

世界汽车制造论坛

制造工艺 技术研发 配套供货 经营管理

9
2011
AUTOMOBIL
PRODUKTION



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mi verlag
moderne industrie

successful media for experts

Media Group  Süddeutscher Verlag

verlag moderne industrie GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg, Phone +49/8191/125-0, Fax +49/8191/125-279

1 Brief Synopsis:

AUTOMOBIL-PRODUKTION is the industry's trade journal for the automobile and automobile supplier industry. The editorial range is consistently geared towards the information needs of the target group – the automobile elite: decision-makers and co-decision-makers in technical fields (designers, developers, producers) as well as top managers (directors, executives) and purchase managers.

Exclusive news on OEM strategies, trends in supplier markets, acquisition methods as well as technology developments in the established and accustomed quality are also in focus of the Chinese edition. Reports from Germany, Europe and the other most important automotive markets worldwide combined with local market information and developments processed for the Chinese reader.

2 Frequency of publication:

6 x yearly (see editorial calendar)

3 Year:

3. Edition 2012

4 Webaddress (URL):

www.automobil-produktion.de

5 Members:

–

6 Body:

–

7 Publisher:

verlag moderne industrie GmbH

8 Publishing house:

verlag moderne industrie GmbH
Postal address:
D-86895 Landsberg
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1 Circulation:

Print run: 20,600 copies
Copies actually circulated at annual average: 20,000 copies

2 Magazine format: DIN A4, 210 mm width, 285 mm height

Type area: 173 mm width, 240 mm height

3 Printing method: Rotary offset

Binding method: Perfect binding

Documents to be printed: Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen (60 l/cm), color model must be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi resolution. The format must have original dimensions plus trim allowance und bleed marks.

Color advertisements: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations

Proof specifications: as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Standard_eci.icc for contents as a rule paper type 3 FOGRA 46L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L - according to standard. For further information on PDF format presettings, see www.pdf-club.de or contact our technical hotline on +49 (0)8191-125-338.

4 Deadlines: see schedule and topic plan on page 6

Publication frequency: 6 x yearly

Publication data: see schedule and topic plan on page 6

Copy deadline: see schedule and topic plan on page 6

5 Publishing house: verlag moderne industrie GmbH

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6 Terms of payment: net within 30 days after date of invoice,
2 % discount in case of payment prior to due date,
3 % discount in case of payment by direct debit

Bank details: Sparkasse Landsberg
bank code number 700 520 60
account number 37754
SWIFT Code: BYLADEM1LLD
IBAN Code: DE02700520600000037754

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7 Advertisement formats and rates (see also page 5 "Information Sheet Formats")

All advertisement rates are shown in EUR including color surcharges and not including statutory VAT.

Advertisement size	Type area formats (w x h in mm)	Bleed formats* (w x h in mm)	Rates incl. color surcharge
2/1-page	–	426 x 291	4,900.00
1/1-page	173 x 240	216 x 291	2,590.00
Juniorpage	130 x 180	148 x 203	1,800.00
1/2-page portrait	87 x 240	105 x 291	1,420.00
1/2-page landscape	173 x 122	216 x 142	1,420.00
1/3-page portrait	58 x 240	76 x 291	1,015.00
1/3-page landscape	173 x 78	216 x 98	1,015.00
1/4-page portrait	44 x 240	–	810.00
1/4-page landscape	173 x 58	–	810.00
1/4-page block	86 x 126	–	810.00

8 Surcharges:

8.1 Preferred positions

2 nd + 4 th cover page	€ 3,060.–
Binding placements	10 %

9 Bound-in inserts (up to 170 g/m²)

2 pages	€ 2,255.–
4 pages	€ 4,100.–
8 pages	€ 7,175.–

10 Inserts

up to 25 g weight	€ 154.– / tsd. Ex.
each further 25 g of weight	€ 77.– / tsd. Ex.

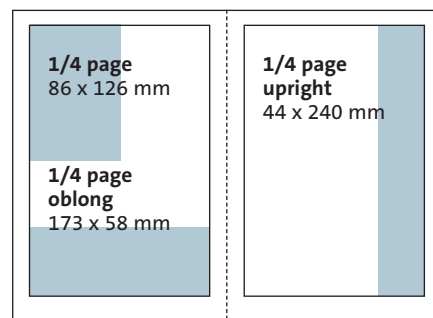
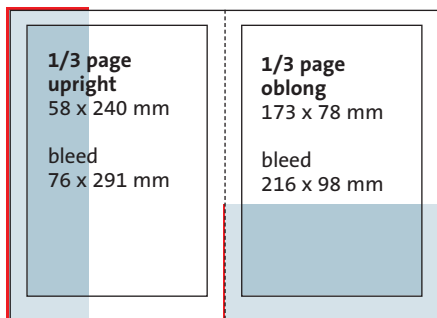
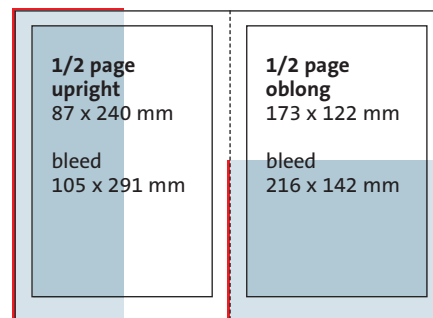
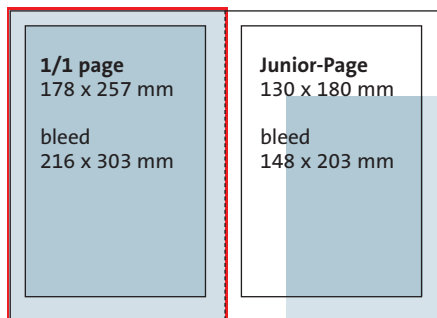
11 Discounts (for purchase within one year)

Frequency discount rate	Quantity discount rate
from 2 advertisements	from 2 pages 10 %
from 4 advertisements	from 4 pages 15 %
from 8 advertisements	from 8 pages 20 %

12 Combinations:

Combined advertisements with all verlag moderne industrie magazines are possible. Combined discount upon request.

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— Bleed formats including 3 mm trim

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Issues 2012 Advertising Deadline (AD) Publishing Date (PD)	Technology	Specials	Exhibitions/Conferences
1/2012 AD: February 13 PD: March 26	<p>AUTOMOBIL-PRODUKTION reports in all issues on current developments in international markets as well as the areas body, chassis, power train.</p> <p>Furthermore additional specials are planned on the opposite topics.</p>	Powertrain Interior trends Development & Engineering	China International Machine Tool Exhibition, Beijing, April 11-16 International CNC Machine Tool Fair (CCMT), Nanjing, April 16-20 Auto China, Beijing, April 23-May 02
2/2012 AD: April 23 PD: June 4		Automotive Guide E-Components* Manufacturing/production Automation Assembly/factory equipment	
3/2012 AD: June 25 PD: August 6		Top 100 Automotive Suppliers Global Ranking*	
4/2012 AD: July 25 PD: September 5		Interior trends Surface technology Chassis Manufacturing/production	China International Auto Parts Expo (CIAPE), Beijing, September Automotive Testing Expo China, Beijing, September Asiamold, Kanton, September
5/2012 AD: September 17 PD: October 29		Global Automotive Business*	PTC Asia/CeMAT Asia, Shanghai, October 29 - November 01 Auto Guangzhou, Kanton, November Metalworking and CNC Machine Tool Show (MWCS), Shanghai, November 06-10 FISITA (International Exhibition for Automotive Engineering and Manufacturing), Beijing, November 27-29 Automechanika, Shanghai, December
6/2012 AD: November 15 PD: December 27		The new Mercedes S Class*	

* For details see page 7.

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Automotive Guide E-Components

In order to establish electromobility worldwide, it is necessary to develop or optimize vehicle components as well as use and process new materials.

In this special edition, AUTOMOBIL PRODUKTION presents new components and materials as well as new production processes which are highly important in view of the development and increasing use of electrically powered vehicles. Companies operating in this technological field also have the opportunity to provide an extensive presentation of their additional expertise.

Date of publication: June 04, 2012

Advertising deadline: April 23, 2012



Global Automotive Business

AUTOMOBIL PRODUKTION exclusively presents a unique collection of data on the top 20 globally active automobile manufacturers. This indispensable compendium contains succinct analyses of OEM strategies, including planned production figures and platform strategies. In addition, all production sites and component manufacturing facilities of the OEMs are shown worldwide, broken down into Europe, North America and Asia. Other important information on the world's most important automotive associations round off this unique reference tool for decision-makers in the automotive industry.

Date of publication: October 29, 2012

Advertising deadline: September 17, 2012



Top 100 Automotive Suppliers Global Ranking 2012/2013

AUTOMOBIL PRODUKTION conducts elaborate research every year to exclusively compile a ranking of the top 100 automotive suppliers in the world - based on companies' automotive sales. Each company profile contains the current board members and all the relevant information for suppliers.

This extensive and unique collection of facts and figures is an established standard reference tool in the automotive sector, clearly reflecting shifts in the supplier area.

Date of publication: August 06, 2012

Advertising deadline: June 25, 2012



The new Mercedes S Class

"The presentation of the new S class is like a once-in-a-century event – but more frequently," said Daimler head Dieter Zetsche at the presentation of the current S Class in 2005. In close collaboration with Mercedes, AUTOMOBIL PRODUKTION will be publishing a special edition to mark the new S Class featuring exclusive background knowledge on project planning, design, purchasing, production and suppliers.

Date of publication: December 27, 2012

Advertising deadline: November 15, 2012

Editorial topics are subject to change.

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

§ 1 Validity, Exclusion

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable as well as the publisher's price list currently in effect at the time the contract is concluded, whose regulations form an essential element of the contract itself. The validity of any General Terms and Conditions of the contracting party, to the extent that they do not correspond to these General Terms and Conditions, is excluded.

2. These General Terms and Conditions apply equally to supplements. These are only accepted by the publisher after submission of a sample and after checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or by internet. The publisher is not liable for conclusions drawn from the price list for advertising material, supplements, special publications and collections for which the publisher has provided editorial content and advertising material after copy deadlines. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in text form within 14 days of receipt of the notification of the price increases.

2. The discounts defined in the price list are only granted to the customer and for the advertising material appearing over the course of one year (renewal discount). Repeated discounts are only valid within an advertisement year. If not agreed otherwise, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer is entitled to a retroactive discount provided that the basic order was valid for a discount in the first place. This entitlement loses its validity if it is not used by no later than one month after expiry of the advertisement year. If an order does not reach the predicted order volume, the surplus discount that has been granted shall be subsequently invoiced to the customer.

§ 3 Prices, Conditions of Payment, Discounts

1. The price of the publication of advertising material is based on the price list valid at the time the order is awarded. The publisher may apply prices which differ from those in the price list for advertising material, supplements, special publications and collections for which the publisher has provided editorial content and advertising material after copy deadlines. Price changes in respect of orders already awarded can be applied to companies if the publisher has notified them thereof at least one month before publication of the advertising material. If the publishing company increases its prices, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in text form within 14 days of receipt of the notification of the price increases.

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4. Providing nothing to the contrary has been agreed, invoices for orders shall be settled after receipt of the invoice within the period shown on the invoice. Dunning and default expenses in the event of payment default are charged to the contracting party. In the event of payment default, the publisher can defer delivery on a current contract until payment and require advance payment. In case of reasonable doubt concerning the contracting party's ability to pay, the publisher is entitled to deviate from an originally agreed due date of payment and make the publication of further advertising material within the term of a total contract dependent on the advance payment of the relevant fee and the settlement of outstanding invoices. Erroneous invoices can be corrected by the publisher within six months of issue.

5. All prices exclude VAT of the amount statutory on the day the invoice is issued.

6. In the case of orders from abroad that are not subject to VAT, the invoice is issued without VAT. The publisher is entitled to charge VAT retroactively should tax authorities confirm that VAT is in fact due.

7. In the event of a decrease in circulation, a conclusion of a contract for several advertising materials entitles the customer to a discount, if, on an overall average of the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or in some other way or – if no circulation is named – the average circulation sold (if sales figures are not available, then the average actually published circulation in the previous calendar year. A decrease in circulation only constitutes a deficit which entitles the customer to a discount if a promised circulation falls short of it at least once. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such good time that the customer was able to withdraw from the contract before publication of the advertising material. Warranty entitlements of customers who are business persons lapse 12 months after publication of the advertising material.

§ 4 Contract Implementation

1. Orders must be implemented within one year of conclusion of contract, commencing with the first placement of the advertising material.

2. The customer shall in good time supply the publisher with all the content, information, data, files and other materials ("copy") that are necessary for the advertising material and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail), it must be exclusively in locked files, i.e. in files which the publisher cannot alter the content of. The publisher shall have no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Core Draw, QuarkXPress or Freehand), files which belong together must be sent or saved in a common register (folder). If the customer is supplied with print copy for colour advertisements, the customer shall at the same time supply a colour proof and a proof or measurement protocol. Otherwise, the customer shall have no entitlement to compensation in respect of any colour variations which may occur. The customer shall give a warranty that all files supplied shall be free of computer viruses.

The publisher may delete files with computer viruses without this creating entitlement to claims by the customer. The publisher reserves the right additionally to make claims for compensation if computer viruses cause further damage to the publisher's equipment. In the event of clearly unsuitable or damaged copy being submitted, the publisher shall immediately demand a replacement. The publisher guarantees that the usual proof quality will be provided. In the event of a question, as far as it is possible with the copy submitted. Copy will only be sent back to the customer if specifically requested; otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

3. Costs for the production of ordered masters, films or drawings are to be borne by the customer, as are costs for significant changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs are only supplied if explicitly requested. The customer bears the responsibility for the accuracy of the returned proof. If the proof is not returned in time to the publisher, the customer is deemed to have accepted the copy submitted. Copy will only be sent back to the customer if specifically requested; otherwise it becomes the property of the publisher. The obligation to keep all documents sent expires three months after expiry of the order.

5. If requested to do so, the publisher will supply an advertising material advice with the invoice. If such an advice can no longer be obtained, the publisher will instead send a confirmation that the advertising material has been published and disseminated.

6. The design and labelling of text-style advertising material must be agreed on with the publisher in good time prior to publication. Text-style

advertisements may be distinguishable from magazine text by their basic typography. The publisher is entitled to label advertising materials accordingly if they are not recognizable as such.

7. Letters sent to box number advertisements are kept for up to four weeks after publication of the advertisement and sent to the customer by regular mail (even if the letters have been sent by express mail or registered mail). However, the publisher does not accept any responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and copy dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders can only be cancelled in good time, no later than the advertising deadline and in writing, by fax or by email. If the advertisement has already been sent to press, the customer must pay for the advertisement. Otherwise the publisher may demand the reimbursement of any costs incurred up until the cancellation in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. He or she indemnifies the publisher from any claims due to the publication of the advertising material, including reasonable costs of legal defence. The publisher is not obliged to check whether or not advertising material affects the rights of third parties. If the publisher becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer must bear the costs of publication in accordance with the valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The intermediary's commission granted by the publisher is calculated based on the net charge to the customer, i.e. after subtraction of discount, bonuses and discounts due to defects. The intermediary's commission is only paid to advertising agencies under contract to third parties and is only paid to advertising agencies if the publisher provided that the order is placed directly by the advertising agency. The advertising agency is responsible for the procurement of the finished and ready-for-print printing copies and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professionalism of the agency's work or creditworthiness. Orders by advertising agencies shall be made in their name and invoiced to them. To the extent that advertising agencies place orders, the contract is therefore drawn up with the advertising agency in case of doubt. If an advertiser is to be the contracting party this must be agreed separately and with the name of the advertiser explicitly stated. The publishing company is entitled to require the advertising agency to produce proof of its mandate.

§ 5 Warranty for Defects

1. We accept no liability for publishing advertising material in certain issues or editions or in certain positions.

2. If the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, he shall have no claims in respect of faulty publication. This shall also apply if he fails to observe the other provisions of these Terms and Conditions of Business or the price list.

3. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. The customer must issue a complaint about non-obvious defects not later than one year after publication of the relevant printed material. If the advertising material has been reproduced with defects – despite prompt delivery of perfect copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfilment), but only to the extent that the purpose of the advertising material was adversely affected. The entitlement to subsequent fulfilment is ruled out if the publisher would incur disproportionate costs as a result. If the publishing company is set a reasonable period and allows it to expire, if it refuses subsequent fulfilment, if the customer cannot reasonably be expected to bear the costs of subsequent fulfilment or if the customer has already had the right to withdraw from the contract or to assert a price reduction to the extent that the purpose of the advertising material has been adversely affected. No withdrawal is allowable for negligible defects. Warranty claims from business people shall lapse 12 months after publication of the advertising material.

4. If defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs or losses incurred as a result of drawing production. If defects in the copy are not recognised the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to them in good time before publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantities or qualities of the material that the customer claims to have supplied (bound-in inserts, supplements etc.)

§ 6 Liability

1. The publisher shall not be liable in respect of claims for damages by the customer against the publisher irrespective of the legal grounds, in particular claims for damages arising from contractual obligations, violation of the industrial property rights of third parties and unlawful acts, unless the publishing company, its representatives and vicarious agents have acted wilfully or with gross negligence or have violated a contractual obligation through simple negligence which is material for the fulfilment of the contractual purpose or if the claims for damages derive from a quality warranty. If the publisher is liable given the grounds, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in an instance of wilful action if by the event causing the loss was caused through gross negligence by the publishing company, its representatives and vicarious agents.

2. All contractual damages to the publisher expire 12 months after the time at which the customer became aware or should have become aware of the reasons for the claims, apart from claims arising from illegal or willful actions. If the claims for damages derive from the Product Liability Act, the foregoing liability exclusions shall not apply. The same applies to injury to life, body or health. Where the publisher is not liable, this shall also apply to his salaried and non-salaried employees, staff, representatives and vicarious agents.

3. In the event of forces majeure and industrial action through no fault of the publisher, the publisher is freed from the obligation to carry out the order or to create for damages arise from this.

§ 7 Copy Rights

The customer shall warrant that he holds all the rights necessary for the placement, publication and dissemination of the advertising material. The customer shall grant to the publisher the necessary copyright, usage and performance protection rights and other rights allowing the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for redemption, dissemination, transmission, despatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download in such terms of time, space and content as are necessary for the execution of the contract. The rights cited above shall be granted unrestricted in all cases as to location and shall create the entitlement to publish the material in all the known technical methods and in all known forms of advertising media.

§ 8 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory stipulations of the German Data Protection Law. The publisher shall be entitled to forward gross advertising sales and comparable relevant data of the customer at product level for publication to companies whose business is the collection and evaluation of such information. This data will be collated, stored and communicated to the market in an anonymised format.

§ 9 Place of Performance, Place of Jurisdiction

The Law of the Federal Republic of Germany applies – excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the place where the publisher is registered. The place of jurisdiction for lawsuits against businessmen, legal persons under public law or public law special assets is the place where the publisher is registered.

Status: July 2011

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Circulation analysis:

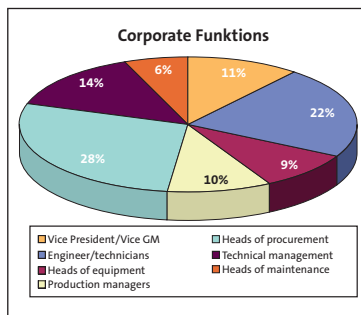
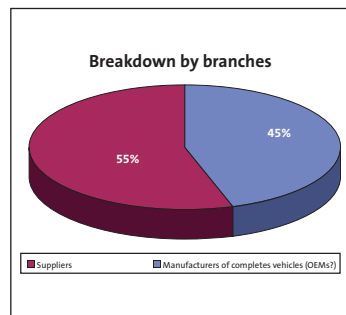
Print run: 20,600

Copies actually circulated
at annual average: 20,000

Sold copies: -

Complimentary copies: 20,000

Remainders, archive copies
and voucher copies: 600



Distribution according to regions:

Provinz	Anzahl
Anhui	482
Beijing	1,568
Chongqing	686
Fujian	426
Gansu	19
Guangdong	960
Guangxi	220
Hainan	118
Hebei	844
Henan	446
Hubei	1,248
Heilongjiang	344
Hunan	346
Innere Mongolei	60
Jiangsu	2,236
Jiangxi	226
Jilin	938
Liaoning	962
Ningxia	4
Qinghai	3
Shaanxi	232
Shandong	1,246
Shanghai	2,394
Shanxi	102
Sichuan	420
Tianjin	568
Tibet	0
Xinjiang	32
Yunnan	70
Zhejiang	2,800



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