International Media Kit 2023

China
**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 issues – 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.

**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.

**Reader Title**

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production technical manager</td>
<td>46 %</td>
</tr>
<tr>
<td>CEO</td>
<td>29 %</td>
</tr>
<tr>
<td>Purchasing manager</td>
<td>12 %</td>
</tr>
<tr>
<td>Engineering manager</td>
<td>10 %</td>
</tr>
<tr>
<td>Others</td>
<td>3 %</td>
</tr>
</tbody>
</table>

**Targeted Readership Analysis**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suppliers</td>
<td>49 %</td>
</tr>
<tr>
<td>OEMs</td>
<td>45 %</td>
</tr>
<tr>
<td>Institutes, universities</td>
<td>6 %</td>
</tr>
</tbody>
</table>

**Distribution by Company Size**

<table>
<thead>
<tr>
<th>Employee Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-50 employees</td>
<td>3 %</td>
</tr>
<tr>
<td>51-100 employees</td>
<td>5 %</td>
</tr>
<tr>
<td>101-200 employees</td>
<td>8 %</td>
</tr>
<tr>
<td>201-500 employees</td>
<td>17 %</td>
</tr>
<tr>
<td>501-1,000 employees</td>
<td>32 %</td>
</tr>
<tr>
<td>&gt;1,000 employees</td>
<td>28 %</td>
</tr>
<tr>
<td>not reported</td>
<td>7 %</td>
</tr>
</tbody>
</table>

For the Editorial Calendar see page 5.
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**

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FORMAT WIDTH × HEIGHT IN MM</th>
<th>PRICE 4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>210 × 297</td>
<td>4,490.00</td>
</tr>
<tr>
<td>Island Page</td>
<td>133 × 190</td>
<td>3,490.00</td>
</tr>
</tbody>
</table>
| 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, 2023.
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
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
<th>TOPICS</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PD Jan 15</td>
<td>Process design and simulation, Chassis parts manufacturing,</td>
<td>SIAF Mar.01-03 Guangzhou</td>
</tr>
<tr>
<td></td>
<td>AC Jan 05</td>
<td>Electric drive system manufacturing, Body manufacturing Engineering</td>
<td>SIMM Mar.29-Apr.01 Guangzhou</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New energy vehicle manufacturing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>PD Mar 15</td>
<td>Auto Part's manufacturing, Metal processing/Machine tools/Tool accessories/Deburring/Chemicals/Measurement, Surface treatment, Assembly/Automation and Logistics, Quality control Industrial robots</td>
<td>CIMT Apr.10-15 Beijing</td>
</tr>
<tr>
<td></td>
<td>AC Mar 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auto Part's Manufacturing</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>PD Apr 15</td>
<td>Auto Shanghai, EV/HEV/Design and Simulation, Battery, Motor, Electronic control, Charging, Automotive electronics, Electric drive/Chassis system, Engine energy saving and emission reduction, Testing</td>
<td>Auto Shanghai Apr.21-28 Beijing</td>
</tr>
<tr>
<td></td>
<td>AC Apr 5</td>
<td></td>
<td>Chinaplas Apr.17-20 Shenzhen</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special</td>
<td>electronica Shanghai Apr.13-15 Shanghai</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reduce Carbon</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Energy Vehicle</td>
<td></td>
</tr>
<tr>
<td>ISSUE</td>
<td>DATE</td>
<td>TOPICS</td>
<td>EVENTS</td>
</tr>
<tr>
<td>-------</td>
<td>--------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 4     | PD Jul 15 | Four Processes/Concurrent engineering, Dimensional engineering, Connection technology, Automation/Digitalization, Industrial robots, Smart logistics, New energy vehicle manufacturing | DMC Jun. Shanghai  
AMTS Jul. 05-08 Shanghai  
China FAW Advanced Manufacturing Technology "Qizhi·iM" High-end Forum Jul. Changchun |
|       | AC Jul 5 | **Special**  
Four Processes                                      |                                                                        |
| 5     | PD Sep 15 | The world’s top component suppliers, Intelligent connected vehicle, Smart Cockpit, Autonomous driving/ADAS, Environmental perception/Sensor, Vehicle network and Interconnected communication/Vehicle network, Vehicle computing platform/Chip, Human-machine interface, Information security Testing | TEDA Forum Sep. Tianjin  
FCVC Forum Sep. Shanghai  
ALCE 2023 Sep. Yangzhou  
Automotive Testing Expo China 2023 Sep. Shanghai |
|       | AC Sep 5 | **Special**  
Intelligent Connected Vehicle                                 |                                                                        |
CIIF Sep. Shanghai  
SAECE Oct. Shanghai  
CIIE Nov. Shanghai |
|       | AC Nov 5 | **Special**  
Intelligent Manufacturing                                      |                                                                        |
Digital Advertising

**Banner**

*auto.vogel.com.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**

<table>
<thead>
<tr>
<th>Monthly</th>
<th>675,421</th>
</tr>
</thead>
</table>

**Unique Visitors**

| Monthly       | >700,000 |

**Digital Advertising**

**POSITION** | **CODE** | **SPECS (PX)** | **FORMAT** | **PRICE** |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Across Column Ad</td>
<td>Q01</td>
<td>1925x350(PC) 750x300(Mobile)</td>
<td>jpg/gif</td>
<td>3,000.00</td>
</tr>
<tr>
<td>Right Banner Ad</td>
<td>Q02</td>
<td>320x180</td>
<td>jpg/gif</td>
<td>2,600.00</td>
</tr>
<tr>
<td>Logo Banner Ad</td>
<td>Q03</td>
<td>1200x100</td>
<td>jpg/gif</td>
<td>2,600.00</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>CODE</th>
<th>FORMAT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Q01</td>
<td>Text + image</td>
<td>2,800.00</td>
</tr>
<tr>
<td>Subline</td>
<td>Q02-03</td>
<td>Text + image</td>
<td>1,650.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

**AUTOMOBIL INDUSTRY**

Followers 88,207*

*Date: 10.10.2022
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

<table>
<thead>
<tr>
<th>Recipients Range</th>
<th>Price per Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10,000 recipients</td>
<td>0.25 per email</td>
</tr>
<tr>
<td>10,000 – 30,000 recipients</td>
<td>0.20 per email</td>
</tr>
<tr>
<td>More than 30,000 recipients</td>
<td>0.15 per email</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

* can be chosen freely

A: text with link
B: picture material
C: Call-to-action button

Media Kit 2023
AUTOMOBIL INDUSTRIE China
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!

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**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 ...

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**Price**

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

All prices in EUR plus VAT.

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Media Kit 2023  
AUTOMOBIL INDUSTRIE China  
12
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.

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**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 AI China
- Your company video (3-5 min.) or pre-show trailer on the Live Show landing page
- Product/booth introduction (3-5 min.)
- Interview with your CxO at the fair (3-5 min.)
- Feedback report in PDF format after the fair

**SOCIAL MEDIA PROMOTION**
- WeChat Advertorial post (Headline article) based on your product information
- Weibo Advertorial post based on your product information
- Trade show video promotion via video channels in China (Tencent video, Youku, Bilibili, iQiyi, Douyin, Xigua, etc.)

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

---

**Prices**

<table>
<thead>
<tr>
<th>Each Cross-Media Campaign Package</th>
<th>4,900.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receive the video material for your own use</td>
<td>490.00</td>
</tr>
</tbody>
</table>

**Discounts**

When booking several Cross-Media Campaign packages, you will receive a discount per package

| 3 Cross-Media Campaign packages | 5 % |
| 6 Cross-Media Campaign packages | 8 % |
| 9 Cross-Media Campaign packages | 10 % |

All prices in EUR plus VAT.
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.
Our Full-Service for your WeChat Channel

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

| 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-day workshop</td>
<td>4,990.00</td>
</tr>
<tr>
<td>Half-day workshop</td>
<td>2,990.00</td>
</tr>
</tbody>
</table>
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)

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

<table>
<thead>
<tr>
<th>Industry platforms</th>
<th>Corporate publishing</th>
<th>Communication consultancy</th>
<th>Progressive web apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chatbots</td>
<td>Digital trade fair solutions</td>
<td>Crisis communication</td>
<td>Public relations</td>
</tr>
<tr>
<td>Community building</td>
<td>Digital showrooms</td>
<td>Market research</td>
<td>SEO and SEA</td>
</tr>
<tr>
<td>Content creation</td>
<td>Expert positioning</td>
<td>HR development</td>
<td>Social media</td>
</tr>
<tr>
<td>Content marketing</td>
<td>Infographics digital + animated</td>
<td>Podcasts</td>
<td>Websites</td>
</tr>
</tbody>
</table>
Tell us how we can spark your excitement for communication.

Strategy

Gerd Kielburger
Director International Business & Strategy
t +49 931 418-2536
gerd.kielburger@vogel.de

Sales

Please contact your personal sales manager
or

Annika Schlosser
Head of Sales
t +49 931 418-2982
sales@vogel.de
We empower you!

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t +49 931 418-2982
www.vogel.de