

2016

MEDIA KIT 2016

The magazine for workshops,
services and technology
www.autoservicepraxis.de



asp
AUTO SERVICE PRAXIS

7,50 EUR

B43 385 D
Verlag Autotechnik-Verlag

Automobiltechnik
Schmierstoffe
Fünf neue Motorteile von vier etablierten Marken und einem neuen Anbieter

Werkstatttechnik
Prüfstände
MAHA-Pflichttest für Assistenzsysteme, integriert in eine Schwabenbox

Betriebspraxis
Recht
Verwendung von Formularverträgen: Erläuterung der Rechtsgrundlage

Klassik
Service
Thema Vergassen: Aufruf zur Bildung eines Netzwerks tätischer Experten

TÜV SÜD-Aktuell
Kein CAC-Papier? Hilfe bei der Festlegung alternativer Rad-Reifen-Kombinationen

Unternehmensporträt
Scuderia GT
Thomas Gehofers Ferrari- und Maserati-Servicebetrieb in Irchenberg Seite 58

Attractive Target Group:**Who reads asp AUTO SERVICE PRAXIS?**

- **asp AUTO SERVICE PRAXIS** has an IVW-certified circulation of 24,705 copies (IVW 01.07.2014 - 30.06.2015).
- According to research carried out by the Emnid Institute, each copy of **asp AUTO SERVICE PRAXIS** is read by an estimated 3.3 people.*
- 96.3 % of all readers surveyed by **asp AUTO SERVICE PRAXIS** are decision makers.*
- Average company size: 29 employees.*

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 80.6% and is read for an average of 50.7 minutes.*

* Source: Receiver Structure Analysis June 2005/TNS Emnid, Bielefeld
(see the attached summary of the analysis methods)

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: monthly

Year: 20th year 2016

Web address (URL): www.autoservicepraxis.de

ISSN: 1437-1162

Purchase price: national: € 87.31 incl. delivery and 7 % VAT
international (Europe): € 100.15 incl. delivery and 7 % VAT
Individual sales price: € 11.66 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: 

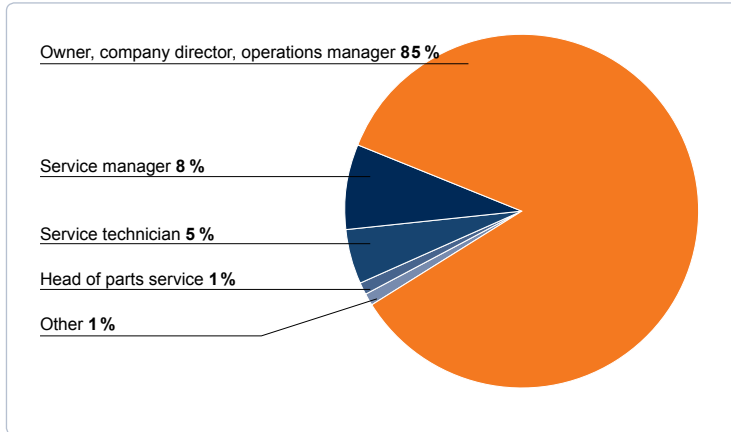
Circulation analysis: Average number of copies per issue in one year (01.07.14–30.06.15)

Print run:	25,000		
Actual distributed circulation (ADC):	24,705	of which, abroad:	107
Copies sold:	21,566	of which, abroad:	42
▪ Subscription copies:	1,395	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	20,172		
Complimentary copies:	3,139		
Reminder, archive and records copies:	295		

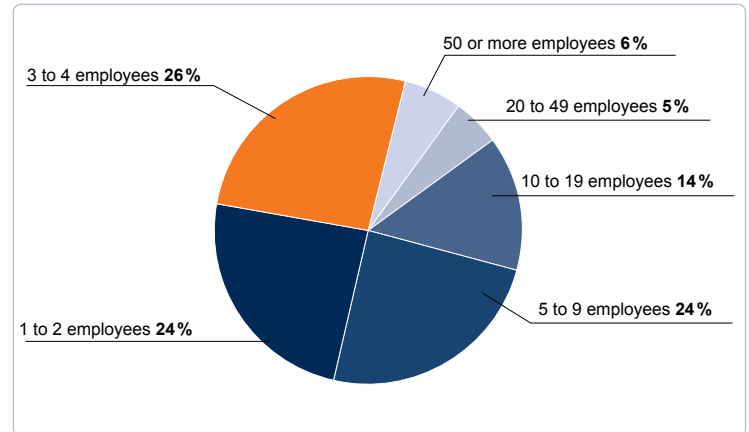
Branches/economic sectors/business types:

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	17,219
	Not applicable	2	492
	Others	28	6,887
Actual distributed circulation national:		100	24,598
of which, abroad (not recorded):			107
Actual distributed circulation (ADC):			24,705

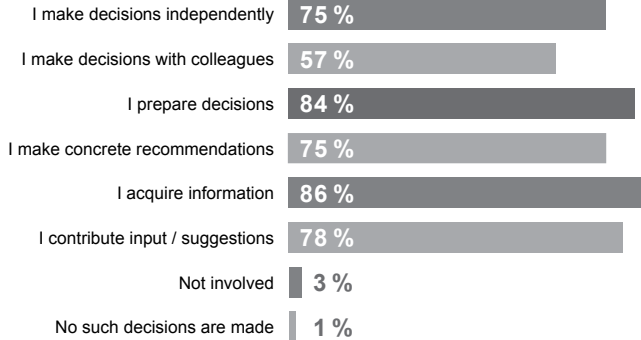
Position within business:



Size of business entity:



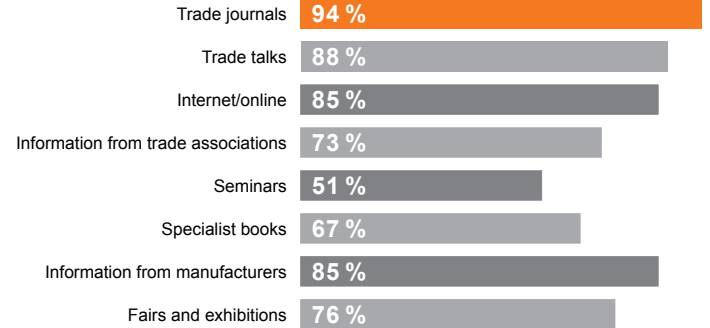
Investment responsibility:



Multiple answers are possible

96.3% of the readers of asp AUTO SERVICE PRAXIS working at service companies play a key role in investment decisions.

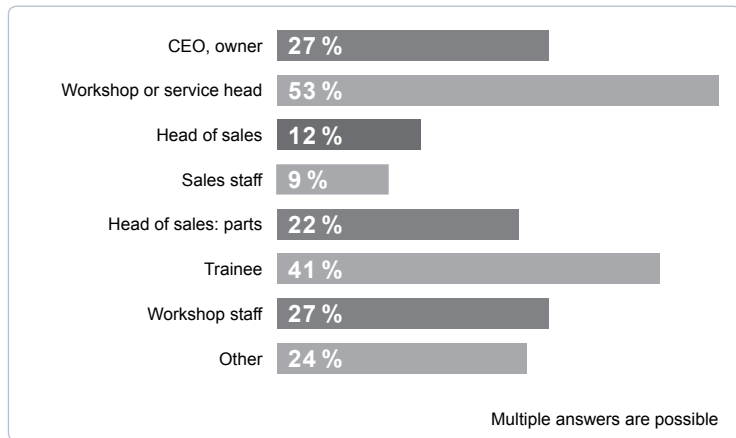
Frequently used sources of information:



Multiple answers are possible

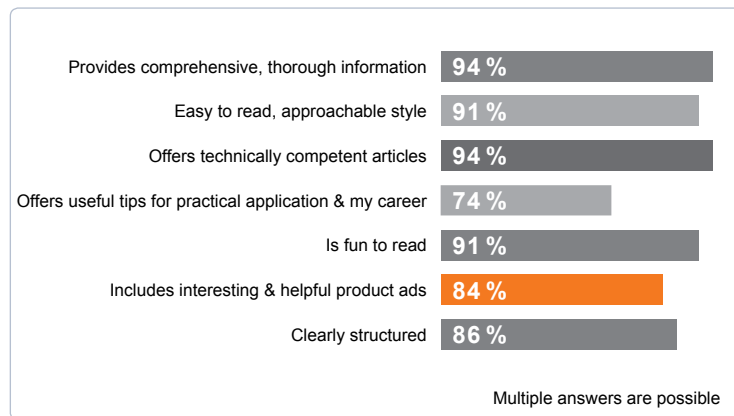
asp AUTO SERVICE PRAXIS is regularly and intensively read, as shown by its page traffic score of 80.6% and average reading time of 50.7 minutes.

Further readers: position in their service company:



The mean number of 3.3 further readers is well above average and offers further advertising exposure.

Essential characteristics of asp AUTO SERVICE PRAXIS according to the service companies:



Summary of methods used:

- Methodology:** Readership analysis through telephone interviews – selected at random
- Research conducted by:** TNS Emnid, Bielefeld, Institut für Markt-, Media- und Meinungsforschung
- Statistical population:** ADC of all asp AUTO SERVICE PRAXIS readers, excluding: voucher copies, non-German-speaking readers abroad and sample copies
- Random sample:** 250 personal interviews
- Target group:** primary readers of asp AUTO SERVICE PRAXIS
- Timeframe:** The telephone interviews were conducted between 28 June and 29 July 2011

	AUTOMOTIVE ENGINEERING	WORKSHOP EQUIPMENT	BUSINESS PRACTICE	SPECIAL ISSUE	FAIRS & EXHIBITIONS
ISSUE 1 AD: 18.12.15 PD: 04.01.16 PB: 22.01.16	Electrics/electronics Consumable and spare parts	Diagnostics Exhaust analysis	Parts business Business organisation+ EDP		
ISSUE 2 AD: 22.01.16 PD: 26.01.16 PB: 19.02.16	Bodywork/paintwork/ Fuels and lubricants	Chassis alignment Bodywork repairs			Int. Motor Show, Geneva, 03.-13.03.16 Retro Classics, Stuttgart, 17.-20.03.16
ISSUE 3 AD: 24.02.16 PD: 29.02.16 PB: 18.03.16	Chassis & steering systems Braking systems	Testbeds Air conditioning services	Workshop systems	Wheels and Tyres	Techno-Classica, Essen, 06.-10.04.16 AMI, Leipzig, 09.-17.04.16 AMITEC & AMICOM, Leipzig, 09.-13.04.16
ISSUE 4 AD: 21.03.16 PD: 24.03.16 PB: 15.04.16	Electrics/electronics Consumable and spare parts	Elevation technology Carwash Cleaning & maintenance	Vehicle maintenance/ detailing, Planning + construction		
ISSUE 5 AD: 19.04.16 PD: 22.04.16 PB: 13.05.16	Bodywork/paintwork/ vehicle glass	Tyre services Preview REIFEN, Essen	Used vehicle business Parts/accessory marketing		REIFEN, Essen, 24.-27.05.16
ISSUE 6 AD: 24.05.16 PD: 30.05.16 PB: 17.06.16	Consumable and spare parts Fuels and lubricants	Diagnostics Exhaust analysis Review REIFEN, Essen	EDP for service and business		

	AUTOMOTIVE ENGINEERING	WORKSHOP EQUIPMENT	BUSINESS PRACTICE	SPECIAL ISSUE	FAIRS & EXHIBITIONS
ISSUE 7 AD: 22.06.16 PD: 27.06.16 PB: 15.07.16	Emission reduction Chassis & steering systems	Elevation technology Air conditioning services	Office & warehouse equipment		
ISSUE 8 AD: 26.07.16 PD: 29.07.16 PB: 19.08.16	autumn trade fairs	Testbeds Chassis alignment Preview automechanika	Parts purchasing/sales Human Resources management	Free Parts Market 2016	
ISSUE 9 AD: 17.08.16 PD: 22.08.16 PB: 09.09.16	Electrics/electronics	Testing equipment automechanika focus	Planning & construction Vehicle trading/auctions business		automechanika, Frankfurt, 13.-17.09.16 IAA Commercial Vehicles, Hannover, 22.-29.09.16
ISSUE 10 AD: 20.09.16 PD: 23.09.16 PB: 14.10.16	Consumable and spare parts	Diagnostics Carwash Cleaning and maintenance Review automechanika	Purchasing sources Used vehicle business	Wheels and Tyres	
ISSUE 11 AD: 25.10.16 PD: 28.10.16 PB: 18.11.16	Bodywork/paintwork/ vehicle glass Fuels and lubricants	Chassis alignment Bodywork repairs			Essen Motor Show, Essen, 26.11.-04.12.16
ISSUE 12 AD: 23.11.16 PD: 28.11.16 PB: 16.12.16	Braking systems	Elevation technology Testbeds	Workshop systems		AutoZum, Salzburg, 18.-21.01.17

This overview of planned topics for 2016 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)		10,710.00
2/1 Page	12,485.00	16,930.00
1/1 Page	6,245.00	8,465.00
1/2 Page	3,120.00	4,680.00
1/3 Page	2,080.00	3,455.00
1/4 Page	1,565.00	2,740.00

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

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:

Sanja Klöppel
Key Account Manager Workshop & Automotive Engineering
Phone: +49 89 203043-1224
Fax: +49 89 203043-1240
E-Mail: sanja.kloepfel@springer.com

**Circulation:**

Print run:	25,000 copies
Actual distributed circulation (ADC) for one year (01.07.14–30.06.15):	24,791 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	189 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:	monthly, 12 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 files only (preferably PDF X3).
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colours are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 300%. We recommend profile ISOcoated_V2_300.
- A double-page could 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.

Data transfer:

- Use Winzip (.zip) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Further information on:

Creating PDF X3, distiller job options etc. are available via E-Mail: muc@phoenixprint.de.

Connections:

- FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: muc, Password: dE41yG)
- E-Mail: muc@phoenixprint.de
- Fax: +49 931 385-11332

Contact:

PHOENIX PRINT GmbH
Anzeigenteam
Alfred-Nobel-Str. 33
97080 Würzburg
Phone: +49 931 385-332
Fax: +49 931 385-11332

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	189	x 250	3,350.00	2,350.00
1/2 Page	upright	93 x 250	1,675.00	1,175.00
	horizontal	189 x 125		
1/4 Page	upright	93 x 125	837.50	587.50
1/8 Page	upright	45 x 125	418.75	293.50
	horizontal	93 x 62.5		
3/32 Page	horizontal	93 x 48	321.60	225.60
1/16 Page	upright	45 x 62.5	209.38	146.88
	horizontal	93 x 31		

Job opportunities:	per mm (1 column, 45 mm width, b/w)	€ 3.35
Job searches:	per mm (1 column, 45 mm width, b/w)	€ 2.35
Buying and selling:	per mm (1 column, 45 mm width, b/w)	€ 3.35
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	€ 1,870.00
1/2 page and smaller	€ 1,110.00

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)

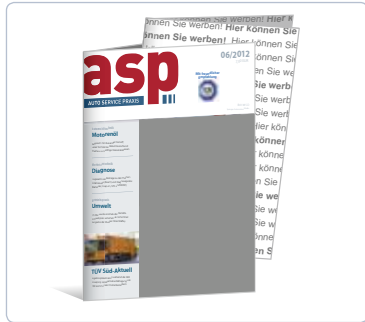
Optimisation options ¹⁾	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 ²⁾
Job application	standard template	6 weeks	45,00

Contact: Doris Kester-Frey
Media Consult autojob.de
Phone: +49 89 203043-1133
Fax: +49 89 203043-1240
E-Mail: doris.kester-frey@springer.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. 303,00 €
- Per further 5 g total weight per thou. 37,00 €
- 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: 22,000,00 €
- 8 pages: 27,000,00 €

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: 8,220,00 €
- 4 pages: 10,270,00 €
- 6 pages: 12,320,00 €
- 8 pages: 14,300,00 €
- 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

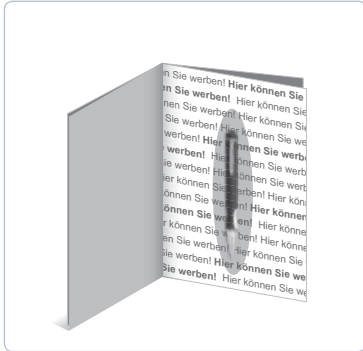
Format:

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

Price:

- 2/1 page: 18,790,00 €
- 1/1 page: 9,390,00 €

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)

- 132.00 € 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:

- 2.220.00 €
- 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:

- 55 mm width x 165 mm height
- Paper weight: 170 g/m²
- 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: 95 mm width x 279 mm height
- 3rd inside back cover and 4th back cover: 210 mm width x 279 mm height

Price:

- 23,400.00 €

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

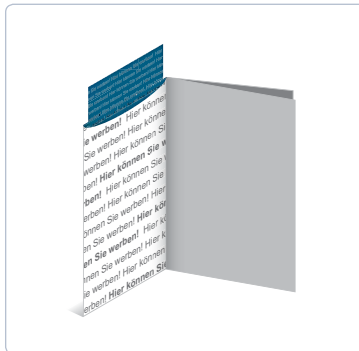
Format:

- 32 mm width x 32 mm height

Price:

- 7,350.00 €
- Further formats 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:

- 26,800.00 €

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: 7,900.00 €
- Inside the magazine: 12,200.00 €
- 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:

- 30,600.00 €

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:

- 24,200.00 €

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:

- 5,454.00 €

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:

PHOENIX PRINT GmbH, Warenannahme

Alfred-Nobel-Str. 33, 97080 Würzburg

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	303.00
further 5 g total weight	37.00
Infoposter	from 22,000.00
Inbound Insert	from 8,220.00
Advertorial	from 9,390.00
Adhesive adverts (no discounts available) per thou.	advert + 132.00
Island Advert	2,220.00
Bookmark	on request
Cover Sampling	23,400.00
Lenticular	on request
Tip-on Insert	7,350.00
Sliding Door	26,800.00
Banderole	from 7,900.00
Gate Folder	30,600.00
Double Gate Fold	24,200.00
Junior Page	5,454.00

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: 86,246 (3-month average, January to March 2015)

Page impressions: 224,885 (3-month average, January to March 2015)

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	„Marktplatz/Branchenverzeichnis“	4 weeks	75,00

Our Newsletter – your direct line to customers:

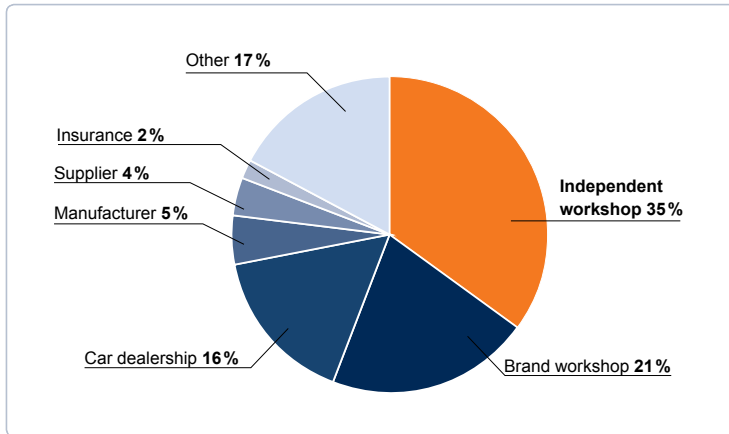
Brief characteristics:

asp AUTO SERVICE PRAXIS online informs decision makers and executives from the workshop sector 2 times per week with a current e-mail newsletter.

Newsletter-subscribers: 8,280 (June 2015)

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: n = 8,280 (internal analysis from June 2015)



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: 86,246 (3-month average, January to March 2015)
Page impressions: 224,885 (3-month average, January to March 2015)

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

Marketplace (Business directory):

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/marktplatz.



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
Job offer 10-pack	Upload ¹⁾ or an HTML template	1 year	4,490.00
Job offer flat	Upload ¹⁾ or an HTML template	1 year	2,200.00
Job application		4 weeks	95.00

Access: (Available on request or at www.ivw.de):

Visits: 38,187 (3-month average, January to March 2015)

Page Impressions: 131,818 (3-month average, January to March 2015)

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
Linked app	AUTOHAUS	3 weeks	+ 100.00
Linked newsletter	Teaser and direct link in a Springer Automotive Media newsletter	1 day	+ 100.00
Print entry 189 x 20 mm (width x height)	Career market asp AUTO SERVICE PRAXIS	1 issue	+ 395.00 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@springer.com

Technical specifications: Standard advertising formats

- File formats: .swf (max. Version 10.1), .gif, .jpg, .html, Tag-Code (redirect)
- For expandable banners: two separate Flash files or a Redirect required.

In this context and for layers, we cannot accept .gif or .jpg files.

- Backup image (.gif, .jpg)
- File size: up to 80 KB (combined size of all files)
- Fitting of the Click-Tag
- 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: 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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