



Mediadata 2012





- 1 Title** HANSER automotive
- 2 Kurzcharakteristik** **HANSER automotive** is a practice-based source of information covering every application of automobile electronics. Its readers, who are known by name, are buyers and development, project and applications engineers with a direct interest in products and procurement, and management staff wishing to obtain an overview of products, components and systems.
- The magazine accordingly contains reports in the form of specialised articles, interviews and brief contributions on products, systems, trends and the latest developments in vehicle electronics, as well as on consumer and industrial products and solutions from industries such as telecoms/datacoms, which are suitable for use in cars. In addition articles about e-mobility and electronics in mobile machines complete the information portfolio.
- 3 Target group** Entwicklungs-, Projekt- und Applikationsingenieure – tätig bei KFZ-Herstellern oder in der Automobilzulieferindustrie
- 4 Publication** 7 issues per year + 4 special issues
- 5 Size of magazine** DIN A4
- 6 Volume** 11th volume 2012
- 7 Subscription** Yearly subscription € 82,00
Single copy € 15,80
(Price incl. VAT and plus postage)
- 8 Organ** –
- 9 Memberships** –
- 10 Publishing house** Carl Hanser Verlag GmbH & Co. KG
Postal address: Postfach 860420,
81631 Munich/Germany
Kolbergerstr. 22, 81679 Munich/Germany
Tel.: +49 89 99830-0 · Fax: +49 89 984809
www.hanser.de · info@hanser.de
- 11 Publisher** Carl Hanser Verlag GmbH & Co. KG

- 12 Advertisement** Martin Ricchiuti (Advertisement manager)
Tel.: +49 89 99830-686 · Fax: +49 89 99830-623
ricchiuti@hanser.de
- Regina Nowak (Mediaberatung)
Tel.: +49 89 99830-411 · Fax: +49 89 99830-623
regina.nowak@hanser.de
- Annette Anthony (Advertisement planning)
Tel.: +49 89 99830-218 · Fax: +49 89 99830-623
anthony@hanser.de
- 13 Editors** Dipl.-Ing. (FH) Klaus Oertel (Editor-in-chief)
Tel.: +49 89 99830-425 · oertel@hanser.de
- Susanne Hartenstein (Editorial assistant)
Tel.: +49 89 99830-594 · Fax: +49 89 99830-623
hartenstein@hanser.de

14 Peripheral analysis 2010 = 8 issues

Total	512 pages = 100,00 %
Editorial part	364 pages = 71,10 %
Advertisement part	148 pages = 28,90 %
thereof:	
Job advertisements	3 pages = 2,00 %
Self promotion advertisements	16 pages = 10,80 %
Inserts	0 pages = 0,00 %
Supplements	3 Stück
15 Content analysis	364 pages = 100,00 %
Components	55 pages = 15,10 %
Product presentations	51 pages = 14,00 %
Systems	51 pages = 14,00 %
Design- & Engineering Tools	51 pages = 14,00 %
e-Mobility/Hybridtechnology	36 pages = 10,00 %
Measurement- and testing technology	35 pages = 9,60 %
AUTOSAR + FLEXRay + GenIVI	24 pages = 6,60 %
Off-Highway	7 pages = 1,90 %
Industrial news	23 pages = 6,30 %
Interviews	10 pages = 2,70 %
Editorial/Content/preview/legal notice	21 pages = 5,80 %



1 Audited distribution



2 Circulation analysis

Average number of copies per issue (1 July 2010 – 30 June 2011)

Print run	14.000		
Number of distributed copies	13.699	thereof other countries	674
Sold copies	323	thereof other countries	42
Subscriptions	322		
Other distribution	1		
Free copies	13.376		
Voucher copies, archive copies	301		

3 Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	95,1	13.025
Other Countries	4,9	674
Number of distributed copies	100,0	13.699



1 Branch of industry

WZ 2008	Recipient groups (classified by industry/trade)	Proportion of total circulation	
		%	Copies
29/30	Manufacture of automobiles and automobile parts including automobile supplier companies	56.1	7.492
27.3/29.31	Manufacture of cables and electrical installation materials; manufacture of electrical and electronic equipment and objects for automobiles	3.8	521
26.11	Manufacture of electronic devices	8.9	1.220
26.51.1	Measurement, control and regulation technology; manufacture of electronic measurement, control, navigation and similar instruments, installations and devices	14.4	1.972
28.3	Manufacture of agricultural and forestry machines	2.7	374
62.01.9	Software development automobile	2.1	288
72/71.12.2	Research and development; engineering consultants for technical planning	11.5	1.763
	Miscellaneous	0.5	69
	Number of distributed copies	100.0	13.699

1.2 Size of organisation

	Proportion of total circulation	
	%	Copies
Up to 49 employees	39.6	5.426
50-99 employees	9.4	1.289
100-199 employees	10.2	1.397
200-499 employees	7.3	1.000
500-999 employees	7.6	1.042
More than 1,000 employees	24.5	3.354
Miscellaneous	1.4	191
Number of distributed copies	100.0	13.699

2.1 Job characteristics

2.1.1. Position in organisation

	Proportion of total circulation	
	%	Copies
Company management	18.9	2.590
Technical management	14.1	1.931
Research/development, design, software development	51.9	7.110
Technical purchasing	8.0	1.095
Marketing/PR	4.0	549
Miscellaneous	3.1	424
Number of distributed copies	100.0	13.699

Special forms of advertising
engineering guide, annual calendar and eMobility poster



engineering guide

Pay 1 x – featured 7 x –
in the column of your choice

Format: 57 x 77 mm (w x h)

Cost: € 994.00 for 7 issues

Columns: Made-to-order · Databases · Development tools · Development services · Development consulting · Measurement technology · Organizations · Test and measurement facilities · Quality management · Technology-Transfer · Associations · Certifications



HANSER automotive calendar

DIN A1 wall calendar – sustained annual advertising
365 days of presence at your target group!

Field format: 70 x 60 mm (w x h)

Cost: € 990.00

Distribution: Insert in the last HANSER automotive issue of the year



eMobility competency poster

DIN A1 poster illustrates the eMobility company landscape – also interactively on
www.hanser-emobility.de

Print: Logo insert in the field of competency of your choice

Online: Company portrait and link

Cost: € 300.00

Distribution: Insert in HANSER eMobility Special issue2

Edition	Deadlines	Special topics	Product and theme focus	Trade fairs & events
1-2	Editorial deadline: Jan. 11, 2012 Close of advertising: Feb. 6, 2012 Publication date: Feb. 23, 2012	Mobile Machines / Off-Highway Components for Electric / Hybrid vehicles	Automotive semiconductors (active components) (ICs, Embedded systems, vehicle communication, networking, controllers) Engineering Tools (Controller design, diagnostics, simulation, testing, model-based design) Measuring, testing, certifying Embedded systems	Embedded World , Nuremberg, Feb. 28-March 1. Efficiency Day , Stuttgart, Feb. 14. elektro:mobilia , Cologne, Feb. 22-23.
3-4	Editorial deadline: Feb. 22, 2012 Close of advertising: March 20, 2012 Publication date: April 10, 2012	Infotainment / Telematics (components, displays, operating systems, graphics controllers, data transmission / protocols) AUTOSAR (tools, processes, methods)	Mechatronics / Electro mechanics / vehicle wiring (electric motors, plug connectors, switches, keys, relays, vehicle wiring, pc boards, wires, development tools, connection techniques, control elements) Safety & Security (development tools, components, SIL systems, ISO26262, safety electronics)	SAE World Congress , Detroit/USA, April 24-26 Hannover fair (Mobilitec), April 23-27 eCarTec , Paris/F, April 3-5
HANSER eMobility 1	Editorial deadline: March 19, 2012 Close of advertising: April 13, 2012 Publication date: May 3, 2012		Power electronics (DC-DC converters, inverters, MOSFETs, IGBTs) Hybrid / e-vehicle components (ECUs, motors) Energy management, energy storage Charging components (electro mechanics, pluggable connections, wires, charging stations) CarIT/Connected Cars (HMI, displays, range management) Development tools (design, simulation, diagnostics) Measuring and testing technology (measuring instruments, test stations, measuring software, etc.)	Sensor + Test , Nuremberg, May 22-24 Testing Expo , Stuttgart, June 12-14 PCIM , Nuremberg, May 8-10. SafeEMobility , Munich, June 26-27.
5-6	Editorial deadline: March 19, 2012 Close of advertising: April 13, 2012 Publication date: May 3, 2012	AUTOSAR Bus systems (CAN, LIN, Ethernet, FlexRay) GenIVI	Power electronics (DC-DC converters, inverters, MOSFETs, IGBTs) Sensors (ICs, control, protocols) Measuring, testing, certifying (mobile measuring technology, measuring instruments, test automation, diagnostics, EMC, HIL / SIL testing, test stations, measurement software)	Sensor + Test , Nuremberg, May 22-24. Testing Expo , Stuttgart, June 12-14. PCIM , Nuremberg, May 8-10. Zulieferer Innovativ , Ingolstadt PSI5 Forum , Nuremberg
7-8	Editorial deadline: June 14, 2012 Close of advertising: July 10, 2012 Publication date: July 27, 2012	Driver assistance/MMI (opto-electronics, sensors, cameras, data transmission, operating systems, instrumentation, displays) Assemblies for electric and hybrid vehicles	Vehicle wiring / Mechatronics / Electro mechanics (electric motors, plug connectors, switches, keys, relays, vehicle wiring, pc boards, wires, development tools, connection techniques, control elements) Active and passive components (microcontrollers, FPGAs, DSPs, Multicore, resistors, capacitors, inductors, crystals) Jubilee issue – 10 years HANSERautomotive	
HANSER OEM Supplier	Editorial deadline: July 11, 2012 Close of advertising: July 31, 2012 Publication date: Sept. 3, 2012		The reference book for the automobile industry Research & Development, new components & systems, production, service providers, electrical mobility	Automechanika , Frankfurt, Sept. 11-16. IAA Utility vehicles , Hannover, Sept. 20-27. izb (Int. Suppliers Exchange), Wolfsburg, Oct. 10-12.
9	Editorial deadline: July 16, 2012 Close of advertising: Aug. 8, 2012 Publication date: Aug. 28, 2012	Utility vehicles (driver assistance systems, telematics, hybrid concepts)	Driver assistance / MMI (opto-electronics, image processing, sensors (optical, radar, lidar, IR), cameras, data transmission, navigation, GPS based systems, operating systems, instrumentation, displays, head-up displays, speech, haptic systems) Infotainment (navigation, telematics, displays, operating systems, graphics controllers, data transmission (MOST, LVDS, Apix, Firewire, etc.), embedded systems)	Automechanika , Frankfurt, Sept. 11-16. IAA Utility vehicles , Hannover, Sept. 20-27. izb (Int. Suppliers Exchange), Wolfsburg, Oct. 10-12.
HANSER eMobility 2	Editorial deadline: Aug. 23, 2012 Close of advertising: Sept. 18, 2012 Publication date: Oct. 8, 2012 With electrical mobility competency poster		Power electronics (DC-DC converters, inverters, MOSFETs, IGBTs) Hybrid / e-vehicle components (ECUs, motors, etc.) Energy management, energy storage Charging components (electro mechanics, pluggable connections, wires, charging stations) CarIT/Connected Cars (HMI, displays, range management) Development tools (design, simulation, diagnostics) Measuring and testing technology (measuring instruments, test stations, measuring software, etc.)	Elektronik im Kfz , Baden-Baden, Nov 10-11. eCarTec , Munich, Oct. 23-25.
10	Editorial deadline: Aug. 23, 2012 Close of advertising: Sept. 18, 2012 Publication date: Oct. 8, 2012	Preliminary reports on the electronica	Automotive semiconductors (active and passive components) (Embedded systems, vehicle communication, networking, controllers) Engineering tools (Controller design, diagnostics, simulation, testing, model-based design) Measuring, testing, certifying (mobile measuring technology, measuring instruments, test automation, diagnostics, EMC, HIL / SIL testing, test stations)	izb , Wolfsburg, Oct. 10-12. Elektronik im Kfz , Baden-Baden, Nov 10-11. eCarTec , Munich, Oct. 23-25. safetronic.2012 , Munich, Nov. 6-7. electronica , Munich, Nov. 13-16. SPS/IPC/Drives , Nuremberg, Nov. 27-29.
11	Editorial deadline: Sept. 24, 2012 Close of advertising: Oct. 19, 2012 Publication date: Nov. 8, 2012	electronica (product novelties, trends) Safety & Security (development tools, components, SIL systems, ISO26262, safety electronics) Driver assistance/MMI Infotainment	Automotive semiconductors (active and passive components) (ICs, embedded systems, vehicle communication, networking, controllers) Engineering tools (Controller design, diagnostics, simulation, testing, model based design) Measuring, testing, certifying (mobile measuring technology, measuring instruments, test automation, diagnostics, EMC, HIL / SIL testing, test stations) With 2013 calendar	safetronic.2012 , Munich, Nov. 6-7. electronica , Munich, Nov. 13-16. SPS/IPC/Drives , Nuremberg, Nov. 27-29. Test automation in practice , Ulm
Special Automotive Networks and Software Architectures	Editorial deadline: Sept. 24, 2012 Close of advertising: Oct. 19, 2012 Publication date: Nov. 8, 2012	AUTOSAR Ethernet FlexRay GenIVI	Communication electronics/bus systems (FlexRay, CAN, LIN, MOST, IEEE1394, WLAN, Ethernet, LVDS, Bluetooth, GSM/LTE, etc.) Engineering Tools Measurement technology In English	Product Day 2012 – Automotive Networks and Software Architectures , Fellbach

In every issue: **Vehicle components:** Microcontrollers / microprocessors / DSPs, analog technology, programmable logic, communication technology, sensors, power electronics, embedded systems, ASICs
Development tools: Hardware / software development (processes, methods, tools), embedded design, model-based design, diagnostics, simulation, validation, test · **Measuring and testing for development, Testing and trial:** Mobile measuring technology, measuring instruments, test automation, diagnostics, EMC, HIL / SIL testing, test stations · **Regular columns:** Research & Development, Industry news, Market trends, Technical publications, New products



Advertisement rates and formats in € / Euro (surcharges on b/w- and colored advertisements)

Format	Type area width x height (in mm)	Trim size / bleed width x height (in mm) + 3mm trim	Basic rate b/w	2c	4c
Title page	-	210 x 297	Fixed price		4.100,-
1/1 page	175 x 250	210 x 297	4.620,-	4.970,-	5.700,-
2/3 page vertical horizontal	116 x 250 175 x 169	130 x 297 210 x 189	3.080,-	3.460,-	4.220,-
Junior page	122 x 175	137 x 197	2.880,-	3.220,-	3.890,-
1/2 page vertical horizontal	85 x 250 175 x 122	101 x 297 210 x 145	2.340,-	2.580,-	3.070,-
1/3 page vertical horizontal	55 x 250 175 x 80	70 x 297 210 x 105	1.610,-	1.850,-	2.350,-
1/4 page vertical horizontal 2-columns	41 x 250 175 x 58 85 x 122	55 x 297 210 x 85 101 x 145	1.190,-	1.420,-	1.790,-
1/8 page vertical horizontal 2-columns	41 x 122 175 x 29 85 x 58	- 210 x 52 101 x 85	610,-	830,-	1.210,-

Surcharges

Charged on the basic rates

Position surcharges

2nd, 3rd and 4th cover page and fixed placements (1/1, 4c) 10%

Color surcharges

Spot colour on request

Special size surcharge

Special sizes on request, a bleed surcharge will not apply

Classified ads

Job advertisements

1/1 page, 4c € 1,900.--
1/2 page, 4c € 1,000.--

[engineering guide]

Format: 57 x 77 mm (width x height)
For 7 issues a year € 994.--

Ad specials

On request

Special discounts

Frequency Discounts

for bookings within a 12-month period:

3 adverts	6 adverts	8 adverts
5%	10%	15%

Volume discounts

for bookings within a 12-month period:

2 pages	3 pages	5 pages	8 pages
5%	10%	15%	20%

Combination discounts

With simultaneous advertising orders for several technical journals from the publisher, a combination discount will be granted. Rates are available on request.

Fixed inserts

2 pages € 3,840.--
4 pages € 5,690.--

Loose inserts

On request

Insert stickers

On request

Technical details / handling

ask for our factsheet
"electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

Bound insert

Format (untrimmed)

1 sheet (= 2 pages)	216 x 304 mm
1 sheet plus cover	210 x 304 mm
2 sheet (= 4 pages)	432 x 304 mm
3 sheet (= 6 pages)	610 x 304 mm

mm details for width x height. Header trim 4 mm, footer trim 3 mm.

Bound inserts of 8 pages and more on request.

Prices

	Paper weight	
	up to 130 g/m ²	over 130 g/m ²
1 sheet (2-pages)	€ 3,840.--	on request
1 sheet + cover (3 pages)		on request
2 sheets (4 pages)	€ 5,690.--	on request

Bound inserts of six pages and more on request.

Discount

Discount for purchases within 12 months of a minimum:

2 page inserts	3 page inserts	4 page inserts
10 %	15 %	20 %

Supplements

Adhesive label advertising media

Delivery address

Combination discount

The discount in combination with advertisements is made subject to the quantity scale (1 sheet = 1/1 page).

Design note: According to postal newspaper rules, inserts must be designed "advertisement similar" and must correspond with magazine format on a minimum of 3 pages.

Price per thousand: up to 25 g weight € 305.--
Supplements of greater weight on request. Partial supplements on request. Supplements are not subject to discount. With confirmation of order forward a binding example to the publisher, advertising department Hanser automotive.

Required circulation: on request.

Maximum format: 205 x 292 mm (width x height)
Oversized supplements are folded.

For advertisements with adhesive postcards plus € 760.-- (including postage) + adhesive costs

Free to our printing shop:

Sellier Druck GmbH, Angerstr. 54,85354 Freising

Delivery note: For HANSER automotive, edition...

All prices plus value added tax, when stipulated by law

For successful marketing

Specialist magazines and books, online portals, seminars and conferences in the Carl Hanser Verlag
Utilize this ideal platform for your communication with the automotive industry.



HANSER automotive

Specialist magazine for all applications of automobile electronics – platform for sustained technically focused campaigns



hanser-automotive.de

Portal for the automobile industry and its suppliers – individual, measurable and innovative forms of advertising



HANSER automotive Newsletter

News from industry sectors twice weekly – the ideal platform for marketing campaigns at short notice



Seminars and conferences

Transfer of specialist know-how face to face! Position your company through presentations and/or participation in exhibitions.



Hanser specialist books

More than 200 specialist and educational books on all aspects of electrical and electronic engineering.



Special prints

Re-use of objective and factual specialist contributions to support your distribution.

	1/1 page	Junior page	1/2 page, portrait	1/2 page, landscape	1/3 page, portrait	1/3 page, landscape
Type area format:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trimmed format:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105

	1/4 page, portrait	1/4 page, 2 columns	1/4 page, landscape	1/8 page, 2 columns	1/8 page, landscape
Type area format:	41 x 250	85 x 122	175 x 58	85 x 58	175 x 28
Trimmed format:*	55 x 297	101 x 145	210 x 85	101 x 85	210 x 52

All "trimmed" formats have plus 3 mm trim per edge and/or 4 mm header trim.

All measurements in mm (width x height)

Copy transfer

FTP: Access data on application

E-Mail: anthony@hanser.de

Software/file formats

Preferred file format: High end PDF - compiled with Adobe Distiller, setting PDF/X-3:2002 (compatible with Acrobat 4, PDF 1.3; with embedded copy/pictures etc.). Please use transparency reduction without fail! Alternative file formats: QuarkXpress, Photoshop, Freehand, Illustrator, InDesign. All the copy and illustrations used (graphics, logos, etc.) must be stored on the data carrier! In the case of advertisements with bleed, please make provision for 3 mm trim on every side.

Proofs

Please supply a binding color printout for every advertisement which is intended to be exposed. In the case of 4c advertisements, we require a proof with FOGRA media wedge. Color printouts made on color copiers or printers are not binding in respect of colors.

Please give the following information at the same time, without fail:

- Name of publication
- Issue number
- Format/size (if possible, in 1:1 format)
- Enclose paper printout (fax)
- Save advertisements under customer's name - not under the agency's name

Images

Quality and resolution:

To ensure good quality reproduction in the publication, images must be received in a size ratio of 1:1 with a resolution of at least 300 dpi; if received in 1:2, a resolution of 600 dpi, etc.

Mode: CMYK or gray steps.

File formats: PDF, TIF, EPS - closed, typefaces converted as paths/curves. Photoshop EPS- not DCS- or JPEG-compressed, save trim paths of overlays.

Warranty

The printers appointed by us can only expose what is contained on the data carriers you supply. We accept no liability for variations in texts, images, typefaces or colors.

Contact

Annette Anthony (Advertisement planning)
Tel.: +49 89 99830-218 · Fax: +49 89 99830-623
anthony@hanser.de

OEM Supplier 2012

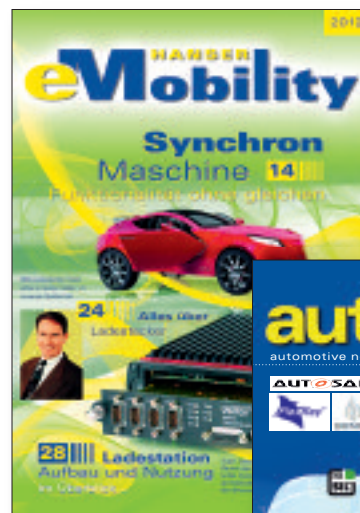
- Reference book for the automobile industry -

Target group:	Technical decision makers, Developers, Design engineers, Buyers, Production experts in the automobile industry and its suppliers.		
Editorial content:	State of play as seen from the product creation processes point of view in the automobile industry		
Print run:	14 000 copies		
Distribution:	Direct mailing to abovementioned target group (not the same as HANSER automotive ; lay-out on relevant trade fairs)		
Forms of advertising and prices:			
Editorial comment	with picture, 4c	€ 350.00 per image	
	Cost of print subsidy		
Company portrait	1/3 page high, 4c		€ 900.00
Advert	1/1 page, 4c		€ 4 900.00



HANSER eMobility Special issue

Target group:	same as HANSER automotive main issues
Editorial content:	Overview of current and future development activities of the predominant players in science and industry on the eMobility topic.
Circulation:	14 000 copies
Distribution:	Supplement in HANSER automotive , therefore the same distribution
Forms of advertising and prices:	see HANSER automotive price list



Special Automotive Networks and Software Architectures

Target group:	same as HANSER automotive main issues
Editorial content:	AUTOSAR, Ethernet, FlexRay and GenIVI; in English; supplementary booklet to Product Day on the same topic
Circulation:	14 500 copies
Distribution:	Supplement in HANSER automotive , therefore the same distribution; Additional distribution on Product Day
Forms of advertising and prices:	see HANSER automotive price list



www.hanser-automotive.de

The online portal for automotive electronics

- **www.hanser-automotive.de** is the online portal for developers of automotive electronics, design engineers and project managers, and is directed at decision makers and personnel undertaking preparatory studies on which decisions are subsequently based.
- Archive of the printed issues as e-paper for free of charge downloading
- Complementary information to the printed issue like event calendar, books, news, whitepaper
- Company and product data base **automotive guide**
- Newsletter – twice a week



Website

Choose between pay per click or run time pricing

Format/Placement	Size in pixel	Price in €/month	1000 clicks in €	guaranteed PI's/month
LeaderBoard-Banner (no rotation)	728 x 90	775,00	120,00	6.000
Banner Homepage top	468 x 60	520,00	80,00	6.000
Banner Homepage left or right	156 x 60	470,00	70,00	6.000
Microsite - Homepage right	on request	625,00	100,00	6.000
SkyScraper-Banner (no rotation)	100 x 500	625,00	120,00	6.000
BoomBox/Rectangle (display when opening an article)	333 x 280	675,00	200,00	4.000

Newsletter

Placement	Period	price in €
Sponsorship Link – before the text	year	2.590,-
Top Text Ad max. 4 lines of 65 characters	week	165,-
Intro Text Ad – max. 8 lines of 65 characters	week	165,-
Body Text Ad – max. 8 lines of 65 characters	week	135,-

Weekly dispatch, every Wednesday and Friday

Product highlight

(product news – placed on top with link; word-file ca. 1000 characters + photo w. 72 dpi) 120 x 250 350,-

Context-sensitiv advertisement
(10 keywords + 1 abstract incl. photo + link) 60,-

Marketplace (2 lines + link) 100,-

Prize competition on request

Technical requirements

Banner specifications

GIF or JPEG: max. 15 - 20 kB
HTML, DHTML, Javascript: 6.000 characters

Website – Service

- Possibility of monthly change of banner without charge
- Reporting: a) With link - information via PIs and clickthroughs
b) Tracking from own server

Product database

The convenient search facility for your company and products

Standard entry (free of charge):

- Assignment to a category
 - Address with inactive homepage
- Self-entry possible; clearance takes place after check on information by the publisher.

Premium entry (chargeable): € 300,-/year

- Assignment to up to three categories
- Address with active link to homepage
- Logo, Company profile
- Direct contact by email

The minimum booking period is 12 months, payable annually in advance. Other services on application.

Contact

Regine Nowak · regine.nowak@hanser.de
Tel.: +49 89 99830-411 · Fax: +49 89 99830-623

Germany

Annemarie Scharl-Send
sales & communications Medienagentur
Kirchfeldstraße 9, 82284 Grafrath
Tel.: +49 8144 9969-512
Fax: +49 8144 9969-514
a.scharl-send@salescomm.de

Other

Switzerland

Rico Dormann
Media Consultant Marketing
Moosstr. 7, Briefadresse: Postfach 574
8803 Rüschtikon, Schweiz
Tel.: +41 44 7208550
Fax: +41 44 7211474
dormann@rdormann.ch

Italy

com3orlando sas
Via dei Benedettini, 12
20146 Milano (Mi) Italy
Tel.: +39 02 4122158
Fax: +39 02 483019 81
orlando@com3orlando.it
Your contact: Nicola Orlando

Spain/Portugal/Latin america

Consulting Eckart May, SL
Mediamarketing
Pza de Duque de Medinaceli, 2-3° 1a
08002 Barcelona, Spain
Tel.: +34 934 126292
Fax: +49 321 21250738
info@cemediia.net
Your contact: Eckart May

Great Britain/Ireland/USA

Robert G. Horsfield International Publishers
Representatives
Daisy Bank, Chinley
High Peak, Derbyshire SK23 6DA, England
Tel.: +44 1663 750242
Fax: +44 1663 750973
ekania@btopenworld.com
Your contact: Edward J. Kania

Japan

Pacific Business Inc.
Mr. Yoshinori Ikeda
Matsuda Bldg., 2-4-6
Kayabacho-Nihonbashi, Chuo-ku,
Tokyo 103-0025, Japan
Tel.: +81 3 36616138
Fax: +81 3 36616139
pbi2010@goL.com

China/Singapore/Hong Kong/Taiwan

Ringier Trade Publishing Ltd.
Head Office
9/F., Cheong Sun Tower
118 Wing Lok Street
Sheung Wan, Hong Kong
Tel.: +852 2369-8788
Fax: +852 2869-5919
mchhay@ringier.com.hk
Ihr Ansprechpartner: Mike Hay
Ihr Ansprechpartner für China:
Marco Chang
Tel.: +86 21 6289-5533 ext 101
marco@ringiertrade.com

Republic of Korea

Hau International, 407
Jinyang Sangga,
120-3 Chungmuro 4 ga,
Chung-ku, Seoul, Republic of Korea
Tel.: +82 2 720-0121
Fax: +82 2 720-0122
hauintl@chol.com
Your contact: Chan Li

Der direkte Weg zu Ihrer Zielgruppe – Hanser Fachzeitschriften



Carl Hanser Verlag GmbH & Co.KG
 Kolbergerstr. 22
 81679 Munich/Germany
 Tel.: +49 89 99830-0
 Fax: +49 89 984809
 info@hanser.de
 www.hanser.de/mediadaten