



International Licensing

2012/2013

AXEL SPRINGER INTERNATIONAL LICENSING

■ FOREWORDS	3
LICENSING TEAM	4
LICENSING BENEFITS	5
■ AXEL SPRINGER AG	
COMPANY KEY FACTS	8
NEWSPAPERS CROSS-MEDIA IN GERMANY	10
MAGAZINES CROSS-MEDIA IN GERMANY	12
ONLINE PLATFORMS	14
SUCCESS STORY OF BILD	16
INTERNATIONAL ACTIVITIES	18
■ CAR TITLES	
AUTO BILD INTERNATIONAL	22
AUTO BILD CONCEPT	24
AUTO BILD ONLINE	26
AUTO BILD VIDEO	27
AUTO BILD TESTING AND AWARDS	28
AUTO BILD ALLRAD	30
AUTO BILD SPORTSCARS	32
AUTO BILD KLASSIK	34
AUTO BILD MOTORSPORT	36
AUTO TEST	37
EXPERIENCES OF OUR LICENSE PARTNERS	38
■ COMPUTER AND HOME ENTERTAINMENT TITLES	
COMPUTER BILD INTERNATIONAL	42
COMPUTER BILD TEST COMPETENCE	43
COMPUTER BILD CONCEPT	44
COMPUTER BILD ONLINE	46
COMPUTER BILD SPIELE	47
AUDIO VIDEO FOTO BILD	47
■ CONTACT	48

FOREWORDS



DR. MATHIAS DÖPFNER **CHAIRMAN AND CHIEF EXECUTIVE OFFICER**

We have been successfully expanding our core business in Germany, raising its profitability, achieving outstanding market positions and again being able to generate record earnings within the last five years.

Our strategy is to launch new print and online titles Europe-wide and lead them into the profit zone with new ideas while also focusing on increasing our international and online activities.

Therefore our strategy is based on two top priorities for the coming years: “Internationalization and Digitization”.



RALPH BÜCHI **MEMBER OF THE EXECUTIVE BOARD, PRESIDENT INTERNATIONAL DIVISION**

With substantial growth in the last years, the International Business of Axel Springer today stands for around one third of the total turnover of our group. With its subsidiaries, joint ventures and licenses as well as its strong cross-media portfolio, Axel Springer is well positioned in 34 countries across three continents.

Axel Springer’s strongest license title AUTO BILD sells more than 7 million copies and counts 40 million readers in 33 countries every month – keeping its position as the largest car magazine in the world. The great editorial concept has pushed AUTO BILD to market leadership in more than 20 countries.

We owe this success to the entrepreneurial spirit and publishing expertise of our more than 30 publishing partners worldwide.

LICENSING TEAM

A great welcome from the Axel Springer licensing team!

We are looking forward to getting in contact with you!



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LICENSING BENEFITS

We would like to invite you to participate in the success of our worldwide well-established strong brands and license group!

On these core assets your licensing business can be based:

- Worldwide well-established strong brands in print and online media
- Success-proven cross-media concepts
- High-quality journalistic photo and text content
- Know-how from many years of print and digital publishing
- International advertising relationship and network
- Fair-share financial conditions

These can be your additional benefits:

- Almost all content transferable
- Editorial workshop to prepare for the launch
- Pioneering in new media formats such as online, video and mobile
- Frequent contact between licensee and licensor
- Part of an international network of recommended media enterprises
- Annual international meetings to exchange experiences between all licensees and to work together on projects
- Additional business based on line extensions and a wide range of special editions in print and online

And last but not least:

- The comfort of a brand family
- The enjoyment of working together



AXEL SPRINGER AG

AXEL SPRINGER AG KEY FACTS

Established by the publisher of the same name in 1946, Axel Springer is now the largest newspaper publisher in Germany and the third-largest magazine publisher. It is also one of Europe's leading multimedia companies.

With over 230 newspapers and magazines, more than 140 online offerings and more than 120 apps, as well as its holdings in television and radio stations, Axel Springer is active in 34 countries.

It has become very well established with mass-market magazines and also many special interest magazines, which are all cross-media linked.



Axel Springer, 1966

In 2011, 12,885 employees generated total revenues of 3,185m¹ EUR and an EBITDA of 593.4m¹ EUR.

Axel Springer has its head office in Berlin and further publishing offices in Hamburg and near Nuremberg.

The company's core business – newspapers, magazines and digital distribution channels – is supported by state-of-the-art printing works and efficient marketing organizations.



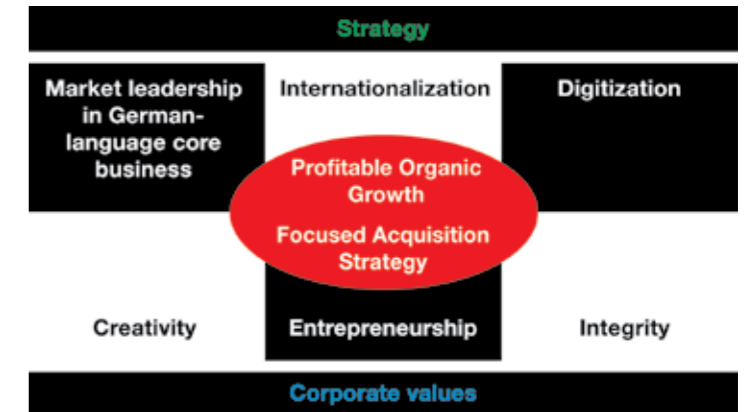
Axel Springer headquarters, Berlin

CORPORATE STRATEGY

Axel Springer's strategic priorities are:

1. Market leadership in its German-language core business
2. Internationalization of the core business
3. Digitization of its core business

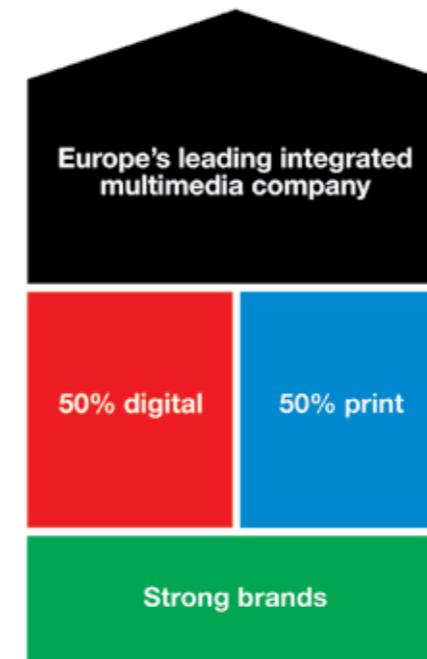
The objective is to be one of Europe's leading multimedia corporations with print, online and television media products that are all perfectly integrated.



SUCCESSFUL TRANSITION TO DIGITAL

Axel Springer has taken up the challenges associated with digitization and changes in media use and has further developed its business models accordingly. The digitization strategy orients itself to three core competences of the company:

- **Content and brands:** Axel Springer is transferring existing print brands and content into digital distribution channels and acquiring online brands.
- **Marketing:** The development of online marketing ensures that Axel Springer continues to grow profitably with the market of online advertising.
- **Classified advertising and marketplaces:** Axel Springer is developing its own portals and holdings in the online classifieds market and in the marketplaces.



NEWSPAPERS CROSS-MEDIA IN GERMANY

Axel Springer is Germany's biggest newspaper publisher, offering newsstand papers, Sunday papers, and national and regional daily papers in print and online.

- BILD – launch 1952, paid circulation 2.70m
- BILD ONLINE – UU 12.4m, PI 2,633.3m, visits 212.7m
- BILD MOBILE – UU 2.8m, PI 236.8m, visits 40.7m
- BILD APP – iPhone, iPad, etc.
- BILD am SONNTAG – launch 1956, paid circulation 1.4m



- BERLINER MORGENPOST – launch 1898 / takeover 1959, paid circulation 124,454
- BERLINER MORGENPOST ONLINE UU 2.2m, PI 33.9m, visits 6.6m
- BERLINER MORGENPOST MOBILE PI 911,196, visits 213,618
- BERLINER MORGENPOST APP
- HAMBURGER ABENDBLATT launch 1948, paid circulation 211,771
- HAMBURGER ABENDBLATT ONLINE UU 3.2m, PI 40.5m, visits 11.1m
- HAMBURGER ABENDBLATT MOBILE PI 2.2m, visits 584,169
- HAMBURGER ABENDBLATT APP



- DIE WELT – launch 1946 / takeover 1953
- WELT KOMPAKT – launch 2004
- WELT AKTUELL – launch 2010
- paid circulation 252,804



- WELT am SONNTAG – launch 1948 / takeover 1953, paid circulation 411,751
- WELT ONLINE – UU 7.4m, PI 226.6m, visits 41.4m
- WELT MOBILE – UU 854,000, PI 23.0m, visits 4.8m
- WELT APP – iPhone, iPad, etc.



- B.Z. and B.Z. am SONNTAG paid circulation Mon–Fri / Sun: 147,176 / 86,746
- B.Z. ONLINE UU 1.2m, PI 15.1m, visits 3.3m

Plus further regional and local newspapers.

Sources: IWW 2011/2012, AGOF 2011, Axel Springer company data
 UU = Unique Users
 PI = Page Impressions

MAGAZINES CROSS-MEDIA IN GERMANY

Axel Springer is Germany's third-largest magazine publisher and publishes a wide range of cross-media magazines. They include TV and radio magazines, titles for women, business, computer and home electronics, sports and automobile titles, and also music magazines.



TV MAGAZINES

- HÖRZU (1.3m)
- HÖRZU ONLINE
- HÖRZU APP
- HÖRZU WISSEN
- HÖRZU HEIMAT
- TV DIGITAL (1.9m)
- TV DIGITAL ONLINE
- TV DIGITAL APP
- FUNKUHR (542,387)
- BILDWOCHE (145,258)
- TV NEU (95,539)

WOMEN'S

- BILD der FRAU (804,116)
- BILD der FRAU ONLINE
- BILD der FRAU APP
- FRAU von HEUTE (150,175)
- FRAU von HEUTE ONLINE

COMPUTER AND INFOTAINMENT

- COMPUTER BILD (502,420)
- COMPUTER BILD ONLINE
- COMPUTER BILD APP
- COMPUTER BILD SPIELE
- COMPUTER BILD SPIELE APP
- AUDIO VIDEO FOTO BILD

AUTO AND SPORTS

- AUTO BILD (539,471)
- AUTO BILD ONLINE
- AUTO BILD APP
- AUTO BILD ALLRAD
- AUTO BILD SPORTSCARS
- AUTO BILD MOTORSPORT
- AUTO BILD KLASSIK
- AUTO TEST
- SPORT BILD (412,050)
- SPORT BILD ONLINE
- SPORT BILD APP

LIFESTYLE AND MUSIC

- MUSIKEXPRESS (52,841)
- MUSIKEXPRESS ONLINE
- ME.STYLE
- ROLLING STONE (51,299)
- ROLLING STONE ONLINE
- ROLLING STONE APP
- SOUNDS by ROLLING STONE
- METAL HAMMER (39,037)
- METAL HAMMER ONLINE
- ICON
- THE ICONIST



ONLINE PLATFORMS IN GERMANY AND INTERNATIONAL

Axel Springer is one of the leading integrated multimedia companies with print, online, mobile, and Web-TV activities in Europe. The online activities are based on two columns:

- Transfer of own print brands and content for digital distribution
- Acquisition of further portals to complete the portfolio

The focus lies on three kinds of business:

1. CONTENT PORTALS AND STRONG BRANDS

Highly frequented online sites of the regional newspapers and magazines, while BILD.de is the highest-reach news portal in the German web:

- | | |
|-----------------|------------------|
| bild.de | motor-talk.de |
| welt.de | transfermarkt.de |
| abendblatt.de | gamigo.de |
| morgenpost.de | aufeminin.com |
| bz-berlin.de | onmedia.de |
| autobild.de | luxuryguide.de |
| computerbild.de | smarthouse.de |
| sportbild.de | finanzen.net |
| hörzu.de | netmums.com |
| tvdigital.de | hamburg.de |
| bilderfrau.de | |



2. ONLINE MARKETING

Zanox, launched in 2000, is a performance-based online marketing platform. It brings advertisers and partner websites (affiliates) together. With 13 international offices it is the leading performance advertising network in Europe. More than 2,000 reputed international companies from almost every sector benefit from zanox technology.



3. ONLINE CLASSIFIEDS AND MARKETPLACES

Platforms for classified ad markets to support the core business of Axel Springer:

- StepStone.com, the leading European provider of online job exchanges and talent-management software
- immonet.de, the second-biggest provider in the online real estate market
- SeLogger.com, the market-leading provider of real estate in France. It has more than 1 million classifieds ads
- AutoReflex.fr, a portal for second-hand cars in France, with more than 100,000 cars and many thousands of dealers as partners



Platforms for online purchases:

- idealo.de, one of the most-used search engines for price comparisons
- autohaus24.de, where those interested in new cars can meet dealers
- buecher.de, one of the leading online retailers



SUCCESS STORY OF THE CROSS-MEDIA BRAND BILD

In 1952 publisher Axel Springer invented a new media style: printed pictures (Bild) in the newspaper.

This succeeded and BILD is now Europe's largest daily newspaper with more than 2.7 million copies sold and over 12 million readers every day.

It is also Germany's largest news website with over 260 million visits each month.

Step by step Axel Springer enlarged the formula for success:

- Launched **1952: BILD**
Europe's largest daily newspaper
- Launched **1956: BILD am SONNTAG**
Germany's largest Sunday newspaper
- Launched **1983: BILD DER FRAU**
Germany's largest women's weekly magazine
- Launched **1983: BILDWOCHE**
TV listing, weekly
- Launched **1986: AUTO BILD**
The world's largest weekly car magazine
- Launched **1988: SPORT BILD**
Europe's largest weekly sports magazine
- Launched **1996: COMPUTER BILD**
Europe's largest computer magazine, bi-weekly
- Launched **1996: AUTOBILD.DE**
Germany's largest car content website
- Launched **1999: COMPUTER BILD SPIELE**
Europe's largest computer games magazine
- Launched **2001: BILD.DE**
Germany's leading general interest website



- Launched **2001: AUTO BILD SPORTSCARS**
Germany's leading sports cars magazine, monthly
- Launched **2002: AUTO BILD ALLRAD**
Europe's largest 4x4 car magazine, monthly
- Launched **2003: AUDIO VIDEO FOTO BILD**
Europe's largest consumer electronics magazine
- Launched **2004: SPORTBILD.DE**
Portal of Europe's leading sports magazine
- Launched **2007: AUTO BILD KLASSIK**
Germany's leading classic car magazine, monthly
- Launched **2007: COMPUTERBILD.DE**
Germany's leading consumer electronics portal
- Launched **2008: BILDDERFRAU.DE**
One of Germany's leading women's portals



BILD is closer to the action. Produced in Berlin with a wealth of exclusive reports, BILD keeps its readers better informed and determines the topics of the day – in a clear, concise style, with the best photos. Reader reporters broaden the reporting.

All titles of the BILD brand have several features in common: They are

- Up to date
- Inexpensive
- Good value for money
- Easy to understand
- Comprehensive
- Full of service and practical advice
- Entertaining
- Close to the reader
- “Advocate” of the reader

AXEL SPRINGER AG WORLDWIDE



■ Axel Springer AG and German subsidiaries

■ International subsidiaries and joint ventures of Axel Springer AG

■ International Licenses

■ Ringier Axel Springer Media AG

France
Hungary
India
Russia
Spain
Switzerland

Azerbaijan	Latvia
Austria	Lithuania
Belarus	Mexico
Bulgaria	Montenegro
China	Netherlands
Croatia	Poland
Czech Republic	Portugal
Estonia	Romania
Finland	Russia
France	Serbia
Georgia	Slovakia
Great Britain	Slovenia
Greece	Spain
Hungary	Switzerland
India	Thailand
Indonesia	Turkey
Italy	Ukraine

Czech Republic
Poland
Serbia
Slovakia

INTERNATIONAL ACTIVITIES

In addition, Axel Springer publishes more than 190 newspapers, magazines and digital offerings outside Germany through its own subsidiaries and joint ventures, and by way of licensing. Axel Springer has further extended both its presence and its portfolio in Eastern Europe with the joint venture Ringier Axel Springer Media.

Axel Springer Switzerland

With 14 titles the market leader in business and finance magazines and TV program guides. The business titles BILANZ and HANDELSZEITUNG are the most-read publications in this segment. Within the general interest segment, Axel Springer publishes the country's biggest subscription magazine, BEOBACHTER; in TV program guides, it is the market leader, through its publications TELE and TV STAR.

Axel Springer Spain

With 14 magazines in Spain the No.1 publisher in video games and computer magazines, and with AUTO BILD ESPANA and AUTO BILD 4x4 holding the market leadership within the car titles.

Axel Springer France

Publishing nine TV program guides, women's magazines, and cooking magazines, as well as four automotive titles in a joint venture with the Mondadori Group. Most important titles are the TV program guide TELE MAGAZINE, the cooking magazine VIE PRATIQUE GOURMAND, and the automotive magazine AUTO PLUS.

Axel Springer in India

Together with the India Today Group, the country's largest magazine publisher, Axel Springer has been publishing AUTO BILD INDIA since 2008. Further, Axel Springer is main shareholder of India's largest car portal CarWale.com

Ringier Axel Springer Media

Active in Poland, Czech Republic, Slovakia, and Serbia with market-leading daily tabloids such as FAKT, BLESK, NOVY CAS, BLIC and with several successful market-leading titles among car and women's magazines, and with PRZEGLAD SPORTOWY, the only daily sports newspaper in Poland, and numerous online websites, such as azet.sk, Slovakia's largest online portal.

Axel Springer Hungary

With over 30 magazines and ten newspapers it is the largest publishing house in Hungary. Next to the business paper VASARNAP REGGEL, numerous women's, car, youth and other magazines, Axel Springer also operates the largest food portal MINDMEGETTE and other online portals.

Axel Springer Russia

Present with seven titles: the business magazine FORBES, COMPUTER BILD, GALA BIOGRAFIA, and OK!, and three magazines of the GEO brand family.





GG-ET 327

WOB DJ 733

K-QG 7275

M-KY 9129

K-PR 1916

CAR TITLES

AUTO BILD INTERNATIONAL

AUTO BILD has been proven around the globe as the world's largest car cross-media brand, selling 7 million copies each month in 33 countries, describing the world of cars in print, mobile, online.



France 1988



United Kingdom 1988



Netherlands 1990



Finland 2004



autobild.fi



Slovakia 2004



Latvia 2004



Thailand 2004



autoweek.nl



Czech Republic 1991



Turkey 1992



Greece 1993



Poland 1995



Hungary 2004



Lithuania 2005



autobild.it



Spain 2005



autobild.es



auto-swiat.pl



Croatia 1995



Switzerland 1997



Austria 1998



Portugal 2000



Azerbaijan 2005



Serbia and Montenegro 2006



Slovenia 2007



Georgia 2008



Mexico 2008



Bulgaria 2002



Indonesia 2003



autobildindonesia.com



Ukraine 2003



Estonia 2004



India 2008



Romania 2008



Belarus 2009



China 2011



autobild.com.cn

AUTO BILD The World's No.1 Car Title

AUTO BILD is THE car news weekly, encouraging and promoting enthusiasm for cars among readers while covering the real-life problems and concerns they encounter. With its well-defined editorial structure and its clear journalistic style, AUTO BILD is the clear market leader in Germany as well as in more than 20 other countries.



KEY FACTS

- Weekly
- Launch 1986
- Copy price 1.60 EUR
- Paid circulation 539,471 (IWW 2011/IV)
- Readers 2.8m (MA 2012/I)
- Readership in Germany 94% male, 44% younger than 40 years

EDITORIAL PILLARS

NEW AND USED CAR TESTS and, most importantly, their competence, objectiveness and credibility.

REPORTS, SERIES & EVENTS with the focus to describe, reveal and entertain.

SERVICE, advice and help on daily life, based on the motto: "love your readers and take all their problems seriously!"

LATEST NEWS and up-to-date information about cars, manufacturers, accessories, VIPs, events ...

ONLINE

www.autobild.de

EDITORIAL AND CONCEPT

The success of AUTO BILD – be it in print or online – is based upon its unique concept. Thus, AUTO BILD has become a worldwide symbol of editorial quality and the world's leading car magazine group. The concept can be described with the following core criteria as success-proven editorial assets:

INDEPENDENCE

- Editorial distance from industries
- Clear separation of editorials from ads
- Explicit about cooperations
- Integrity of editors

AUTO BILD is irreproachable and reliable.

UNRIVALED TOPICALITY

- Unrivaled scoops
- First reports of new models
- International and local news
- Weekly frequency

AUTO BILD is the first to let the reader know.

UNIQUE COMPETENCE

- First tests of new models
- Wide range of tests
- Own measured data and objective evaluations

AUTO BILD is most critical and detailed.

STRONG READER INTERACTION

- Easy-to-understand tone
- Letters to the editor with individual response and advice
- Readers' events
 - GOLDEN STEERING WHEEL
 - GERMANY'S BEST CAR DRIVER
 - Old-timer and Young-timer Rallies

AUTO BILD is down-to-earth, self-critical and the reader's advocate.

COLORFUL REPORTS

- Automotive topics besides cars
- Graphics always include people
- Colorful content

AUTO BILD is more than just steel.

STRONG SERVICE SECTION

- Useful tips on daily-life issues such as insurance, finance, garage and travel information

AUTO BILD is the reader's counselor in the complex automotive world.



AUTO BILD ONLINE - autobild.de

Axel Springer's car portal and the leading provider of editorial content on motor vehicles on the internet. From test reports and purchasing advice to prototypes, reports, features, 120,000 picture galleries and service tools, autobild.de pools the brand environments of the entire AUTO BILD-Group.



KEY FACTS

- Launch 1996
- Page impressions 109m per month (IVW 2012/I)
- Visits 8m per month (IVW 2012/I)
- Unique users 2m per month (AGOF 2011)

REGULAR FEATURES

- Editorial - tests, reports, channels of AUTO BILD's line extensions, the cars of tomorrow
- Service - car encyclopedia, repairing, maintenance, insurance, children's seats, tires, law, etc.
- Used car market - with dealer information, comparisons, finance calculations, etc.
- My AUTO BILD - personalized issues
- Picture galleries

AUTO BILD VIDEO

AUTO BILD also offers its readers a wide range of "moving pictures" over web-TV and on frequent DVD's on the printed edition.



AUTOBILD.TV

- Launch 2007
- Daily updates
- Integrated in autobild.de
- More than 2,300 in-house produced videos
- Tests, service, auto shows, first drives, etc.

AUTO BILD DVDs

- At least 5 DVDs per year
- DVDs on the edition with exclusive video material and highlights from the international auto shows and tests of all new cars
- DVDs for special occasions such as anniversaries of car brands or specific models

AUTO BILD TESTING AND AWARDS

AUTO BILD has established standards for the term **“test”**: own-measured data and revisable, reliable evaluations.

AUTO BILD cultivates strong interaction with its readers. This established AUTO BILD as a reliable advocate of car drivers. Events like **GERMANY'S BEST CAR DRIVER** let readers be part of the magazine.



100,000km durability test

GOLDEN STEERING WHEEL is the leading car award in Europe. It is given jointly by AUTO BILD and BILD am SONNTAG. Every year millions of readers and a highly qualified jury of race drivers, technicians and motor journalists as well as celebrities award the winners



Brake testing



GERMANY'S BEST CAR DRIVER



Comparison test



GOLDEN STEERING WHEEL - ceremony



Acceleration test



AUTO BILD KLASSIK Rally

AUTO BILD ALLRAD

AUTO BILD also publishes line extensions, which follow the same editorial concept: easy to understand, high test competence, service, close to the reader, etc.

AUTO BILD ALLRAD is the 4x4 magazine market leader in Germany, based on one of the most experienced off-road editorial teams and covering the whole world of 4x4 daily life on the road and in open country.



KEY FACTS

- Monthly
- Launch 2002
- Copy price 3.50 EUR
- Paid circulation 72,903 (IVW 2011/IV)
- Readers 0.28m (MA 2012/I)

REGULAR FEATURES

- Road reports
- Tests
- Comparisons
- New model presentations
- Reports
- Specials and trends
- Readers' letters
- Expert tips
- Classified ads
- Reader interaction

ONLINE

www.autobild.de/allrad

EDITORIAL AND CONCEPT

Outstanding technology together with lifestyle are the factors of success for this high-gloss magazine. The magazine offers all the news, trends and inspiration from the 4x4 world and gives a feeling of driving pleasure for 4x4 fans on the street and in open country.

UP-TO-DATE INFORMATION

- Best 4x4 cars at a glance
- First reports on new models
- International and local news
- Detailed tests
- Outlook on new releases

CLOSE TO THE READER

- Useful tips on daily-life issues
- Advice and consumer information
- Automotive topics besides cars
- Colorful reports



AUTO BILD ALLRAD LICENSED EDITIONS



Lithuania 2006



Ukraine 2007



Spain 2007



Poland 2008



Czech Republic 2008



Bulgaria 2008



Croatia 2012

AUTO BILD SPORTSCARS

The well-established high-performance motoring magazine. It is known for its high competence – here in the segments of high-level tuning, supplies, accessories and stress tests for all that's new around the world. It shows the most beautiful and fastest aspects of automobiles, the strongest models, fascinating high-performance cars, special small-series models, reports and service for those who love the extraordinary.



KEY FACTS

- Monthly
- Launch 2001
- Copy price 3.50 EUR
- Paid circulation 64,588 (IVW 2011/IV)
- Readers 0.32m (MA 2012/I)

REGULAR FEATURES

- Road reports
- Tests
- Comparisons
- New model presentations
- Reports
- Specials and trends
- Readers' letters
- Expert tips
- Classified ads
- Listing of tuning companies
- Reader interaction – "Tuning days"

ONLINE

www.autobild.de/sportscars

EDITORIAL AND CONCEPT

AUTO BILD SPORTSCARS stands for fascination, power and exceptional dreams. The monthly published magazine for lifestyle and sportive road racers intends to address people interested in motor sports. This racy magazine offers exciting reports and the latest news from the tuning industry.

MAXIMAL INFORMATION

- First reports of new models
- Latest news all about sportscars
- Practical, hands-on advice about the car

FUTURE: PRECIOUS & FAST

- Passion for speed and extravagant models
- Outlook on new releases

HIGH ENTERTAINING FACTOR

- Detailed tests
- Equipment presentations
- Overview of the fastest cars around the world
- Provides evaluations which help to form opinions



AUTO BILD SPORTSCARS LICENSED EDITIONS



Czech Republic 2008



Spain 2009



Poland 2010



Portugal 2011

AUTO BILD KLASSIK

The magazine for young-timers and old-timers. The young magazine for old cars, or the lobby for the hobby! It begins where others stop: with models that are more than 15 years old; cars that have shown character in the course of their life. AUTO BILD KLASSIK is classic AUTO BILD: with reports and features, tests, engineering and technology, as well as a guide to restoration/repair, sourcing of spare parts, upkeep and maintenance, registration, insurance, clubs and literature.



KEY FACTS

- Monthly
- Launch 2007
- Copy price 3.90 EUR
- Paid circulation 111,642 (IVW 2011/IV)
- Readers 0.48m (AWA 2011)

REGULAR FEATURES

- News
- Reports
- Tests
- Comparisons
- Readers' letters
- Expert tips
- Classified ads

ONLINE

www.autobild.de/klassik

EDITORIAL AND CONCEPT

The reader gets the latest news about the old-timer and young-timer-scene as well as useful tips for automotive engineering and restoration. This magazine addresses people who pursue their passion for this sophisticated but very enjoyable hobby.

GIVING ADVICE

- Tips for rare cars and accessories
- Maintenance, car care and restoration
- Road capability, running costs
- Useful recommendations as well as technical data

COLORFUL REPORTS

- Stories about historic car models
- Overview of important rallye dates
- Colorful reports with a personal touch

AUTO BILD KLASSIK LICENSED EDITIONS



Spain 2008



Finland 2012



AUTO BILD MOTORSPORT

Europe's largest motorsport magazine published as a supplement in AUTO BILD. It offers the whole world around motorsports including mass motorsports (Breitensport), and gives the latest news and information on Formula 1 and Rally as well as extensive background reports.



KEY FACTS

- Weekly
- Launch 2001
- Supplement in AUTO BILD
- Paid circulation 320,339 (IWW 2011/IV)

REGULAR FEATURES

- Latest news in motorsports
- Background reports
- Drivers columns
- Test & technical data
- Classic

ONLINE

www.autobild.de/motorsport

AUTO TEST

This monthly purchase advisory from the AUTO BILD group is a car journal and car catalog that shows the best way to a new car. It offers orientation within the car market, with market monitoring in cooperation with Schwacke as an independent vehicle evaluation institution that evaluates about 2,700 models, and J.D. Power and its Customer Service Index (CSI-study). The magazine presents new models with efficiency.



KEY FACTS

- Monthly
- Re-launch 2003
- Copy price 2.20 EUR
- Paid circulation 215,258 (IWW 2011/IV)
- Readers 0.58m (MA 2012/I)

REGULAR FEATURES

- Five sections:
 - Purchase advisor
 - New car tests
 - Practical car guides
 - Used car tests
 - Guidebook for car purchase
- Classified ads incl. listing of tuning companies
- Technical glossary

SPECIAL YEARLY EDITIONS

- 4x4 extra
- Convertibles
- Vans
- Eco trends

ONLINE

www.autobild.de/autotest

EXPERIENCES OF OUR LICENSE PARTNERS

Since we have had AUTO BILD GEORGIA, drivers wear seat belts, and know about “inside car concepts” and the price-value-ratio of cars. In comparison to its competitors AUTO BILD GEORGIA has great authority among readers.

Shalva Sharashidze

Editor in Chief AUTO BILD GEORGIA

We are extremely happy with the brand; the support and recognition from our readers and our advertisers inspire us. We are very excited that AUTO BILD MEXICO has become one of the top three car magazines in Mexico and we keep growing each year both in readership and in advertising.

Raul Sayrols

Publisher AUTO BILD MEXICO

AUTO BILD gives us what we need: to be faster than our competitors with a lot of useful consumer advice, several comparison tests and plenty of exclusive material.

Ozren Adamovic

Editor in Chief AUTO BILD CROATIA

AUTO BILD gives us an international dimension, first-hand information and more direct access to all the major novelties of the industry. TEST THE BEST and THE GOLDEN STEERING WHEEL are good examples of what we can do and where we can go together.

José Caetano

Editor in Chief AUTO FOCO PORTUGAL



We are very proud of the relationship we have with our readers. We always have in our issues subjects in the section “The advisor” that help them to face all these kinds of problems and save on car running costs.

Yiannis Kakouris

Editor in Chief AUTO BILD GREECE

With AUTO BILD SERBIA we are the No.1 car magazine in Serbia. Of course, it was not easy, because the Serbian car market declined a lot in 2011. Our readers recognized AUTO BILD SERBIA as a reader-optimized car magazine and we will keep trying to give them a unique experience.

Aleksandar Pijevac

Editor in Chief AUTO BILD SERBIA

It is great to be the one bringing AUTO BILD, the No.1 automobile magazine, to China, the No.1 automobile market. Exclusive and professional content from AUTO BILD is guiding the behavior of Chinese auto customers.

Michael Wang

Editor in Chief AUTO BILD CHINA

AUTO BILD THAILAND is very successful with its concept as well as its high-quality and in-depth automotive information and exclusive news from the automobile market around the globe.

Bhuvanath Paochinda

Editor in Chief AUTO BILD THAILAND



**COMPUTER AND HOME ENTERTAINMENT
TITLES**

COMPUTER BILD INTERNATIONAL

COMPUTER BILD is Europe's largest computer magazine, selling around 1.5 million copies each month in seven countries.



Poland 1998



Poland Ekspert 1998



komputerswiat.pl



Spain 1998



Lithuania 2004



Lithuania Patarejas 2006



computerbild.it



Italy 2004



Russia 2006



computerbild.bg



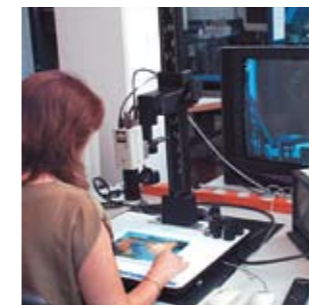
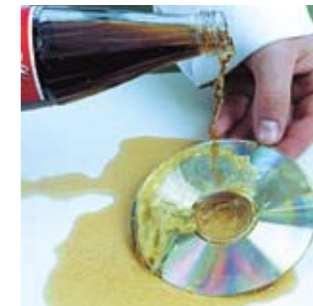
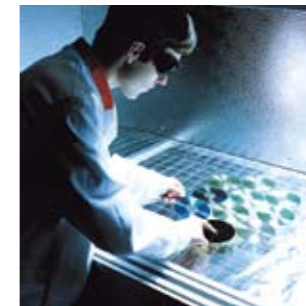
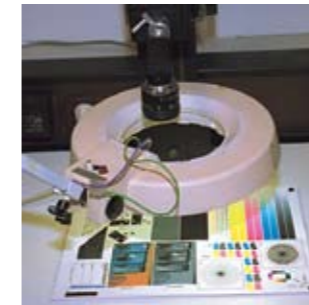
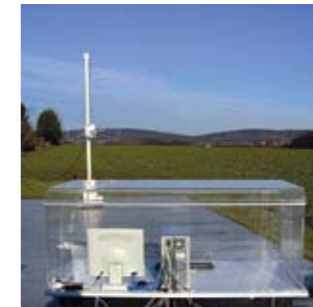
Poland 1999



Spain 2005

COMPUTER BILD TEST COMPETENCE

The computer market is opaque. Every day there are new computers, printers and accessories. Consumers daily ask themselves: "Which product is the best? Which one shouldn't be bought at all?" COMPUTER BILD tests them and lets the reader know what to purchase. Between 2000 and 2011 COMPUTER BILD tested approx. 1,000 products on average per year. These tests are very extensive and expensive and they are well known to be the hardest tests within the entire PC magazine segment.



COMPUTER BILD Europe's Largest Computer Magazine

Combined media for beginners, advanced and professional users with up-to-date information and background knowledge on computers, telecommunications, home electronics and online services. Objective and independent tests are the core competences of this cross-media product.



KEY FACTS

- Bi-weekly
- Launch 1996
- Copy price without CD / DVD 1.50 EUR with CD 2.70 EUR with DVD 3.70 EUR
- Paid circulation 502,420 (IWW 2011/IV)
- Readers 4.3m (MA 2012/I)
- Readers mostly male in their 30s

EDITORIAL PILLARS

TESTS – On hardware, software, web and mobile offerings and applications

SERVICE

- Step-by-step instructions
- Legal advice & press clippings
- Expert opinions

LATEST NEWS – On hardware, software, internet, games, consumer electronics, telecommunications, events, etc.

ONLINE

www.computerbild.de

EDITORIAL AND CONCEPT

“COMPUTER BILD helps.” Through its bi-weekly frequency it is up to date and thus offers an additional winning margin against its competitors. The concept already considers the convergence of computer techniques, entertainment electronics, web / online and telecommunications and is based on:

BEST VALUE FOR MONEY

- Title with lowest price in the segment
- Maximal cost-benefit
- Added value via CD / DVD software and movie

COMPLEX TEST METHODS

- No other PC magazine offers as many technical details within the product tests
- Transparent tests: also publication of test methods and evaluation criteria are comprehensible to readers
- Objectivity through industry-accepted tester

CLEAR STRUCTURE

- Fixed sections within every issue

EASY TO UNDERSTAND

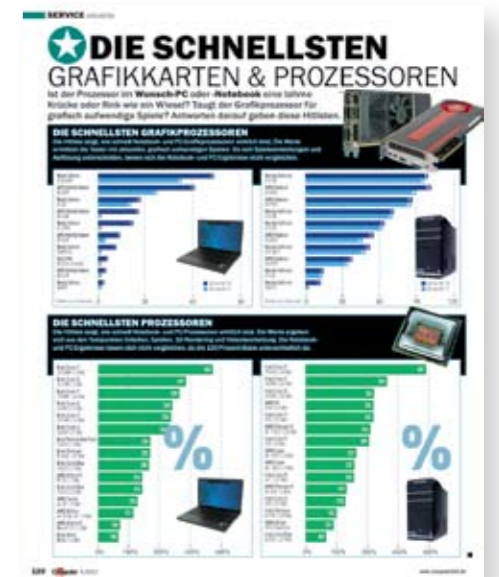
- Simple language
- Explanation of technical terms
- Step-by-step instructions / explanation of all single work flow steps

BUYER'S GUIDE

- Orientation – reliable basis for purchase decision
- List of the best – cheapest prices of all tested products that are available

READER INTERACTION

- Yearly readers' election of the best products as the GOLDEN COMPUTER



COMPUTER BILD ONLINE - computerbild.de

One click – three market leaders: computerbild.de is the joint portal of the COMPUTER BILD-group – including COMPUTER BILD, COMPUTER BILD SPIELE and AUDIO VIDEO FOTO BILD. The online editorial office works closely with the three print editorial offices. computerbild.de is the internet platform for information on all topics concerning computers, games, audio, video and photography.



KEY FACTS

- Visits 44m (IWW Feb, 2012)
- Page impressions 248m (IWW Feb, 2012)
- Unique users 13m (AGOF Internet Facts 2011)

REGULAR FEATURES

- News and videos about products and technologies
- Purchase advice
- Product & price search as well as price comparison
- Hints and tricks
- Unbiased reviews
- Virus-free software downloads
- Tools and applications
- User polls, ratings and discussions
- Infotainment

ONLINE

www.computerbild.de
 www.computerbildspiele.de
 www.audiovideofotobild.de

COMPUTER BILD SPIELE Europe's Largest Computer Games Magazine



Market leader in the German PC and video games magazine market and trusted by the fans who are seeking the latest information about the games market.

KEY FACTS

- Monthly
- Launch 1999
- Copy price with DVD 3.50 EUR with 2 DVDs 5.50 EUR
- Paid circulation 178,811 (IWW 2011/IV)
- Readers 2.1m (MA 2012/I)
- Mostly males in their 30s

AUDIO VIDEO FOTO BILD Europe's Largest Consumer Electronics Magazine

The top reference in Germany, covering the world of digital photography and consumer home electronics with high test competence.



KEY FACTS

- Monthly
- Launch 2003
- Copy price without CD / DVD 2.50 EUR with movie DVD 3.90 EUR
- Paid circulation 130,125 (IWW 2011/IV)
- Readers 0.6m (MA 2012/I)
- Mostly males in their 30s

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12

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EXCLUSIV & GRATIS

AVP 2

COMPUTER AUF DER 31. PC PROBLEME

TESTS

AVP 2

COMPUTER AUF DER 31. PC PROBLEME

WISSEN

AVP 2

COMPUTER AUF DER 31. PC PROBLEME

16

EXKLUSIV: KOMPLETTLÖSUNG SKYRIM

Computer Spiel

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2 DVDs

5 Vollversionen

RESIDENT EVIL 6

grand theft auto

16

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16

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7 Lautsprecher Decks für iPod und iPad

8 HD-TV-Sat-Empfänger

16

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16