

Attractive Target Group:

Who reads asp AUTO SERVICE PRAXIS?

- **asp AUTO SERVICE PRAXIS** has an IVW-certified circulation of 19,756 copies (IVW 01.07.2016- 30.06.2017).
- 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: 22th year 2018

Web address (URL): www.autoservicepraxis.de

ISSN: 1437-1162

Purchase price: national: € 89.88 incl. delivery and 7 % VAT
international (Europe): € 102.72 incl. delivery and 7 % VAT

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



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Phone subscription service: +49 89 203043-1500
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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):	19,756	of which, abroad:	61
Copies sold:	14,465	of which, abroad:	35
▪ Subscription copies:	1,199	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	13,266		
Complimentary copies:	5,291		
Reminder, archive and records copies:	244		

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	13,786
	Not applicable	2	394
	Others	28	5,515
Actual distributed circulation national:		100	19,695
of which, abroad (not recorded):			61
Actual distributed circulation (ADC):			19,756

	AUTOMOTIVE ENGINEERING	WORKSHOP EQUIPMENT	BUSINESS PRACTICE	SPECIAL ISSUE	FAIRS & EXHIBITIONS
ISSUE 1 AD: 19.12.17 PD: 22.12.17 PB: 19.01.18	Electrics/electronics Consumable and spare parts	Diagnostics Exhaust analysis	Parts business Business organisation+ EDP		
ISSUE 2 AD: 22.01.18 PD: 25.01.18 PB: 16.02.18	Bodywork/paintwork/ vehicle glass Fuels and lubricants	Chassis alignment Bodywork repairs			International Motor Show, Geneva (CH), 08.-18.03.18 Techno-Classica, Essen, 21.-25.03.18 RETRO CLASSICS, Stuttgart, 22.-25.03.18
ISSUE 3 AD: 28.02.18 PD: 05.03.18 PB: 23.03.18	Chassis & steering systems Braking systems	Testbeds Air conditioning services	Workshop systems	Wheels and Tyres	
ISSUE 4 AD: 26.03.18 PD: 29.03.18 PB: 20.04.18	Electrics/electronics Consumable and spare parts	Elevation technology Carwash Cleaning & maintenance	Vehicle maintenance/ detailing, Planning + construction		
ISSUE 5 AD: 23.04.18 PD: 26.04.18 PB: 18.05.18	Bodywork/paintwork/ vehicle glass	Tyre services Preview The Tire Cologne	Used vehicle business Parts/accessory marketing		The Tire Cologne, Cologne, 29.05.-01.06.18
ISSUE 6 AD: 23.05.18 PD: 04.06.18 PB: 22.06.18	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: 04.07.18 PD: 09.07.18 PB: 27.07.18	Emission reduction Chassis & steering systems	Elevation technology Preview Automechanika	Office & warehouse equipment	Free Parts Market 2018	
ISSUE 9 AD: 10.08.18 PD: 16.08.18 PB: 05.09.18	Electrics/electronics	Automechanika focus	Planning & construction Vehicle trading/auctions	Service 2019	Automechanika & REIFEN Frankfurt, 11.-15.09.18 IAA Commercial Vehicles, Hannover, 20.-27.09.18
ISSUE 10 AD: 25.09.18 PD: 28.09.18 PB: 19.10.18	Consumable and spare parts Lighting technology & lighting accessories Car battery	Diagnostics Carwash Cleaning and maintenance Review Automechanika	Purchasing sources Used vehicle business	Wheels and Tyres	
ISSUE 11 AD: 30.10.18 PD: 05.11.18 PB: 23.11.18	Bodywork/paintwork/ vehicle glass Fuels and lubricants	Chassis alignment Bodywork repairs			ESSEN MOTOR SHOW Essen, 01.-09.12.18
ISSUE 12 AD: 21.11.18 PD: 26.11.18 PB: 14.12.18	Braking systems	Elevation technology Testbeds	Workshop systems		AutoZum, Salzburg (A), 16.-19.01.19

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

Formats



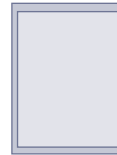
Front Cover

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)		11,035.00
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

Additional charges:

Preferential placements

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

Colour

Per special colour	25% of 4c price
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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 (01.07.16-30.06.17):	19,756 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

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. 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 24)

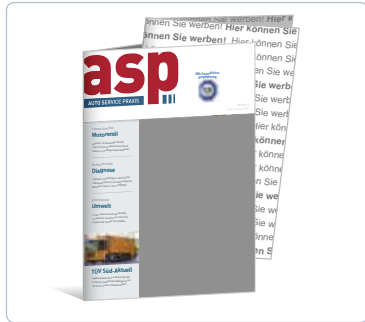
Optimisation options ¹⁾	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 ²⁾
Job application	standard template	6 weeks	45,00

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 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: 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

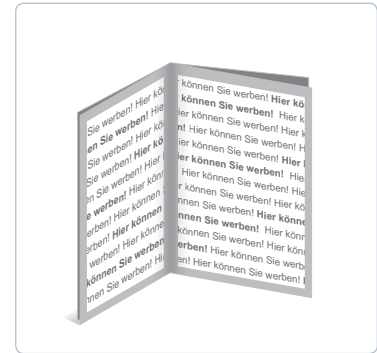
Format:

- 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

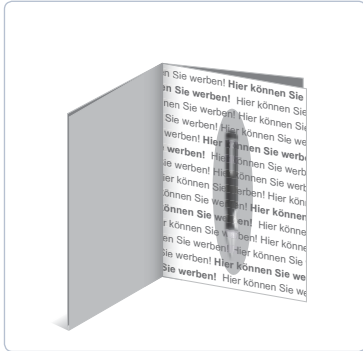
Format:

- 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
- 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

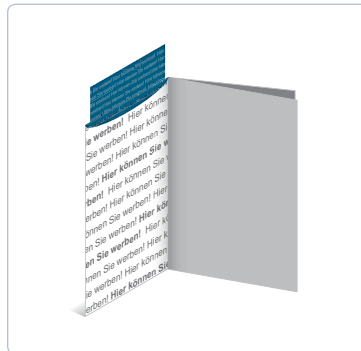
Format:

- 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:

- 5,620.00 €

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 "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	312.00
further 5 g total weight	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
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.



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: 120,973 (3-month average, January to March 2017)
Page impressions: 254,920 (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				

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

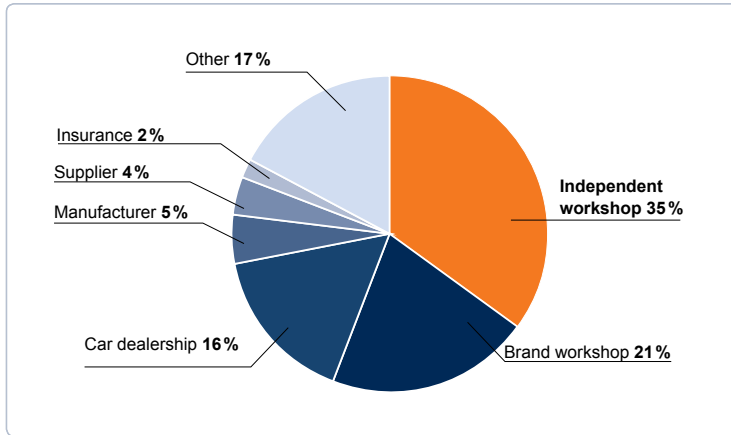
Brief characteristics:

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: 8,322 (June 2017)

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.



asp AUTO SERVICE PRAXIS Newsletter readers: 8,454 (internal analysis from June 2016)



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 25)	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.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: 120,973 (3-month average, January to March 2017)
Page impressions: 254,920 (3-month average, January to March 2017)

Available on request or at www.ivw.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

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

asp home advert box:

Your advert box will appear directly on the asp homepage for one month. € **2,400.00**

- 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: € 1,440.00
 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.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: 1.177 Page impressions (iPhone, iPad, Android)
June 2017



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 (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, 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.uyosal@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 á 75 characters each,

incl. spaces + URL

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.

Contact:



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