

presented by ECKELT CONSULTANTS

# MEDIA DATA 2025

THE BUSINESS MAGAZINE  
FOR THE EXECUTIVES  
OF TODAY AND TOMORROW

# TOP COMPANY GUIDE

MEDIA DATA 2025

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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«. Twenty 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**

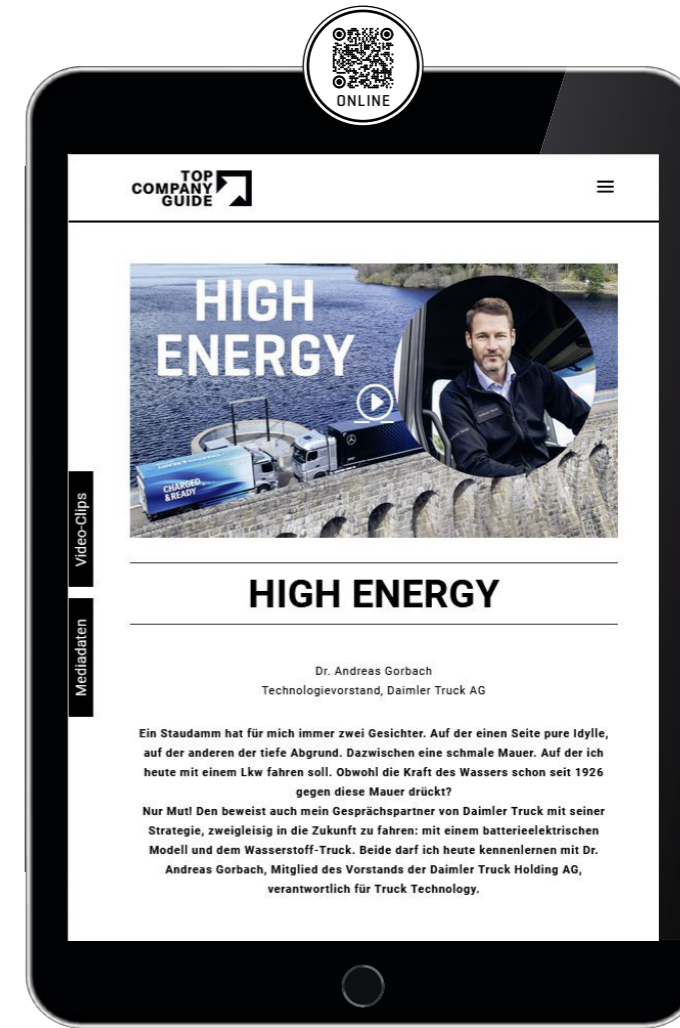
for outstanding corporate and employer branding.

#### **/ 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



**DAIMLER TRUCK  
FILM-CLIP**

**in**

**FOLLOW ME ON LINKEDIN**  
Dr. Wolfgang K. Eckelt

[www.top-company-guide.com](http://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

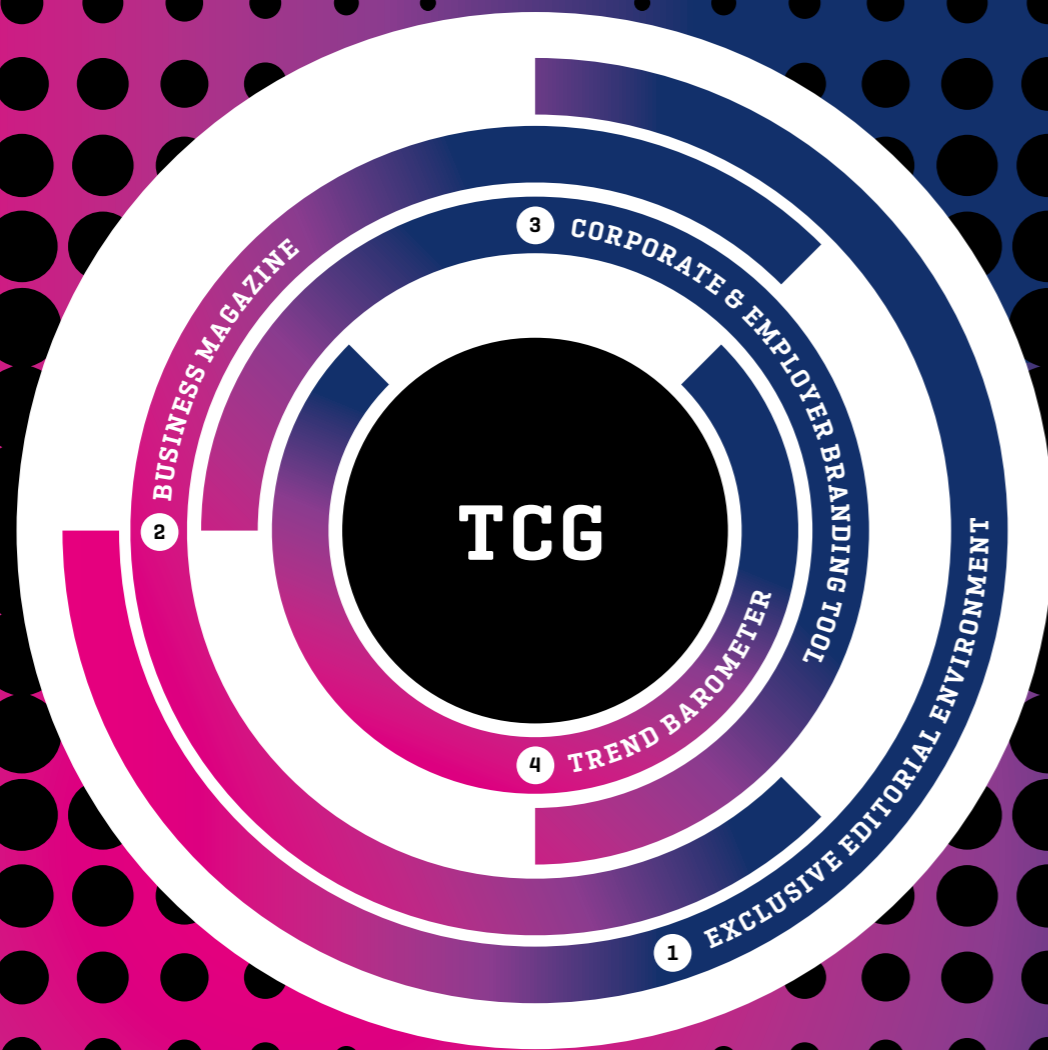
For selected articles (Interviews / Brand Personality Stories / Driving Experience) we offer the creation of an individual video clip as an option to the photo shoot.

### 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.



### 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

# EDITORIAL CONCEPT: CORPORATE IMAGE

*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.

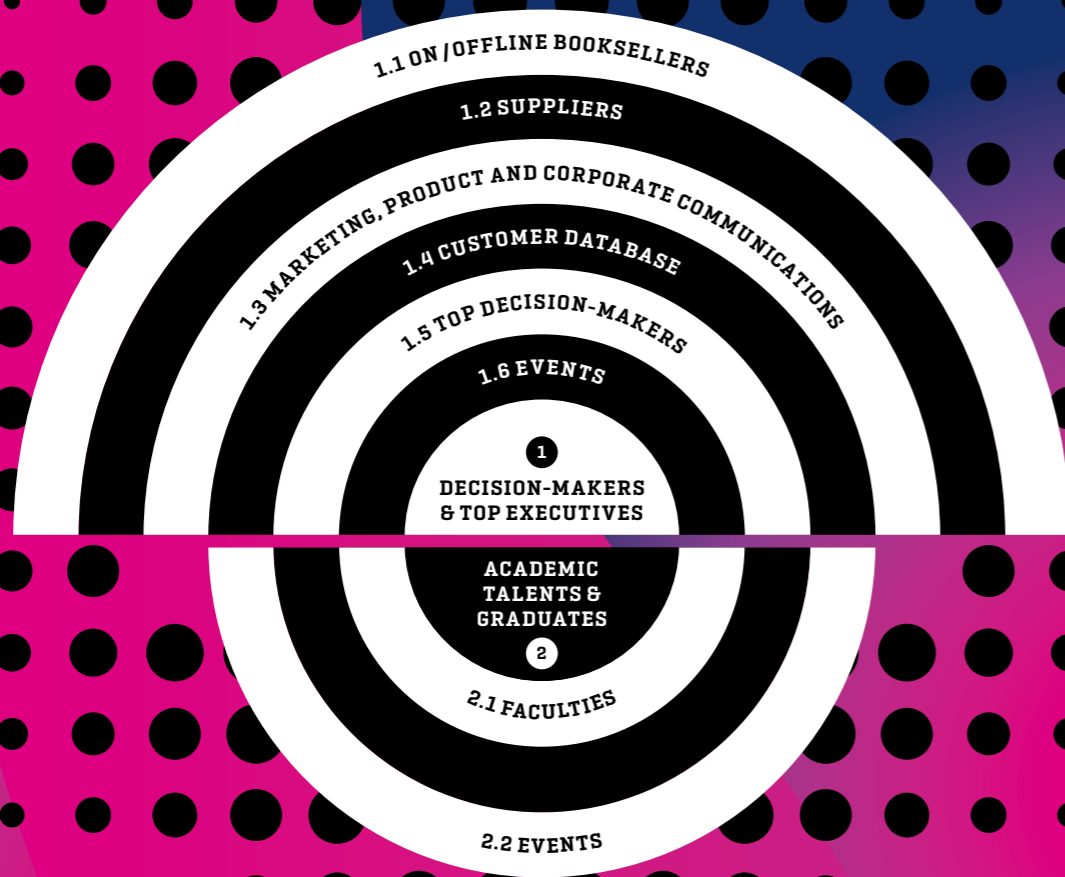
#### THE WEBSITE: TOP-COMPANY-GUIDE.COM

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**



Kai Grunitz, Member of the Board of Management, Technical Development, Volkswagen Pkw / Edition 2024

# INTERVIEW FACE TO FACE

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**  
KAI GRUNITZ  
Member of the Board of Management, Technical Development, Volkswagen Pkw

We meet Kai Grunitz (47), Board Member for Technical Development at the Volkswagen brand in Wolfsburg. The new Golf GTI and the ID. GTI Concept are with him. We talk to him about the myth of the GTI, the transformation of the automotive industry – and Germany's Business location.

It's really exciting to bring the GTI genes into the future. We have just built and tested the first drivable prototypes and I can already make a promise: Hearts will beat faster. It's really fun.

**ONLINE**

**PRINT**

**FACE TO FACE**  
DR. JOACHIM POST  
Head of Management, Purchasing and Supplier Network, 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 realising 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 CO<sub>2</sub> hugely important – especially in the supply chain. Leading the way on this is Dr. Joachim Post, who took over as the Head 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.

**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.

## 2.1 EDITORIAL CONTRIBUTION / 4 PAGES

**ETO: EIN UNTERNEHMEN IM INNOVATIONSMODUS**

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

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

Bereits 2020 hat ETO daher ihren strategischen Fokus auf Themen wie Automatisierung, Web 3.0, autonomes Fahren (AV) sowie künstliche Intelligenz erweitert. Insbesondere die Elektrifizierung wird als zentrale Säule des unternehmerischen Erfolgs verstanden. Das Weg zu Neuentwicklungen hat die ETO GRUPPE dabei nicht den Zufall überlassen, sondern eigene neue Strukturen und Prozesse etabliert, die das Unternehmen nachhaltig verändern haben.

+ Intro double page

**ETO: EIN UNTERNEHMEN IM INNOVATIONSMODUS**

ONLINE

**2.1 EDITORIAL CONTRIBUTION / 4 PAGES**

Die ETO GRUPPE hat 2023 einen Transformationsprozess gestartet und wird auch 2024 im Innovationsmodus sein. Dabei werden wir Innovationen und Automatisierung vorantreiben, um unsere Kunden mit innovativen und dynamischen Lösungen zu unterstützen. Die ETO GRUPPE will mit innovativen und dynamischen Lösungen auch zukünftig Menschen in Bewegung und unseren Planeten lebenswert machen.

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

Durch ihn werden Mitarbeiter unterstützt, die geschäftsträchtige Ideen haben.



**»CARITAG«** 1. Die ETO GRUPPE hat 2023 einen Transformationsprozess gestartet und wird auch 2024 im Innovationsmodus sein. Dabei werden wir Innovationen und Automatisierung vorantreiben, um unsere Kunden mit innovativen und dynamischen Lösungen zu unterstützen. Die ETO GRUPPE will mit innovativen und dynamischen Lösungen auch zukünftig Menschen in Bewegung und unseren Planeten lebenswert machen.

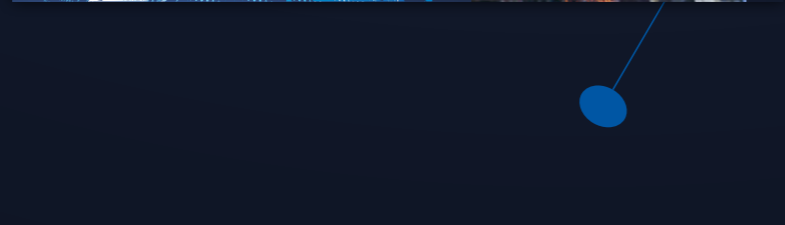
**»IOTA«** 2. Die ETO GRUPPE hat 2023 einen Transformationsprozess gestartet und wird auch 2024 im Innovationsmodus sein. Dabei werden wir Innovationen und Automatisierung vorantreiben, um unsere Kunden mit innovativen und dynamischen Lösungen zu unterstützen. Die ETO GRUPPE will mit innovativen und dynamischen Lösungen auch zukünftig Menschen in Bewegung und unseren Planeten lebenswert machen.

**»STREETSENSE«** 3. Die ETO GRUPPE hat 2023 einen Transformationsprozess gestartet und wird auch 2024 im Innovationsmodus sein. Dabei werden wir Innovationen und Automatisierung vorantreiben, um unsere Kunden mit innovativen und dynamischen Lösungen zu unterstützen. Die ETO GRUPPE will mit innovativen und dynamischen Lösungen auch zukünftig Menschen in Bewegung und unseren Planeten lebenswert machen.

**Unter dem Motto »ETO in Motion« feiert ETO dieses Jahr ihr 75-jähriges Bestehen. Dieses Motto beschreibt sehr gut, was die ETO GRUPPE ausmacht: Das Unternehmen entwickelt sich rasant weiter und investiert konsequent in neue Technologien und Innovationen.**

Das Wachstum wird auch zukünftig von engagierten und kompetenten Mitarbeiterinnen und Mitarbeitern getragen. Deshalb werden neben Fachkräften in den traditionellen Bereichen auch ganz neue Jobprofile benötigt: Embedded- und DL-Entwickler, Kryptografen, Mathematiker, Physiker und Elektronik-Experten.

»Im Arbeitsmarkt ist ETO noch nicht als App- und Software-Entwickler bekannt«, so Karsten Peitmann, Bereichsleiter Personal bei der ETO GRUPPE. »Dabei bieten wir Bewerbern für offene Stellen weitaus spannendere Arbeitsplätze als typische IT- oder Software-Unternehmen.«



## 2.2 EDITORIAL CONTRIBUTION / 2 PAGES

**AI IN ENGINEERING**

In particular, Capgemini Engineering has this 1- score

40% OF ORGANIZATIONS HAVE ALREADY ESTABLISHED TEAMS AND BUDGET FOR GENERATIVE AI

96% OF ORGANIZATIONS HAVE GENERATIVE AI ON THEIR BOARDROOM AGENDA

74% OF EXECUTIVES BELIEVE THE BENEFITS OF GENERATIVE AI OUTWEIGH POTENTIAL RISKS

ONLINE

+ Intro double page



## 2.3 EDITORIAL CONTRIBUTION / 3 PAGES

**ACCURIDE WHEELS - INNOVATIVE & SUSTAINABLE WHEELS FOR THE EUROPEAN VEHICLE INDUSTRY**

The lower carbon footprint for steel wheels and steel wheel / aluminum wheel ratios will also be retained when »green aluminum« and »green steel« will be used.

ACCURIDE WHEELS - INNOVATIVE & SUSTAINABLE WHEELS FOR THE EUROPEAN VEHICLE INDUSTRY

ONLINE

+ Intro double page

# 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 GT3 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

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

Franziska Cusumano,  
Leiterin Mercedes-Benz Special Trucks,  
Daimler Truck AG / Edition 2024

# 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

**REVOLUTION AB SAGENAU**  
Wir treffen uns im Unimog-Museum bei Gaggenau, dem, um sich einer Krone zu nähern, muss man die Geschichte verstehen. Und die Geschichte des Unimog begann zwar bereits vor 75 Jahren, erstreckt sich aber von anfänglich 25 PS bis heute 300 PS, das ist eine Reise!

Von Anfang an: Der Unimog steht für Fortschritt und Sicherheit, für Leistung und Innovation und für Kompromisslose Geländegängigkeit. Darauf sind hier alle Mitarbeiter wirklich stolz. Auch meine Gesprächspartner strahlt und freut sich, mich in die Geheimnisse des Unimog einzuweihen zu dürfen. Ich treffe Franziska Cusumano vor dem Museum und nach einer kurzen Begrüßung weist man ihr an, dass sie loslegen möchte.

**75 JAHRE UNIVERSAL-MOTOR-GERÄT FÜR DIE LANDWIRTSCHAFT**  
Die Geschichte des Unimog beginnt kurz nach dem Zweiten Weltkrieg: Die Landwirtschaft muss wieder aufgebaut werden, Arbeiter sind knapp, aber der deutsche Ingenieurstolz ist wach. Wenn nicht genug Hände zur Verfügung sind, müssen Maschinen die Arbeit unterstützen. So entstand eine Arbeitsmaschine, die die Feldarbeit erleichtern sollte und gleichzeitig den strengen Auflagen des Morgenheu-Planes gerecht werden musste.

Die Idee Unimog wurde geboren in Schwäbisch-Gmünd vom ehemaligen Leiter der Flugmotorenkonstruktion von Daimler-Benz Albert Friedrich, vier Räder mit Allradantrieb und Differenzialen für ungewohnte Einsatzgebiete, schon damals gekoppelt auf schraubengefederten Portalachsen, um Bodenfreiheit zu gewährleisten, dazu von Scheren geschützte Antriebswellen. Die Spurweite des Fahrzeugs beträgt 1.270 mm, was damals genau zwei Karrenflößen entspricht. Denn das Fahrzeug wurde zu Aussaat und Ernte von Kartoffeln mit verschiedenen Geräten verwendet, auch diese sehe ich im Museum.

1953 startete die Produktion unter dem Namen Mercedes in Gaggenau, 1953 wird der Unimog mit dem Mercedes-Stern geädelt.

**VOM ACKER AUF DEN VULKAN**  
Heute denkt beim Unimog nicht mehr nur an den Acker, sondern auch an absolute Extremlandschaften. Und tatsächlich erfahre ich, dass der Unimog auch auf dem höchsten aktiven Vulkan der Welt in den Anden unterwegs war, um Notfunk-einheiten für Bergsteiger zu montieren. Die beiden hochalpinen Unimog wurden für die Herausforderungen in diesen extremen Höhen mit Spezialbereifung, starken Scheinwerfern und Sonderaufbauten zur variablen Schwerpunkt-Tarierung fit gemacht. Und sie ernteten natürlich nicht: Die letzte Notfunkanlage wurde auf 6.000 Meter über dem Meeresspiegel angebracht - der Unimog hält damit den Höhenweltrekord für Nutzfahrzeuge.

**ES GEHT IN DEN EXTREMBEREICH**  
Nun möchte ich auch endlich erleben, wie es sich anfühlt, so viel Kraft zu bewegen. Der Unimog ist in Extremen zu Hause: 1,20 m Wassertiefe, steilerer Neigungswinkel von 38 Grad, Achsver-schränkung von bis zu 30 Grad. Ich denke, das Wort „geländegängig“, ist hier eine starke Unterbreitung. Das möchte ich selbst erfahren.

**» Ganz einfach: Der Unimog ist das Schweizer Taschenmesser im Fahrzeugbereich.«**

**UNLIMITED**

**ONLINE**

**FILM**

**PRINT**

# 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.*



»BLEAU«  
Moritz and Philipp Hans / Edition 2023

## 2.6 ADVENTURE

TCG 0023 / ADVENTURE

Ich reibe die Fingerspitzen aneinander. Mein ganzer Körper ist hochkonzentriert und angespannt. Fast würde ich sagen, ich bin auf Überlebensmodus, denn ich befinde mich heute extrem weit außerhalb meiner Komfortzone ... in einem der größten Waldgebiete Westeuropas. In bequemer Kleidung, viel Natur um mich herum und meine beiden gutgelaunten Guides, die »berühmten« Hans Brüder.

WOLFGANG K. ECKELT MIT MORITZ UND PHILIPP HANS BEIM BOULDERN IN FONTAINEBLEAU, FRANKREICH

»BLEAU«

ONLINE

PRINT

# 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)



INSIDE ALTAR FOLD ADVERTISEMENT (6 PAGES)



# DATA REQUEST

## COMPANY PRESENTATIONS

Status 11/2024

### 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.

\* all characters including blank spaces

### 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.

### AGENCY CONTACT

Initial Kommunikationsdesign  
 Tanja Huber (Contact person TCG 2025)  
 T +49 (0) 7141/5055820  
 huber@initial-design.de  
 Postal address:  
 Königsallee 43, 71638 Ludwigsburg,  
 Germany

### TIMELINE

Release layout  
 [according to individual agreement]

Date of publication edition 2025  
 June 2025

CONTACT

TIMELINE



# DATA REQUEST

## COMPANY PRESENTATIONS

Status 11/2024

### 2.0 INTERVIEW - FACE TO FACE / 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) embedded in a specialist text (interview form). The article can be published in either German or English [company choice].

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#### AGENCY CONTACT

Initial Kommunikationsdesign  
 Tanja Huber [Contact person TCG 2025]  
 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 2025  
**June 2025**

TIMELINE

# DATA REQUEST

## COMPANY PRESENTATIONS

Status 11/2024

### 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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 Tanja Huber [Contact person TCG 2025]  
 T +49 (0) 7141/5055820  
 huber@initial-design.de  
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CONTACT

#### TIMELINE

Data delivery / Deadline  
 for printing documents:  
**March 28, 2025**  
 Date of publication edition 2025  
**June 2025**

TIMELINE

# DATA REQUEST

## COMPANY PRESENTATIONS

Status 11/2024

### 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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CONTACT

#### TIMELINE

Data delivery / Deadline  
for printing documents:  
**March 28, 2025**

Date of publication edition 2025  
**June 2025**

TIMELINE

# DATA REQUEST

## COMPANY PRESENTATIONS

Status 11/2024

### 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\*

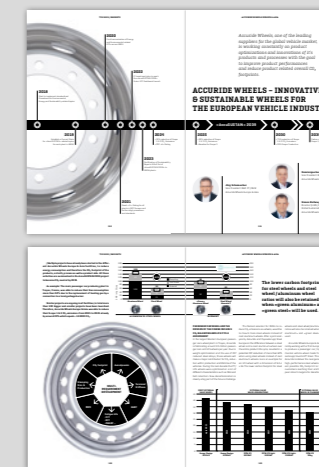
##### 02 / GRAPHICS

- 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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CONTACT

#### TIMELINE

Data delivery / Deadline  
for printing documents:  
**March 28, 2025**

Date of publication edition 2025  
**June 2025**

TIMELINE

# INFORMATION

## EDITORIAL CONTRIBUTION

Status 11/2024

### 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

#### AGENCY CONTACT

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CONTACT

#### TIMELINE

Release layout  
**[according to individual agreement]**

Date of publication edition 2025  
**June 2025**

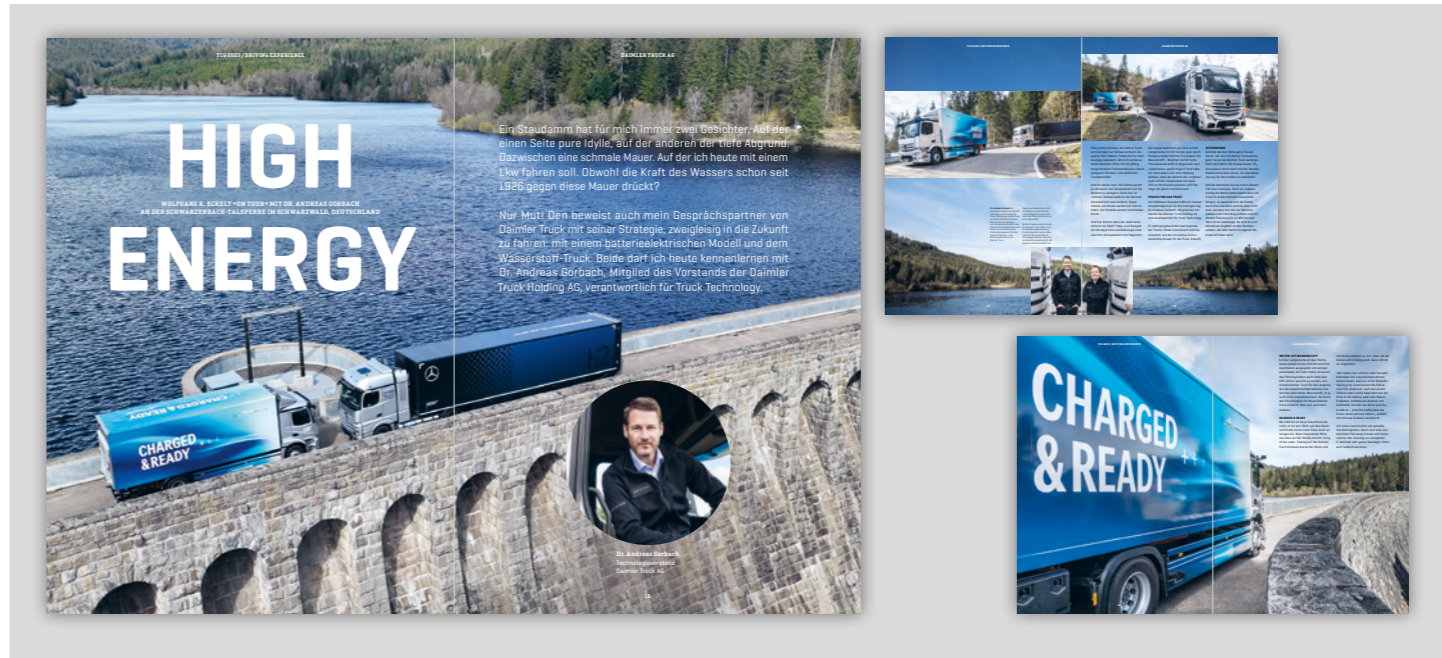
TIMELINE

# INFORMATION

## EDITORIAL CONTRIBUTION

Status 11/2024

### 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.



Example TCG 2023

\* on request 16 pages or by arrangement

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#### TIMELINE

Release layout  
**[according to individual agreement]**

Date of publication edition 2025  
**June 2025**

TIMELINE

# INFORMATION

## EDITORIAL CONTRIBUTION

Status 11/2024

### 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

#### AGENCY CONTACT

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#### TIMELINE

Release layout  
**[according to individual agreement]**  
 Date of publication edition 2025  
**June 2025**

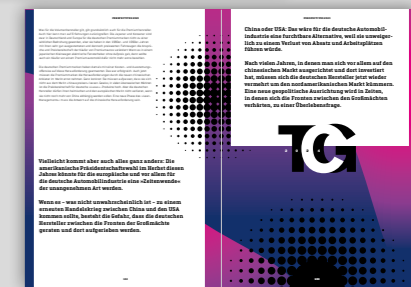
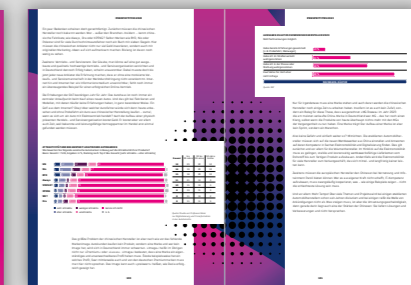
TIMELINE

# DATA REQUEST

## EDITORIAL CONTRIBUTION/PERSPECTIVES

Status 11/2024

### 2.7 PERSPECTIVES / 4 PAGES



#### MATERIALS TO BE DELIVERED TO OUR DESIGN AGENCY

##### 01 / TEXT

- Name of the author, function & company / institute
- Editorial contribution with unpublished content [no interview text form]
- File format: Word file [doc]
- Headline min. 40\*, max. 60\*
- Introduction min. 300\*, max. 500\*
- Text min. 7,500\*, max. 8,500\*
- Summary min. 300\*, max. 500 characters\*

##### 02 / GRAPHICS

- optional: 1–2 contextually relevant graphics [e.g. icons, line graphics, diagrams, etc.]
- File format: EPS/PDF [vector oriented]

##### 03 / IMAGES

- 1 author portrait [colored]
- Image resolution: 300 dpi [Image data size: approx. 3 MB]

\* all characters including blank spaces

#### AGENCY CONTACT

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CONTACT

#### TIMELINE

Data delivery / Deadline  
 for printing documents  
**Immediately – March 28, 2025**  
 Date of publication edition 2025  
**June 2025**

TIMELINE

# DATA REQUEST

## ADVERTISEMENTS

Status 11/2024

### 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



#### GENERAL INFORMATION

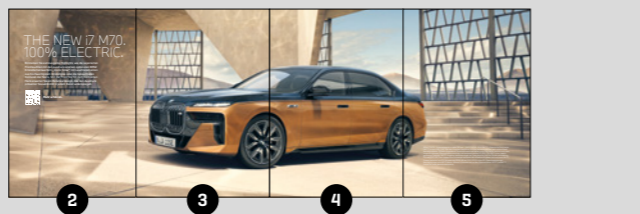
#### INSIDE ALTAR FOLD ADVERTISEMENT (6 PAGES)

[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]



#### Printing sheet



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#### TIMELINE

Data delivery /Deadline  
 for printing documents:  
**March 28, 2025**

Date of publication edition 2025  
**June 2025**

TIMELINE

# DATA REQUEST

## ADVERTISEMENTS

Status 11/2024

### 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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TIMELINE

**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 28, 2025) 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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**ONLINE**

Up-to-date information about the Top Company Guide can be found on [www.top-company-guide.com](http://www.top-company-guide.com)

**CONCEPT & DESIGN**

Initial Kommunikationsdesign,  
Ludwigsburg  
[www.initial-design.de](http://www.initial-design.de)

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