

# 2018

autojob.de

## MEDIA KIT 2018



autojob.de, the jobs portal  
from Springer Automotive Media  
[www.autojob.de](http://www.autojob.de)

**Web address (URL):** www.autojob.de

**Access control:**

IVW-certified since May 2012



**Access:**

Visits: 26.763 (3-month average, January to March 2017)

Page Impressions: 92.475 (3-month average, January to March 2017)

Available on request or at www.ivw.de, section: Online usage data.



**Snapshot Profile:**

### What does autojob.de offer you?

FAST, SIMPLE & DIRECT – **autojob.de**, the jobs portal from Springer Automotive Media. Looking for something? – We'll find it for you!

Whether new employees or employers – the entire automotive branch comes together at **autojob.de**.

**autojob.de** addresses precisely those target groups covered by our respected journals AUTOHAUS, Autoflotte, asp AUTO SERVICE PRAXIS, ATZ and MTZ, helping you find the professional staff you need from the fields of sales, garage and industry, for all positions and at every level.

You'll find qualified candidates from the following areas:

- Automotive sales and garages
- Accessories and replacement parts sales
- Production
- Quality assurance
- Project management
- Tyre sales and repair facilities
- Fleet management
- Automotive design & testing
- Industrial engineering
- Consulting and training

**Target groups:**

Companies and qualified professional staff from the automotive sector.

**We'll be glad to advise you: Phone +49 89 203043-0**



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**Publishing house:**

Springer Automotive Media  
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Aschauer Straße 30, 81549 München  
Phone: +49 89 203043-0  
[www.springer-automotive-media.de](http://www.springer-automotive-media.de)

### Job Offer



**Presentation:**

- Standard Template:  
Straightforward, clearly structured template with your logo  
Graphic adjustments like bold print, paragraphs etc. available on request  
OR
- Upload your job advert

**Technical specifications:**

- Logo (GIF or JPG)
- Text (MS Word, email, PDF or HTML)
- Upload (PDF or HTML)
- Contact information

**Duration:** 6 weeks  
**Price:** 695.00 €

### Job Offer individual



**Presentation:**

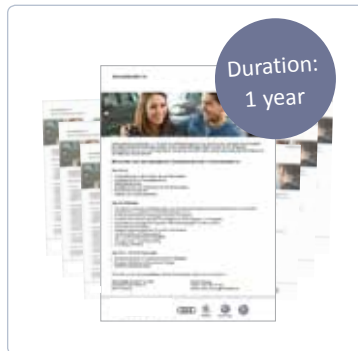
- HTML Template
- Prepared according to your template

**Technical specifications:**

- Template (PDF or HTML)
- max. 800 pixels wide – height is variable
- We can't accommodate CI fonts

**Duration:** 6 weeks  
**Price:** 895.00 €

### Prepaid Batch of 10 Adverts



**Presentation:**

- Standard-Template, Upload or HTML Template

**Technical specifications:**

- Standard-Template, Upload (PDF or HTML) or HTML designed according to your template
- max. 800 pixels wide – height is variable
- We can't accommodate CI fonts

**Duration:** 1 year  
**Price:** 4,490.00 €

#### TopJob



**Placement:**

- Homepage/Results list
- Sorted by dates of all Top Adverts
- Eye-catching placement and better discoverability for jobseekers

**Duration:** 3 or 6 weeks

**Price:** from 200.00 €  
+ Online Job Advert

#### TopHighlight



**Placement:**

- Homepage/Results list
- Highlighted in colour

**Duration:** 3 or 6 weeks

**Price:** from 100.00 €  
+ Online Job Advert

#### Link to Newsletter



**Placement:**

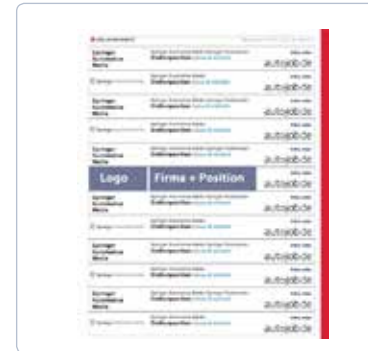
- Job title with direct link to job advert in the Newsletter Box
- Branch-specific Newsletters in the Springer Automotive Media family: AUTOHAUS, asp AUTO SERVICE PRAXIS and/or Autoflotte
- five slots available

**Access:** AUTOHAUS:  
27.288 Newsletter subscribers;  
asp AUTO SERVICE PRAXIS:  
8.322 Newsletter subscribers;  
Autoflotte:  
10.343 Newsletter subscribers  
(internal analysis 6/2017)

**Duration:** 1 day

**Price:** 100,00 € per Newsletter  
+ Online Job Advert

#### Print Entry



**Placement:**

- Entry with logo, company info and job description
- Trade magazines in the Springer Automotive Media family
- Width: depending on the width of the magazine/High: 20 mm

**Duration:** 1 issue

**Price:** 195.00 €  
+ Online Job Advert

### Business Card



**Presentation:**

- Listed in Companies A – Z
- Company name, address and URL with direct link to your homepage

**Duration:** Upon registering

**Price:** free

### Company Profile



**Presentation:**

- Company entry/product entry
- Long-term and flexible presentation of your company, contact info and/or products
- Image and video galleries
- Information for potential applicants
- Placement in Companies A – Z

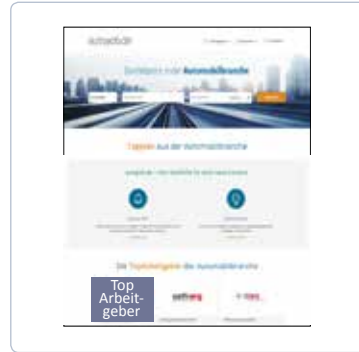
**Technical specifications:**

- Logo (GIF, JPG or PNG)
- Company address
- Header image max. 1.140 pixels wide, height is variable (GIF, JPG or PNG)
- Image gallery (GIF, JPG or PNG)
- Video-URL (YouTube, etc.)

**Duration:** 1 year

**Price:** 495.00 €

### TopEmployer



**Presentation:**

- Homepage
- Logo and link to your company profile

**Duration:** 4 weeks

**Price:** 495.00 €  
+ Company Profile

#### Price List:

Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload <sup>1)</sup>	6 weeks <sup>3)</sup>	695.00
Job Offer Individual	HTML-Template technical costs included	6 weeks <sup>3)</sup>	895.00
Prepaid Batch of 10 Adverts	Upload <sup>1)</sup> or an HTML-Template	1 year <sup>3)</sup>	4.490.00

Additional Options	Placement	Duration	Price in €
TopJob	Homepage/	3 weeks	+ 200.00
	Results list	6 weeks	+ 300.00
TopHighlight	Result list,	3 weeks	+ 100,00
	Highlighted in colour	6 weeks	+ 200,00
Link to Newsletter	Teaser and direkt link in a Springer Automotive Media newsletter	1 day	+ 100.00
Print Entry	Career market Trade magazines in the Springer Automotive Media family	1 issue	+ 195.00 <sup>2)</sup>
Advertisements	Career market Trade magazines in the Springer Automotive Media family	1 issue	on request

<sup>1)</sup> pdf

<sup>2)</sup> Price not subject to agency or other discounts

<sup>3)</sup> Free refresh after 4 weeks

Company Profile	Placement	Duration	Price in €
Business Card	Logo + address in Companies A – Z	Upon registering	free
Company Profile	Image + text in Companies A – Z	1 year	495.00
TopEmployer	Logo + link to company profile	4 weeks	495.00

**Box number fee:**

**12.00 €**

**Discounts:**

on request

#### Payment conditions:

Payment within ten days with 2% discount, net amount within 30 days of invoice date.

Tax ID: DE 152942001

#### Bank details:

HypoVereinsbank Munich (BLZ/Sort code: 700 202 70); Account No. 1 830 209 200  
IBAN DE 02 7002 0270 1830 2092 00, BIC HYVEDEMMXXX

#### Terms of business:

You can find our general terms and conditions at [sam.mediacentrum.de](http://sam.mediacentrum.de).