONS



The current and binding technical specifications can be found at: [www.duon-portal.de](http://www.duon-portal.de).

Printing process: Web offset, FOGRA ISO 12647-2

### Bleed advertisements, ads printed across the gutter:

No surcharge. For bleed ads all important text and graphic elements must be kept a sufficient distance from trim format (min. 10 mm). 2/1 page advertisements must be supplied as double pages with a 5 mm bleed difference on all sides.

### Colour advertisements: Euro-Scale.

Special colour hues or shades which cannot be created out of the basic colour range require an explicit agreement. For technical reasons, special colours are composed from the European colour scale. Slight variations of shade may occur within the normal tolerances of the offset printing process. “Additional colour” means that, beside black (and/or white), your advertisement may be composed of no more than two of the other three primary colours (cyan, magenta or yellow). With colour advertisements, the omission of the elementary colour black has no influence on the price.

## BOUND INSERTS

A bound insert is printed material bound into the magazine.

PAGES / WEIGHT	NON-SUBSCRIBERS	SUBSCRIBERS
4-page/up to 13g	101.00	127.00
6-page/up to 20g	118.00	145.00
8-page/up to 26g	125.00	166.00
12-page/up to 37g	146.00	200.00

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

Prices per 1000 copies or part thereof; other weights and formats on request.

All prices in € plus VAT.

### What you can book:

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

### Bind-in sizes:

#### Untrimmed size:

235/245 mm (folded) x 310 mm  
(3 mm each head and foot trim)

**Trimmed size:** 230 x 300 mm

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

### Further information

For dates/deadlines, technical details, other Ad Special options and delivery terms for products printed elsewhere, please call **+49 711 182-2189**.

### Delivery of advertisements:

The reception of **ads in the editorial section** occurs via the DUON-Portal by the VDZ-publishers at **www.duon-portal.de**.

Support is available at: **support@duon-portal.de**  
or directly by phone: **+49 40 374117-50**.

**Ads for the AUTOMÄRKTE** shall be sent only via our website **www.mps-anzeigen.de**, making use of the sport auto **“electronic data transmission”**.

### Order and cancellation deadlines

Loose inserts 3 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:

### Vogel Druck

Leibnizstraße 5  
97204 Höchberg, Germany

**LEXUS LFA** POWER-Z4 MESS-GIRLS IAA TUNER E-200-S VLNERGEBNIS

**Alle Autos von A-Z** **Marke** **Modell**

**Genaueres Starterfeld VLN 2011**  
Alle Rennwagen der VLN im Foto-Katalog

**Rekord-Fahrerzeiten Herdendorf**  
Die schnellsten Nürburgring-Bezwinger

**Neues Porsche 911 Carrera (991)**  
Carrera fährt auf GT3-Niveau des Vorgängers

**Die BMW M3 im Supertest**  
Die fantastischen vier BMW M3-Generationen

**VLN Sieger & Rennen 2011**  
Alle Klassensieger vom 43. ADAC Barbarossapreis

**10** User-Kommentare  
Diskutieren Sie mit

**Sportwagen IAA 2011**  
Die sportlichsten Autos der Messe  
Einige Sportwagen werden auf der IAA 2011 vorgestellt. sportauto-online.de zeigt die sportlichen Highlights der Automobilmesse.

**Concept Apollo Sport**  
Neue Sportwagen-Dimension im Supertest  
Der Gumpert Apollo ist die deutsche Antwort auf Pagani, Koerigsegg und Co., die im Supertest beweist, dass er die Magie des Rennsports wie kein Zweites auf die Straße bringt.

**Edelbrock im August 2011**  
Wir enttarnen die sportliche Autokunft  
Schnitte Optik und sportlicher Auftritt - so sieht die Autokunft aus. Wir haben die Einkörner von AMG, M GmbH und Co. erwischt.

**Bewirb dich jetzt unter**  
[www.bringdielovellinsicherheit.de](http://www.bringdielovellinsicherheit.de)

**WEITERE THEMEN**

**Motorsport auf der IAA 2011**  
Die Automobilen Renner der Messe

**Mercedes C63 AMG Coupe PP**  
Wie fährt sich die Serienversion des DTM-Autos?

**Jaguar XFR-S im Faberbericht**  
Schnelle Raubkatze faucht mit 500 PS

**Top 50 im Test 36-Meter-Slalom**  
Die schnellsten Slalomprofis im Supertest

The goal of sport auto – on the internet too – is to answer the all-decisive question: is it truly a sporty car? Or just a „wannabe“?

With sportauto-online.de the editors of sport auto have expanded the spectrum of information and offerings for the target group, focusing particularly on the topics tests, brands, tuning, events and themes around motorsports. With online specials (e.g. events, ideal line and drift tips), a forum and blogs, this community platform meets the needs of the large fan community. Specially filmed videos of testing procedures and additional photo galleries convey emotions and impressions – as a multimedia addition to the print edition of sport auto. The video sequences with original soundtrack and varying camera angles showcase the hard daily work involved in testing, and the high level of driving skills displayed in pursuit of the fastest lap time on the racetrack.

Just like the readers of the magazine, the users of sportauto-online.de are passionate automotive enthusiasts and individualists.

**Target group:**

Just like the readers of the magazine, the users of sportauto-online.de are passionate automotive enthusiasts and individualists. With the sport auto iPhone App the contents are also useable on the way.

**Coverage:**

Page Impression: 3.49 million\*

Visits: 309,000\*

Unique User: 92,000\*\*

\*Source: IWV July 2011, \*\*av. per month, AGOF internet-facts 2011-04

**Placement units:**

- Homepage
- Brands
- Tests
- Scene
- Motorsports
- Web TV
- Tuners
- sport auto Events
- Community
- Rotation

Minimum booking volume: € 1,500

ADVERTISING FORMATS	SIZE (IN PIXELS)	CPM
<b>Banner</b>	468x60 & 728x90	30
<b>Double Superbanner</b>	728x180	60
<b>Skyscraper (incl. Sticky + Long Sky)</b>	120x600 & 160x600	40
<b>Splitscreen Ad</b>	300x600	40
<b>Medium-Rectangle</b>	300x250	60
<b>Flash Layer</b>	400x400 & individual	80
<b>Banderol Ad</b>	770x250	90
<b>Interstitial</b>	800x600	110
<b>Tandem Ad (Banner+Sky)</b>	see single formats	80
<b>Tandem Ad (Layer+Banner)</b>	see single formats	100
<b>Tandem Ad (Layer+Sky)</b>	see single formats	110
<b>Triple Ad (Layer, Banner+Sky)</b>	see single formats	120
<b>Triple Ad (Interstitial, Banner+Sky)</b>	see single formats	150
<b>Wallpaper</b>	see single formats	80
<b>Expandable Banner</b>	468x60 > 468x180 & 728x90 > 728x270	50
<b>Expandable Skyscraper</b>	120x600 > 360x600 & 160x600 > 480x600	60
<b>Expandable Splitscreen Ad</b>	300x600 > 900x600	60
<b>Expandable Medium-Rectangle</b>	300x250 > individual	90
<b>Expandable Wallpaper</b>	see single formats	100
<b>PreRoll Ad15</b>	max. 15 seconds	90

All prices in € plus VAT.

TARGETING OPTIONS*
<b>frequency capping</b> ... per session ... per day ... per multiple days ... during runtime of campaign
<b>age, sex</b>
<b>geographic</b>
<b>behaviour</b>
<b>bandwidth, time</b> * € 2.50 per item (except for frequency capping per session and time targeting)
Combine a maximum of 3 items. Further targeting options coming soon.

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

**Zeljko Berden**, Motor Presse Stuttgart, phone +49 711 182-1346, zberden@motorpresse.de.

Advertising formats and rates: effective September 2011. Minimum booking volume: € 1,500.

For current ad formats, prices and technical specifications see [www.freeXmedia.de](http://www.freeXmedia.de). Prices and tax subject to change without notice!

**Motor Presse Stuttgart  
70162 Stuttgart****> P.O. Box**

Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstraße 1, 70174 Stuttgart  
Germany

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**> Advertising Sales**

Vanessa Reif  
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**> Online Sales**

Zeljko Berden  
Phone: +49 711 182-1346  
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Nicole Tilly  
Phone: +49 711 182-2056  
ntilly@motorpresse.de

**> Advertising Production**

Beate Engelhard  
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bengelhard@motorpresse.de

**> Asia (excl. Japan and Korea)**

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gwu@mhi.com.hk

**> Australia, New Zealand**

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mpenman@themediaco.com.au

**> Belgium, Luxembourg,  
Netherlands**

Kathy Rosseel  
G+J International, Media Sales bvba  
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guj.benelux@guj.de

**> Canada**

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tibor.saringer@spotonmedia.hu

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Fax: +39 06 8840819  
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› **Japan**

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› **Sweden, Finland**

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› **Turkey**

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› **United Kingdom, Ireland**

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