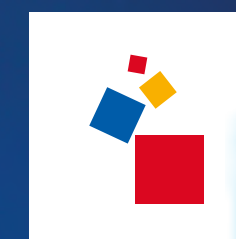


# News, experts and industry insights

Find out more and become an advertising partner!  
[automotive.messefrankfurt.com](https://automotive.messefrankfurt.com)



## Gateway to Automotive

## Media kit 2025





# It gets the industry moving – and you're at the heart of it all.

**Gateway to  
Automotive**

**Media kit  
2025**

Our industry portal Gateway to Automotive combines the latest news for workshops, dealerships and manufacturers with expert knowledge and the sector's top suppliers. We bring you exclusive stories from the automotive world, show trends and predictions for future mobility and track new developments worldwide.

Gateway to Automotive is the ideal platform for you to present your brand directly to an international trade public for maximum visibility. Secure one of the exclusive advertising slots today and help shape the world's automotive future! As one of our advertisers, you'll be part of the Gateway community.





# Targeted approach, maximum effect.

Gateway to  
Automotive

Media kit  
2025



## Optimal reach

On our sector portal, you'll gain visibility with all the target groups at our global automotive events. Why not make the most of this synergy, with 35 trade fairs, events and conferences worldwide – even if you're not an exhibitor?



## Strong brand presence

High-level image building: you'll benefit from exclusive insights and reports by the industry's leading thinkers. Put your company and expertise in pole position.



## Valuable leads

Be what they are looking for: present your products and solutions to a target group that's highly specialised, and perfectly tailored to you. Where? On the central platform for international industry news.



# Advertorials

~~4,000€~~  
**2,500 €**



## Your content in the spotlight.

Your brand at the heart of industry news and trends. Whether it's an article in the trade media, interview or press statement, advertorials are a way to showcase your expertise and convert your target group using credible content.

## Why choose an advertorial?

- + Hit the spot: positioned alongside top-quality industry articles.
- + Focus on target groups: this is where decision makers seek solutions.
- + Flexible: the ideal way to explain a complex product.

## Your package:

- ✓ Header photo, headline, teaser and editorial text (DE & EN), 3–5 images
- ✓ Distribution via sector hub and social media
- ✓ Optional: report on page impressions

# Online banner

~~from 3,105€~~  
**from 1,900 €**



## An image boost for your brand

Grab attention by positioning yourself on our sector hub – right where decision-makers are looking for insights and solutions. As it's embedded in editorial content, you'll gain exclusive visibility and strengthen your brand image.

## Why choose an online banner ad?

- + Shape your image: be seen as an expert.
- + Authentic: reach your target group in the editorial section.
- + Exclusive: limited openings available.

## Your package:

- ✓ Banner formats 10:1 (1,140 x 114 px) or 6:1 (1,140 x 190 px), inc. link
- ✓ Run time: 12 weeks
- ✓ Optional extra: report on page impressions after 2 months

**Gateway to  
Automotive**

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2025**



# Company Profile Plus

~~10,462.50€~~  
**7,500 €**



## Make your skills visible.

Showcase your offering on our international sector hub and create a strong Company Profile Plus in our directory of suppliers. Stage your skills and increase your reach using custom keywords.

## Why choose a Company Profile Plus?

- + It's visible: you'll be at the heart of an international network with some 17,000 active, established industry members.
- + It has a lasting impact: this year-round marketing presence within a relevant search tool has an impact that stays the distance.
- + It's targeted: custom areas of interest mean you speak straight to the right users without wasting coverage.

## Your package:

- ✓ Company name, address and contact details
- ✓ Company page (text of 8,000 characters each in DE + EN + 1 image)
- ✓ 3 freely customisable content pages (text of 7,000 characters each in DE + EN + 1 image)

# White paper

~~4,000€~~  
**2,500 €**



## Share expert knowledge.

Our sector hub is specific to your target groups. It makes a highly attractive platform on which to publish your white papers. This is the ideal way to transfer knowledge: right alongside news, insights and an international company and product search engine.

## Why choose a white paper?

- + Hit the spot: it's positioned right alongside top-quality industry articles and the latest sector news.
- + Be relevant: b2b target groups are really interested in reliable content.
- + Blaze a trail: position your company as both a forerunner and provider of market analysis and solutions.

## Your package:

- ✓ White paper as a PDF (max. 25 MB), header photo, headline, teaser, white paper title, teaser graphic and download text
- ✓ Distribution of the white paper via our sector hub, social media and newsletter

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For details of all products and booking