

# 2016

## MEDIA KIT 2016

The magazine for workshops,  
services and technology  
[www.autoservicepraxis.de](http://www.autoservicepraxis.de)



**asp**  
AUTO SERVICE PRAXIS

7,50 EUR

B43 385 D  
Veranstaltungsbüro

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

**Werkstatttechnik**  
**Prüfstände**  
MAHLE-Fluchband für Assistenzsysteme, integriert in eine Scheinwerferbohle

**Betriebspraxis**  
**Recht**  
Verwendung von Formularverträgen: Erläuterung der Rechtsgrundlage

**Klassik**  
**Service**  
Thema Vergaser: Aufruf zur Bildung eines Netzwerks tätiger 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

Stand: 24. June 2016

You'll find more media information at [sam.mediacentrum.de](http://sam.mediacentrum.de)

**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.

<b>Publication frequency:</b>	monthly
<b>Year:</b>	20 <sup>th</sup> year 2016
<b>Web address (URL):</b>	<a href="http://www.autoservicepraxis.de">www.autoservicepraxis.de</a>
<b>ISSN:</b>	1437-1162
<b>Purchase price:</b>	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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**Publisher:** Dipl.-Ing. Hans Peter Neppel (TÜV SÜD Auto Service GmbH)  
Lars Kammerer (TÜV SÜD Auto Service GmbH)

**Publishing house:** Springer Automotive Media  
Springer Fachmedien München GmbH  
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[www.springer-automotive-media.de](http://www.springer-automotive-media.de)

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



Circulation monitoring: 

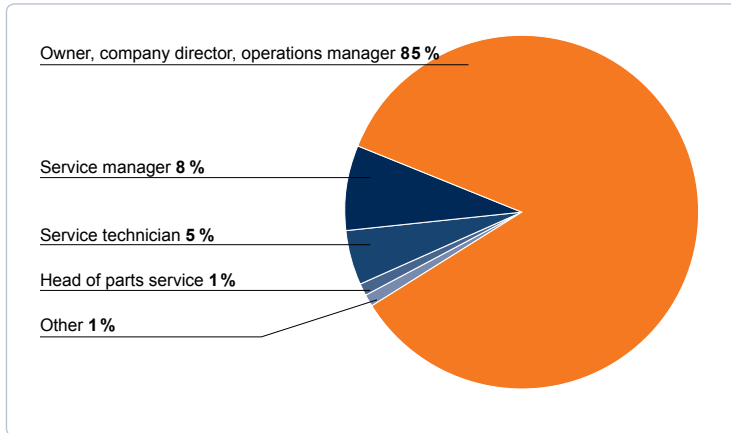
**Circulation analysis:** Average number of copies per issue in one year (01.07.14–30.06.15)

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

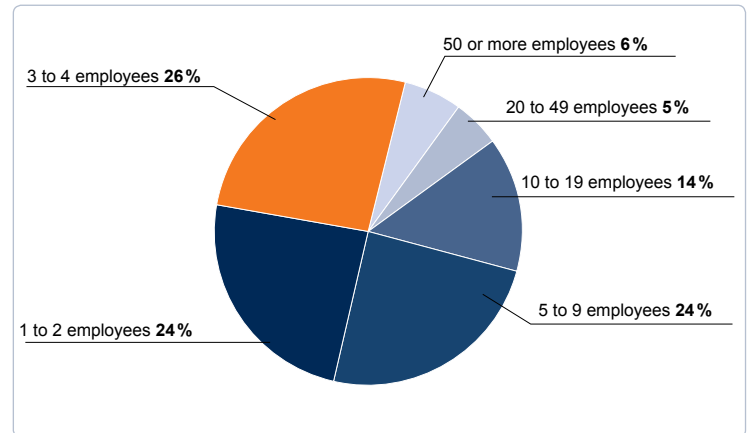
**Branches/economic sectors/business types:**

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
<b>Actual distributed circulation national:</b>		100	24,598
<b>of which, abroad (not recorded):</b>			107
<b>Actual distributed circulation (ADC):</b>			<b>24,705</b>

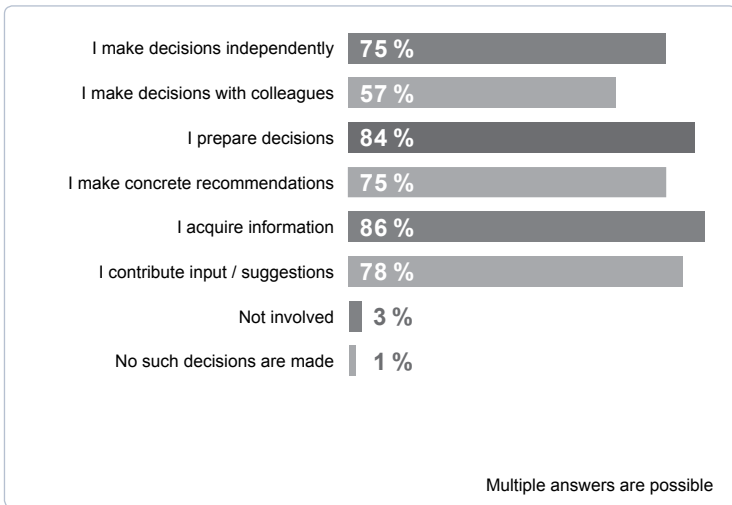
**Position within business:**



**Size of business entity:**

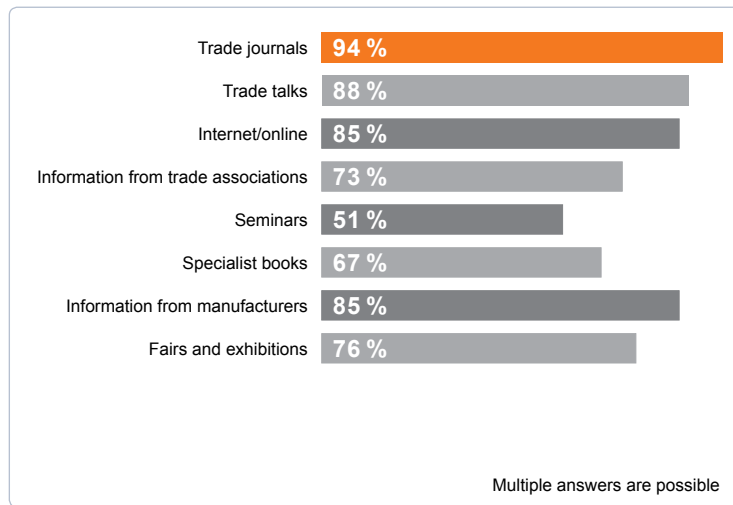


**Investment responsibility:**



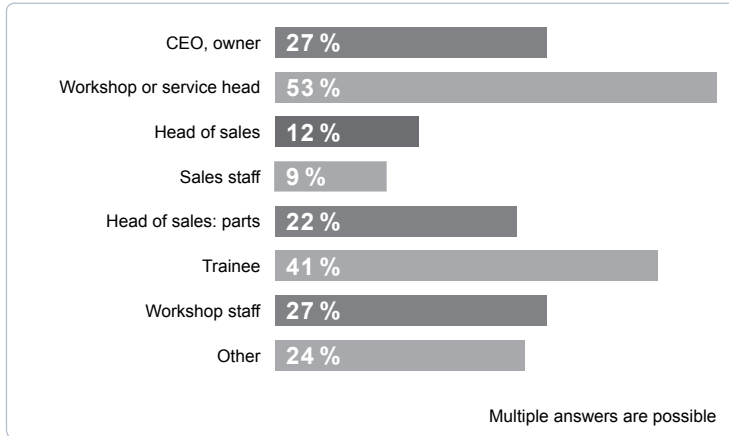
**96.3% of the readers of asp AUTO SERVICE PRAXIS working at service companies play a key role in investment decisions.**

**Frequently used sources of information:**



**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
<b>ISSUE 1</b> 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		
<b>ISSUE 2</b> AD: 22.01.16 PD: 26.01.16 PB: 19.02.16	Bodywork/paintwork/ Fuels and lubricants	Chassis alignment Bodywork repairs			<b>Int. Motor Show,</b> Geneva, 03.-13.03.16 <b>Retro Classics,</b> Stuttgart, 17.-20.03.16
<b>ISSUE 3</b> AD: 24.02.16 PD: 29.02.16 PB: 18.03.16	Chassis & steering systems Braking systems	Testbeds Air conditioning services	Workshop systems	<b>Wheels and Tyres</b>	<b>Techno-Classica,</b> Essen, 06.-10.04.16 <b>AMI,</b> Leipzig, 09.-17.04.16 <b>AMITEC &amp; AMICOM,</b> Leipzig, 09.-13.04.16
<b>ISSUE 4</b> 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		
<b>ISSUE 5</b> AD: 19.04.16 PD: 22.04.16 PB: 13.05.16	Bodywork/paintwork/ vehicle glass	Tyre services <b>Preview REIFEN, Essen</b>	Used vehicle business Parts/accessory marketing		<b>REIFEN,</b> Essen, 24.-27.05.16
<b>ISSUE 6</b> AD: 24.05.16 PD: 30.05.16 PB: 17.06.16	Consumable and spare parts Fuels and lubricants	Diagnostics Exhaust analysis <b>Review REIFEN, Essen</b>	EDP for service and business		



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



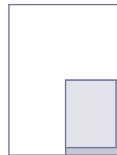
**1/3 Page upright**

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 €
<b>Front cover (no discounts available)</b>		<b>10,710.00</b>
<b>2/1 Page</b>	<b>12,485.00</b>	<b>16,930.00</b>
<b>1/1 Page</b>	<b>6,245.00</b>	<b>8,465.00</b>
<b>1/2 Page</b>	<b>3,120.00</b>	<b>4,680.00</b>
<b>1/3 Page</b>	<b>2,080.00</b>	<b>3,455.00</b>
<b>1/4 Page</b>	<b>1,565.00</b>	<b>2,740.00</b>

**Additional charges:**

**Preferential placements**

2 <sup>nd</sup> and 3 <sup>rd</sup> inside front/back cover page	10% of 4c price
4 <sup>th</sup> 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:**

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:**

<b>Type area:</b>	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](http://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@stuertz.de](mailto:muc@stuertz.de).

**Connections:**

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

**Contact:**

Stürtz 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](http://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)

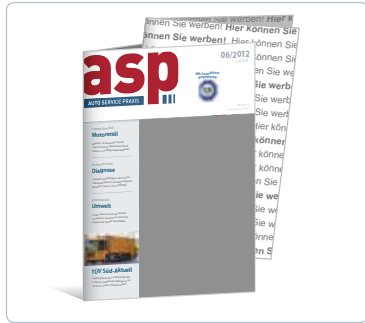
Optimisation options <sup>1)</sup>	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 <sup>2)</sup>
Job application	standard template	6 weeks	45,00

**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

<sup>1)</sup> The offer applies only in conjunction with a career advertisement (print).

<sup>2)</sup> 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

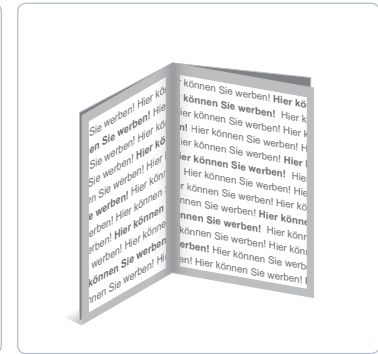
### Format:

- 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

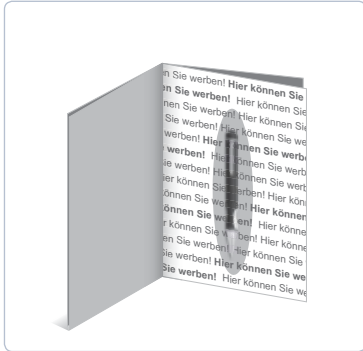
### Format:

- 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

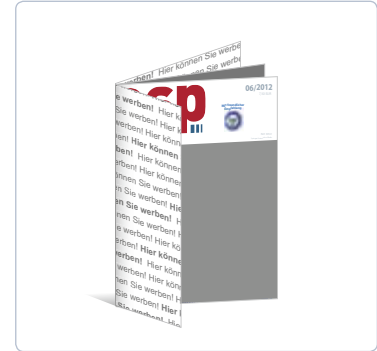
**Format:**

- 55 mm width x 165 mm height
- Paper weight: 170 g/m<sup>2</sup>
- 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 2<sup>nd</sup> inside front cover: 95 mm width x 279 mm height
- 3<sup>rd</sup> inside back cover and 4<sup>th</sup> 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

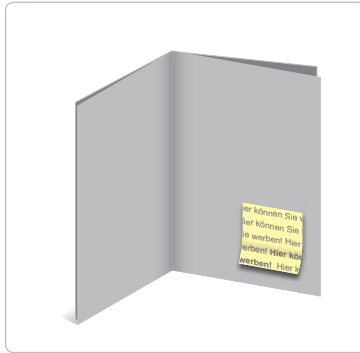
**Format:**

- 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 + 2<sup>nd</sup> 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/m<sup>2</sup>–180 g/m<sup>2</sup> 25 % Additional charges  
 over 180 g/m<sup>2</sup> 50 % Additional charges

**Delivery address for bound and other inserts:**

Stürtz 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 Ads<sup>1)</sup> :**

Formats	4-colour in €
<b>Inbound Insert</b> (no discounts available) <b>per thou. to 25 g</b>	<b>303.00</b>
<b>further 5 g total weight</b>	<b>37.00</b>
<b>Infoposter</b>	<b>from 22,000.00</b>
<b>Inbound Insert</b>	<b>from 8,220.00</b>
<b>Advertorial</b>	<b>from 9,390.00</b>
<b>Adhesive adverts</b> (no discounts available) <b>per thou.</b>	<b>advert + 132.00</b>
<b>Island Advert</b>	<b>2,220.00</b>
<b>Bookmark</b>	<b>on request</b>
<b>Cover Sampling</b>	<b>23,400.00</b>
<b>Lenticular</b>	<b>on request</b>
<b>Tip-on Insert</b>	<b>7,350.00</b>
<b>Sliding Door</b>	<b>26,800.00</b>
<b>Banderole</b>	<b>from 7,900.00</b>
<b>Gate Folder</b>	<b>30,600.00</b>
<b>Double Gate Fold</b>	<b>24,200.00</b>
<b>Junior Page</b>	<b>5,454.00</b>

<sup>1)</sup> 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](http://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](http://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:**

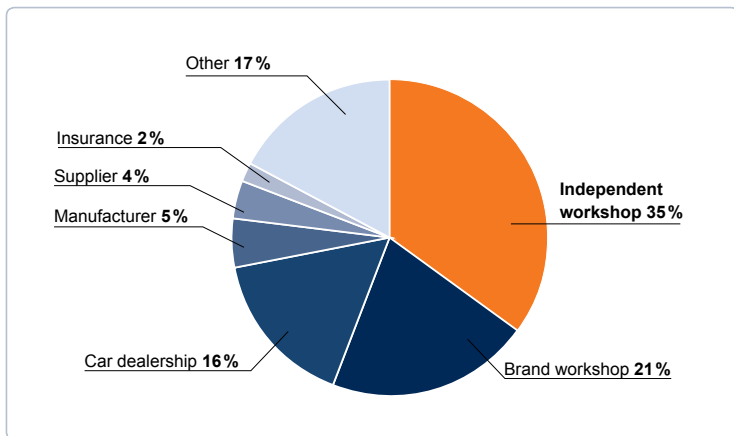
**Brief characteristics:**

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

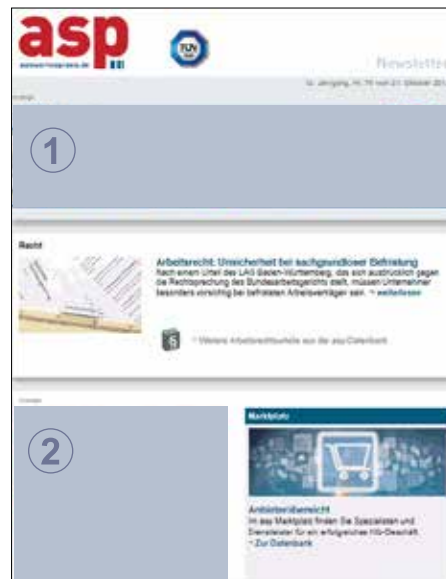
**Newsletter-subscribers:** 8,280 (June 2015)

**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
<b>cross-/full-size banner or Text display + image or logo tall</b>	①	650 x 150 (see page 25)	75.00	30 KB
<b>Medium rectangle</b>	②	300 x 250	75.00	30 KB

**Online Advertorial:**

**Brief characteristics:**

Online Advertorials are editorial articles on [www.autoservicepraxis.de](http://www.autoservicepraxis.de), and can be clearly identified as advertisements by their red cover pennant. Advertorials are advertised on [www.autoservicepraxis.de](http://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](http://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	<a href="http://www.autoservicepraxis.de">www.autoservicepraxis.de</a>	4 weeks	4,000.00

**Workshop Catalogue:**

**Brief characteristics:**

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

**Presentation:**

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

**Basic company entry:**

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

**Price for 12 months:**

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

**Advert box:**

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

1<sup>st</sup> position € **700.00**  
 2<sup>nd</sup> position € **600.00**  
 3<sup>rd</sup> 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](http://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 <sup>1)</sup>	6 weeks	695.00
Job Offer HTML	HTML template	6 weeks	895.00
Prepaid Batch of 10 Adverts	Upload <sup>1)</sup> or an HTML template	1 year	4,490.00
Job Offer flat	Upload <sup>1)</sup> or an HTML template	1 year	2,200.00
Job Application		4 weeks	95.00

**Access** (available on request or at [www.ivw.de](http://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
Link to App	AUTOHAUS	3 weeks	+ 100.00
Link to 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 <sup>2)</sup>
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

<sup>1)</sup> PDF

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



**Data delivery:** [aylin.uysal@springer.com](mailto:aylin.uysal@springer.com)

**Technical specifications: Standard advertising formats**

- File formats: .gif, .jpg, .html, Tag-Code (redirect)
- For expandable banners: one Redirect.
  - In this context and for layers, we cannot accept .gif or .jpg files.
- File size: up to 80 KB (combined size of all files)
- 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](http://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](http://sam.mediacentrum.de).

**Contact:**

Sanja Klöppel

Key Account Manager

Workshop & Automotive Engineering

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