

# MAKE THE MOST OF YOUR PRESENCE

at the Automechanika to get visitors to your booth!

**PLACE  
YOUR AD  
NOW:**

Publication date: Sept 13-17  
Ad close: Aug 19



## INTERNATIONAL

All content is bilingual in German and English to reach the international Automechanika audience

## GET FULL ATTENTION

Get more attention for your company and your products! Your ad guides potential customers to your booth.

## COVER THE WHOLE DURATION OF THE FAIR

By booking an ad in the trade fair newspaper, you make sure to get more traffic to your booth on all five days of the fair

## VALUE FOR MONEY

Attractive advertising opportunity – pay once and be present on all five days of the fair

**Circulation**  
25,000  
copies

**Format**  
285mm x  
403mm

**Bilingual in  
German and English  
for your customers  
worldwide**

**Active distribution  
to all visitors on the  
morning of each day  
of the fair**

**Additional  
distribution to all  
trade fair hotels  
in Frankfurt**

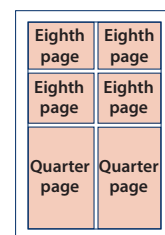
## RATES

Cover box (non-bleed)	6,750 €
Cover strip (non-bleed)	8,900 €
Full page	10,829 €
Junior page	8,900 €
Half page	6,748 €
Third page	5,296 €
Quarter page	4,669 €

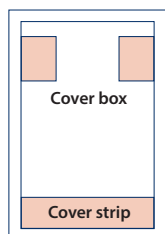
## RATES MARKET PLACE

Quarter page (non-bleed)	2,800 €
Eighth page (non-bleed)	1,500 €

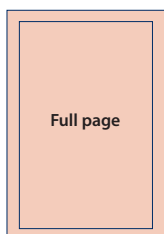
All rates in bleed format, unless indicated otherwise, exclusive of VAT.



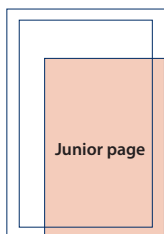
**Quarter page**  
125 x 180 mm  
**Eighth page**  
125 x 87mm



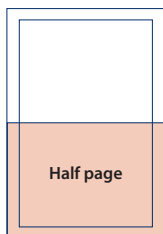
**Cover box**  
47.5 x 66.5 mm  
**Cover strip**  
255 x 40 mm



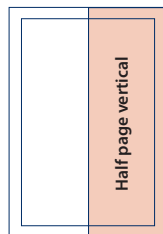
**Full page**  
285 x 403 mm



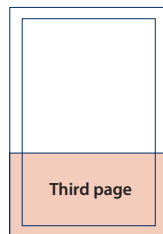
**Junior page**  
210 x 297 mm



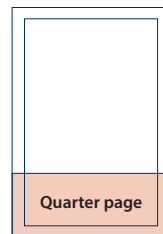
**Half page**  
285 x 200 mm



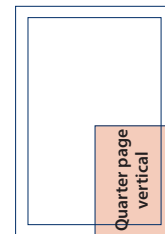
**Half page vertical**  
140 x 403 mm



**Third page**  
285 x 130 mm



**Quarter page**  
285 x 97 mm



**Quarter page vertical**  
140 x 200 mm

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**Automobilwoche**

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG