

2015

MEDIA KIT 2015

2015/2014 总第二十期

AUTOHAUSCHINA

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automechanika

汽车经销商

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环保新政
新能源汽车新政透析
补贴对行业拉动作用

二手车
西部市场正在崛起
二手车业务需修炼内功

后市场
轮胎 O2O 模式探路
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10
ISSN 2309-5480



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The first independent specialist
magazine for the Chinese dealers
www.autohauschina.com

About Springer

Springer Fachmedien München GmbH is part of the well-known German Springer Science+Business Media group with more than 170 years media experience. It is a trusted local-language publisher in Europe for professionals working in the automotive and transport sectors.

By numbers of different B2B magazines such as AUTOHAUS, asp AUTO SERVICE PRAXIS, Autoflotte, *GW-trends* and *tankstellen markt* Springer Fachmedien München GmbH is taking a leading role in the automotive industry media of Germany or even Europe. Decision makers within the automotive industry and automobile trade already rate AUTOHAUS as an useful instrument to be informed about the current market situation, future trends and business development strategies.

About Messe Frankfurt

Messe Frankfurt Exhibition GmbH, located in Frankfurt, Germany, is one of the world's leading trade fair organizers which has built up a global network over more than 150 countries comprising 28 subsidiaries, 5 branch offices and 52 foreign representatives. There are more than 100 industry exhibitions held around the world every year. Automechanika, the greatest exhibition for the automotive aftersales industry, was launched in 1971. It is organized 12 times a year in 11 countries. In 2009, Messe Frankfurt Exhibition GmbH established Messe Frankfurt New Era Business Media Ltd. in Hong Kong to promote business in B2B media industry.

AUTOHAUS CHINA

AUTOHAUS CHINA as a subsidiary of the leading German B2B car magazine AUTOHAUS is developed and published by Messe Frankfurt New Era Business Media Ltd. and Springer Fachmedien München GmbH.

Combining Springer's competence and experience in publishing and the industry resources of Messe Frankfurt, AUTOHAUS CHINA provides comprehensive and professional information for the decision makers and senior management of car dealers, car manufacturers, industry associations, financial companies as well as for the automotive aftersales market.

AUTOHAUS CHINA focuses on topics such as automobile sales, sales management, automobile finance, aftersales maintenance, etc.

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Distribution

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Distribution display: 1,000 copies/issue

Actual distribution circulation: 80,000 persons/issue

Circulation area: Mainland China

Multi-channel Display

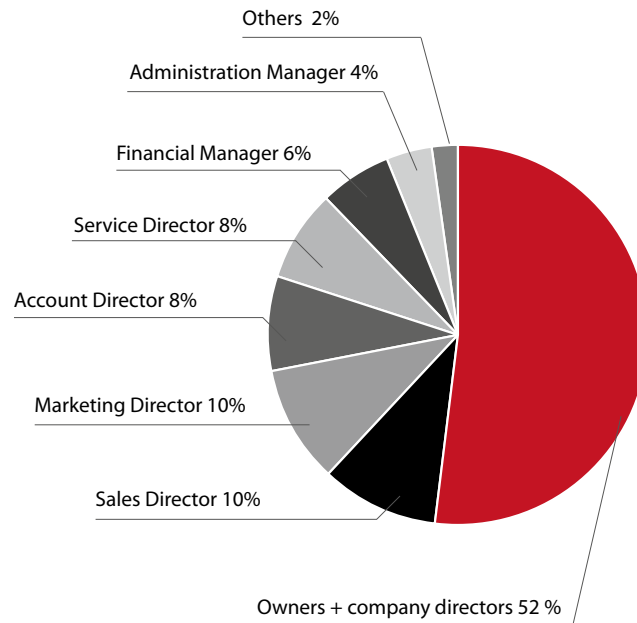
1. Dealer associations
2. Banks, Financial companies
3. Industry fairs & exhibitions



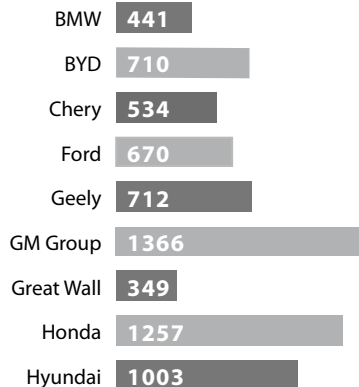
Enterprise Nature

Enterprise nature	Occupancy	Distributed circulation
Car dealer	54 %	10,310
Car manufacturer	13.9 %	2,691
After sales market	26.3 %	5,003
Automobile finance	2.2 %	419
Auto industry association	1.4 %	266
Academies, professional institutions	0.8 %	152
Others	1.4 %	266
Overall distributed circulation	100 %	19,107

Reader's Position



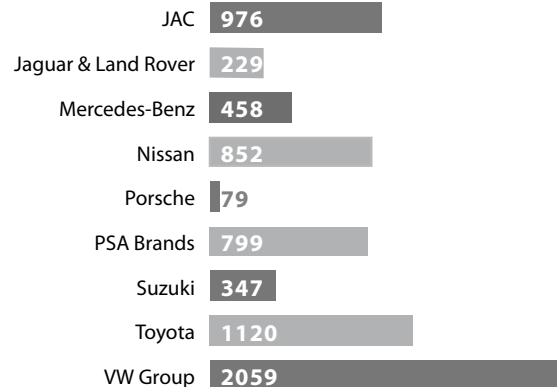
4S dealers according to brands (A - H)



Total 4S dealers in AUTOHAUS CHINA data:

The total AUTOHAUS CHINA 4S dealer data is 17,973.

4S dealers according to brands (J - Z)



Total: 10,782

Total 4S dealers in official study:

According to Fourin study till June 2014, total passenger car brands dealership in China is 23,348.

Key Columns

News Focus

Reports current important events which are of interest for the automotive industry.

Automobile Industry

In interviews the senior management of car manufacturers explains brand development strategy, operating status, policy changes.

Automobile Dealership Management

Focuses on car distribution portraits of successful dealers and interviews with trading experts provide comprehensive information about how to manage the business.

Financial Service

Introductions on new financial services, the relevant financial management skills, etc. are a helpful support for the target readers to get professional financial know-how.

Market Information

Collecting and analysing data of car dealerships, car sales, acceptance of financing and leasing, figures about aftersales service, this rubric reveals valuable facts and figures.

Used Car

Professional advice or suggestions from experts on used car business management, latest used car transaction data, residual value report, used car policy, services & products around used car business and best practices.

Aftermarket

Focuses on the automotive aftermarket and its key players to seize trends and developments in the fields of car maintenance, workshop equipment and car modification.

Car Dealer Management

Aftermarket

Exhibition & Event

No. 1 Issue

AD: 20.12.2014
PD: 25.12.2014
PB: 01.01.2015

2014 hot topics in Chinese car trading industry
Review automechanika Shanghai & AHC IDS

Cleaning & maintenance
Workshop equipment

Automechanika Shanghai

No. 2 Issue

AD: 20.01.2015
PD: 25.01.2015
PB: 01.02.2015

2015 authorized dealership network planing
Used car sales

Spare parts & lighting
Tyre service

No. 3 Issue

AD: 20.02.2015
PD: 25.02.2015
PB: 01.03.2015

Sales & service Process
IT System

Elektric/elektronic
Telematics

No. 4 Issue

AD: 20.03.2015
PD: 25.03.2015
PB: 01.04.2015

After sales service & repair
Workshop management

Engines, transmissions
and brakes
Workshop equipment

No. 5 Issue

AD: 20.04.2015
PD: 25.04.2015
PB: 01.05.2015

Auto Shanghai
AHC IDS Report

Inspection tools
Diagnose system

2015 AMR (April 9 - 12)
2015 Auto Shanghai (April 22 - 29)

No. 6 Issue

AD: 20.05.2015
PD: 25.05.2015
PB: 01.06.2015

Cost control
Finance & insurance

Oil & lubricant
Bearings & accessories

CADA Top 100 dealer award

Car Dealer Management

Aftermarket

Exhibition & Event

No. 7 Issue

AD:20.06.2015

PD:25.06.2015

PB :01.07.2015

4S store construction &
planning
Car parts & components sales

Engine & gears, brakes
cleaning & mainence

No. 8 Issue

AD:20.07.2015

PD:25.07.2015

PB :01.08.2015

HR Management
Used car warranty

Spare parts &
maintenance products
Work clothes & lighting

2015 CAPAS Chengdu
(June 20 - 22)

No. 9 Issue

AD:20.08.2015

PD:25.08.2015

PB :01.09.2015

Leasing & Fleet management
Online portal

Shock Absorber
suspension, transmissions
Tyre service

No. 10 Issue

AD:20.09.2015

PD:25.09.2015

PB :01.10.2015

Auto finance & insurance
IT system & leads management

Workshop equipment
Diagnose system &
inspection tools

No. 11 Issue

AD:20.10.2015

PD:25.10.2015

PB :01.11.2015

Marketing
New car sales

Oil & lubricant
Bearings & accessories

2015 Global Automotive Forum
Wuhan (Oct. 16 - 17)

No. 12 Issue

AD:20.11.2015

PD:25.11.2015

PB :01.12.2015

Used car sales & service
Spare parts sales &
management

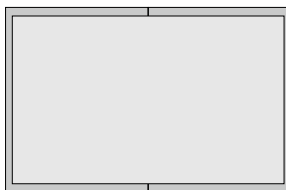
Special section: preview Exhibition
automechanika Shanghai and
new products

2015 CADA Convention
2015 Guangzhou Autoshow

Formats



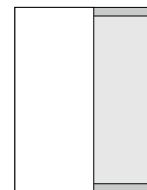
Front Cover
210 x 148 mm**



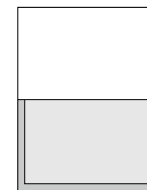
2/1 Page over binding
388 x 240 mm
420 x 279 mm*



1/1 Page
175 x 240 mm
210 x 279 mm*

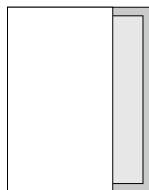


1/2 Page upright
85 x 240 mm
101 x 279 mm*

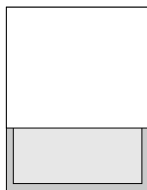


1/2 Page horizontal
175 x 117 mm
210 x 137 mm*

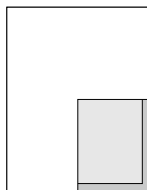
Main magazine
in type area (width x height)
at gate (width x height)



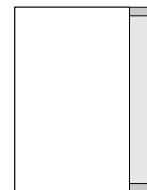
1/3 Page upright
55 x 240 mm
63 x 279 mm*



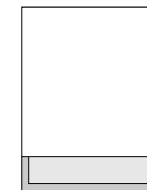
1/3 Page horizontal
175 x 76 mm
210 x 86 mm*



1/4 Page bloc
85 x 117 mm
101 x 137 mm*



1/4 Page upright
40 x 240 mm
46 x 279 mm*



1/4 Page horizontal
175 x 56 mm
210 x 63 mm*

Main magazine
in type area (width x height)
at gate (width x height)

* +3 mm bleed on outer edge

** +4 mm bleed on outer edge

AUTOHAUS CHINA Advertising Rates

Format	Position	Price / per issue (RMB)
Full page 4-color	Cover page	65,970
	Back cover page	45,310
	Inside front cover	36,480
	Inside back cover	28,860
	Inside regular	23,040
Spread page 4-color	Cover spread page	118,950
	First spread page	72,960
	Regular spread page	58,560
1/2 page 4-color		12,280
1/3 page 4-color		9,820
1/4 page 4-color		7,810
Special production	Company special report 4 P	56,080
	Service /Product report 2 P	28,480

Remark:

Discount:	2-3 issues	20 %
	4-6 issues	25 %
	12 issues	35 %

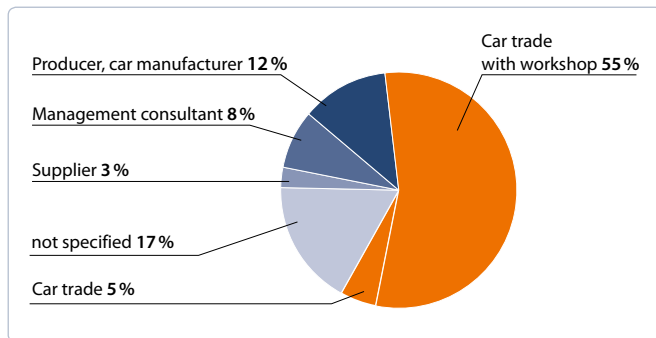
No fixed position for the inside regular page, first come first serve.

The advertising design expense is not included in the price list.

The customer needs to provide the design files in CMYK and resolution of 300 dpi or more.

Only serial issues can be accepted for the special production.

Website autohauschina.com – business branches



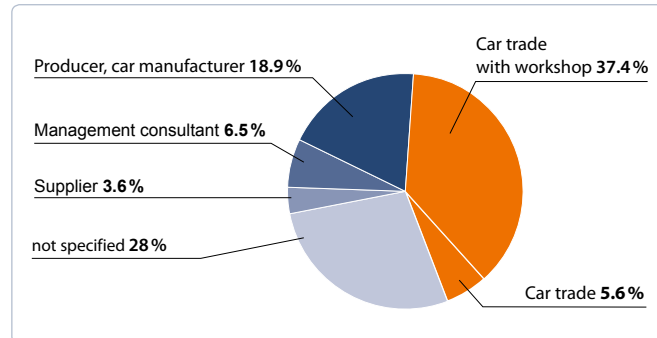
Position within the company:

81% of autohauschina.com users are decision makers.

Career benefit:

67% of autohauschina.com users consider it beneficial/extremely beneficial for their careers.

Newsletter AUTOHAUS CHINA – business branches



Position within the company:

11,690 AUTOHAUS CHINA Newsletter subscribers are decision makers (Internal research 9/2014).

Career benefit:

51% of AUTOHAUS CHINA Newsletter subscribers consider it beneficial/extremely beneficial for their careers.

Standard Ad Forms:

Please go to have a look at www.autohauschina.com.



Pixel format	No.	RMB/Month
980 x 90	①	8,000
510 x 235	②	8,000
225 x 124	③	3,500
225 x 237	④	3,500
740 x 82	⑤	5,000
228 x 82	⑥	2,000
980 x 90	⑤ + ⑥	7,000
980 x 90	⑦	5,000
216 x 177	⑧	1,800
740 x 60	⑨	2,000



Newsletter – The direct link to the customer

- Publication frequency:** Twice per week, pass on the industry news on time
- Recipients:** Send to 13,000 email registrants, cover a number of target population in an accurate way
- Effect Tracking:** Each link-click of column can be obtained by background system on the comprehensive monitoring and evaluation of the target group

Format for Newsletter	No.	Pixel	RMB/Month
Text display + image or logo tall or cross/full size banner	①	650 x 150	7,000
Medium rectangle	②	300 x 250	6,000
Text display + logo small	③	300 x 115	4,800



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我们非常乐意为您提供专业建议和相关咨询服务。
We are very glad to provide professional advice for you.



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