

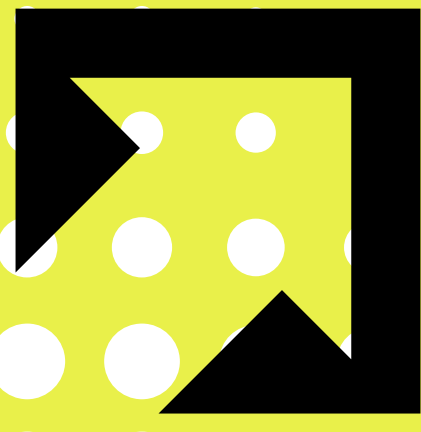
presented by ECKELT CONSULTANTS

MEDIA DATA

IQ

THE BUSINESS MAGAZINE
FOR THE EXECUTIVES
OF TODAY AND TOMORROW

**TOP
COMPANY
GUIDE**



MEDIA DATA 2024

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TOP COMPANIES



SINCE 2004





IDEA: TOP PRESENTATION OF TOP COMPANIES



The Top Company Guide is a comprehensive PR and marketing tool for your corporate and employer branding. It is a top presentation of top companies.

The Top Company Guide was launched in 2004 as a business magazine for the »top executives of today and tomorrow«. Nineteen years later, almost every key player in the industry, be it manufacturer, supplier or service provider, uses this publication as its communication platform for high-profile image transfer.

The who's who of decision-makers contribute to the magazine with specialist articles. The focus is on companies and their key actors, who are presented on an equal footing.

The combination of informative interviews, exciting adventure reports and company presentations will place your article in a varied and attractive context. The Top Company Guide thus presents an exceptional framework for the image transfer of your company and its top representatives.

This high-quality magazine acts as a comprehensive PR and marketing tool in which you can present the qualities that make you attractive as an employer and thereby widely increase your visibility. Meaningful positioning ensures that you make a lasting and positive impression on high potentials,

partners and also, of course, your customers. The magazine doesn't just bring world-famous companies in the industry into the limelight, it also puts the focus on many »hidden champions«.

There are many reasons why the Top Company Guide is the right platform. The most conclusive, and at the same time simplest, reason is the top presentation of top companies.

3 REASONS TO CHOOSE THE TOP COMPANY GUIDE

/ THE BUSINESS MAGAZINE FOR THE EXECUTIVES OF TODAY AND TOMORROW

presents your company as a top employer among first class industry environment.

/ THE MANAGEMENT TOOL

for outstanding corporate und employer branding.

/ THE IMAGE TRANSFER

between product, brand and your top representatives leads to positive effects in corporate communications.

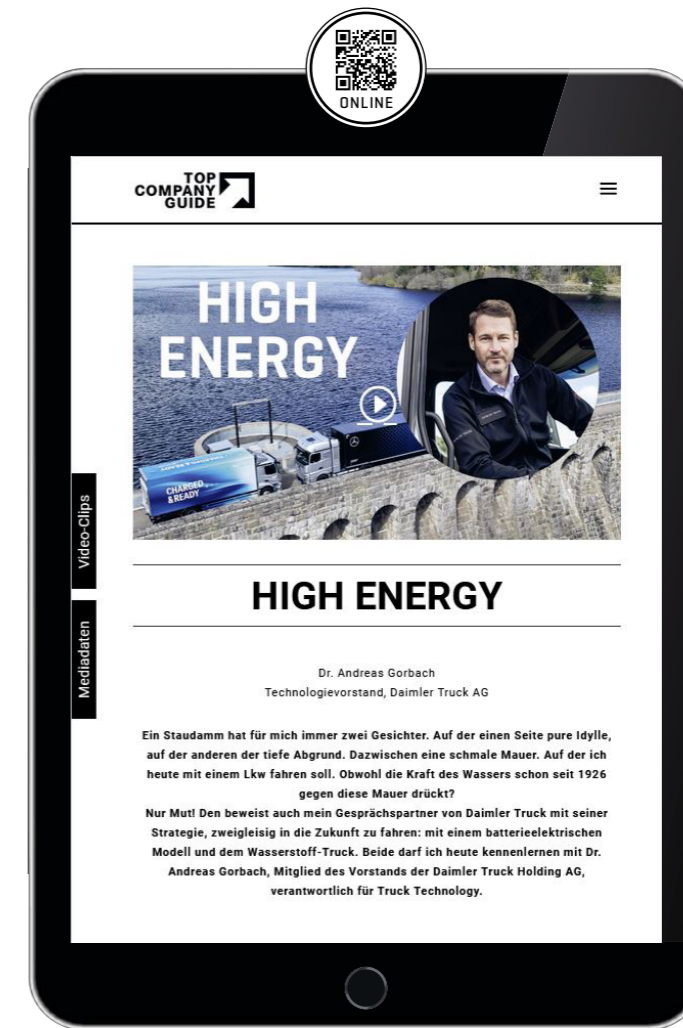
MEDIA MIX: INTEGRATED MARKETING PRINT + ONLINE + SOCIAL MEDIA



Ein Staudamm hat für mich immer zwei Gesichter. Auf der einen Seite pure Idylle, auf der anderen der tiefe Abgrund. Dazwischen eine schmale Mauer. Auf der ich heute mit einem Lkw fahren soll. Obwohl die Kraft des Wassers schon seit 1926 gegen diese Mauer drückt?

Nur Mut! Den beweist auch mein Gesprächspartner von Daimler Truck mit seiner Strategie, zweigleisig in die Zukunft zu fahren: mit einem batterieelektrischen Modell und dem Wasserstoff-Truck. Beide darf ich heute kennenlernen mit Dr. Andreas Gorbach, Mitglied des Vorstands der Daimler Truck Holding AG, verantwortlich für Truck Technology.

Dr. Andreas Gorbach
Technologievorstand
Daimler Truck AG



DAIMLER TRUCK
FILM-CLIP



FOLLOW ME ON LINKEDIN
Dr. Wolfgang K. Eckelt

www.top-company-guide.com

THE PRINT MAGAZINE

The print magazine is published once a year. Within a year, it is distributed through various channels. The high-quality form and appearance of the magazine gives it distinctiveness every year, as a »coffee-table business magazine« with a collector's character.

FILM CLIP

For selected articles (Interviews / Brand Personality Stories / Driving Experience) we offer the creation of an individual video clip as an option to the photo shoot.

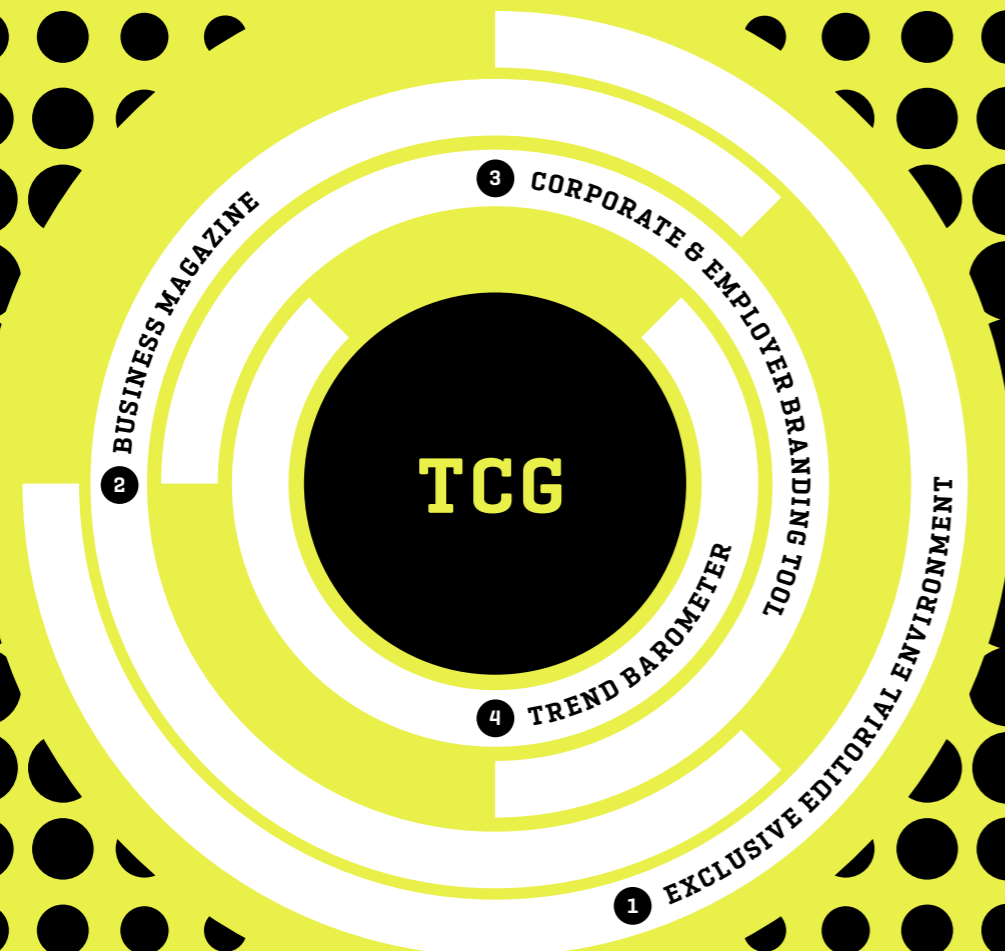
THE ONLINE MAGAZINE

As part of integrated marketing concepts, the online platform supplements the Top Company Guide offering throughout the year. Most publications can be booked as a package for print and online.

SOCIAL MEDIA

All articles are featured and published via LinkedIn by the publisher, Dr. Wolfgang K. Eckelt, with more than 30,000 followers. A valuable addition to print and online.

EDITORIAL CONCEPT: CORPORATE IMAGE



THE TOP COMPANY GUIDE PROVIDES ALL INFORMATIONS FOR THE EXECUTIVES OF TODAY AND TOMORROW:

- 1 positions itself through its high-quality editorial setting
- 2 is the annual business magazine for professional decision-makers and executives of today and tomorrow
- 3 is the ideal communication platform for top-class corporate and employer branding
- 4 shows trends in markets and industries and supports career planning

The business magazine for the executives of today and tomorrow. The Top Company Guide offers a high-quality editorial environment and is thus the ideal communication platform for valuable and effective image transfer.

Through the well-planned mix of editorial and commercial content under the banner of corporate image and employer branding, the publication offers a platform that presents each participating company in the best possible way.

The Top Company Guide is a coffee-table business magazine with diverse, attractive topics presented by industry insiders. So it is not surprising that the publication appeals to and inspires around one third of all university graduates and senior managers as well as 40% of all executives.

A fresh change in perspective, a fine sense for nuances and a sophisticated, dramatic visual layout create an exciting and extraordinary mix that is always new and stimulating.

THE BUSINESS MAGAZINE

for young academics, graduates, young professionals, high potentials, specialists and executives in the automotive sector. Practical information on vocation and career as well as future-oriented visions from industry insiders make the magazine an encyclopedia for the industry.

THE TOP MEDIUM

with a unique selling point and clear reference to the automotive industry as well as important insights to companies, strategies and products.

THE RECRUITING TOOL

for corporate and employer branding as well as your qualities as an employer.

IMAGE CULTIVATION

gives your company effective tools for your PR and public relations work.

THE AUTHOR FORUM

offers renowned authors the opportunity to publish articles on current trends and future developments.

THE INTERVIEW FORUM

conducts interviews with decision-makers from industry, business, science and politics – always up to date and with its finger on the pulse.

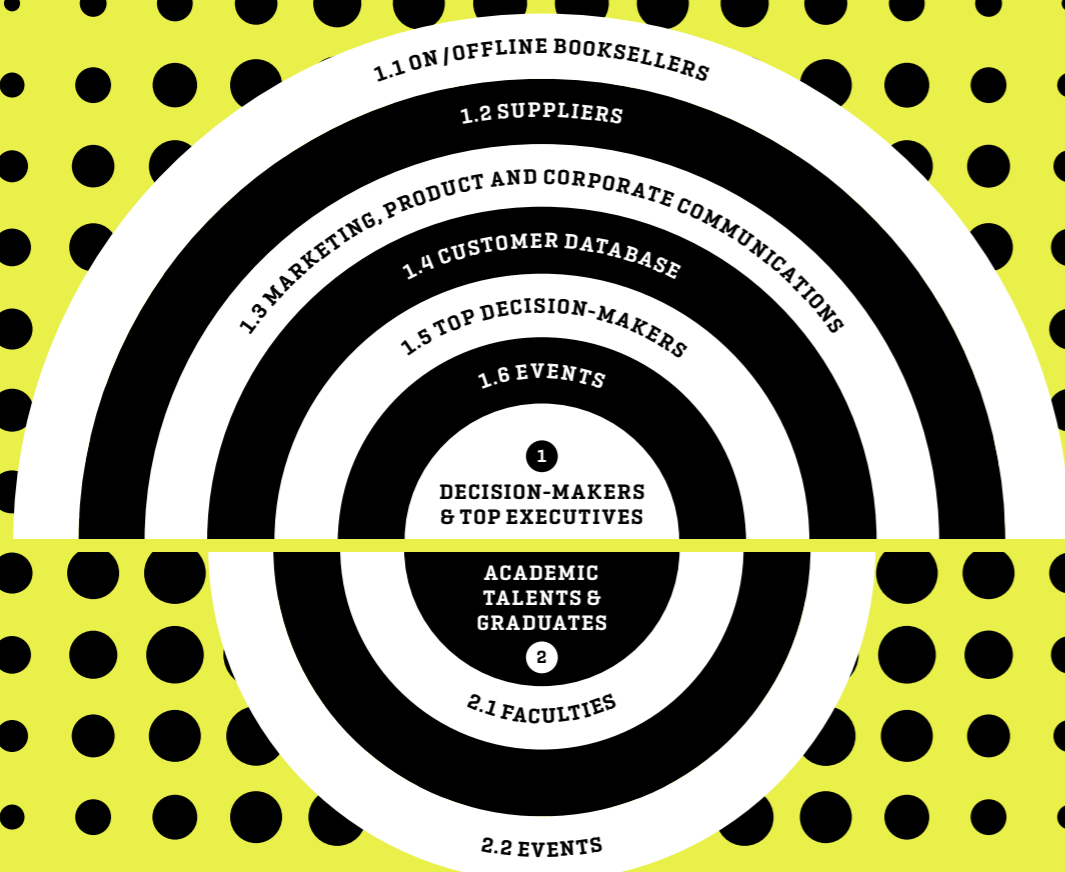
THE WEBSITE: TOP-COMPANY-GUIDE.COM

offers additionally to the magazine a digital range extension for integrated marketing concepts.

THE DISTRIBUTION / MEDIA PARTNER

precisely and efficiently reaches a very broad target group through various communication channels.

TARGET GROUP-FOCUSED SALES CHANNELS



THE READERS OF THE TOP COMPANY GUIDE ARE TOP DECISION-MAKERS



SALES + READERSHIP: DISTRIBUTION CHANNELS AND TARGET GROUPS

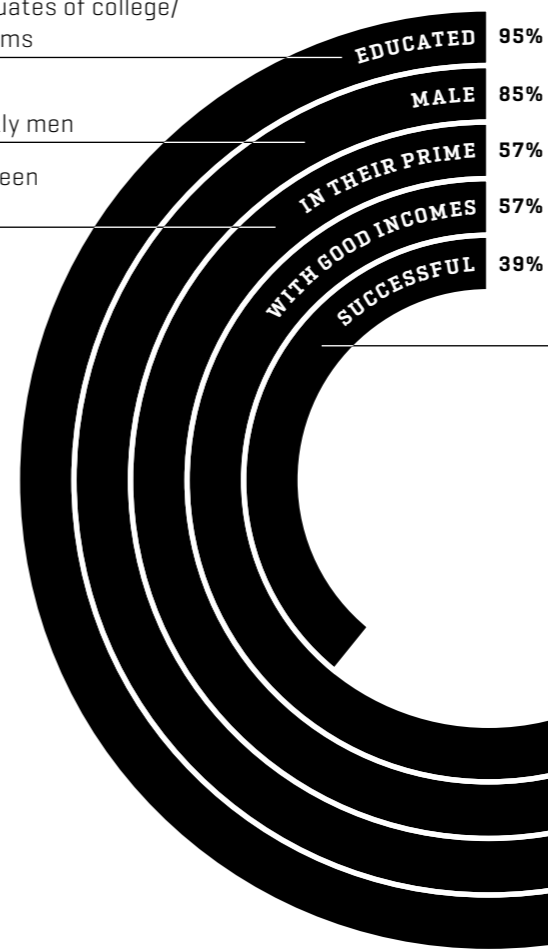
Your benefits at a glance

- 1. Addresses the elite of today and tomorrow
- 2. Low wastage in distribution
- 3. Well-funded target group with exclusive and strong consumer behavior
- 4. Decision-makers who decide on investments in the millions
- 5. Thought leaders with the power to influence others
- 6. Academic talent graduates

readers are graduates of college/ university programs

readers are mostly men

readers are between 30 and 59



readers have a net household income of 3,000 Euro or more

readers work in top business positions



Dr. Michael Hafner, VP MB.OS Base Layer, Mercedes-Benz AG + Luz G. Mauch, EVP, Luxoft Automotive / Edition 2023

INTERVIEW FACE TO FACE

» CUSTOMER EXPERIENCE EDITION «

This publication format offers the unique opportunity to present yourself together with a featured customer in dialogue, »FACE TO FACE«.

1.0 INTERVIEW - CUSTOMER EXPERIENCE / 4 PAGES (OPTIONAL 6 PAGES)

FACE TO FACE
DR. MICHAEL HAFNER + LUZ G. MAUCH

As Vice President MB.OS Base Layer at Mercedes-Benz AG, Dr. Michael Hafner is responsible for the development of MB.OS and the MB.OS vehicle operating system. Luz G. Mauch is the Executive Vice President of Luxoft Automotive and is responsible for Luxoft's global automotive business.

CUSTOMER EXPERIENCE EDITION

The vision of the car as an everyday digital companion is iteratively improved with each new vehicle model that rolls onto the road. This improvement is made possible by powerful and energy-efficient software architectures such as the Mercedes-Benz Operating System (MB.OS). Such software brings with it a multitude of customer benefits.

In this interview, Dr. Michael Hafner and Luz G. Mauch talk about the current trends and challenges in software development – and explain where the journey is headed in terms of operation, navigation and information.

PRINT

With the Vision EQXX, Mercedes-Benz has shown how efficient, sustainable and luxurious electromobility will be in the future. The prototype got more than 1,200 kilometers on a single battery charge.

INTERVIEW FACE TO FACE

Werner Ferreira, CEO Northern & Central Europe,
Cappgemini Engineering / Edition 2023



Present yourself in the Top Company Guide with an interview format (including a special photo shoot). Individually and with your unmistakable corporate message!

2.0 INTERVIEW - FACE TO FACE / 4 PAGES

FACE TO FACE
WERNER FERREIRA
CEO Northern & Central Europe
Cappgemini Engineering

Software solutions and digital services are conquering the automotive industry. In what was once the horsepower sector, other features are now important: Infotainment services, battery performance as automated driving functions. The tech giants of Silicon Valley, Bangalore or Shanghai are entering the stage, as are the big names in the chip industry. Engineering and technology consulting providers, with their cross-industry experience, can help companies navigate this sea change.

Mr. Ferreira, everyone is talking about the software revolution. How has your company experienced it so far? Can you describe the change coming money for competition?

To understand the role of software in the automotive industry, it is important to look at the overall development in this area. R&D spending by engineers and software engineers is increasing. In the area of R&D, it is becoming more and more important to have a digital strategy. This is being supported by the professionalization of software development teams, which continues to take center stage for companies in both product and service customer segments. To remain competitive and meet specific requirements, it is important that organizations invest in software products.

So far so good. But let's take a look at the automotive industry. The role of software in an overall R&D strategy is becoming more and more important. The industry has fully recognized this. For years, car manufacturers have been trying to keep pace with changing customer and customer demands on the one hand, and to integrate the new digital challenges into their product systems on the other.

Let's come back to how this software revolution is now changing traditional customer expectations. What does this mean for you as an engineering and technology provider?

We are able to modernize and complete the skills of both sides and offer a holistic solution. From classic engineering to software development, both will play a central role in shaping tomorrow's mobility ecosystem. Both sides are having to aggressively transform their business strategy and operating model. We believe that our capabilities as a Capgemini Group, with its long experience and leading role in the industry, are well positioned to create a difference.

This will involve close collaboration with clients back in their own industry. How can you as a consultant support them in this regard?

As the Board of Management member for Purchasing, you are probably being very busy here. In what way do you see the role of the purchasing department in the future?

As the Board of Management member for Purchasing, you are probably being very busy here. In what way do you see the role of the purchasing department in the future?

How are you supporting the transition to a sustainable supply chain and managing the risks of climate change?

As the Board of Management member for Purchasing, you are probably being very busy here. In what way do you see the role of the purchasing department in the future?

IM DIALOG MIT WERNER FERREIRA

ONLINE

PRINT

FACE TO FACE
DR. JOACHIM POST
Head of Management - BMW Group
BMW Group

The coronavirus pandemic, war in Ukraine, regional natural disasters - and, above all else, climate change. Despite being in a phase in which companies are having to respond to global crises, the BMW Group is realizing its goal of fundamentally transforming itself and focusing on sustainability from the extraction of resources, through production, to recycling.

The ramp-up of e-mobility makes reducing CO₂ hugely important - especially in the supply chain. Leading the way on this is Dr. Joachim Post, who took over as the Board of Management member responsible for Purchasing and Supplier Network on 1 Jan. 2022.

The 52-year-old joined the BMW Group in 2002 and knows the company and its products from top to bottom. As head of vehicle strategy, Post was instrumental in developing concepts for future model generations and has therefore been involved with sustainability issues for a long time.

As the Board of Management member for Purchasing, you are probably being very busy here. In what way do you see the role of the purchasing department in the future?

How are you supporting the transition to a sustainable supply chain and managing the risks of climate change?

As the Board of Management member for Purchasing, you are probably being very busy here. In what way do you see the role of the purchasing department in the future?

IM DIALOG MIT DR. JOACHIM POST

ONLINE

EDITORIAL CONTRIBUTION

Position yourself in the Top Company Guide in the exclusive setting of the who's who of the industry with your editorial contribution, two-, three- or four-page articles.



ETO: EIN UNTERNEHMEN IM INNOVATIONSMODUS

Die tiefgreifenden Veränderungen aufgrund von Klimawandel, rasanter Elektrifizierung und Automatisierung erfordern von vielen Unternehmen kreative Lösungen und das Erschließen neuer Technologien.

Die ETO GRUPPE will innovativen und dynamischen Lösungen auch zukünftig Menschen in Bewegung und unseren Planeten lebenswert erhalten.

Seit 2018 hat ETO daher ihren strategischen Fokus um Themen wie Automatisierung, Web 3.0, elektronischer Thrugetriebe (eAT) sowie intelligenten Verkehr und intelligenter, autonomer Mobilitätstechnologien erweitert. Innovation und Nachhaltigkeit wurden als zentrale Ziele des unternehmerischen Handelns verankert. Das Weg zu Neuentwicklungen hat die ETO GRUPPE dabei nicht dem Zufall überlassen, sondern eigene neue Strukturen und Prozesse etabliert, die das Unternehmen nachhaltig verankern haben.

+ Intro double page



ONLINE

2.1 EDITORIAL CONTRIBUTION / 4 PAGES

2.1 EDITORIAL CONTRIBUTION / 4 PAGES

TOU DEUTZ

»IOTA«

»STREETSENSE«

»HOSCHLER COMPASS« - FÜR VIELLE ANWENDUNGEN

»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

»STREITSENSE«

»HOSCHLER COMPASS« - FÜR VIELLE ANWENDUNGEN

»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

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»STREITSENSE«

Um die Schwarmintelligenz von weltweit über 2.500 Mitarbeitern für die Ideenfindung zu nutzen, hat ETO mit dem sogenannten »Hans Fenneke« einen neuen, zusätzlichen Innovationsprozess installiert.

Durch ihn werden Mitarbeiter unterstützt, die geschäftsträchtige Ideen haben.

TOU DEUTZ

»IOTA«

»STREETSENSE«

»HOSCHLER COMPASS« - FÜR VIELLE ANWENDUNGEN

»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

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»STREITSENSE«

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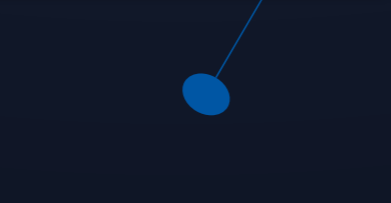
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»STREITSENSE«



2.2 EDITORIAL CONTRIBUTION / 2 PAGES

2.2 EDITORIAL CONTRIBUTION / 2 PAGES

TOU DEUTZ

»IOTA«

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»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

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»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

»STREITSENSE«

+ Intro double page



ONLINE

2.3 EDITORIAL CONTRIBUTION / 3 PAGES

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TOU DEUTZ

»IOTA«

»STREETSENSE«

»HOSCHLER COMPASS« - FÜR VIELLE ANWENDUNGEN

»IN-NETZ ZENTRALISIERTE DEWIS- TEN- / SCHNELL ANWISSENDE UND TRANSPARENTES WIRTSCHAFTSDEBATE

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»STREITSENSE«

+ Intro double page



ONLINE

BRAND PERSONALITY STORY

Are you an entrepreneurial personality and do your actions have representative value? Become our next brand personality and communicate your ideas and visions in an exciting story.

2.4 BRAND PERSONALITY STORY

TCG 0023 / BRAND PERSONALITY

Italien ist Leidenschaft ... für gutes Essen, gute Weine, la famiglia und - Motorsport! Bisher kenne ich das spektakuläre Porsche Experience Center in Italien nur von Fotos, aber ich spüre, dass es die italienische Passion genau trifft: mit ikonischer Architektur, Handling-Strecke, Drift-Donut, Off-Road-Parcours, Kart-Strecke für den Nachwuchs und Motorsport-Simulatoren. Und ich werde meine Porsche Experience in einem Porsche Taycan GTS machen ... Gänsehaut.

WOLFGANG K. ECKELT: MIT BARBARA FRENKEL AUF DEM RUNDKURS DES PORSCHE EXPERIENCE CENTER, FRANCIACORTA, ITALIEN.

Barbara Frenkel
Mitglied des Vorstandes Beschaffung
Dr. Ing. h.c. F. Porsche AG

PORSCHE
Experience Center Franciacorta

ONLINE

In jedes Porsche Experience Center weltweit fließt die Charakteristik der Region mit ein, so dass die Porsche Enthusiasten sich sofort wohlfühlen und auch einen Wow-Effekt haben.

Das war grundsätzlich etwas, was ich immer gemacht habe: Veränderungen in die Organisation zu bringen und dabei Menschen mitzunehmen. Ich glaube das ist ein roter Faden in meiner Karriere.

PRINT

Barbara Frenkel, Member of the Executive Board for Procurement, Dr. Ing. h.c. F. Porsche AG / Edition 2023

Dr. Andreas Gorbach,
Chief Technology Officer,
Daimler Truck AG / Edition 2023



DRIVING EXPERIENCE

Mobility is fascinating and one of the most emotional topics for the automotive community. In addition to performance data and corporate imaging, the focus is on exciting stories with personalities and brand products. Uniqueness is guaranteed!

2.5 DRIVING EXPERIENCE

HIGH ENERGY

WOLFGANG K. ECKELT - ON TOUR - MIT DR. ANDREAS GORBACH
AN DER SCHWARZBACH-TALSPERRE IM SCHWARZWALD, DEUTSCHLAND

Ein Staudamm hat für mich immer zwei Gesichter. Auf der einen Seite pure Idylle, auf der anderen der tiefe Abgrund. Dazwischen eine schmale Mauer. Auf der ich heute mit einem Lkw fahren soll. Obwohl die Kraft des Wassers schon seit 1926 gegen diese Mauer drückt?

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Dr. Andreas Gorbach
Technologievorstand
Daimler Truck AG



ADVENTURE

Out with the everyday, in with adventure! Tread unknown paths, go to the limit – on land, in the water and in the air. In untouched nature, or in the urban jungle. Experience your own personal adventure with us.

2.6 ADVENTURE



»BLEAU«
Moritz and Philipp Hans / Edition 2023



ADVERTISEMENTS

The Top Company Guide appeals to a demanding, well-off target group. Readers are characterized by their lifestyles and above-average disposable income. Brand and quality focus provide an excellent platform for high-quality advertising, in the printed magazine.



SIEMENS XCELERATOR

Digitale Transformation: schnell, einfach und skalierbar

Siemens Xcelerator ist eine neue, offene digitale Business-Plattform mit einem Portfolio an unzähligen Möglichkeiten: Von IoT-vernetzter Hardware und Software, einem leistungsstarken Ökosystem von Partnern bis hin zum Marktplatz.
[siemens.de/xcelerator](https://www.siemens.de/xcelerator)

SIEMENS

3.0 IMAGE (1/1)



RECRUITING (1/1)



PRODUCT (1/1)



PRODUCT (2/1)



3.1 GATEFOLDER ADVERTISEMENT (3 PAGES)



ALTAR FOLD ADVERTISEMENT (6 PAGES)





DATA REQUEST

COMPANY PRESENTATIONS

Status 08/2023

1.0 INTERVIEW - CUSTOMER EXPERIENCE / 4 PAGES (OPTIONAL 6 PAGES)



GENERAL INFORMATION

Interview [4 pages optional 6 pages] including an individual photo shoot with the interview partner (CEO or top decision-maker of the company) and your chosen customer, embedded in a specialist text (interview form). The article can be published in either German or English [company choice].

For the realization of the layout design the produced shooting pictures are used. The agency decides how the layout can be designed [in the context of the magazine issue] and sends it to the company in form of a correction proof.

MATERIALS TO BE DELIVERED TO OUR DESIGN AGENCY

01 / TEXT

- Editorial contribution in Interview text form (unpublished content)
- Interview: 8 - 10 questions
- Word file [doc]
- Introduction min. 300*, max. 500*,
- Text min. 8,000*, max. 9,000 characters*

On request, we will take over the text creation for you, after prior briefing.

* all characters including blank spaces

AGENCY CONTACT

Initial Kommunikationsdesign
 Tanja Huber (Contact person TCG 2023)
 T +49 (0) 7141/5055820
 huber@initial-design.de
 Postal address:
 Königsallee 43, 71638 Ludwigsburg,
 Germany

CONTACT

TIMELINE

Release layout
 [according to individual agreement]

Date of publication edition 2024
 June 2024

TIMELINE

DATA REQUEST

COMPANY PRESENTATIONS

Status 08/2023

2.0 INTERVIEW - FACE TO FACE / 4 PAGES (OPTIONAL 6 PAGES)



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Interview [4 pages optional 6 pages] including an individual photo shoot with the interview partner (CEO or top decision-maker of the company) embedded in a specialist text (interview form). The article can be published in either German or English [company choice].

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Initial Kommunikationsdesign
 Tanja Huber [Contact person TCG 2023]
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CONTACT

TIMELINE

Release layout
[according to individual agreement]

 Date of publication edition 2024
June 2024

TIMELINE

DATA REQUEST

COMPANY PRESENTATIONS

Status 08/2023

2.1 EDITORIAL CONTRIBUTION / 4 PAGES (PLUS INTRO DOUBLE PAGE)

GENERAL INFORMATION

Four-page contribution [plus intro double page] with a portrait picture of the author and illustrations accompanying the content with images or data graphics, embedded in a specialist text. The article can be published in either German or English [company choice].

For layout design, a selection of pictures and graphics should be provided to the agency. Based on the material provided, the agency will then decide how the layout can be designed [in the context of the magazine issue].

MATERIALS TO BE DELIVERED TO OUR DESIGN AGENCY (SEE TIMELINE)

01 / TEXT

- Editorial contribution with unpublished content (no interview text form)
- File format: Word file (doc)
- Headline min. 50*, max. 70*
- Introduction min. 300*, max. 600*
- Text min. 9.000*, max. 11.000 characters*

02 / GRAPHICS

- 5 contextually relevant graphics [e.g. icons, line graphics, diagrams, structures, etc.]
- File format: EPS/ PDF (vector oriented)

03 / IMAGES

- Image data in print quality: 1 author portrait, 5 context-relevant illustrations
- Image resolution: 300 dpi [image data size: approx. 15 MB]
- File format: TIFF/ JPEG [color mode CMYK]

* all characters including blank spaces

AGENCY CONTACT

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Data delivery / Deadline
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March 29, 2024

 Date of publication edition 2024
June 2024

TIMELINE

DATA REQUEST

COMPANY PRESENTATIONS

Status 08/2023

2.2 EDITORIAL CONTRIBUTION / 2 PAGES (PLUS INTRO DOUBLE PAGE)

GENERAL INFORMATION

Two-page contribution (plus intro double page) with a portrait picture of the author and illustrations accompanying the content with images or data graphics, embedded in a specialist text. The article can be published in either German or English [company choice].

For layout design, a selection of pictures and graphics should be provided to the agency. Based on the material provided, the agency will then decide how the layout can be designed [in the context of the magazine issue].

MATERIALS TO BE DELIVERED TO OUR DESIGN AGENCY (SEE TIMELINE)

01 / TEXT

- Editorial contribution with unpublished content [no interview text form]
- File format: Word file [doc]
- Headline min. 50*, max. 70*
- Introduction min. 300*, max. 600*
- Text min. 5.000*, max. 7.000 characters*

02 / GRAPHICS

- 5 contextually relevant graphics [e.g. icons, line graphics, diagrams, structures, etc.]
- File format: EPS/PDF [vector oriented]

03 / IMAGES

- Image data in print quality: 1 author portrait, 5 context-relevant illustrations
- Image resolution: 300 dpi [image data size: approx. 15 MB]
- File format: TIFF/JPEG [color mode CMYK]

* all characters including blank spaces



LAYOUT EXAMPLE 1



LAYOUT EXAMPLE 2

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TIMELINE

DATA REQUEST

COMPANY PRESENTATIONS

Status 08/2023

2.3 EDITORIAL CONTRIBUTION / 3 PAGES (PLUS INTRO DOUBLE PAGE)

GENERAL INFORMATION

Three-page contribution (plus intro double page) with a portrait picture of the author and illustrations accompanying the content with images or data graphics, embedded in a specialist text. The article can be published in either German or English [company choice].

For layout design, a selection of pictures and graphics should be provided to the agency. Based on the material provided, the agency will then decide how the layout can be designed [in the context of the magazine issue].

MATERIALS TO BE DELIVERED TO OUR DESIGN AGENCY (SEE TIMELINE)

01 / TEXT

- Editorial contribution with unpublished content [no interview text form]
- File format: Word file [doc]
- Headline min. 50*, max. 70*
- Introduction min. 300*, max. 600*
- Text min. 8.000*, max. 10.000 characters*

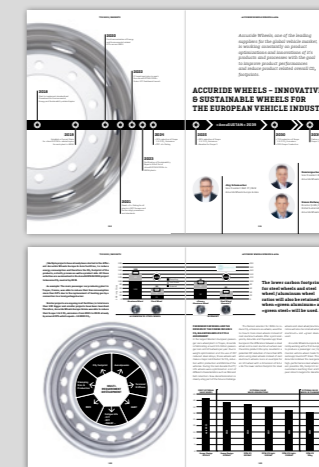
02 / GRAPHICS

- 5 contextually relevant graphics [e.g. icons, line graphics, diagrams, structures, etc.]
- File format: EPS/PDF [vector oriented]

03 / IMAGES

- Image data in print quality: 1 author portrait, 5 context-relevant illustrations
- Image resolution: 300 dpi [image data size: approx. 15 MB]
- File format: TIFF/JPEG [color mode CMYK]

* all characters including blank spaces



LAYOUT EXAMPLE 1



LAYOUT EXAMPLE 2

AGENCY CONTACT

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June 2024

CONTACT

TIMELINE

INFORMATION

EDITORIAL CONTRIBUTION

Status 08/2023

2.4 BRAND PERSONALITY STORY / 6 PAGES*



GENERAL INFORMATION

Article on a topic developed with the editorial staff which presents the passion, performance and visions of an entrepreneurial personality.

The article layout is exclusively designed for your article. The images and text are created to correspond with the topic. The graphic design, images and text editing are included in the complete package.

On request, a video clip [driving scenes / drone footage] will be produced for the article, which will be published in addition to the print and online version.

* on request 16 pages or by arrangement

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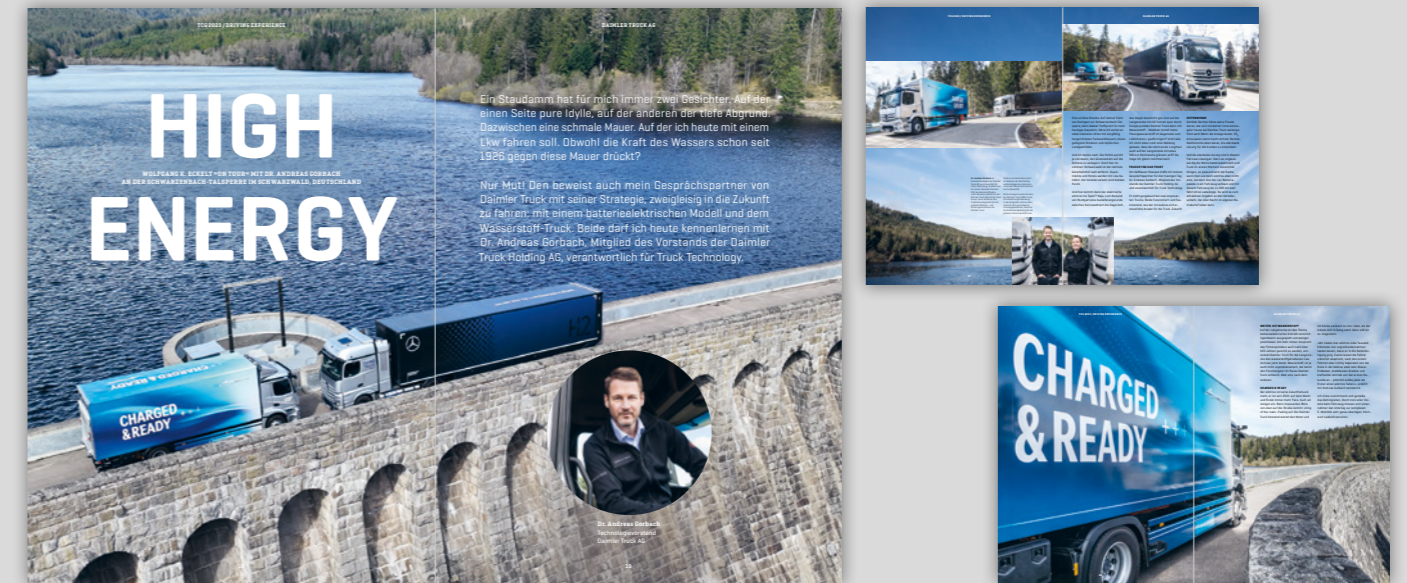
TIMELINE

INFORMATION

EDITORIAL CONTRIBUTION

Status 08/2023

2.5 DRIVING EXPERIENCE / 8 PAGES*



GENERAL INFORMATION

Article on a topic developed with the editorial staff which presents the passion, performance and visions of an entrepreneurial personality.

The article layout is exclusively designed for your article. The images and text are created to correspond with the topic. The graphic design, images and text editing are included in the complete package.

On request, a video clip [driving scenes / drone footage] will be produced for the article, which will be published in addition to the print and online version.

* on request 16 pages or by arrangement

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TIMELINE



Example TCG 2023

INFORMATION

EDITORIAL CONTRIBUTION

Status 08/2023

2.6 ADVENTURE / 8 PAGES*



GENERAL INFORMATION

Article on a topic developed with the editorial staff focusing on adventure and high-intensity experiences – on land, in the water and in the air with the focus on the key personality.

The article layout is exclusively designed for your article. The images and text are created to correspond with the topic. The graphic design, images and text editing are included in the complete package.

On request, a video clip (driving scenes / drone footage) will be produced for the article, which will be published in addition to the print and online version.

* on request 16 pages or by arrangement

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TIMELINE

DATA REQUEST

ADVERTISEMENTS

Status 08/2023

3.0 ADVERTISEMENTS / IMAGE, PRODUCT OR RECRUITING

GENERAL INFORMATION

OPENING SPREADS (2/1)* AD DOUBLE PAGE (2/1)*

[Advertisements are not eligible for agency commission or discount]

DATA FILE (PRINT PDF)

- Format: 420 x 297 mm [plus 3 mm bleed]
- Fonts: embedded or converted into lines
- Pictures and logos: Color mode CMYK
- Image resolution and compression: 300 dpi
- Color profile: PSO Uncoated v3 – Fogra 52
- PDF standard: PDF X4 [all printer/trim marks]

The order of the opening spreads corresponds to the booking order of the advertisements.

* Production process:
 Bundle doubling or expansion is not necessary, as production is in lay-flat

AD SINGLE PAGE (1/1)

[Advertisements are not eligible for agency commission or discount]

DATA FILE (PRINT PDF)

- Format: 210 x 297 mm [plus 3 mm bleed]
- Fonts: embedded or converted into lines
- Pictures and logos: Color mode CMYK
- Image resolution and compression: 300 dpi
- Color profile: PSO Uncoated v3 – Fogra 52
- PDF standard: PDF X4 [all printer/trim marks]



2/1 Opening Spreads [from p. 2/3]



2/1 Advertisement [double page]



1/1 Advertisement [single page]

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DATA REQUEST

ADVERTISEMENTS

Status 08/2023

3.1 SPECIAL ADVERTISEMENTS / IMAGE, PRODUCT OR RECRUITING (3 OR 6 PAGES)

GATEFOLDER ADVERTISEMENT (3 PAGES)

[Advertisements are not eligible for agency commission or discount]

With the gatefolders, there is a single fold-out display page on the cover [U2]. This results in three pages of advertising space [U2 + 2 pages].

DATA FILE (PRINT PDF)

- Format [open]: 390 x 297 mm
- Format [Fold-out page]: 190 x 297 mm [plus 3 mm bleed]
- Fonts: embedded or converted into lines
- Pictures and logos: Color mode CMYK
- Image resolution and compression: 300 dpi
- Color profile: PSO Uncoated v3 – Fogra 52
- PDF standard: PDF X4 [all printer/trim marks]



Printing sheet



- 1 Fold-out page left
- 2 Inside page 1
- 3 Inside page 2

GENERAL INFORMATION

ALTAR FOLD ADVERTISEMENT (6 PAGES)

[Advertisements are not eligible for agency commission or discount]

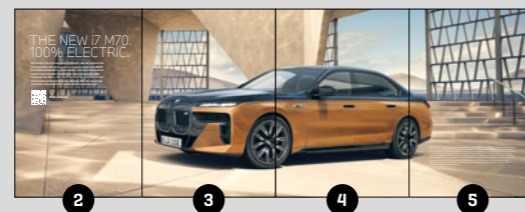
The altar fold is a 6 page ad in the center of the magazine. Half a page is unfolded to the right and half to the left. The inside of the ad contains a double-page ad. This provides a total of six pages for designing an advertisement.

DATA FILE (PRINT PDF)

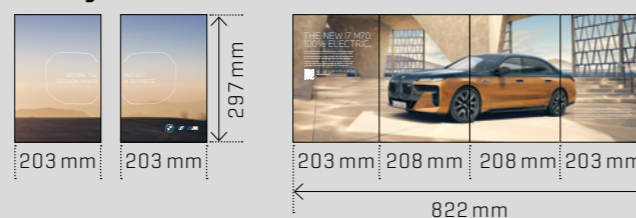
- Format [open]: 822 x 297 mm
- Format [Fold-out pages]: each 203 x 297 mm [plus 3 mm bleed]
- Fonts: embedded or converted into lines
- Pictures and logos: Color mode CMYK
- Image resolution and compression: 300 dpi
- Color profile: PSO Uncoated v3 – Fogra 52
- PDF standard: PDF X4 [all printer/trim marks]



- 1 Fold-out page left
- 2 Inside page 1
- 3 Inside page 2
- 4 Inside page 3
- 5 Inside page 4
- 6 Fold-out page right



Printing sheet



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TIMELINE

REGISTRATION 2024

20. YEAR / TOP COMPANY GUIDE

**TOP
COMPANY
GUIDE**

TOP-COMPANY-GUIDE.COM

REGISTRATION

Upon signing the registration form, the general terms and conditions of Eckelt Consultants GmbH are acknowledged as binding for the registering company. This signature also constitutes a binding agreement that all persons employed by the registering company acknowledge and comply with the general terms and conditions.

PARTICIPATION

Eckelt Consultants GmbH may for objective, justifiable reasons exclude individual company presentations of registered companies from publication. An objective reason would exist, for example, if the image material provided does not meet the quality requirements of the magazine.

INSERTION PRICES

The invoice amount is due for payment within 14 days of receipt of the bill. The issue date, the registration deadline, and the deadline for copy are stated on the registration form. Billing is handled by Eckelt Consultants GmbH. Prices quoted are exclusive of statutory VAT. This is listed as a separate item on the bill according to the statutory rate on the day of invoicing. No agency fee/media discount is granted.

WITHDRAWAL FROM THE INSERTION ORDER/REVOCAION OF PERMISSION

A binding order is established either upon sending of the completed insertion order or upon publication of the sent materials [image, text, and advertisement]. Orders placed verbally or by email likewise have legal validity. The company shall pay the insertion fees even if it cancels the order for reasons for which Eckelt Consultants GmbH is not responsible. The copy required for the company presentation must be sent to the recipient to be nominated by Eckelt Consultants GmbH within the agreed time frame. Documents sent in late [company presentation, company key figures, editorial contributions, photographs, logos] cannot be printed. Provided the participating company is responsible for the delay the payment obligation remains in full. Eckelt Consultants GmbH is entitled to cancel the order if, in the event of failure to render payment on the specified dates, the company fails to pay within a period of grace set by Eckelt Consultants GmbH.

PUBLICATION AND DATE OF ISSUE

If Eckelt Consultants GmbH is unable to issue a publication on the planned issue date the companies that have placed orders must be informed without delay. Registered companies have a claim to reimbursement of payments made if no publication is published. No further claims may be asserted.

ORGANIZATIONAL PROCEDURE /DESIGN

Registered companies provide the recipient to be nominated by Eckelt Consultants GmbH [design agency] with informative documents that enable the realization of contributions. The commissioned design agency is responsible for viewing and assessing the material. In the event that the material provided by the company [images, texts, artwork] is considered inadequate the contribution may be excluded from publication. Alternatively, the design agency may, where possible, optimize the material appropriately [e.g. edit artwork] or create new material [e.g. photo shoot]. The costs of this will be billed separately to the company by Eckelt Consultants GmbH, according to a prior quotation. Clients are billed separately for travel costs and expenses according to the specific order. The drafted company presentation is sent to the company for review and approval in the form of a digital proof copy. If the company does not make any requests for corrections within one week the contribution is automatically deemed approved.

Requests for specific placements of advertisements and contributions cannot be guaranteed. Advertisements may be placed on a left- or right-hand side page. Media partner advertisements are published together in the back part of the magazine. The Top Company Guide is designed by Eckelt Consultants GmbH within absolute artistic freedom. Registered companies may not in any way exercise influence over its design. Eckelt Consultants GmbH expressly reserves all copyrights and all other rights to the intellectual property of the created work. Contents, including excerpts, may only be published with the prior written consent of Eckelt Consultants GmbH.

One correction stage is included in the fee, further requests for corrections [touch-up of photographs, etc.] are billed directly by

the design agency [commissioned by Eckelt Consultants GmbH] according to agreement.

PROVISION OF COPY

Additional fees of 20% of the respective order value are billed for documents [image, text material and advertisements], which are received by the agency after the announced deadline [March 29, 2024] for copy provision.

COLLATERAL AGREEMENTS

Collateral agreements are only valid if confirmed in writing.

PLACE OF PERFORMANCE AND PLACE OF JURISDICTION

The place of performance is Stuttgart, Germany. This is also the place of jurisdiction, provided the company representative is a merchant registered in the commercial register or a legal person or has no general place of jurisdiction in Germany. The parties' contractual relations are governed by German law.



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TCG



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CONCEPT & DESIGN

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