



# cti magazine

Media Information



Valid from: 1 July 2022

After a two-year break cti magazine will return in

**DECEMBER 2022**

The cti magazine covers topics related to intelligent, electrified automotive drivetrains, its components and infrastructure. It provides even more industry information beyond the extensive lecture programme and exhibition of the CTI SYMPOSIUM.

The authors of the articles are industry and technology expert addressing solutions and insights for the challenges of future mobility in their contributions.

The cti magazine is published in English and distributed to our extensive database as well as online and social media. It is the perfect complement to presenting a lecture and/or showcasing products at the cti events by contributing specialist articles or placing product news and adverts.

We are happy to provide more details and discuss opportunities to meet your objectives.



# Distribution

Printed copies



600

Digital Distribution



15,000

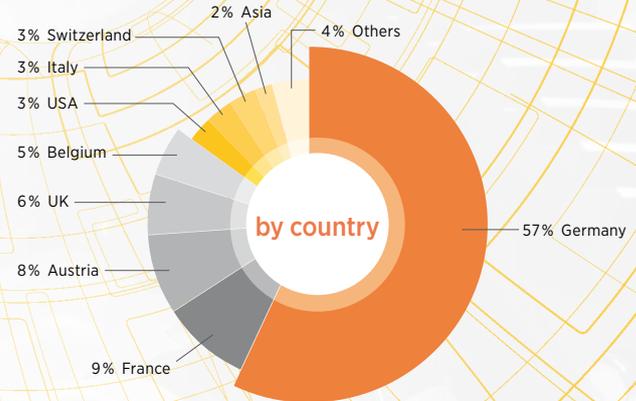
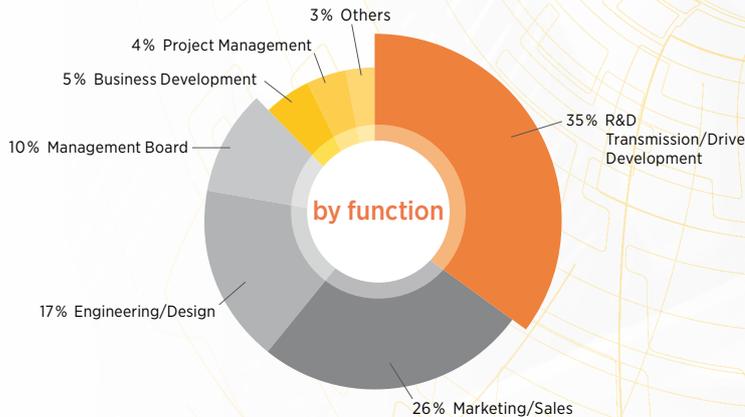
(downloads, emailing,  
page impressions / e-paper)

Social Media



6,000

(contacts)



# Article Guidelines

Submission due: 12 October 2022

to [svenja.palm@car-training-institute.com](mailto:svenja.palm@car-training-institute.com)

## Please read before writing your article

- › Make your article focused, interesting and above all advertising-free!
- › Position yourself and your company as experts, and hence as competent contacts in your field
- › Promote CTI Magazine as a valuable business magazine

### Content

- › Technically orientated professional article: Focus on a precisely defined technical aspect (i.e. research results, new technology, new development tools). Present the approach, the methodology, the specific development result and the innovation.
- › Professional article on market, product or technology strategies: Focus on a precise subject, present your argument clearly and support it with facts.

### Article length

- › Maximum length: 10,000 to 12,000 characters incl. spaces (approx. 850 words/page; max. 3 pages)

### Language

- › English

### Images

- › Please send 3 – 6 pictures (or graphics) incl. caption(s) for your article. Make sure you own the rights to these images, and always quote the copyright endorsement.
- › Please send images separately, not in a Word document. Colour images require a resolution of 300 dpi.
- › CTI will agree the article layout with the author before publication.

### Article Structure

- › Details about the author: Please provide your name, first name and position in English, as well as the name of your company. The author's name will stand between the lead copy and the body copy.
- › Tips for the introduction and conclusion: These two text-elements are of crucial importance to the reader. They show where the text is leading to and what is summed up, they inform about the results and at the same time encourage to read on.
- › Tip for the subheadings: They inform and guide readers who are in a hurry and draw them into the text, i.e. operation strategy, system dynamics, control optimization.
- › Internet Links: Please place Internet links under the heading 'more information' at the end of your article. These links should provide further material that is relevant to the content of your article.

# Adverts

Format: DIN A4

## Advert 1/2 page

210 × 135 mm  
(8.27 × 5.31 inches) landscape  
+ 3 mm (0.12 inches), 4 side-trim



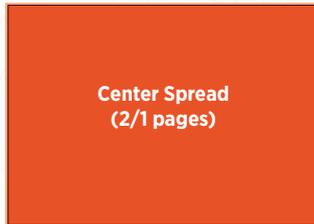
## Advert 1/1 page

210 × 297 mm  
(8.27 × 11.69 inches) portrait  
+ 3 mm (0.12 inches), 4 side-trim



## Center Spread

420 × 297 mm  
(16.54 × 11.69 inches) landscape  
+ 3 mm (0.12 inches), 4 side-trim



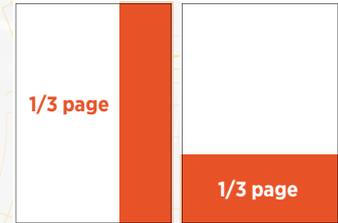
Please send us your advertisement as a "Print pdf X3" file (CMYK only)

## Advert 1/3 page

Portrait: 70 × 297 mm  
(2.76 × 11.69 inches) portrait

Landscape: 210 × 89 mm  
(8.27 × 3.50 inches) portrait

+ 3 mm (0.12 inches), 4 side-trim



## Special Formats

### Branded Banderole

around the Magazine  
front: 210 mm (8.26 inches) width

**Other formats and prices are available on request.**



# Pricing



## Editorial article (max. 3 pages)

- › Regular price 1,499 EUR
- › Special price for exhibitors / sponsors at one of our CTI Symposia 1,299 EUR



## Advertisement

	1/3 Page	1/2 page	1/1 page	2/1 pages
› Page 1 (not front cover)	-	1,499 EUR	1,799 EUR	-
› Inside	800 EUR	999 EUR	1,299 EUR	-
› Inside back cover	-	1,299 EUR	1,499 EUR	-
› Back cover	-	1,799 EUR	2,099 EUR	-
› Center Spread	-	-	-	2,899 EUR

10 % discount when booking editorial paper and advertisement together.

# Let's discuss the details.



Senel Celik

Sales Director – Car Training Institute  
Phone: +49 211 887 43-3727  
[senel.celik@car-training-institute.com](mailto:senel.celik@car-training-institute.com)



# General terms and conditions

## 1. Services to be provided by CTI

The services to be provided by CTI Car Training Institute, a business unit of EUROFORUM Deutschland GmbH (hereinafter referred to as “CTI”) are specified in the booking form.

## 2. To be provided by the customer

- a) In return for the services to be provided by CTI, as specified in the booking form, the customer undertakes to pay the appropriate remuneration, which is also specified in the booking form, in accordance with the fees charged by CTI on receipt of the booking confirmation.
- b) Payment is to be made on invoicing.
- c) In the event of a delay in payment on the part of the customer CTI shall be entitled to charge annual interest on arrears amounting to 5% above the base lending rate (§ 247 para. 1 of the German Civil Code). CTI further reserves the right to claim additional damages for default of payment. Similarly, the customer has the right to submit proof that no damages were caused or that the amount of damages was much lower than claimed by CTI.
- d) If the deadline given by CTI for the delivery of the customer’s article is not met, CTI does not guarantee the publication of the respective article. A refund of the agreed remuneration is excluded.

## 3. Guarantees and liability

- a) The customer guarantees that he holds the required rights to all names, logos, monograms, photographs, etc. that he wishes to use and that these are permitted without reservation – and may be used by CTI - under company and trademark law and under the rules of competition and trade.
- b) The customer shall be liable for all claims for damages made by third parties, who for whatever legal reason are connected with a breach of the said guarantees in accordance with § 3 a), as well as for all resulting costs (including legal defence costs) incurred by CTI.

## 4. Date of commencement

The contract commences with the signing of the booking form by the customer.

## 5. Right of cancellation by CTI

CTI reserves the right to withdraw from the contract in the following circumstances:

- a) if the event is cancelled or in case of poor participation in the CTI Magazine.
- b) where obligations to third parties involved in the organisation of the event, including conference speakers, hotels, etc., whose full details were not known on the contract signing date, impose conditions that render the fulfilment of the said contract impossible
- c) if the customer fails to submit the required documentation by the agreed deadline
- d) if the customer has filed for bankruptcy.

In all the aforementioned circumstances the payments and fees made under the statutory provisions shall be refunded, either wholly or in part, to the customer. Claims for damages or any other claims on the part of the customer shall not be considered.

## 6. Right of cancellation by the customer

- a) Cancellation by the customer must be drawn up in writing and signed.
- b) Where cancellation is made more than 4 weeks before the date of publishing the CTI Magazine, 50% of the total amount invoiced shall be charged.
- c) If cancellation is made less than 4 weeks before the publishing date of the event the full amount invoiced shall be payable.
- d) The amount of the cancellation fee shall essentially be determined by the date on which written notification to cancel is received.

## 7. Anti-corruption rules

### (1) Anti-corruption and anti-bribery/definitions

(1.1) The partner and EUROFORUM all declare that they will oppose any form of bribery and corruption and abide by the legal provisions to that effect.

'Bribery and corruption' means the abuse of entrusted authority to personal advantage, including the offering, promise, provision, acceptance or solicitation of a personal benefit in return for an illegal or ethically unacceptable action, the breach of a duty of loyalty or any other improper action, or the offering of a remuneration to a person, company or agency for such an action, and especially criminal offences as defined in sections 298, 299, 333, 334 of the German Criminal Code (StGB). Personal benefits include all forms of gifts, loans, fees, rewards or other inducements (taxes, services, donations, etc.).

(1.2) The obligations as set down under the above Clause (1.1) also apply to all employees of the partner and EUROFORUM, particularly executive directors, business managers, senior staff members, employees and any other persons acting in the name of the company.

### (2) Regulations/damages and right of cancellation

(2.1) The partner declares, affirms and pledges:

- a) that neither he nor his employees
  - i. in accepting and fulfilling their duties in accordance with this agreement, will act or have acted in breach of the obligation to refrain from bribery or corruption, as set forth under Clause (1), and
  - ii. have neglected any actions needed to comply with the obligation to refrain from bribery and corruption, as set forth under Clause (1);
- b) that he will immediately notify EUROFORUM of any infringement of this Clause that may come to his attention;
- c) that he has in place his own guidelines and procedures for ensuring compliance with the obligation to refrain from bribery and corruption, as set forth under Clause (1), and will adhere to these for the duration of the agreement and will enforce them as and when necessary.

(2.2) Any culpable breach by the partner of the obligations set forth under Clauses (1) and (2.1) above, unless minor in nature, shall entitle EUROFORUM to terminate any existing agreements or contracts with immediate effect and without notice, regardless of any other rights such as the right of cancellation and withdrawal, or to withdraw from them. EUROFORUM reserves the right to recover any damages or losses sustained.

## 8. Applicable law, place of jurisdiction and performance

The present contract shall be governed by German law, to the exclusion of UN Sales Law. Where legally permitted, it is agreed that the place of jurisdiction and performance shall be Dusseldorf.