

2018

MEDIA KIT 2018



The magazine for
successful management
www.autohaus.de

Attractive Target Group:

Who reads AUTOHAUS?

AUTOHAUS is a respected publication which is read by company owners and managers, in addition to specialists and other personnel in accessories and parts sales in large and medium-sized entities with considerable purchasing power.

- **AUTOHAUS** reaches well educated readers who tend to be in management positions and have professional responsibilities and high incomes.*
- 87 % of **AUTOHAUS** readers are investment decision makers.*
- **AUTOHAUS** reaches all branches of the vehicle sector.

Effective advertising media

- **AUTOHAUS** has a circulation of 19,727 copies (01.07.2016-30.06.2017, publisher information).
- The latest readership analyses show that every issue of **AUTOHAUS** has an estimated readership of more than four people.*
- Specialist magazines (97 %) and expert discussions (83 %) are the most important sources of information for the car dealership target group.*
- Impressive: your advert in **AUTOHAUS** has a page traffic score of over 71 %.*

* Source: TNS Infratest MediaResearch, Bielefeld, AUTOHAUS Readership Analysis 2014 (see the attached summary of the analysis methods)

Snapshot Profile:

What does AUTOHAUS offer you?

AUTOHAUS is the specialist magazine for company owners and managers of modern automotive operations. Focus: The whole automotive branch, vehicle trading and repair services (including vehicle electronics and brake services), spare parts, accessories and tyre trading. The content of the magazine is designed to meet the requirements of these groups. A total of 21 issues provide a practical look at complex topics from the vehicle trade. The quarterly **AUTOHAUS** special section **GW-trends** offers essential, compact tips for successful used car sales, while also promoting the professionalization of sales in the used vehicles sector. Special themes, for example IT, vehicle construction, etc. are examined in detail in numerous special editions.

AUTOHAUS provides the automotive sector a worry-free, all-inclusive package characterised by its broad range of topics and high relevance for the target group. In addition to the core products – the magazine and Online Portal – its portfolio also includes an ePaper, news app, newsletter, archive of past issues, books, the **AUTOHAUS** Academy and the jobs portal auto-job.de, all of which are complemented by Social Media offers on Facebook and Twitter.

Publication frequency: 2 x monthly, 21 issues

Year: 62th year 2018

Web address (URL): www.autohaus.de

ISSN: 0171-9807

Purchase price: national: € 212.16 incl. delivery and VAT
international (Europe): € 238.27 incl. delivery and VAT

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



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www.springer-automotive-media.de

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Fax: +49 89 203043-1205
E-Mail: redaktion.autohaus@springernature.com

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Sales:

Phone subscription service: +49 89 203043-1500
Fax subscription service: +49 89 203043-2100



Circulation monitoring:

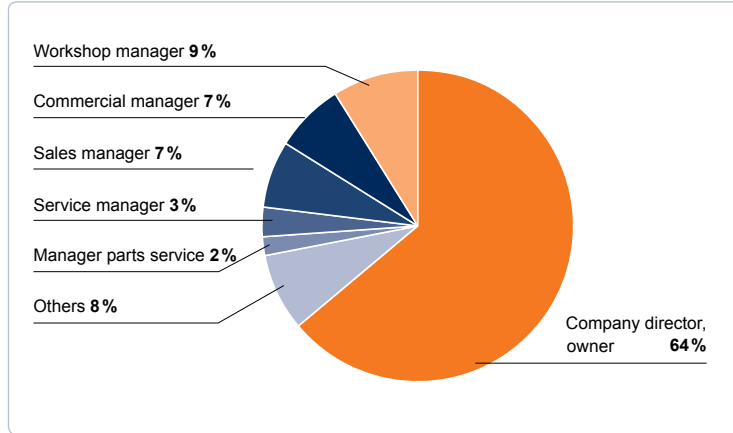
Circulation analysis:	Average number of copies
Publisher information	per issue in one year (01.07.16-30.06.17)

Print run:	20,000		
<hr/>			
Actual distributed circulation (ADC):	19,727	of which, abroad:	321
<hr/>			
Copies sold:	7,323	of which, abroad:	287
▪ Subscription copies:	5,783	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	1,540		
<hr/>			
Complimentary copies:	12,404		
<hr/>			
Reminder, archive and records copies:	273		

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	86.0	16,689
71.10	Car rental, Leasing	1.0	194
	Others	13.0	2,523
<hr/>			
Actual distributed circulation national:		100.0	19,406
of which, abroad (not recorded):			321
<hr/>			
Actual distributed circulation (ADC):			19,727

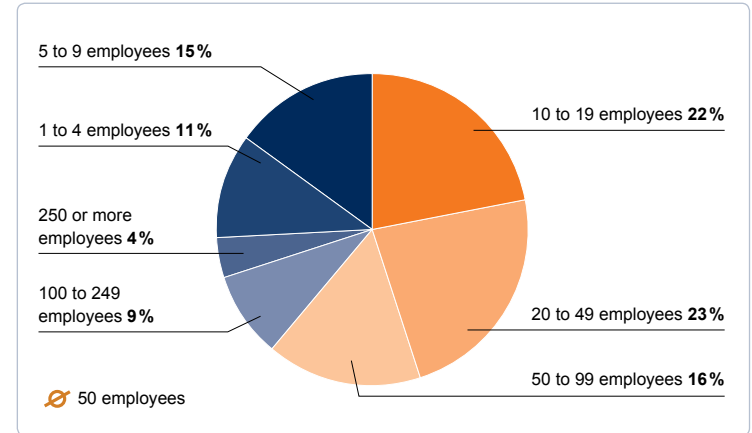
Position within business:



The readership of AUTOHAUS consists almost exclusively of people with leadership positions in their company (89 %).

AUTOHAUS is also „required reading“ for master mechanics, workshop managers and the accessories and parts staff working at large and mid-sized businesses with considerable purchasing power.

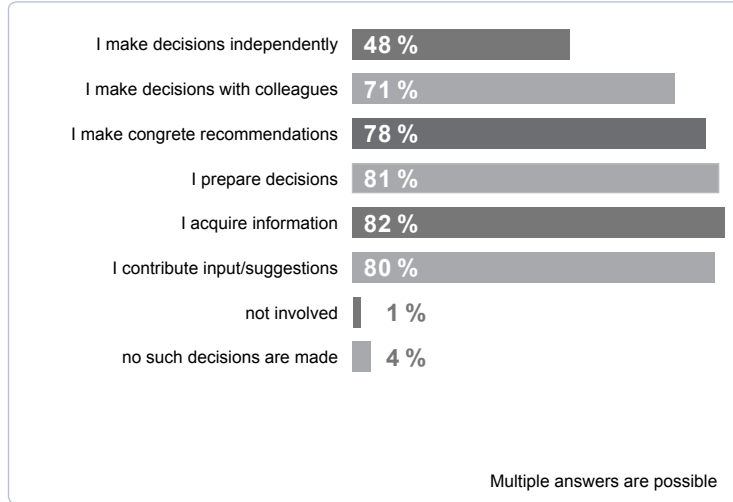
Size of business entity:



AUTOHAUS is strongly represented in medium-sized companies:

87 % of AUTOHAUS readers work at companies with up to 100 employees. The average size of the companies is 50 employees.

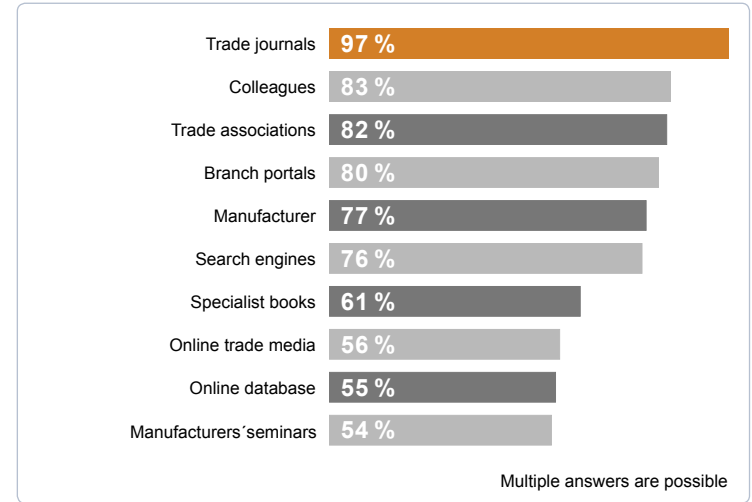
Investment responsibility:



87% of AUTOHAUS readers play a key role in investment decisions.

AUTOHAUS is regularly and intensively read, as shown by its page traffic score of 71 % and average reading time of 38 minutes.

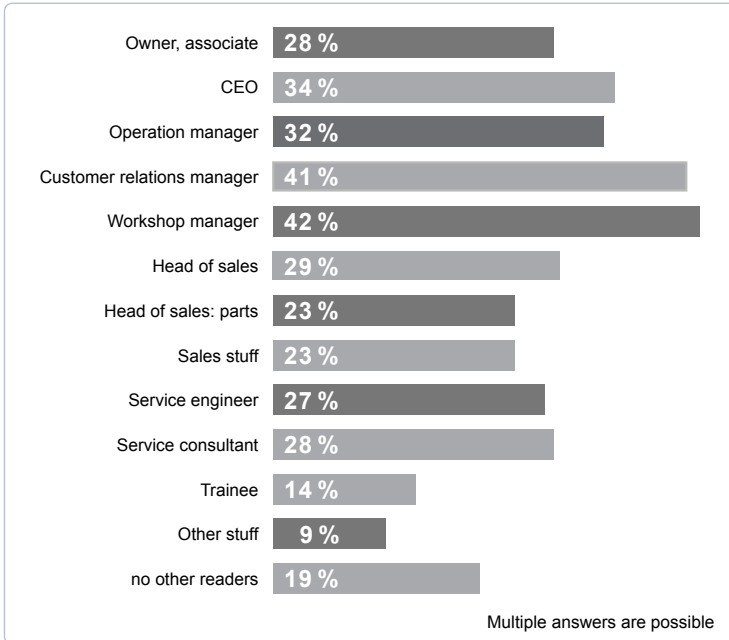
Frequently used sources of information:



93% of our readers would recommend AUTOHAUS to a friend.

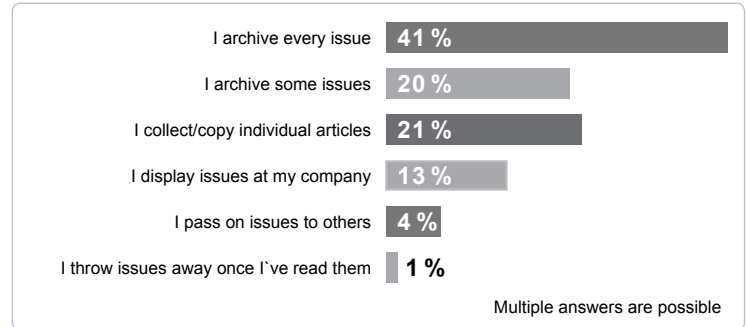
74% of our readers would miss/greatly miss the journal if it were discontinued. The strong connection between readers and „their“ journal is an indicator of its relevance and the content of its quality.

Further readers: position in the company



The mean score of 3.6 further readers is well above average and offers additional advertising exposure.

Archiving and sharing:



Summary of methods used:

Methodology:

Readership analysis through telephone interviews - selected at random

Research conducted by:

TNS Infratest Mediaresearch, Bielefeld

Statistical population:

ADC of all AUTOHAUS readers (100 % = 19.666)

Random sample:

250 personal interviews


Target group:

primary readers of AUTOHAUS

Timeframe:

The telephone interviews were conducted between 20. January - 24. February 2014.

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
ISSUE 1/2 AD: 12.12.17 PD: 18.12.17 PB: 15.01.18	Planning–construction–installation Work clothes Inspection services		Vienna Auto-Show, Vienna (A), 11.-14.01.18
ISSUE 3 AD: 10.01.18 PD: 16.01.18 PB: 05.02.18	Auctions Banks & financing Tyres	Parts business & workshop systems Consumable and spare parts Lights & battery	
ISSUE 4 AD: 22.01.18 PD: 26.01.18 PB: 19.02.18	Lubricant marketing and sales	Air conditioning Special section: GW-trends	
ISSUE 5 AD: 05.02.18 PD: 09.02.18 PB: 05.03.18	Used vehicles: markets & guarantees International purchasing IT systems	Used car reconditioning Cleaning & maintenance DamageBusiness	International Motor Show, Geneva (CH), 08.-18.03.18
ISSUE 6 AD: 21.02.18 PD: 27.02.18 PB: 19.03.18	Banks & financing	Workshop equipment Service processes Dealer network 2018 Wheels & Tyres	Techno Classica, Essen, 21.-25.03.18 RETRO CLASSICS, Stuttgart, 22.-25.03.18
ISSUE 7 AD: 06.03.18 PD: 12.03.18 PB: 03.04.18	Planning–construction–installation	Electric/electronic systems	
ISSUE 8 AD: 19.03.18 PD: 23.03.18 PB: 16.04.18	Used vehicles guarantees	Consumable and spare parts Inspection services Damage management	HailDamages AUTOHAUS E-Marketing Day, Mainz, 25.04.18
ISSUE 9 AD: 10.04.18 PD: 16.04.18 PB: 07.05.18	Key accounts Distribution	Shock absorbers, chassis Tyre services & marketing Brakes Special section: GW-trends	AUTOHAUS Young Business Day, Hamburg, 16.-17.05.18

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
ISSUE 10 AD: 23.04.18 PD: 27.04.18 PB: 22.05.18	Lubricant commercialisation Auctions	Service processes DamageBusiness	The Tire Cologne, Cologne, 29.05.-01.06.18
ISSUE 11 AD: 04.05.18 PD: 11.05.18 PB: 04.06.18	Used car market Used car evaluation International purchasing	Cleaning & maintenance Used car reconditioning IT 2018	
ISSUE 12 AD: 22.05.18 PD: 28.05.18 PB: 18.06.18	Planning–construction–installation	Workshop equipment	
ISSUE 13 AD: 06.06.18 PD: 12.06.18 PB: 02.07.18	Banks & financing Insurance	Brakes Parts business Consumable and spare parts	After Sales 2018 AUTOHAUS Service Congress, Wiesbaden, 04.-05.07.18
ISSUE 14/15 AD: 27.06.18 PD: 03.07.18 PB: 23.07.18	Used vehicle guarantees	Warehouse and accessories	Automobile Branch 2018
ISSUE 16 AD: 18.07.18 PD: 24.07.18 PB: 13.08.18	IT systems Preview Automechanika	Work clothes Preview Automechanika	Free Parts Market 2018 Special section: 
ISSUE 17 AD: 07.08.18 PD: 13.08.18 PB: 03.09.18	Planning–construction–installation Automechanika trade fair news	Workshop equipment Automechanika trade fair news	Automechanika & REIFEN, Frankfurt, 11.-15.09.18 IAA Commercial Vehicles, Hannover, 20.-27.09.18

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
ISSUE 18 Used car market AD: 29.08.18 Used car evaluation PD: 04.09.18 International purchasing PB: 24.09.18 Automechanika report	Used car reconditioning Cleaning & maintenance Automechanika report	DamageBusiness	
ISSUE 19 Banks & financing AD: 11.09.18 Automechanika report PD: 17.09.18 PB: 08.10.18	Consumable and spare parts Automechanika report	GW-trends SPEZIAL	
ISSUE 20 Lubricant marketing and sales AD: 25.09.18 Auctions PD: 01.10.18 PB: 22.10.18	Lighting technology & lighting accessories Car battery	Vehicle Assurance 2018 Wheels & Tyres	AUTOHAUS Damage Forum, Potsdam, 23.-24.10.18
ISSUE 21 Tyre marketing AD: 09.10.18 PD: 15.10.18 PB: 05.11.18	Service processes Inspection services Damage Management	Construction 2018 Special section: GW-trends	
ISSUE 22 IT systems AD: 23.10.18 Used vehicles PD: 29.10.18 International purchasing PB: 19.11.18	Workshop equipment	Sector monitor (Branchenkompass) 2019	ESSEN MOTOR SHOW Essen, 01.-09.12.18
ISSUE 23/24 Banks & financing AD: 21.11.18 PD: 27.11.18 PB: 17.12.18	Vehicle diagnostics	DamageBusiness	
ISSUE 1/2 AD: 10.12.18 PD: 14.12.18 PB: 14.01.19	Planning–construction–installation Work clothes Inspection services		AutoZum, Salzburg, 18.-21.01.18

This overview of planned topics for 2018 is intended to facilitate your advanced planning. AUTOHAUS reserves the right to make changes.

Formats



Front Cover

210 x 148 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*



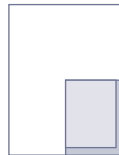
1/3 Page upright

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

** +4 mm bleed on outer edge

Advertisement formats and prices:

Format	Basic price b/w in €	4-colour in €
Front cover (no discounts available)		11,035.00
2/1 Page	12,860.00	17,440.00
1/1 Page	6,430.00	8,720.00
1/2 Page	3,210.00	4,820.00
1/3 Page	2,140.00	3,560.00
1/4 Page	1,620.00	2,820.00

A glance at the market: Cost-effective, small-format advertisements with a high readership value in the editorial section.

Format	Width x height in mm	b/w in €	4-colour in €
1/8 Page	horizontal 189 x 31		
	horizontal 93 x 62.5		
	upright 45 x 125	675.80	985.80
3/32 Page	upright 45 x 96.5		
	horizontal 93 x 48	523.20	763.20
1/16 Page	upright 45 x 62.5		
	horizontal 93 x 31	337.90	492.90
1/32 Page	upright 45 x 31.5		
	horizontal 93 x 15.5	168.95	246.45
per mm	1 column 45 mm width	5.45	7.95

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

Publication 3 times 3%
 Publication 6 times 5%
 Publication 12 times 10%

By number of pages

2 pages 10%
 3 pages 15%
 5 pages 20%
 7 pages 25%

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

Contact:



Michael Harms
 Director Sales, Marketing & New Business
 Phone: +49 89 203043-1242
 Fax: +49 89 203043-1240
 E-Mail: michael.harms@springernature.com



Circulation:

Print run:	20,000 copies
Actual distributed circulation (ADC) for one year (01.07.16–30.06.17, publisher information):	19,727 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 236 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:	2 x monthly, 21 issues
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

Contact:

le-tex publishing services, Anzeigenteam

Weißenfels 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. Three-column format and other advert sizes upon request. Invoice in accordance with effective amount.

Format	Width x height in mm		Basic price b/w in €	
			Job opportunities and market ads	Job searches
1/1 Page	184	x 250	3,450.00	2,450.00
1/2 Page	upright	90 x 250	1,725.00	1,225.00
	horizontal	184 x 125		
1/4 Page	upright	90 x 125	862.50	612.50
1/8 Page	upright	43 x 125	431.25	306.25
	horizontal	90 x 62.5		
3/32 Page	horizontal	90 x 48	331.20	235.20
1/16 Page	upright	43 x 62.5	213.19	153.13
	horizontal	90 x 31		

Job opportunities:	per mm (1 column, 43 mm width, b/w)	€	3.45
Job searches:	per mm (1 column, 43 mm width, b/w)	€	2.45
Buying and selling:	per mm (1 column, 43 mm width, b/w)	€	3.45
Box number fee:	national	€	12.00
	international	€	16.00

Positioning: upon request (client requests cannot be guaranteed)

Additional colour charges:

Per standard colour (euro scale), per mm and column	€	0.80
Per special colour: 1/1 page	€	1,910.00
1/2 page and smaller	€	1,130.00

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 28)

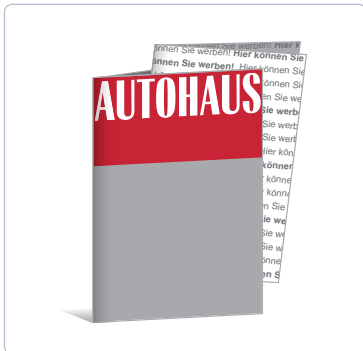
Optimisation options ¹⁾	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 ²⁾
Job application	standard template	6 weeks	45,00

Contact: Ruth Bickel
Account Manager autojob.de
Phone: +49 89 203043-1140
Fax: +49 89 203043-1240
E-Mail: ruth.bickel@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

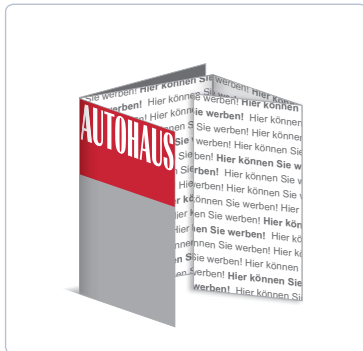
Format:

- 200 mm width x 269 mm height

Price:

- Up to 25 g total weight per thou. 312,00 €
- Per further 5 g total weight per thou. 38,50 €
- Further formats on request
- Insert should be submitted in its final form

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

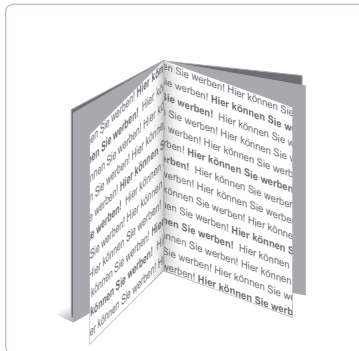
Format:

- 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: 22,660.00 €
- 8 pages: 27,820.00 €

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: 8,475.00 €
- 4 pages: 10,585.00 €
- 6 pages: 12,695.00 €
- 8 pages: 14,735.00 €
- 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

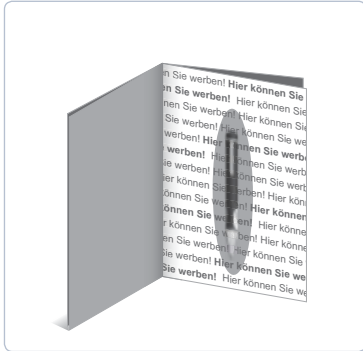
Format:

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

Price:

- 2/1 page: 19,360.00 €
- 1/1 page: 9,680.00 €

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)

- 137.50 € 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:

- 2.290.00 €
- 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

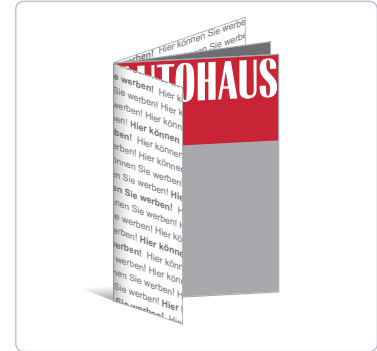
Format:

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Further formats on request
- Paper weight: 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page adverts, 4c
- Further formats on request

Price:

- On request

Cover Sampling



Characteristics:

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

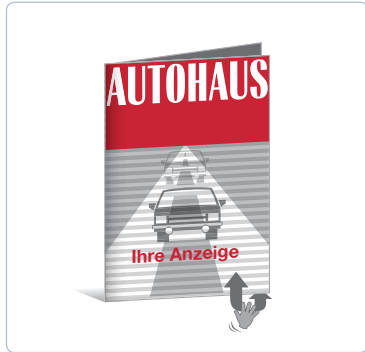
Format:

- 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

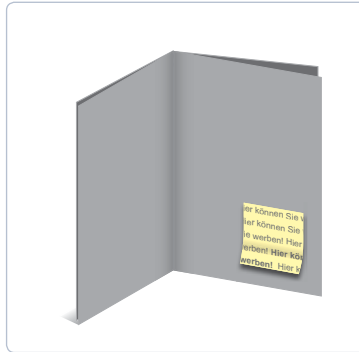
Format:

- 210 mm width x 148 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

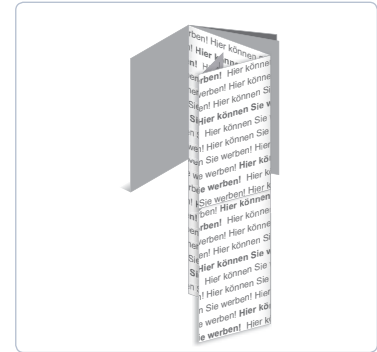
Format:

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

Price:

- 27,800.00 €

Super-Poster



Characteristics:

- Fold-out poster format offers maximum advertising space
- Ideal for a complete product overview or for a list of important dates

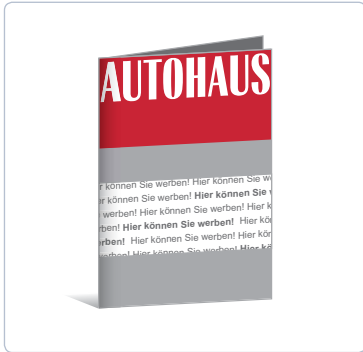
Format:

- Grooved: 210 mm width x 277 mm height
- Open: 594 mm width x 554 mm height

Price:

- On request

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 80 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:

- 5,620.00 €

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 "AUTOHAUS" 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 further 5 g total weight	312.00 38.50
Infoposter	from 22,660.00
Inbound Insert	from 8,475.00
Advertorial	from 9,680.00
Adhesive adverts (no discounts available) per thou.	advert + 137.50
Island Advert	2,290.00
Bookmark	on request
Cover Sampling	24,400.00
Lenticular	on request
Tip-on Insert	on request
Sliding Door	27,800.00
Super-Poster	on request
Banderole	from 8,900.00
Gate Folder	31,600.00
Double Gate Fold	25,200.00
Junior Page	5,620.00

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

Communications goals of our advertising formats

On the modern market, successful advertising entails more and more channels and formats. An optimal combination of Print and Online advertising ensures maximum success for the desired marketing message. The tables below offer orientation on the different formats and show their primary application contexts, in order to help you find the optimal Marketing Mix.

Print Advertising Formats

	High Attention	Presenting a Product	Promoting an Image	Greater Reach	Interactivity	Quantifiable	Addresses a Specific Target Group
Classic print advertisement	■	■	■	■			
Front Cover	■	■	■	■			
A glance at the market		■		■			
Job Advertisement	■			■			
Small Advertisement		■		■			
Inbound Insert	■	■	■	■			■
Insert	■	■	■	■	■	■	■
Special Ads	■	■	■	■	■	■	■
Infoposter	■	■	■	■			■
Advertorial	■	■		■			■

Online Advertising Formats

	High Attention	Presenting a Product	Promoting an Image	Greater Reach	Interactivity	Quantifiable	Addresses a Specific Target Group
Rectangle	■		■	■	■	■	
Newsletter	■		■	■	■	■	■
Business Directory Standard		■	■	■	■	■	
Business Directory Infoline	■	■	■	■	■	■	■
Advertorial	■	■	■	■	■	■	■
WebTV	■	■	■	■	■	■	
Webcast	■	■	■	■	■	■	
AUTOHAUS App	■		■		■	■	



Attractive Target Group:

Who are the users on autohaus.de?

Managing directors and managers in the car trade, for manufacturers/importers, suppliers and service providers.

- 81 % of **autohaus.de** users (internal research 9/2009) are decision makers.*
- 31 % of **autohaus.de** users and 44 % of **AUTOHAUS Newsletter** readers work at companies with up to 50 employees.*

Effective Advertising Medium

- **autohaus.de** has an average of 1,725,785 page impressions per month (IVW 1/2017).
- Every workday the **AUTOHAUS Newsletter** reaches 27,288 subscribers (internal research 6/2017).
- autohaus.de is used an average of 4.9 days each week. The average time spent reading the **AUTOHAUS Newsletter** is 4.8 minutes.*
- The users and readers of **autohaus.de** and the **AUTOHAUS Newsletter** consider these sources extremely beneficial for their careers.*
- 71 % of **autohaus.de** users and 64 % of **AUTOHAUS Newsletter** readers would recommend these media to a friend.*

*Source: WebSta, User and Readership Analysis 2009, TNS Emnid Medienforschung, Bielefeld

Snapshot Profile:

What does AUTOHAUS online have to offer?

Web address (URL): www.autohaus.de

AUTOHAUS online is a German-language portal with one of the widest coverage for the car trade and industry. It offers the very latest investigative news, reports, interviews and commentaries in the following fields: automotive, new and used car trade, politics, associations, dates and events, EDP and internet, legal and taxation aspects, construction, company management and after-sales. In addition, a range of premium services, data collections, a news archive and the latest research studies are available. A large supplier directory and an extensive series of vehicle-sector-orientated adverts and jobs are also on offer.

The online **AUTOHAUS Newsletter** is published every workday and is free of charge.

autohaus.de was recently voted "Business Medium of the Year" (2015) in the category "Best Website" by the German Association of Business Media.

Access control:

IVW-certified since December 2000



Access:

Visits: 675,551 (3-month average, January to March 2017)

Page impressions: 1,725,785 (3-month average, January to March 2017)

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				

Newsletter – the direct line to the customer:

Link to register: www.autohaus.de/newsletter

Brief characteristics:

The newsletter provides the latest news from the industry - 5 times a week, from Monday to Friday.

Newsletter subscribers: 27,288 (June 2017)

Run time:

Duration, number and date of the ad can be varied according to your needs and are 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 or Text display + image or logo tall	①	650 x 150 (see page 29)	75.00	30 KB
Medium rectangle	②	300 x 250	75.00	30 KB



Online Advertorial:

Brief characteristics:

Online Advertorials are editorial articles on www.autohaus.de. Online Advertorials appear under the „Special topic“ tab and can be clearly identified as advertisements by their red cover pennant. Advertorials are advertised on www.autohaus.de or in the **AUTOHAUS** Newsletter.

Access:

Visits: 675.551 (3-month average, January to March 2017)
Page Impressions: 1.725.785 (3-month average, January to March 2017)

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



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.autohaus.de	4 weeks	6,000.00



AUTOHAUS News-App:

Present your company, product or services with an advertorial on our **AUTOHAUS 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

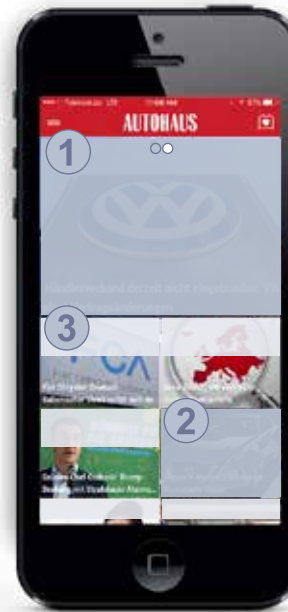
All forms of web advertising on the AUTOHAUS News-App include:

Link to your website/conversion in app possible

Option: Picture gallery/video

Option: Push notification to all users

Access: 145.118 Page Impressions (5/2017), iPhone, iPad, Android,



Business directory (Branchenverzeichnis):

A permanently searchable web presentation from one of 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: € 1,440.00
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.autohaus.de/branchenverzeichnis.



Video/TV formats:

We create professional video formats for you and help you to integrate it into your marketing plan.

For specialist trade fair filming:

Formats*	Scope	Price in €
1 Exhibitor portrait (3–5 Min.)	Presentation of your company and product range at your trade fair stand	4,490.00
2 Product presentation	Presentation of your trade fair highlights and their uses with moving images	2,990.00
3 Interview (2–3 Min.)	Your opportunity to present interesting facts as part of a conversation	3,490.00

For company headquarters filming:

Formats*	Scope	Price in €
1 Company portrait (ca. 5 Min.)	Presentation of your company and product range at your premises	8,990.00
2 Product presentation (ca. 5 Min.)	Presentation of your product highlights and their uses with moving images	8,990.00
3 Interview (ca. 5 Min.)	Your opportunity to present interesting facts as part of a conversation	8,590.00

* Duration 1 year at autohaus.de

autojob.de jobs portal:

With just one click, you can switch from autohaus.de to our online job portal www.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 (available on request or at www.ivw.de):

Visits: 26,763 (3-month average, January to March 2017)

Page Impressions: 92,475 (3-month average, January to March 2017)

Additional Options	Placement	Duration	Price in €
Top Placement	Top of the list, sorted by date	3 weeks	+ 200.00
Top Job	Homepage, max. 12 adverts	1 day	+ 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 AUTOHAUS	1 issue	+ 195.00 ²⁾
Advertisements	Career market AUTOHAUS	1 issue	Page 14

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

Technical specifications: Newsletter

- File format: static.gif/.jpg files (animated on request)
- File size: up to 125 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Text display large:

Size: 650 x 150 px

Header: max. 65 characters/

body of text: max. 6 lines of 75 characters, each, incl. spaces

Logo / image: 130 x 80 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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