

2019

MEDIA KIT

asp AUTO SERVICE PRAXIS

The magazine for workshops,
services and technology

www.autoservicepraxis.de

The image shows the cover of the magazine 'asp AUTO SERVICE PRAXIS'. The main title 'asp' is in large red letters. Below it, 'AUTO SERVICE PRAXIS' is written in white on a blue background. The website 'www.autoservicepraxis.de' is at the bottom left. The issue title 'Richtig Beissbarth' is in the center, with the subtitle 'RICHTLINIENKONFORM ZUR HU 2018'. A red car is shown in a workshop setting. There are several logos: 'Mit freundlicher Empfehlung TÜV' in the top right, '9433650 10,00 EURO' and '7-8.2018' in the top center, and 'SPRINGER AUTOMOTIVE MEDIA' at the bottom. On the left side, there are four sections: 'TITELTHEMA Trends und Highlights Automechanik 2018', 'FAHRWERK Von lenkt bis hart: Einstellung ist Geschmackssache', 'HEBETECHNIK Zwieltstempel-Hebebühnen: auch für Geschosdeckeln', and 'VERKEHRSBLATT Aktuelle Auszüge bzgl. § 29 StVZO'. At the bottom left, there is a 'TÜV SÜD-AKTUELL' section with the text 'Das ist wichtig für die Abgasuntersuchung ab 2019'. At the bottom right, there is a 'BEISSBARTH MESSBAR BESSER' logo and a list of features: 'Achsmessung: Fahrwerk einstellen mit CCD, 3D oder Touchless', 'LFB 300: die perfekt nivelierte Profifläche für SCS, Justage FAD', 'Lichttest: digital Scheinwerfer profilen (MLD B15 mit TÜV-Zertifikat)', 'Reifenprofil: Messung mit Farbkodierung und Kennzeichen-Erkennung', and 'Bremsentest: Fiv mit ASA Inestream, Lkw mit Hub zur Lastsimulation'.

Attractive Target Group:

Who reads asp AUTO SERVICE PRAXIS?

- **asp AUTO SERVICE PRAXIS** has an IVW-certified circulation of 19,764 copies (IVW 01.07.2017- 30.06.2018).
- According to research carried out by the Emnid Institute, each copy of **asp AUTO SERVICE PRAXIS** is read by an estimated 3.3 people.*
- 94 % of all readers surveyed by **asp AUTO SERVICE PRAXIS** are decision makers.*

Effective advertising media (print and online)

- Specialist journals and discussion forums are the most important source of information for workshop target groups.*
- Each edition of **asp AUTO SERVICE PRAXIS** has a page traffic score of 79 % and is read for an average of 44 minutes.*

* Source: Receiver Structure Analysis November/December 2016, KANTAR TNS, Media Research Bielefeld

Snapshot Profile:

What does asp AUTO SERVICE PRAXIS have to offer?

asp AUTO SERVICE PRAXIS is a technology-orientated specialist information medium for independent vehicle professionals and technical managers in workshops and car dealerships. Automotive engineering, workshop technology and business practice represent the main focus areas of the magazine.

With specialist articles and reports on trends and further developments within the automobile sector, **asp AUTO SERVICE PRAXIS** ensures that all the latest information is available to decision makers in the workshop. In turn, workshop professionals have access to up-to-date news concerning workshop equipment, replacement parts, accessories and tyres. Basic business management knowledge is also offered through reports on repair and trade businesses, practical articles on business management and organization and special legal reports. Up-to-date topics from the vehicle trade sector complete the magazine's offer.

As partner magazine for the German Technical Inspection Agency (TÜV), **asp AUTO SERVICE PRAXIS** is an important source of information for service suppliers who cooperate with the TÜV SÜD.

Publication frequency: 11 issues per year

Year: 23th year 2019

Web address (URL): www.autoservicepraxis.de

ISSN: 1437-1162

Purchase price: national: € 95.34 incl. delivery and 7% VAT
international (Europe): € 108.18 incl. delivery and 7% VAT

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



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Sales:

Phone subscription service: +49 89 203043-1500

Fax subscription service: +49 89 203043-2100



Circulation monitoring: 

Circulation analysis: Average number of copies per issue for a year (01.07.16-30.06.17)

Print run:	20,000		
Actual distributed circulation (ADC):	19,764	of which, abroad:	41
Copies sold:	13,093	of which, abroad:	35
▪ Subscription copies:	1,119	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	11,974		
Complimentary copies:	6,672		
Reminder, archive and records copies:	236		

Branches/economic sectors/business types:

Dept./ group/ class	Receiver Groups (acc. to economic sector classification)	Percentage of actual circulation in %	copies
50	Trade, servicing and repairs on vehicles and consumer goods	70	13,806
	Not applicable	2	395
	Others	28	5,522
Actual distributed circulation national:		100	19,723
of which, abroad (not recorded):			41
Actual distributed circulation (ADC):			19,764

	AUTOMOTIVE ENGINEERING	WORKSHOP EQUIPMENT	BUSINESS PRACTICE	SPECIAL ISSUE	FAIRS & EXHIBITIONS
ISSUE 1 AD: 17.12.18 PD: 20.12.18 PB: 18.01.19	Electrics/electronics Consumable and spare parts	Diagnostics Exhaust analysis	Parts business Business organisation+ EDP		AutoZum Salzburg (A), 16.-19.01.19
ISSUE 2 AD: 23.01.19 PD: 28.01.19 PB: 15.02.19	Bodywork/paintwork/ vehicle glass Fuels and lubricants	Chassis alignment Bodywork repairs			International Motor Show Geneva (CH), 07.-17.03.19 RETRO CLASSICS Stuttgart, 07.-10.03.19
ISSUE 3 AD: 25.02.19 PD: 28.02.19 PB: 22.03.19	Chassis & steering systems Braking systems	Testbeds Air conditioning services	Workshop systems	Wheels and Tyres	Techno-Classica Essen, 10.-14.04.19
ISSUE 4 AD: 27.03.19 PD: 01.04.19 PB: 23.04.19	Electrics/electronics Consumable and spare parts	Elevation technology Carwash Cleaning & maintenance Preview Autopromotec	Vehicle maintenance/ detailing, Planning + construction		Autopromotec Bologna (IT), 22.-26.05.19
ISSUE 5 AD: 30.04.19 PD: 06.05.19 PB: 24.05.19	Bodywork/paintwork/ vehicle glass	Tyre services	Used vehicle business Parts/accessory marketing		
ISSUE 6 AD: 24.05.19 PD: 29.05.19 PB: 21.06.19	Consumable and spare parts Fuels and lubricants	Diagnostics Exhaust analysis Air conditioning services	EDP for service and business		

	AUTOMOTIVE ENGINEERING	WORKSHOP EQUIPMENT	BUSINESS PRACTICE	SPECIAL ISSUE	FAIRS & EXHIBITIONS
ISSUE 7/8 AD: 26.06.19 PD: 01.07.19 PB: 19.07.19	Emission reduction Chassis & steering systems	Elevation technology	Office & warehouse equipment	Free Parts Market	
ISSUE 9 AD: 13.08.19 PD: 19.08.19 PB: 06.09.19	Electrics/electronics IAA focus	Preview EQUIP AUTO	Planning & construction Vehicle trading/auctions		IAA Cars Frankfurt, 12.-22.09.19
ISSUE 10 AD: 24.09.19 PD: 27.09.19 PB: 18.10.19	Consumable and spare parts Lighting technology & lighting accessories Car battery	Diagnostics Carwash Cleaning and maintenance	Purchasing sources Used vehicle business	Wheels and Tyres	
ISSUE 11 AD: 29.10.19 PD: 04.11.19 PB: 22.11.19	Bodywork/paintwork/ vehicle glass Fuels and lubricants	Chassis alignment Bodywork repairs		Service 2020	EQUIP AUTO Paris (F), 15.-19.10.19 ESSEN MOTOR SHOW Essen, 29.11.-08.12.19
ISSUE 12 AD: 27.11.19 PD: 02.12.19 PB: 20.12.19	Braking systems	Elevation technology Testbeds	Workshop systems		

This overview of planned topics for 2019 is intended to facilitate your advanced planning. asp reserves the right to make changes.

Formats



Front Cover
142 x 200 mm**



2/1 Page over binding
388 x 236 mm
420 x 279 mm*



1/1 Page
175 x 236 mm
210 x 279 mm*



1/2 Page upright
85 x 236 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)

Special editions
in type area (width x height)
at gate (width x height)

on request

378 x 232 mm
406 x 277 mm*

175 x 232 mm
203 x 277 mm*

85 x 232 mm
99 x 277 mm*

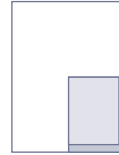
175 x 117 mm
203 x 136 mm*



1/3 Page upright
55 x 236 mm
71 x 279 mm*



1/3 Page horizontal
175 x 76 mm
210 x 91 mm*



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



1/4 Page upright
40 x 236 mm
56 x 279 mm*



1/4 Page horizontal
175 x 56 mm
210 x 71 mm*

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

Special editions
in type area (width x height)
at gate (width x height)

55 x 232 mm
69 x 277 mm*

175 x 76 mm
203 x 93 mm*

85 x 117 mm
99 x 135 mm*

40 x 232 mm
54 x 277 mm*

175 x 56 mm
203 x 73 mm*

* +3 mm bleed on outer edge

Advertisement formats and prices:

Format	Basic price b/w in €	4-colour in €
Front cover (no discounts available)		11,200.00
2/1 Page	13,050.00	17,700.00
1/1 Page	6,530.00	8,850.00
1/2 Page	3,260.00	4,895.00
1/3 Page	2,170.00	3,610.00
1/4 Page	1,645.00	2,865.00

Additional charges:

Preferential placements

2nd and 3rd inside front/back cover page 10% of 4c price
4th back cover 20% of 4c price

Colour

Per special colour 25% of 4c price

Discounts: When accepted during an insertion year
(begins with the publication of the first advert)

By number of ads		By number of pages	
Publication 3 times	3%	2 pages	10%
Publication 6 times	5%	3 pages	15%
Publication 12 times	10%	5 pages	20%
		7 pages	25%

Only one discount is valid at any time. No discount may be applied to technical supplementary costs.

Contact:



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Circulation:

Print run:	20,000 copies
Actual distributed circulation (ADC) for half a year (01.07.17-30.06.18):	19,764 copies

Magazine size:

Type area:	Editorial section	210 mm width x 279 mm height
	Career and market advertisements	175 mm width x 236 mm height
	Special edition	184 mm width x 250 mm height
		175 mm width x 232 mm height

Printing and binding process, print-ready files:

Offset printing, adhesive binding, digitally on CD-ROM or via FTP server see "Data ticket"

Publication dates:

Publication frequency:	11 issues per year
Publication date/closing date for advertisements	see schedule and topics overview

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 and conditions:

You can find our general terms and conditions at sam.mediacentrum.de.

Data creating:

- Please send printable PDF X3 files.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colors are separated into its CMYK components.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a min. resolution of 200 dpi..

Data transfer:

- Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support to:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via
 E-Mail: anzeigen@le-tex.de.

Connections:

- E-Mail: anzeigen@le-tex.de
- FTP: on request

Proofs to:

Springer Fachmedien München GmbH
 Anzeigendisposition, Aschauer Str. 30, 81549 München

Contact:

le-tex publishing services, Anzeigenteam
 Weißenfelser Str. 84, 04229 Leipzig
 Phone: +49 341 355 356-145

You can find the downloadable data ticket at sam.mediacentrum.de.

Job opportunities & searches, buying & selling, business connections, real estate, miscellaneous ...

Career and market advertisements:

Career and market advertisements are published in separate sections.
Invoice in accordance with effective amount.

Job opportunities:	per mm, b/w	€	3.50
Job searches:	per mm, b/w	€	2.50
Buying and selling:	per mm, b/w	€	3.50
Box number fee:	national	€	12.00
	international	€	16.00

Formats:

Format	Width x Height in mm in type area	Width x Height in mm at gate
1 column	40 x max. 236	56 x max. 279
2 columns	85 x max. 236	101 x max. 279
4 columns	175 x max. 236	210 x max. 279

Positioning: upon request (client requests cannot be guaranteed)

Additional colour charges:

Per standard colour (euro scale), per mm and column € 0.80

Discount:

For unchanged publication repeated twice 5%
For multiple publications 10%

No further discounts available.



Online optimisation options: autojob.de (for more information see page 24)

Optimisation options ¹⁾	Content	Duration	Price in €
Job offer	upload per job offer	6 weeks	395.00 ²⁾
Job application	standard template	6 weeks	45.00

Contact career market:

Doris Heisler
Account Manager autojob.de
Phone: +49 89 203043-1220
E-Mail: autojob@springernature.com

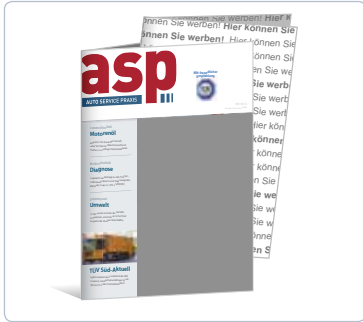
Contact market advertisements:

Silvia Bauer
Advertising Administration Print
Phone +49 89 203043-2294
E-Mail: anzeigen.autohaus@springernature.com

¹⁾ The offer applies only in conjunction with a career advertisement (print).

²⁾ No discounts/agency discounts available.

Insert



Characteristics:

- Individual layout
- Generous space for product information
- Variable distribution
- Inserted loosely, making it independent of the journal

Format:

- 200 mm width x 269 mm height

Price:

- Up to 25 g total weight per thou. 317.00 €
- Per further 5 g total weight per thou. 39.00 €
- Further formats on request
- Insert delivery

Infoposter



Characteristics:

- Editorial form of advertising for the preparation of clear content (company portraits, special topics, tips and tricks, or events)
- Large-scale advertising form
- Perforated for easy removal
- Prominent placement, directly after the inside cover

Format:

- 6-page Leporello (1 starting page, 2 advertising pages and 3 pages of editorial content) or 8-page Leporello (1 starting page, 3 advertising pages and 4 pages of editorial content)

Price:

- 6 pages: 23,000.00 €
- 8 pages: 28,240.00 €

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently
- You have the option of inserting a previous flyer/brochure
- Plenty of space for your ad message

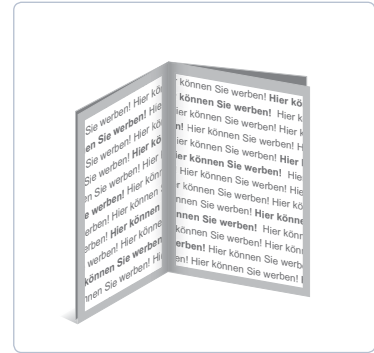
Format:

- 210 mm width x 279 mm height
- 2 (with flap 110 mm), 4, 6 or 8 pages

Price:

- 2 pages: 8,600.00 €
- 4 pages: 10,740.00 €
- 6 pages: 12,890.00 €
- 8 pages: 14,960.00 €
- Insert should be submitted in its final form

Advertorial



Characteristics:

- Content is editorially prepared and published
- Convincingly conveys your message
- The alternative to classic ads

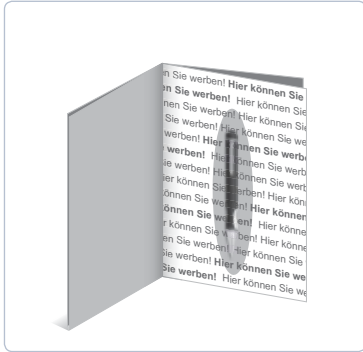
Format:

- 2/1 or 1/1 page, 4c, incl. images, text and company logo
- Notation "Advert" in header

Price:

- 2/1 page: 19,650.00 €
- 1/1 page: 9,830.00 €

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product

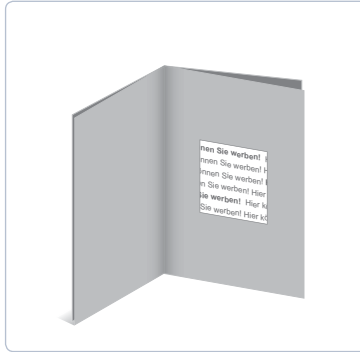
Format:

- In combination with 1/2 or 1/1 page advert, 4c

Price: (no discounts available)

- 140.00 € per thou. + advert incl. adhesive costs (if done automatically)

Island Advertisement



Characteristics:

- A successful eyecatcher due to its placement in the middle of the editorial content
- Logo or URL – a short and concise tagline

Format:

- 90 mm width x 67.5 mm height

Price:

- 2,325.00 €
- Further formats on request

Bookmark



Characteristics:

- A creative, unusual advertising form
- Helpful for users while reading
- Extremely high acceptance rate
- Directly connected to the magazine with a decorative band

Format:

- 88 mm width x 140 mm height
- In combination with 1/4, 1/2 or 1/1 page adverts, 4c

Price:

- On request

Cover Sampling



Characteristics:

- Prominent placement on shortened jacket pages over the cover page and U4
- Optimally catches readers' attention

Format:

- Front cover and 2nd inside front cover: 105 mm width x 279 mm height
- 3rd inside back cover and 4th back cover: 210 mm width x 279 mm height

Price:

- 24,400.00 €

Lenticular



Characteristics:

- 2 images on the cover page
- By tilting the magazine, readers discover your message in the lenticular ad

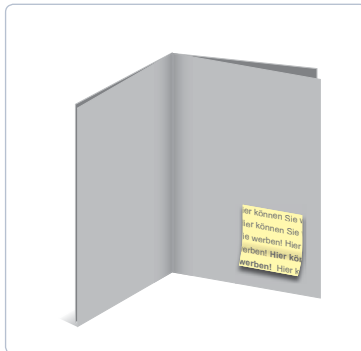
Format:

- 142 mm width x 200 mm height

Price:

- On request

Tip-on Insert



Characteristics:

- Personally selected design
- Placement on an editorial page

Format:

- 32 mm width x 32 mm height
- Further formats on request

Price:

- On request

Sliding Door



Characteristics:

- Innovative placement in an envelope between the front cover and 2nd inside front cover
- Sparks curiosity about your ad message

Format:

- Front cover + 2nd inside front cover
- Insert should be submitted in its final form

Price:

- 27,800.00 €

Banderole



Characteristics:

- Understated, but leaves a lasting impression
- Well-suited for add-ons, to support other ads, or to effectively draw attention to special content

Format:

- Banderole around the magazine: 480 mm width x 100 mm height
- The banderole is always placed at a specific position: 640 mm width x 100 mm height

Price:

- Around the magazine: 8,900.00 €
- Inside the magazine: 13,200.00 €
- Further formats on request

Gate Folder



Characteristics:

- Large-format images possible
- Placed after the front cover

Format:

- Front cover + 3 x 1/1 page, 4c

Price:

- 31,600.00 €

Double Gate Fold



Characteristics:

- Ideal placement, as the "double gate" is opened on the front cover
- Builds suspense and sparks curiosity

Format:

- Front cover + 1/1 page
+ 2 x 1/2 page upright, 4c

Price:

- 25,200.00 €

Junior Page



Characteristics:

- 1/2 page, rotated 90 degrees
- Placed in the middle of the editorial content, this type of ad stands out particularly well

Format:

- 131 mm width x 198 mm height at gate
- 115 mm width x 178 mm height in type area

Price:

- 5,700.00 €

Inserts: Discount for bound inserts: Depending on advert volume
 1 sheet = 1 advert page
 2 sheets = 1.5 advert pages
 3 sheets = 1.5 advert pages

Paper weight supplements for bound inserts:
 from 140 g/m²-180 g/m² 25 % Additional charges
 over 180 g/m² 50 % Additional charges

Delivery address for bound and other inserts:

L.N. Schaffrath DruckMedien GmbH & Co. KG
 Marktweg 42-50, 47608 Geldern
 Delivery note: for "asp AUTO SERVICE PRAXIS" No ...

10 copies of each insert should be sent to the advertising department.

Special Ads¹⁾ :

Formats	4-colour in €
Inbound Insert (no discounts available) per thou. to 25 g	317.00
further 5 g total weight	39.00
Infoposter	from 23,000.00
Inbound Insert	from 8,600.00
Advertorial	from 9,830.00
Adhesive adverts (no discounts available) per thou.	advert + 140.00
Island Advert	2,325.00
Bookmark	on request
Cover Sampling	24,400.00
Lenticular	on request
Tip-on Insert	on request
Sliding Door	27,800.00
Banderole	from 8,900.00
Gate Folder	31,600.00
Double Gate Fold	25,200.00
Junior Page	5,700.00

¹⁾ Production costs for advertising materials (e.g. inserts) are not included.



Snapshot Profile:

What does autoservicepraxis.de have to offer?

Web address (URL): www.autoservicepraxis.de

asp AUTO SERVICE PRAXIS online is an internet service for workshop and garage professionals. In addition to up-to-date news with a special focus on the technical and after-sales areas, the magazine includes the established workshop catalogue, an excellent venue for suppliers to present their products. This online service offer is complemented by technological, legal and financial advice for workshop managers. A range of useful tools, such as the extended maintenance interval calculator, provide guidance concerning when to change to expensive long-life oils. Lastly, a number of discussion forums are available and older new stories can be found in the archive.

Attractive Target Group:

Who are the users on autoservicepraxis.de?

Independent automotive foremen and technical managers in workshops and car dealerships.

Access control:

IVW-certified since April 2005



Access:

Visits: 103,771 (3-month average, January to March 2018)

Page impressions: 203,725 (3-month average, January to March 2018)

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

Standard Ad Forms:



Advertising form	No.	Pixel format	CPT in €	Size
Text advert + logo or image	①	300 x 115	55.00	10 KB
Medium rectangle or video medium rectangle	②	300 x 250	75.00	80 KB
Expandable medium rectangle small	② + ③	300 x 250 (630 x 250)	100.00	80 KB
Expandable medium rectangle large	② + ③ + ④	300 x 250 (630 x 350)	125.00	80 KB
Corner ad (lower left-hand corner)		on request	on request	80 KB
Layer ad + medium rectangle reminder		400 x 400 300 x 250	150.00	80 KB
Half page	⑦	300 x 600	150.00	80 KB
Expandable half page	⑦ + ⑧	630 x 600	on request	80 KB
Super-banner (leaderboard)	⑨	728 x 90	75.00	80 KB
Skyscraper	⑩	120 x 600 160 x 600	75.00	80 KB
Wallpaper (Superbanner + Skyscraper)	⑪	728 x 90 120 od. 160 x 600	150.00	80 KB
Billboard	⑫	950 x 250	150.00	80 KB
other formats available on request				

Advertising form	Placement	Duration	Price in €
Job offer online in combination with print entry	„Branchenverzeichnis“	4 weeks	75.00



Our Newsletter – your direct line to customers

Link to register: www.autoservicepraxis.de/newsletter

Brief characteristics:

asp AUTO SERVICE PRAXIS online informs decision makers and executives from the workshop sector 5 times per week with a current e-mail newsletter.

Newsletter-subscribers: 7,610 (04/2018, publisher information)

Runtime:

Duration, number and date of the ad can be varied according to your needs and subject to availability. Selection by postal code and branch is not possible.

Advertising form for newsletter	No.	Pixel format	CPT in €	Size
Cross-/full-size banner	①	650 x 150	75.00	120 KB
Text Ad	②	130 x 80 max. 500 characters	75.00	120 KB
Medium rectangle	③	300 x 250	75.00	120 KB

Technical information, see page 23.

Online Advertorial

Brief characteristics:

Online Advertorials are editorial articles on www.autoservicepraxis.de, and can be clearly identified as advertisements by their red cover pennant. Advertorials are advertised on www.autoservicepraxis.de or in the **asp AUTO SERVICE PRAXIS** Newsletter.

Access:

Visits: 103,771 (3-month average, January to March 2018)
Page impressions: 203,725 (3-month average, January to March 2018)

Available on request or at www.iwv.de



Appearance:

- Splash image
- Article is clearly marked as an advertisement
- Brief introductory text
- References & links for up to 3 editorial articles available
- Images for the image gallery
- Embedded video available

Advertising form	Placement	Duration	Price in €
Online Advertorial	www.autoservicepraxis.de	4 weeks	4,000.00

Workshop Catalogue

Brief characteristics:

The **Online Workshop Catalogue** with detailed information on workshop equipment and service, convenient search functions, clear structure and high-speed access is the most comprehensive reference work in the industry. As such, it is an invaluable resource for investment decision makers at workshops and car dealerships.

Presentation:

Product entries are generally presented in standard form, although our media consultants will also be happy to discuss your specific preferences with you.

Basic company entry:

- Full company address, fax, e-mail, URL, logo
- A product entry
- Technical data, further information
- Contact
- Direct link to the distributors
- Bilingual representation

Price for 12 months:

Basic entry incl. one product entry and international:	€ 800.00
Each further product entry:	€ 50.00

Advert box:

Your advert box will appear in the complete workshop catalogue for one month

1 st position	€ 700.00
2 nd position	€ 600.00
3 rd position	€ 400.00

asp home advert box:

Your advert box will appear directly on the asp homepage for one month.

- Exclusive entry
- For one product
- Direct link to your product entry

Business directory (Branchenverzeichnis)

Brief characteristics:

A permanently searchable web presentation from the leading online service in the industry. Simple and clear structures offer visitors a fast and efficient overview of the companies on the market.

Presentation:

- **Basic** free
Company address, URL, further sections
- **Standard** Price per year: € 1,500.00
Basic + logo, Google Maps
Brief company description, contact partner, contact form, references, image gallery/ video, downloads, keywords
- **Infoline** Price on request
Standard + with editorial support

You'll find further information at www.autoservicepraxis.de/branchenverzeichnis.



asp AUTO SERVICE PRAXIS News-App

Present your company, product or services with an advertorial on our **asp AUTO SERVICE PRAXIS News-App**. You will reach a selected audience of industry specialists who use and value our content in their everyday work.

Advertising form	Specifications	Price in €
Slider + Push Notification	① Advertorial article is the 2nd slider spot Duration: 1 week	3,000.00
Static tile + Push Notification	② Advertorial article fixed at the 5th tile Duration: 1 week	2,000.00
Article + Push Notification	③ Advertorial article runs through the push notification newsstream Visible for ca. 1.5 days	1,000.00

All forms of web advertising on the asp News-App include:

Link to your website/conversion in app possible

Option: Picture gallery/video

Option: Push notification to all users

Access:

Visits: 3,036 Page Impressions (7/2018), iPhone, iPad, Android



autojob.de jobs portal

With just one click, you can switch from autoservicepraxis.de to our online jobs portal **autojob.de**.



Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload ¹⁾	6 weeks	695.00
Job Offer HTML	HTML template	6 weeks	895.00
Prepaid Batch of 10 Adverts	Upload ¹⁾ or an HTML template	1 year	4,490.00
Job Application		4 weeks	95.00

Access (Google Analytics):

Visits: 23,297 (3-month average, January to March 2018)

Page Impressions: 178,235 (3-month average, January to March 2018)

Additional Options	Placement	Duration	Price in €
Top Placement	Top of the list, listed by date	3 weeks	+ 200.00
Top Job	Homepage, max. 12 adverts	1 week	+ 100.00
Link to Newsletter	Teaser and direct link in a Springer Automotive Media newsletter	1 day	+ 100.00
Print Entry 184 x 20 mm (width x height)	Career market asp AUTO SERVICE PRAXIS	1 issue	+ 195.00 ²⁾
Advertisements	Career market asp AUTO SERVICE PRAXIS	1 issue	Page 13

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
Top Employer	Logo + link to company profile	4 weeks	495.00

¹⁾ PDF

²⁾ Price not subject to agency or other discounts

Data delivery: aylin.uysal@springernature.com

Technical specifications:

Standard advertising formats:

- File formats: gif, .jpg, .html5
For .html5-files we need a ClickTag (ClickTag specifications on request).
- Expandable banner: one Redirect
In this context and for layers, we cannot accept .gif or .jpg files.
- File size: up to 80 KB
- Audio files (can be activated or deactivated by the user)
- Target URL/Click Command
- Data delivery: 5 working days before the beginning of the campaign

External Ad Server use: not possible

Newsletter:

- File format: static .gif/.jpg files (animated on request)
- File size: up to 120 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Newsletter Text Ad:

- Size: 650 x 150 px
- Header: max. 60 characters/
Body of text: max. 5 lines á 85 characters each,
incl. spaces + URL
- Logo/image: 180 x 110 px

Detailed technical specifications are available on request or at sam.mediacentrum.de.

Discounts: on request

Conditions agreed upon for print titles do not apply to online advertising.

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.

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