

presented by ECKELT CONSULTANTS

TOP COMPANY GUIDE

TC MEDIA DATA 2026

THE BUSINESS MAGAZINE
FOR THE EXECUTIVES
OF TODAY AND TOMORROW

MEDIA DATA 2026

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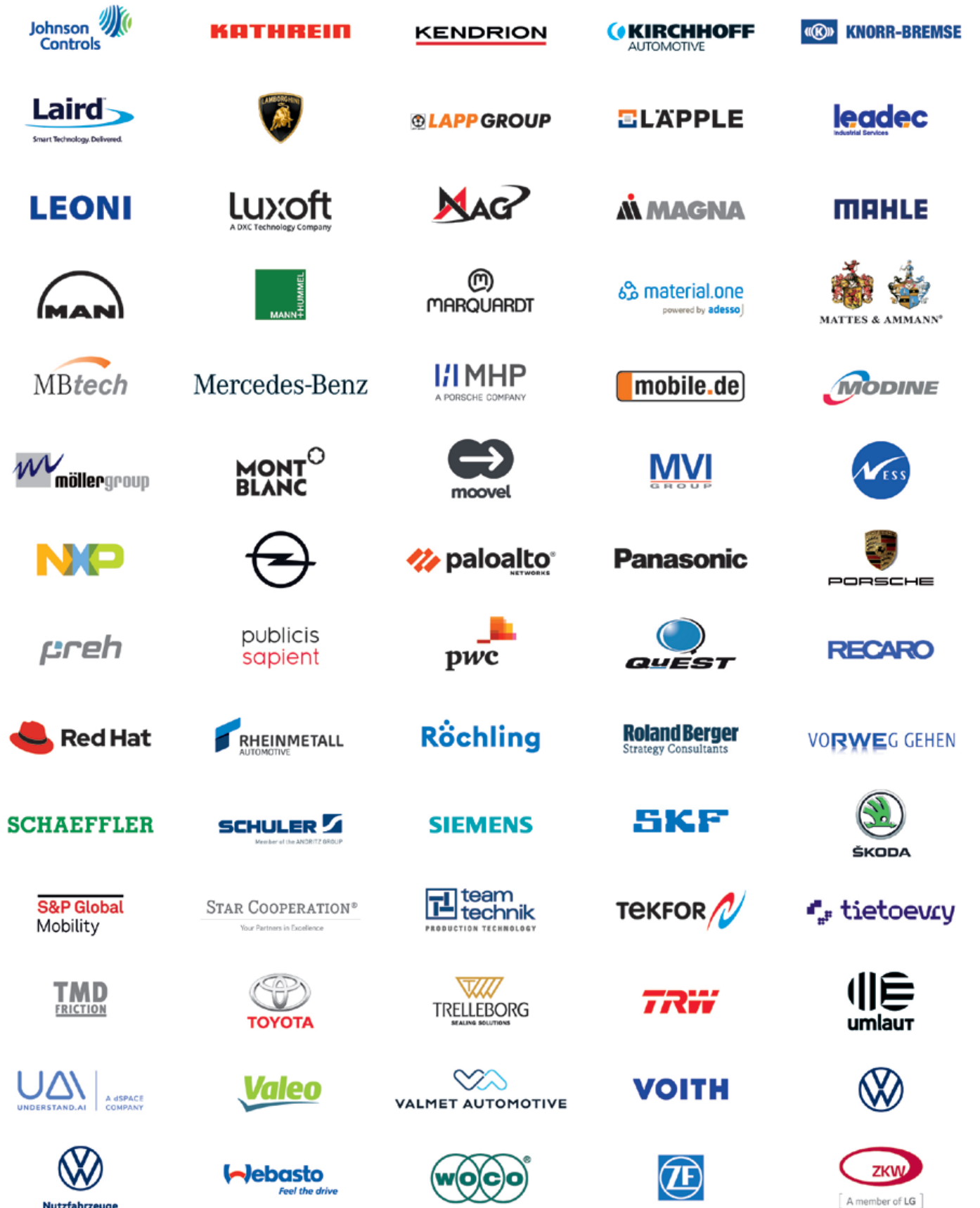
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TOP COMPANIES



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-one 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.

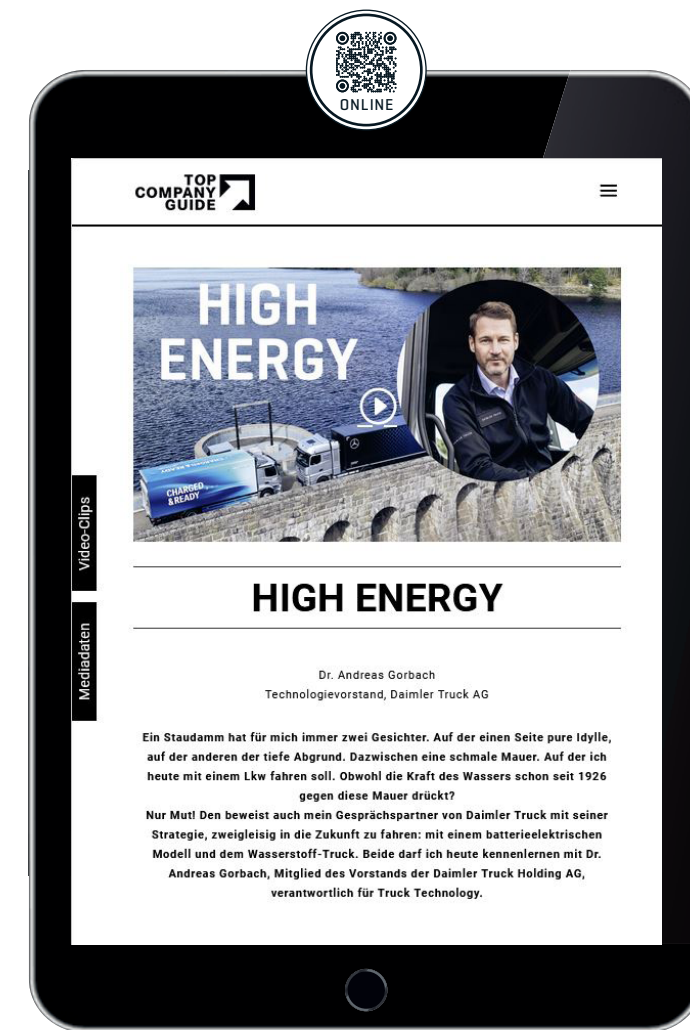
/ THE MANAGEMENT TOOL

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



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.



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

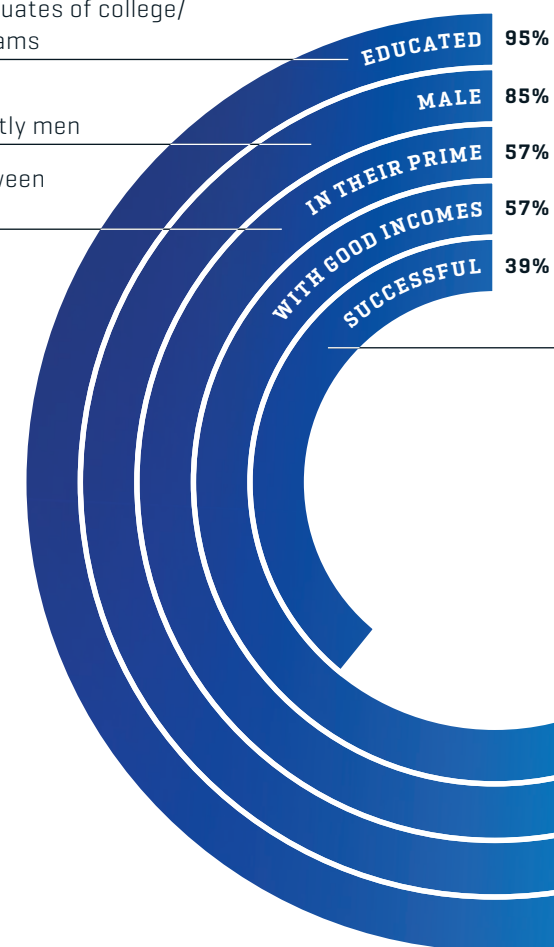
Your benefits at a glance

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

» CUSTOMER EXPERIENCE EDITION «

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

[illegible]

17

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



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



MIT SYSTEM IN DIE MOBILITÄT DER ZUKUNFT

Veränderung als Herausforderung und Chance: Auf dem Weg in die Mobilität der Zukunft wird Fraunhofer ILR als führende Institution zum maßgeblichen Erfolgsfaktor für Automotive-Unternehmen. Der deutsche Automobilkonzern Daimler ist ein Beispiel für den Wandel bei Technologien und Prozessen, um sich in der Zukunft zu behaupten. Die kleinen des Unternehmens und seine globalen Kunden in der Mobilität der Zukunft von höher Agilität, Flexibilität und Verlässlichkeit profitieren.

+ Intro double page



ONLINE



TOO BIG TO FAIL

Die Herausforderungen liegen vor der Tür, die darauf beruhen, dass die Welt nicht nur ein Problem ist, sondern auch eine Chance. Die Herausforderung ist, die Welt zu verändern und sie zu verbessern, und die Fähigkeit, die Welt zu verändern, ist die Fähigkeit, die Welt zu verbessern. Die Herausforderung ist, die Welt zu verändern, und die Fähigkeit, die Welt zu verbessern, ist die Fähigkeit, die Welt zu verändern.

»Wir müssen uns nicht selbst neu erfinden, um wegweisende Veränderungen zu ermöglichen.«

Indem wir unseren Kurs halten, dabei unseren Kunden genau zuhören und Marktentwicklungen frühzeitig im Blick haben und zu deuten verstehen, haben wir das perfekte Rezept für transformative Zeiten«, betont Stefan Brandl.



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Die gesamte Wertschöpfungskette im Blick

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Der Mensch ist und bleibt im Mittelpunkt

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2.2 EDITORIAL CONTRIBUTION / 2 PAGES



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Two industries in the world demand the same level of precision, scale, and resilience as automotive. Building a new future requires the same level of precision, scale, and resilience as automotive. Building a new future requires the same level of precision, scale, and resilience as automotive.

»Automotive know-how for new industries: too good to be true?«

Die Herausforderungen liegen vor der Tür, die darauf beruhen, dass die Welt nicht nur ein Problem ist, sondern auch eine Chance. Die Herausforderung ist, die Welt zu verändern und sie zu verbessern, und die Fähigkeit, die Welt zu verändern, ist die Fähigkeit, die Welt zu verbessern. Die Herausforderung ist, die Welt zu verändern, und die Fähigkeit, die Welt zu verbessern, ist die Fähigkeit, die Welt zu verändern.

+ Intro double page



ONLINE

2.3 EDITORIAL CONTRIBUTION / 3 PAGES



TOO BIG TO FAIL

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Accelerating vehicle development

Die Herausforderungen liegen vor der Tür, die darauf beruhen, dass die Welt nicht nur ein Problem ist, sondern auch eine Chance. Die Herausforderung ist, die Welt zu verändern und sie zu verbessern, und die Fähigkeit, die Welt zu verändern, ist die Fähigkeit, die Welt zu verbessern. Die Herausforderung ist, die Welt zu verändern, und die Fähigkeit, die Welt zu verbessern, ist die Fähigkeit, die Welt zu verändern.

Improving the customer experience

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+ Intro double page



ONLINE



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

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 0229 / BRAND PERSONALITY

TCG 0229 / BRAND PERSONALITY

80

81

ONLINE

PRINT

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

TCG 2024 / DRIVING EXPERIENCE



REVOLUTION AB GAGGENAU
Wir treffen uns im Unimog-Museum bei Gaggenau, dem, um sich einer Ikone zu nähern, muss man die Geschichte verstehen. Und die Geschichte des Unimog beginnt 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 konsequente Geländegängigkeit. Darauf sind hier alle Mitarbeiter wirklich stolz. Auch meine Gesprächspartner strahlt und freut sich, mich in die Geheimnisse des Unimog einzuweisen zu dürfen. Ich treffe Franziska Cusumano vor dem Museum und nach einer kurzen Begrüßung merke man ihr an, dass sie loslegen möchte.

75 JAHRE UNIVERSAL-MOTOR-SERAT 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 Morgenthau-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 unebenen Einsatzgebiete, schon damals gelagert auf schraubenbefestigten Portalachsen, um Bodenfreiheit zu gewährleisten, dazu von Schrauben geschützte Antriebswellen. Die Spurweite des Fahrzeugs beträgt 2.270 mm, was damals genau zwei Kartoffelfahren entspricht. Denn das Fahrzeug wurde zu Aussaat und Ernte von Kartoffeln mit verschiedenen Geräten verwendet, auch diese sehe ich im Museum.

1951 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 an den Anden unterwegs war, um Notfunk-einheiten für Bergsteiger zu montieren. Die beiden hochgeländegängigen Unimog wurden für die Herausforderungen in diesen extremen Höhen mit Spezialbereifung, starken Scheinwerfern und Sonderaufbauten zur variablen Schwerpunkt-Verlagerung fit gemacht. Und sie entlasteten natürlich nicht. Die letzte Notfunk-einheit wurde auf 5.500 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, Achserschlingung von bis zu 30 Grad. Ich denke, das Wort »Geländegängig« ist hier eine starke Unterbreitung. Das möchte ich selbst erfahren.

UNLIMITED



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





UNLIMITED

» Alle ich hier angefangen habe, wurde ich von Fahrer von den Unimog angesetzt. Ich habe gemerkt, dass das genau mein Berufsweg für diesen geländegängigen war.«



UNLIMITED

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UNLIMITED

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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.

2.6 ADVENTURE



Richtung Zukunft – all inclusive

Die Transformation der Mobilität stellt hohe Anforderungen an die Innovationskraft der Hersteller. Komplexe Zukunftsthemen wie Digitalisierung, Elektrifizierung und Vernetzung von Fahrzeugen erfordern die Verschmelzung von Automotive- und IT-Expertise. Hier kommt FERCHAU Automotive ins Spiel: mit einem Geschäftsmodell, das exakt auf die Anforderungen der Branche zugeschnitten ist. Wir leben in einem Zeitalter der Disruption: Dafür müssen technologische Innovationen erbracht, Rahmenbedingungen geklärt und Prozesse völlig neu gedacht werden.

ferchau.com/go/automotive

Connecting People and Technologies
for the Next Level

FERCHAU Automotive
Zentrale

FERCHAU Automotive GmbH
zentrale-automotive@ferchau.com

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.

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 07/2025

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 2026)
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 2026
June 2026

DATA REQUEST

COMPANY PRESENTATIONS

Status 07/2025

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].

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

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TIMELINE

Release layout
[according to individual agreement]

Date of publication edition 2026
June 2026

DATA REQUEST

COMPANY PRESENTATIONS

Status 07/2025

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: author[s] portrait[s], 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

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Tanja Huber [Contact person TCG 2026]
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Königsallee 43, 71638 Ludwigsburg,
Germany



LAYOUT EXAMPLE 1



LAYOUT EXAMPLE 2

* all characters including blank spaces

TIMELINE

Data delivery / Deadline
for printing documents:
March 13, 2026

Date of publication edition 2026
June 2026

DATA REQUEST

COMPANY PRESENTATIONS

Status 07/2025

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: author(s) portrait(s), 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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Germany

CONTACT

TIMELINE

Data delivery /Deadline
for printing documents:
March 13, 2026

Date of publication edition 2026
June 2026

TIMELINE

DATA REQUEST

COMPANY PRESENTATIONS

Status 07/2025

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: author(s) portrait(s), 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

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Data delivery /Deadline
for printing documents:
March 13, 2026

Date of publication edition 2026
June 2026

TIMELINE

INFORMATION
EDITORIAL CONTRIBUTION

Status 07/2025

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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CONTACT

TIMELINE

Release layout
[according to individual agreement]

Date of publication edition 2026
June 2026

TIMELINE

INFORMATION
EDITORIAL CONTRIBUTION

Status 07/2025

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



Example TCG 2023

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TIMELINE

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June 2026

TIMELINE

INFORMATION

EDITORIAL CONTRIBUTION

Status 07/2025

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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Release layout
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Date of publication edition 2026
June 2026

DATA REQUEST

EDITORIAL CONTRIBUTION/PERSPECTIVES

Status 07/2025

2.7 PERSPECTIVES



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

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

* all characters including blank spaces

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TIMELINE

Data delivery / Deadline
for printing documents
Immediately – March 13, 2026

Date of publication edition 2026
June 2026

DATA REQUEST

ADVERTISEMENTS

Status 07/2025

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

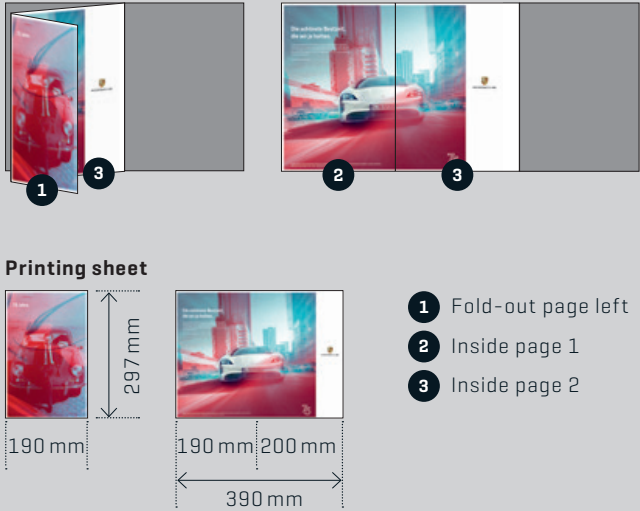
GATEFOLDER ADVERTISEMENT (3 PAGES)

[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]



GENERAL INFORMATION

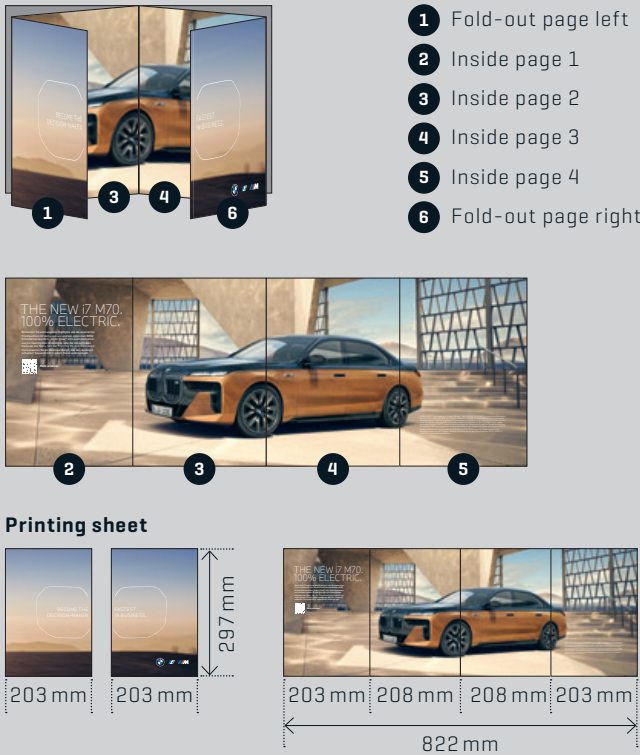
INSIDE ALTAR FOLD ADVERTISEMENT (6 PAGES)

[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]



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TIMELINE

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for printing documents:
March 13, 2026

Date of publication edition 2026
June 2026

CONTACT

TIMELINE

DATA REQUEST

ADVERTISEMENTS

Status 07/2025

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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CONTACT

TIMELINE

REGISTRATION
2026

22. YEAR / TOP COMPANY GUIDE



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/REVOCATION 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 13, 2026) 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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CONCEPT & DESIGN

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