

# 2017

## MEDIA KIT 2017



The magazine for  
successful management  
[www.autohaus.de](http://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 an IVW-certified circulation of 19,796 copies (IVW 01.07.2015–30.06.2016).
- 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](http://auto-job.de), all of which are complemented by Social Media offers on Facebook and Twitter.

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

**Publication frequency:** 2 x monthly, 21 issues

**Year:** 61<sup>th</sup> year 2017

**Web address (URL):** [www.autohaus.de](http://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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#### **Publisher:**

Prof. Hannes Brachatz

#### **Publishing house:**

Springer Automotive Media

Springer Fachmedien München GmbH

Aschauer Str. 30, 81549 München

Phone: +49 89 203043-0

[www.springer-automotive-media.de](http://www.springer-automotive-media.de)

#### **Editor:**



Editor-in-Chief: Ralph M. Meunzel

Editorial Project Manager: Dieter Radl

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Fax: +49 89 203043-1205

E-Mail: [redaktion.autohaus@springer.com](mailto:redaktion.autohaus@springer.com)

DamageBusiness, Kfz-Assekuranz und Automobilbranche:

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Fax: +49 89 6659070-20

E-Mail: [pfauntsch@pfauntsch-medien.de](mailto:pfauntsch@pfauntsch-medien.de)

#### **Sales:**

Phone subscription service: +49 89 203043-1500

Fax subscription service: +49 89 203043-2100



#### Circulation monitoring:



##### Circulation analysis:

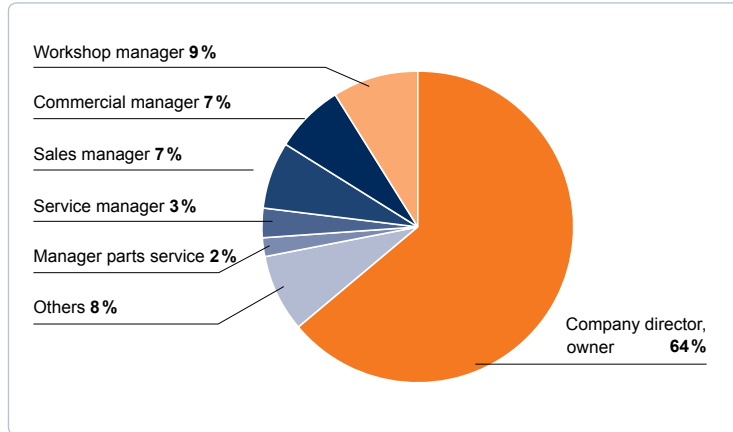
Average number of copies per issue in one year (01.07.15-30.06.16)

<b>Print run:</b>	20,050		
<b>Actual distributed circulation (ADC):</b>	19,796	of which, abroad:	346
<b>Copies sold:</b>	7,854	of which, abroad:	300
▪ Subscription copies:	6,215	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	1,639		
<b>Complimentary copies:</b>	11,943		
<b>Reminder, archive and records copies:</b>	254		

#### 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	16,727
71.10	Car rental, Leasing	1.0	195
	Others	13.0	2,528
Actual distributed circulation national:		100.0	19,450
of which, abroad (not recorded):			346
<b>Actual distributed circulation (ADC):</b>			<b>19,796</b>

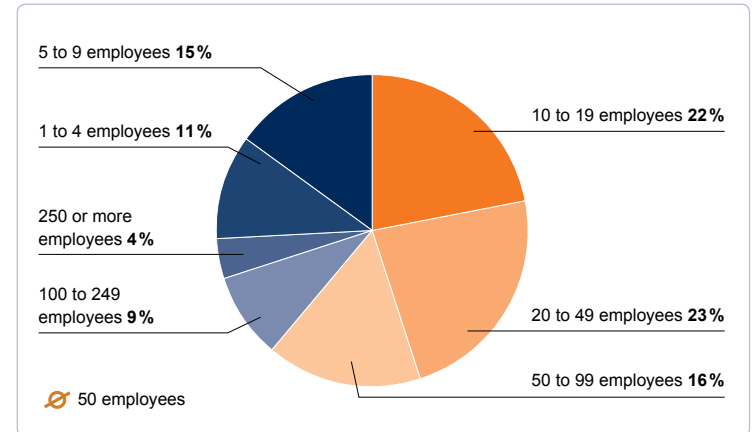
#### Position within business:



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.

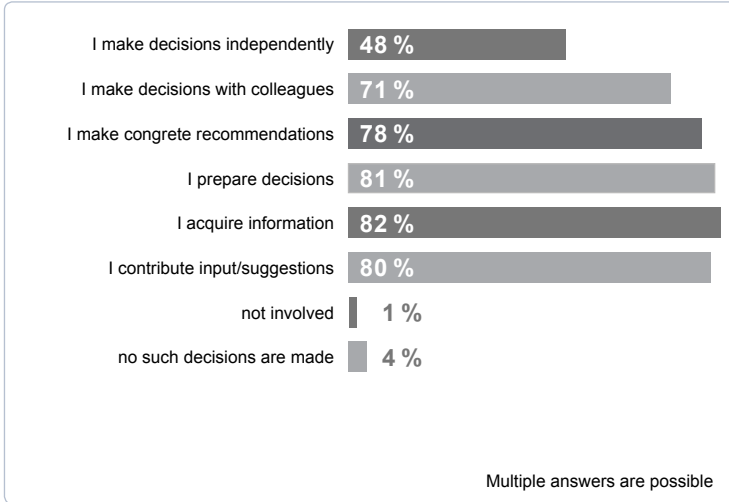
#### Size of business entity:



**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.

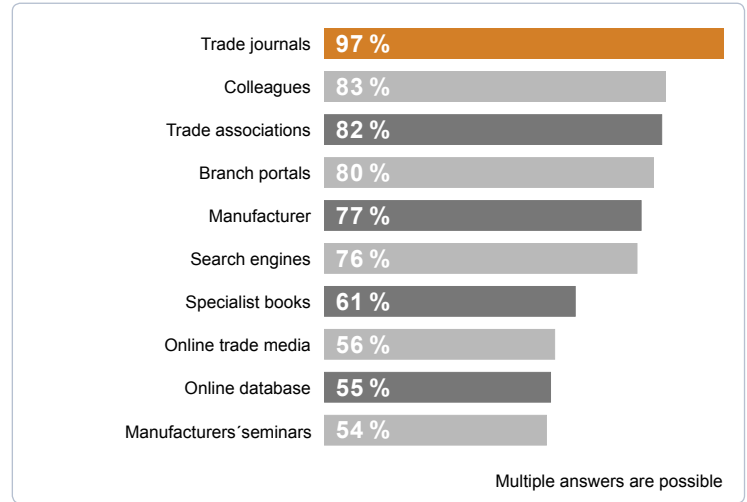
### Investment responsibility:



**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.

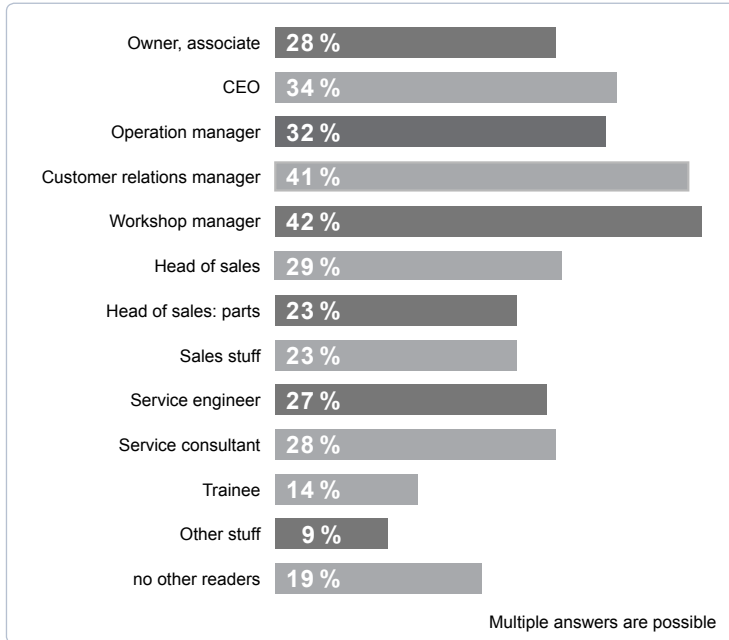
### Frequently used sources of information:



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

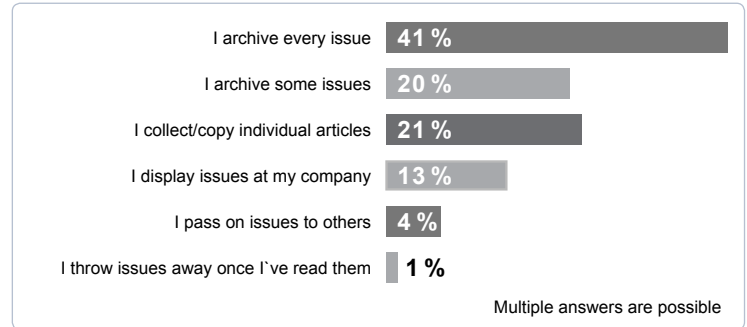
74% of our readers would miss/greatly miss the journal if it were discontinued. The strong connection between readers and „their“ journal is an indicator of its relevance and the content of its quality.

#### 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
<b>ISSUE 1/2</b> AD: 13.12.16 PD: 19.12.16 PB: 16.01.17	Planning–construction–installation  Work clothes Inspection services		<b>Vienna Auto-Show,</b> Vienna (A), 12.-15.01.17 <b>AutoZum</b> Salzburg (A), 18.-21.01.17
<b>ISSUE 3</b> AD: 11.01.17 PD: 17.01.17 PB: 06.02.17	Auctions Banks & financing Tyres	Parts business & workshop systems Consumable and spare parts Lights & battery	
<b>ISSUE 4</b> AD: 25.01.17 PD: 31.01.17 PB: 20.02.17	Lubricant marketing and sales 	Air conditioning 	<b>Special section:</b>   <b>RETRO CLASSICS,</b> Stuttgart, 02.-05.03.17
<b>ISSUE 5</b> AD: 07.02.17 PD: 13.02.17 PB: 06.03.17	Used vehicles: markets & guarantees International purchasing IT systems	Used car reconditioning Cleaning & maintenance	<b>DamageBusiness</b>  <b>International Motor Show,</b> Geneva (CH), 09.-19.03.17
<b>ISSUE 6</b> AD: 20.02.17 PD: 24.02.17 PB: 20.03.17	Banks & financing	Workshop equipment Service processes	<b>Dealer network 2017</b> <b>Wheels &amp; Tyres</b>
<b>ISSUE 7</b> AD: 08.03.17 PD: 14.03.17 PB: 03.04.17	Planning–construction–installation	Electric/electronic systems	<b>Techno Classica,</b> Essen, 05.-09.04.17
<b>ISSUE 8</b> AD: 21.03.17 PD: 27.03.17 PB: 18.04.17	Used vehicles guarantees	Consumable and spare parts Inspection services Damage management	<b>HailDamages</b>
<b>ISSUE 9</b> AD: 07.04.17 PD: 13.04.17 PB: 08.05.17	Key accounts Distribution	Shock absorbers, chassis Tyre services & marketing Brakes	<b>Special section:</b>   <b>AUTOHAUS E-Marketing Day</b> Mainz, 09.05.17



TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
<b>ISSUE 10</b> AD: 25.04.17 PD: 02.05.17 PB: 22.05.17	Lubricant commercialisation Auctions	Service processes	<b>DamageBusiness</b>  <b>autopromotec</b> , Bologna (IT), 24.-28.05.17
<b>ISSUE 11</b> AD: 09.05.17 PD: 15.05.17 PB: 06.06.17	Used car market Used car evaluation International purchasing	Cleaning & maintenance Used car reconditioning	<b>IT 2017</b>
<b>ISSUE 12</b> AD: 19.05.17 PD: 26.05.17 PB: 19.06.17	Planning–construction–installation	Workshop equipment	
<b>ISSUE 13</b> AD: 06.06.17 PD: 12.06.17 PB: 03.07.17	Banks & financing Insurance	Brakes Parts business Consumable and spare parts	<b>After Sales 2017</b>  <b>AUTOHAUS Service Congress</b> Wiesbaden, 04.-05.07.17
<b>ISSUE 14/15</b> AD: 28.06.17 PD: 04.07.17 PB: 24.07.17	Used vehicle guarantees	Warehouse and accessories	<b>Automobile Branch 2017</b>
<b>ISSUE 16</b> AD: 19.07.17 PD: 25.07.17 PB: 14.08.17	IT systems <b>Preview IAA</b>	Work clothes <b>Preview IAA</b>	<b>Free Parts Market 2017</b> Special section: 
<b>ISSUE 17</b> AD: 08.08.17 PD: 14.08.17 PB: 04.09.17	Planning–construction–installation <b>IAA trade fair news</b>	Workshop equipment <b>IAA trade fair news</b>	<b>IAA Int. Motor Show</b> , Frankfurt, 14.-24.09.17

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
<b>ISSUE 18</b> <b>AD: 30.08.17</b> <b>PD: 05.09.17</b> <b>PB: 25.09.17</b>	Used car market Used car evaluation International purchasing <b>IAA report</b>	Used car reconditioning Cleaning & maintenance <b>IAA report</b>	<b>DamageBusiness</b>
<b>ISSUE 19</b> <b>AD: 12.09.17</b> <b>PD: 18.09.17</b> <b>PB: 09.10.17</b>	Banks & financing <b>IAA report</b>	Consumable and spare parts <b>IAA report</b>	<b>GW-trends SPEZIAL</b>
<b>ISSUE 20</b> <b>AD: 26.09.17</b> <b>PD: 02.10.17</b> <b>PB: 23.10.17</b>	Lubricant marketing and sales Auctions	Lighting technology & lighting accessories Car battery	<b>Vehicle Assurance 2017</b> <b>Wheels &amp; Tyres</b>  <b>AUTOHAUS Damage Forum,</b> Dresden, 23.-24.10.17
<b>ISSUE 21</b> <b>AD: 10.10.17</b> <b>PD: 16.10.17</b> <b>PB: 06.11.17</b>	Tyre marketing	Service processes Inspection services Damage Management	<b>Construction 2017</b> <b>Special section:</b> <b>GW-trends</b>
<b>ISSUE 22</b> <b>AD: 24.10.17</b> <b>PD: 30.10.17</b> <b>PB: 20.11.17</b>	IT systems Used vehicles International purchasing	Workshop equipment	<b>Sector monitor (Branchenkompass) 2018</b>  <b>AUTOHAUS/DEKRA GW-Kongress</b> Hannover, 20.-21.11.17 <b>ESSEN MOTOR SHOW</b> Essen, 01.-10.12.17
<b>ISSUE 23/24</b> <b>AD: 22.11.17</b> <b>PD: 28.11.17</b> <b>PB: 18.12.17</b>	Banks & financing	Vehicle diagnostics	<b>DamageBusiness</b>
<b>ISSUE 1/2</b> <b>AD: 11.12.17</b> <b>PD: 15.12.17</b> <b>PB: 15.01.18</b>	Planning–construction–installation	Work clothes Inspection services	<b>AutoZum,</b> Salzburg, 18.-21.01.18

This overview of planned topics for 2017 is intended to facilitate your advanced planning. AUTOHAUS reserves the right to make changes.

### Formats



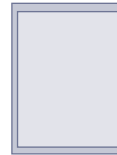
**Front Cover**

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  
46 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  
46 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 €
<b>Front cover (no discounts available)</b>		<b>10,925.00</b>
<b>2/1 Page</b>	<b>12,735.00</b>	<b>17,270.00</b>
<b>1/1 Page</b>	<b>6,370.00</b>	<b>8,635.00</b>
<b>1/2 Page</b>	<b>3,180.00</b>	<b>4,775.00</b>
<b>1/3 Page</b>	<b>2,120.00</b>	<b>3,525.00</b>
<b>1/4 Page</b>	<b>1,600.00</b>	<b>2,795.00</b>

**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 €
<b>1/8 Page</b>	horizontal 189 x 31		
	horizontal 93 x 62.5		
	upright 45 x 125	<b>672.50</b>	<b>981.25</b>
<b>3/32 Page</b>	upright 45 x 96.5		
	horizontal 93 x 48	<b>516.48</b>	<b>753.60</b>
<b>1/16 Page</b>	upright 45 x 62.5		
	horizontal 93 x 31	<b>333.56</b>	<b>486.70</b>
<b>1/32 Page</b>	upright 45 x 31.5		
	horizontal 93 x 15.5	<b>166.78</b>	<b>243.35</b>
<b>per mm</b>	<b>1 column 45 mm width</b>	<b>5.38</b>	<b>7.85</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

**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:

Birgit Zipfel  
 Media Consultant  
 Phone: +49 89 203043-1191  
 Fax: +49 89 203043-1240  
 E-Mail: birgit.zipfel@springer.com

**Circulation:**

Print run:	20,050 copies
Actual distributed circulation (ADC) for one year (01.07.15–30.06.16):	19,796 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	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](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: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de).

**Connections:**

- FTP: on request
- E-Mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)

**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](http://sam.mediacentrum.de).

## The largest career and market advert section in its branch!

### 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	3,400.00	2,400.00
1/2 Page	upright	90 x 250	1,700.00	1,200.00
	horizontal	184 x 125		
1/4 Page	upright	90 x 125	850.00	600.00
1/8 Page	upright	43 x 125	425.00	300.00
	horizontal	90 x 62.5		
3/32 Page	horizontal	90 x 48	326.40	230.40
1/16 Page	upright	43 x 62.5	212.50	150.00
	horizontal	90 x 31		

Job opportunities:	per mm (1 column, 43 mm width, b/w)	€	3.40
Job searches:	per mm (1 column, 43 mm width, b/w)	€	2.40
Buying and selling:	per mm (1 column, 43 mm width, b/w)	€	3.40
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)

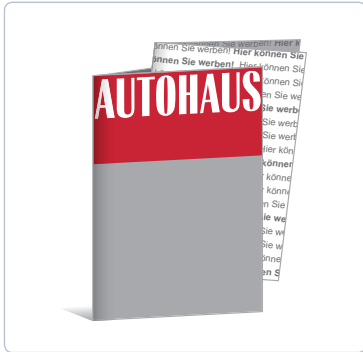
Optimisation options <sup>1)</sup>	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 <sup>2)</sup>
Job application	standard template	6 weeks	45,00

**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

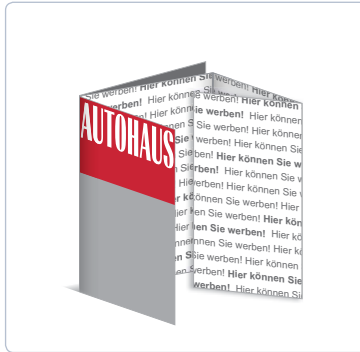
##### Format:

- 200 mm width x 269 mm height

##### Price:

- Up to 25 g total weight per thou. 309,00 €
- Per further 5 g total weight per thou. 38,00 €
- 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: 22,400.00 €
- 8 pages: 27,540.00 €

#### 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

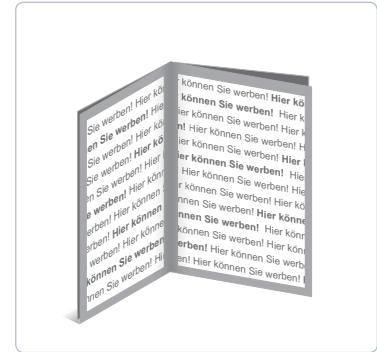
##### Format:

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

##### Price:

- 2 pages: 8,390.00 €
- 4 pages: 10,480.00 €
- 6 pages: 12,570.00 €
- 8 pages: 14,590.00 €
- 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

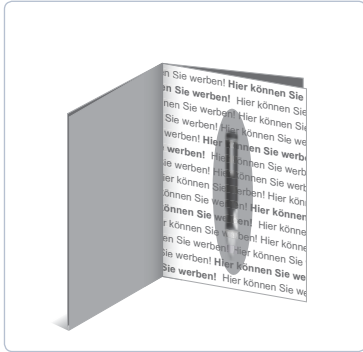
##### Format:

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

##### Price:

- 2/1 page: 19,170.00 €
- 1/1 page: 9,580.00 €

#### 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)

- 136.00 € 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:

- 2.265.00 €
- 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

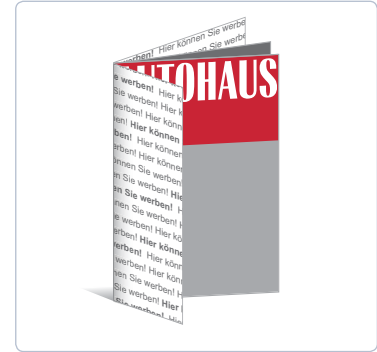
##### Format:

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

##### Price:

- Box number fee

#### Cover Sampling



##### Characteristics:

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

##### Format:

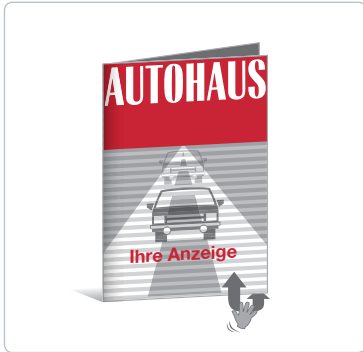
- Front cover and 2<sup>nd</sup> inside front cover: 105 mm width x 279 mm height
- 3<sup>rd</sup> inside back cover and 4<sup>th</sup> back cover: 210 mm width x 279 mm height

##### Price:

- 23,400.00 €



#### Lenticular



##### Characteristics:

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

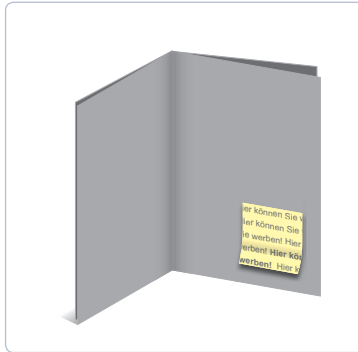
##### Format:

- 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

##### Price:

- On request
- Further formats on request

#### Sliding Door



##### Characteristics:

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

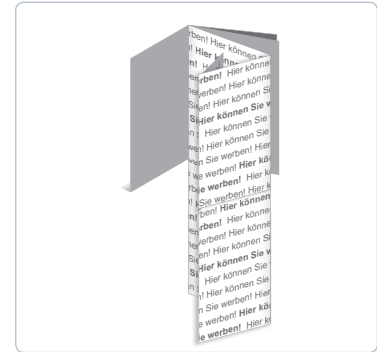
##### Format:

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

##### Price:

- 26,800.00 €

#### Super-Poster



##### Characteristics:

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

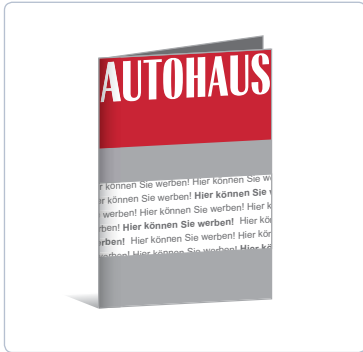
##### Format:

- 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 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:

- 5,560.00 €

**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:**

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 Ads<sup>1)</sup>:**

Formats	4-colour in €
<b>Inbound Insert</b> (no discounts available) <b>per thou. to 25 g</b>	<b>309.00</b>
<b>further 5 g total weight</b>	<b>38.00</b>
<b>Infoposter</b>	<b>from 22,440.00</b>
<b>Inbound Insert</b>	<b>from 8,390.00</b>
<b>Advertorial</b>	<b>from 9,580.00</b>
<b>Adhesive adverts</b> (no discounts available) <b>per thou.</b>	<b>advert + 136.00</b>
<b>Island Advert</b>	<b>2,265.00</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>on request</b>
<b>Sliding Door</b>	<b>26,800.00</b>
<b>Super-Poster</b>	<b>on request</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>5,560.00</b>

<sup>1)</sup> 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 1,631,757 page impressions per month (IVW 1/206).
- Every workday the **AUTOHAUS Newsletter** reaches 27,688 subscribers (internal research 6/2016).
- 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](http://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



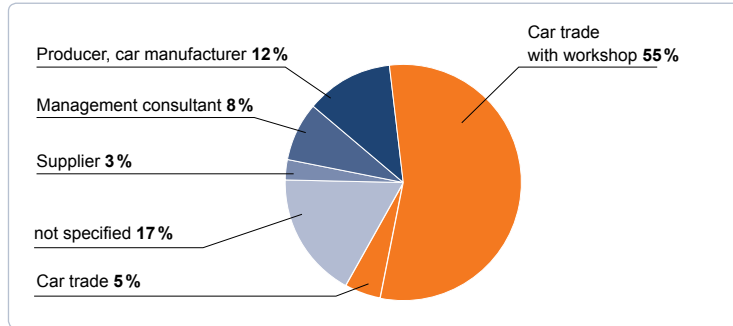
#### Access:

Visits: 630,188 (3-month average, January to March 2016)

Page impressions: 1,631,757 (3-month average, January to March 2016)

Available on request or at [www.ivw.de](http://www.ivw.de), section: Online usage data.

#### autohaus.de – business branches:



#### Frequency of use:

- autohaus.de is used an average of 4.9 days each week.

#### Position within the company:

- 81% of autohaus.de users are decision makers.

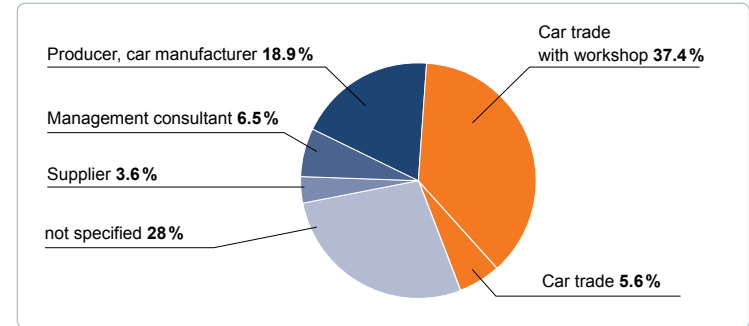
#### Career benefit:

- 67% of autohaus.de users consider it beneficial/extremely beneficial for their careers.

#### Company size:

- 31% of autohaus.de users work at companies with up to 50 employees.

#### AUTOHAUS Newsletter – business branches:



#### Frequency of use:

- The average time spent reading the **AUTOHAUS Newsletter** is 4.8 minutes.
- Our subscribers read an average of 8.6 of every 10 **AUTOHAUS Newsletters**.
- 55.9% of **AUTOHAUS Newsletter** subscribers read every Newsletter.

#### Position within the company:

- 27,780 **AUTOHAUS Newsletter** subscribers are decision makers.\*
- (\*Internal research 9/2009)

#### Career benefit:

- 51% of **AUTOHAUS Newsletter** subscribers consider it beneficial/extremely beneficial for their careers.

#### Company size:

- 44% of **AUTOHAUS Newsletter** readers work at companies with up to 50 employees.

### 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	Position	Duration	Price in €
Online market advertisements in combination with print	in „Anzeigenmarkt“	4 weeks	75,00



**Newsletter – the direct line to the customer:**

Link to register: [www.autohaus.de/newsletter](http://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:** 27,688 (June 2016)

**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](http://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](http://www.autohaus.de) or in the **AUTOHAUS** Newsletter.

#### Access:

Visits: 630.188 (3-month average, January to March 2016)  
Page Impressions: 1.631.757 (3-month average, January to March 2016)

Available on request or at [www.ivw.de](http://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	<a href="http://www.autohaus.de">www.autohaus.de</a>	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 €
<b>Slider + Push Notification</b>	① Advertorial article is the 2nd slider spot Duration: 1 week	3,000.00
<b>Static tile + Push Notification</b>	② Advertorial article fixed at the 5th tile Duration: 1 week	2,000.00
<b>Article + Push Notification</b>	③ Advertorial article runs through the push notification newsstream Visible for ca. 1.5 days	1,000.00

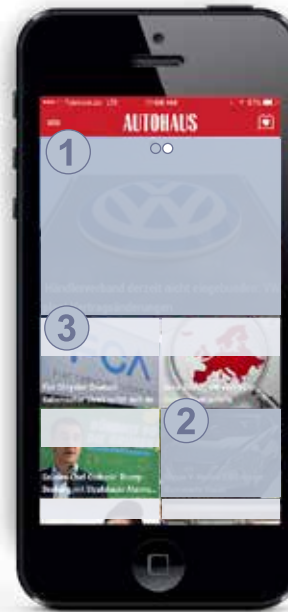
#### All forms of web advertising on the AUTOHAUS News-App include:

Link to your website/conversion in app possible

Option: Picture gallery/video

Option: Push notification to all users

**Access:** 134.391 Page Impressions (10/2016), iPhone, iPad, Android,



### Business directory (Branchenverzeichnis):

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.autohaus.de/branchenverzeichnis](http://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 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 Application		4 weeks	95.00

**Access** (available on request or at [www.ivw.de](http://www.ivw.de)):

Visits: 29,322 (3-month average, January to March 2016)

Page Impressions: 108,257 (3-month average, January to March 2016)

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 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 184 x 20 mm (width x height)	Career market AUTOHAUS	1 issue	+ 195.00 <sup>2)</sup>
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

<sup>1)</sup> PDF

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

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

**Technical specifications: Standard advertising formats**

- File formats: gif, .jpg, .html5, Tag-Code (redirect)  
For .html5-files we need a ClickTag (ClickTag specifications on request).
- Wallpapers are not possible in .html5.
- 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:** 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](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:**

Birgit Zipfel

Media Consultant

Phone: +49 89 203043-1191

Fax: +49 89 203043-1240

E-Mail: [birgit.zipfel@springer.com](mailto:birgit.zipfel@springer.com)