



TRADE-FAIR
DISCOUNT
30% OFF
PROMOCODE
#IZB-AI-2026



IZB Trade-Bundle-Offer:

International Suppliers Fair (IZB)

27 to 29 October 2026

Wolfsburg



Factsheet

overview about our reachout!

Facts and figures

16.258

copies

Print: 8.300 + E-Paper: 7.958
(Q3/2025 IVW)



28.484

Registered readers

on our specialist portal

8.976

generated customer leads

in 12 months

27.653

Newsletter subscriptions

(Daily)

88.811

fans & followers

via Social Media

279.793

visits

per month

451.754

Page Impressions

per month



»Automobil Industrie« considers the entire value chain



use »Automobil Industrie« to reach the entire automotive industry. Connect your company with all relevant industry target groups.



generate qualified leads to boost your business





our trade-fair offers

IZB 2026

#package 1

The Big Pack

Print-Part:

- **1/1 page AD** in the IZB-Trade-Edition
(possible as Advertising or Advertorial)
1/1 Seite = € 6,490

Newsletter-Part:

- **1x Text AD** in the IZB Special-Newsletter
Date: 05.10.2026
Text AD = € 2,000

Online-Part:

- **Content AD Banner** 20.000 Ad Impressions for your trade-fair marketing
CPM = € 175 with 20.000 Ad Impressions = € 3,500

Campaign-Price: €11,990

-30% Special-Price/ Promocode: #IZB-AI-2026

TOTAL: € 8,393



#package 2 middle-sized

Print-Part:

- **1/2 page AD** in the IZB-Trade-Edition
(possible as Advertising or Advertorial)
1/2 page= € 4,190

Online-Part:

- **Content AD Banner** 20.000 Ad Impressions for your trade-fair marketing
CPM = € 175 with 20.000 Ad Impressions = € 3,500

Campaign-Price: € 7,690

-30% Special-Price/ Promocode: #IZB-AI-2026

TOTAL: € 5,383



#package 3 small but smart

Print-Part:

- **1/4 page AD** in the IZB-Trade-Edition
1/4 page = € 2,490

Online-Part:

- **Content AD Banner** 10.000 Ad Impressions for your trade-fair marketing
CPM = € 175 with 10.000 Ad Impressions = € 1,750

Campaign-Price: € 4,240

-30% Special-Price/ Promocode: #IZB-AI-2026

TOTAL: € 2,968



**Lets talk
about your
communication-strategy !**



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