



International Media Kit 2024



China

VOGEL COMMUNICATIONS
GROUP

Ø **119,875**
unique visitors per month


> 129,000+
followers on WeChat

auto.vogel.com.cn AUTOMOBIL INDUSTRIE
AI汽车制造业

Ø **675,421**
page impressions per month


6,500+
followers on Weibo



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Magazine »Automobil Industrie China« (AI)

The leading trade journal of the automotive industry in China.

AI China is the Chinese edition of Automobil Industrie. It is produced in China, for China, with content from China. Ongoing reports on all important submarkets cover the entire value chain of the automotive industry. From development, design, production, and logistics to management and economic issue – including next mobility and AV/EV topics. With AI China you reach the key decision-makers across the entire value-added chain. With a reader base of over 100,000, the right recipients are defined for each issue by the principle of "topic-oriented alternating distribution".

Target Group

Automotive manufacturers, suppliers, outfitters, and service providers are at the decision-making level.

CIRCULATION	26,500 copies per issue
	42,800 digital magazine

Research & Development

Internationally advanced design technologies for vehicles and components as well as practical applications and the development trend of components. Special attention is paid to the application and development of vehicle electronics.

Auto Production

From development, design, production, and logistics to management and economics issues. Readers include automotive manufacturers, suppliers, outfitters, and service providers at the decision-making level.

FREQUENCY	Every 8 weeks
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For the Editorial Calendar see page 5.

Reader Title

Production technical manager	46 %
CEO	29 %
Purchasing manager	12 %
Engineering manager	10 %
Others	3 %

Targeted Readership Analysis

Suppliers	49 %
OEMs	45 %
Institutes, universities	6 %

Distribution by Company Size

1-50 employees	3 %
51-100 employees	5 %
101-200 employees	8 %
201-500 employees	17 %
501-1,000 employees	32 %
>1,000 employees	28 %
not reported	7 %

Rate Card

TOTAL CIRCULATION	26,500 copies
MAGAZINE SIZE	210 mm wide, 297 mm high, DIN A4
TYPE AREA	190 mm wide, 270 mm high

Ads in the Magazine

FORMAT	FORMAT WIDTH × HEIGHT IN MM	PRICE 4C
1/1 Page	210 × 297	4,490.00
Island Page	133 × 190	3,490.00
1/2 Page	190 × 133 94 × 270	2,990.00
1/3 Page	190 × 88 62 × 270	1,990.00
1/4 page	94 × 133 190 × 65	1,490.00

Rate Card no.14, valid from January 1, 2024.

All prices are exclusive of applicable VAT and subject to change.

All prices in EUR plus VAT.

Surcharges for Special Formats

Loose inserts	on request
Bind-ins	on request

DISCOUNT

3 ads	5 %
6 ads	10 %
12 ads	15 %

Surcharges for Special Positions

Front Cover	9,900.00
Inside Front Cover	7,900.00
Inside Back Cover	6,900.00
Back Cover	8,900.00

All prices in EUR plus VAT.

Payment Terms

14 days with 2 % cash discount, within 30 days net. VAT ID No.

DE 169 343 403

Bank Account HypoVereinsbank, Würzburg/Germany

BIC / Swift Code HYVE DE MM 455

IBAN DE65 7902 0076 0326 2120 32

Editorial Calendar 2024

AI China Magazine

ISSUE	DATE	TOPICS	EVENTS
1	PD Jan 15	Powertrain manufacturing, Manufacturing of chassis, interior and exterior components.	
	AC Jan 05	Automation & digitization: machine vision, RFID, industrial security, etc. Quality control: online inspection, error prevention, predictive maintenance, etc. Logistics and supply chain: logistics planning, warehouses, transportation and handling, AGV Special Auto Parts' Manufacturing	

ISSUE	DATE	TOPICS	EVENTS
2	PD Mar 15	E-Drive system, Skateboard chassis and Energy storage and management.	
	AC Mar 5	Materials & lightweight: aluminum alloys, magnesium alloys, engineering plastics, composite materials, etc. R&D and testing: design, testing, NVH, EMC, etc. Chassis: steering, transmission, driving, braking Special Energy Saving and New Energy Vehicles	

ISSUE	DATE	TOPICS	EVENTS
3	PD MAY 15	Manufacturing of E-Drive system, Integrated die-casting body, Assembly of NEV	
	AC MAY 5	Industrial robots: new robots, motion control, human-machine collaboration, etc. Four processes: mold and stamping, welding, painting, assembly Smart manufacturing: factory planning, process simulation, intelligent logistics, quality monitoring, energy management, etc. Special New Energy Vehicle Manufacturing	

ISSUE	DATE	TOPICS	EVENTS
4	PD Jul 15	Environmental perception, Decision and Execution, V2X communication ADAS: AEB, BSM, PPS, APS, etc. Safety systems: active safety systems, passive safety systems Auto electronics: E/E, semiconductors, entertainment, lighting, cable, etc.	
	AC Jul 5	Special Intelligent Connected Vehicle	

ISSUE	DATE	TOPICS	EVENTS
5	PD Sep 15	Digital twin, Smart logistics and smart factory operation IT: AI, big data, cloud computing, 5G, IoT, etc Parts' manufacturing: casting and forging, heat treatment, machining, surface treatment, 3D printing Four processes: mold and stamping, welding, painting, assembly	
	AC Sep 5	Special Smart Manufacturing	

ISSUE	DATE	TOPICS	EVENTS
6	PD Nov 15	Future mobility, smart vehicle and Electric vehicle Chassis: steering, transmission, driving, braking R&D and testing: EMC, ADAS testing, simulation & testing of APS, etc ESG: green energy, low-carbon materials, recycling, etc	
	AC Nov 5	Special Smart E-Mobility	

PD: Publication Date | AC: Ad Close

Digital Advertising

Banner

auto.jgvogel.cn

The multimedia platform with magazine, E-magazine, Daily show website, WeChat, Micro-Blog, E-Newsletter, and events will help you to create fission communication effects.

Page Impressions

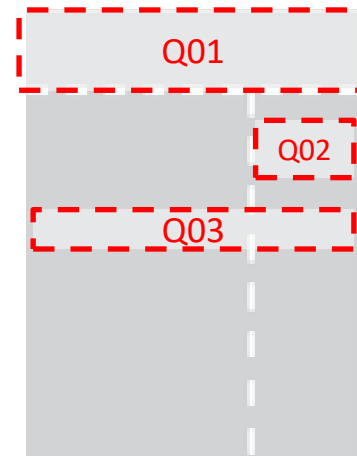
Monthly 675,421

Daily 22,514

Ø Unique Visitors

Monthly >700,000

POSITION	CODE	SPECS (PX)	FORMAT	PRICE
Top Across Column Ad	Q01	1925x350(PC) 750x300(Mobile)	jpg/gif	3,000.00
Right Banner Ad	Q02	320x180	jpg/gif	2,600.00
Logo Banner Ad	Q03	1200x100	jpg/gif	2,600.00



All prices in EUR plus VAT.

WeChat Sponsored Posts

WeChat is China's multi-purpose messaging, social media, and mobile payment app developed by Tencent. WeChat is the all-in-one app and natural part of everyday communication in China, not only within a private context but also in interaction with businesses. For the editorial team of AI China, this channel to their specialist readers is indispensable.

Use this important platform for your marketing and present your company with Sponsored Posts.

POSITION	CODE	FORMAT	PRICE
Headline	Q01	Text + image	2,800.00
Subline	Q02-03	Text + image	1,650.00

All prices in EUR plus VAT.

AUTOMOBIL INDUSTRY

Followers 113,433*

*Date: 27.09.2023



Stand-Alone Mailing

Benefit from maximum exclusivity through a stand-alone mailing (also known as eMail blast or Electronic Direct Mail EDM).
Your message gets to the mailbox of your target group and reaches them directly. You provide the input on the content and desired target group, and we will take care of the rest.

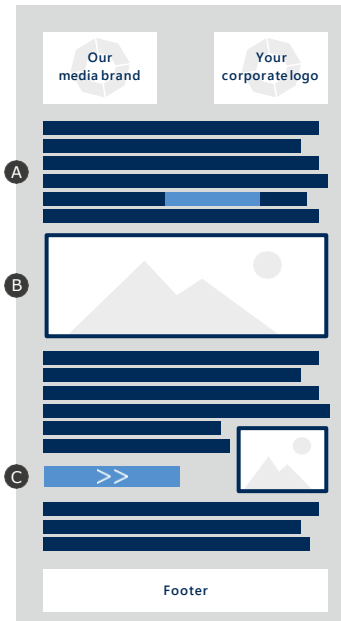
Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price

Less than 10,000 recipients	0.25 /email
10,000 – 30,000 recipients	0.20 /email
More than 30,000 recipients	0.15 /email

All prices in EUR plus VAT.



A: text with link*

B: picture material*

C: Call-to-action button*

* can be chosen freely

Selection of Contacts

BY SIZE OF BUSINESS ENTITY

1-49 employees
50-99 employees
100-199 employees
200-499 employees
500-999 employees
1000-4999 employees
more than 5000 employees

BY ADMINISTRATIVE DISTRICT

- North China (Beijing, Tianjin and Neimeng, Shanxi, Hebei and Shandong Province)
- Eastern China (Shanghai and Anhui, Jiangsu and Zhejiang Province)
- South China (Fujian, Guangxi, Hainan and Guangdong Province)
- Central China (Henan, Hubei, Hunan and Jiangxi Province)
- Northeast China (Heilongjiang, Jilin and Liaoning Province)
- Northwest China (Xinjiang, Ningxia, Shanxi, Qinghai and Gansu Province)
- Southwest China (Chongqing and Xizang, Yunnan, Sichuan and Guizhou Province)

BY JOB TYPE

- High level directors: General manager/president/CEO/ chief representative/factory director/owner/chief engineers
- Middle level director: Vice manager/ GM assistant/ executive assistant/executive secretary/office administrator
- Technology/design director
- Production/manufacturing director
- Equipment dynamic department director
- Purchasing director
- Engineering director
- QC director
- Technologists such as technician/designer/manufacturing engineer/instrument engineer/electrical engineer/QC engineer

Online Conferences

The exclusive moving image format for the full attention of your target group! Our editorial team sets a conference theme (e.g. hydrogen) and several sponsors support the conference.

Your Benefit

- **High-quality content**

AI China presents in regular online conferences current technological developments.

- **Full access to your target group**

AI China promotes the conferences through all channels.

- **Exclusive platform**

Position yourself as one of several technology providers and experts.

- **Language**

Chinese only

Price

Each lecture incl. Q&A, duration 30 min _____ 6,200.00
100 leads included

All prices in EUR plus VAT.



Lead Generation

Webinar: Sino-International Matchmaking. We aim to advise and support you in getting started with lead management. The exclusive moving image format for the full attention of your target group!

Full Service for You (possible also from abroad)

- Development of a promotional poster with the company logo
- Advertorials via WeChat channels
- Audience invitation
- Translation & Chinese Subtitles
- Technical support
- Moderation by editor
- Webinar with Q&A session
- Leads guarantee: 100+
- According to China and EU data protection rules
- Feedback report
- Conclusion article on WeChat with link to the recording
- Advertorials via WeChat, Website, and Newsletter, ...
- Redistribution of the video on other video channels ...

Price

A lecture incl. Q&A, duration 45-60 min 9,900.00
100 leads included

All prices in EUR plus VAT.



Trade Fair Cross-Media Campaign

Make your trade fair appearance in China a multimedia highlight!

With a comprehensive multichannel communication package, we ensure attention and reach in your target group.

Your special advantage: All services from one hand.

Service Package

TRADE SHOW VIDEOS

- Promotion poster of the trade fair with your logo and your stand number, distribution before the fair in all printed and digital channels of China
- Your company video (3-5 min.) or pre-show trailer
- Product introduction at the booth (3-5 min.)
- Interview with your CxO at the fair (3-5 min.)

SOCIAL MEDIA PROMOTION

- WeChat Advertorial post
- Weibo Advertorial post
- Trade show video promotion via video channels in China (such as Tencent Video, Youku, Bilibili, iQiy, Douyin, Xigua, etc.)

ONLINE PROMOTION

- Video content published on the website of our special media brand

PERFORMANCE REPORT

Prices

Each Cross-Media Campaign Package	4,900.00
Receive the video material for your own use	490.00

All prices in EUR plus VAT.

Benefits

- Moving image formats are well-liked in China
- Wide-Reaching Promotion
- Extensive representation of the companies
- Editorial, language, and intercultural support
- Fast implementation and attention to the Chinese market
- Long-term added value possible through further use
- Detailed performance report
- Simple pricing model



Social Media Marketing: WeChat Account Services

Empower your business network in China with your company's own WeChat channel.
Benefit from our know-how and technical support.

Your Benefit

- Reach your target groups in China even if you do not have a subsidiary or business license in China.
- Promote and offer products, services, or technologies (Cross Border Payment).
- By regularly posting press releases, product news, and professional articles, you strengthen your brand awareness and expand your exclusive circle of specialist followers.
- Reach more customers and inquiries by linking to your website
- You can use your channel for customer care, event invitations, or promotional activities.

Here you can see an example of a service account.



Service Account

Our Full-Service for your WeChat Channel

PACKAGE SERVICE	MONTHLY PACKAGE	HALF-YEAR PACKAGE	ANNUAL PACKAGE
Content service (translation service, editing, regular posting on WeChat 4 x month)	■	■	■
Layout design (e.g., Logo, QR Code, greeting cards on official holidays, ...)	■	■	■
Performance report (quarterly)		■	■
Individual consulting	■	■	■
10% discount off the regular fee for WeChat-advertorials from our media brands		■	■
Customized development (e.g., mini-program, cross-border payment solution, event planning & organization, promotion, etc.)	Possible for an extra charge	Possible for an extra charge	Possible for an extra charge
Price in €	2,500.00	11,990.00	22,990.00

BASIC SERVICE	
Overseas WeChat Official Account registration & verification	390.00
Annual validation	190.00 / year
WeChat Quick Check	2,500.00
WeChat Advertising	Price upon request

All prices in EUR plus VAT.

China Strategy Workshop

We are glad to offer you comprehensive advice with intercultural competence and in several languages (DE/EN/CN - half or full-day digital or on-site workshop).

Our Workshop is aimed at participants from management, department heads, and managers from marketing communication and is individually tailored to your needs. The workshop consists of theoretical and practical parts with interactive discussion rounds to individually address possible solutions.

Example:

- Welcome & Introduction
- Overview of China's market
- Overview of relevant media and search engines in China
- Overview of relevant eCommerce platforms
- Combination of eCommerce and marketing
- Channel strategy, partners, and roadmap
- Long-term support from Vogel Communications Group
- Q & A

Price

Full-day workshop	4,990.00
Half-day workshop	2,990.00

Chinese Website Management

Best accessibility in China: we offer you an all-round website service (consulting, domain and hosting service, localization, translation, testing, UX, content, ICP Certificate, ...)

Kick-off & Milestones

- ✓ Kick-off Meeting
- ✓ Concept development
- ✓ Quarterly meetings
- ✓ Project Management



Website China

Option A:

Direct connection to China

- ✓ Administrative setup for websites with domain names in WordPress (One time)
- ✓ Hosting Setup (One time)
- ✓ Ongoing Hosting (12 months)

or

Option B:

Hosting directly in China

- ✓ ICP Registration (One time)
- ✓ Hosting Setup (One time)
- ✓ Ongoing direct hosting in China (12 months)

Price upon request

Baidu SEO/SEA Service

We support you with Baidu SEO / SEA Services (analogous to Google)

Search Engine Optimization

- ✓ Baidu Webmaster Tools (One time)
- ✓ Launch (One time)
- ✓ SEO Check Websites (One time)

Baidu Ads/SEA

- ✓ Keyword Research (One time)
- ✓ Baidu Ads Account Setup (One time)
- ✓ Ongoing ad campaign management; adding new keywords and campaigns; basic reporting (12 months)
- ✓ Additional advertising budget required

Optional

Banner Ads

- ✓ Placement of the company banner on various B2B platforms (6 months)

Price upon request

Vogel Communications Group

We are specialists in individual and contemporary B2B communication solutions, through which we make our customers even more successful – internationally.

Combined know-how for your communication success, bundled from one source.



Communication Solutions at a Glance

Industry platforms	Corporate publishing	Communication consultancy	Progressive web apps
Chatbots	Digital trade fair solutions	Crisis communication	Public relations
Community building	Digital showrooms	Market research	SEO and SEA
Content creation	Expert positioning	HR development	Social media
Content marketing	Infographics digital + animated	Podcasts	Websites

Tell us how we can spark your excitement for communication.



Strategy

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Please contact **your personal sales manager**

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