

2017

MEDIA KIT 2017

The magazine for fleet managers
www.autoflotte.de



Editorial Concept:

What sets Autoflotte apart?

Autoflotte is a specialist information medium offering high-quality content for decision-makers in the fleet vehicle market. Autoflotte's audience consists almost exclusively of fleet decision-makers and their advisors. In other words: **Autoflotte** reaches the professionals who work with fleet-related topics on a daily basis.

Autoflotte regularly focuses on the following topics:

- **Industry news**
- **Trucks & transporters**
- **Fleet management & leasing**
- **Fleet market**
- **Fleet insurance & risk management**
- **Legislation & tax**
- **Tyres & accessories**

Our priority is to provide our readers with comprehensive information in the form of market data and running-cost comparisons, as well as support with all issues concerning fleet vehicles.

Autoflotte is a specialist information medium offering a wealth of information, high-quality, reliable content and relevant topics, which both inspires close reading and provides a reference source.

Inserts and other advertisements in **Autoflotte** also profit from the magazine's high level of reader acceptance. These advertisements establish direct contact between fleet operators and suppliers at minimum cost and with negligible waste circulation. Suppliers can present their products and services and take advantage of **Autoflotte**'s reach.

Autoflotte's services are complemented by its online presence, an email newsletter and the **Autoflotte** Akademie.

Snapshot Profile:

What does Autoflotte have to offer?

Autoflotte is the primary specialist publication for the fleet market in the German-speaking countries. The target audience in this expanding market includes decision-makers for corporate fleets, government agencies and other organisations with more than ten cars and/or transporters. Board members, CEOs, managers and other decision-makers all turn to **Autoflotte** when they want cost-reducing measures, intelligent solutions and to find out about both technical and non-technical innovations. The latest market data and competent support with everyday problems in fleet management are what make **Autoflotte** successful.

Frequency: 11 issues

Years published: 23 years in 2017

Web address (URL): www.autoflotte.de

ISSN: 2367-2706

Price: national: € 76.40 including shipping and 7% VAT
international (Europe): € 81.75 including shipping and 7% VAT

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



Doris Heisler

Media Consult
doris.heisler@springer.com
Phone +49 89 203043-1220
Fax +49 89 203043-1240



Katharina Steyrer

Online Media Consultant & Career Advertisements
katharina.steyrer@springer.com
Phone +49 89 203043-1177
Fax +49 89 203043-1240



Petra Willmeroth

Head of Special Business
petra.willmeroth@springer.com
Phone +49 89 203043-1142
Fax +49 89 203043-1240



Petra Wenninger

Advertising Administration Print
anzeigen.autoflotte@springer.com
Phone +49 89 203043-2119
Fax +49 89 203043-2100



Veronika Eisele

Advertising Administration Online
veronika.eisele@springer.com
Phone +49 89 203043-2312
Fax +49 89 203043-2100

Publishing house:

Springer Automotive Media
Springer Fachmedien München GmbH
Aschauer Straße 30, 81549 Munich
Phone: +49 89 203043-0
www.springer-automotive-media.de

Editor:



Editor-in-Chief: Christian Frederik Merten
Phone: +49 89 203043-1206
Fax: +49 89 203043-1254
E-Mail: autoflotte@springer.com

Sales:

Phone: Abo-Service: +49 89 203043-1500
Fax Abo-Service: +49 89 203043-2100



Circulation monitoring: 

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

Print run:	25.125		
<hr/>			
Actual distributed circulation (ADC):	24.820	of which, abroad:	25
<hr/>			
Copies sold:	789	of which, abroad:	16
▪ Subscription copies:	762	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	27		
<hr/>			
Complimentary copies:	24.031		
<hr/>			
Reminder, archive and records copies:	305		

Autoflotte is also available as ePaper.

Geographical distribution analysis:

Economic Area	Percentage of actual circulation in %	
Inland	99,90	24.795
Abroad	0,10	25
<hr/>		
Actual distributed circulation (ADC):	100,0	24.820

SPOTLIGHT TOPICS	SPECIAL FEATURES	EVENTS
<p>ISSUE 1/2 Car Policies/Mobility Policies AD: 09.01.17 Glass damages PD: 12.01.17 PB: 01.02.17</p>		
<p>ISSUE 3 Tender Business AD: 03.02.17 Long-term rentals PD: 08.02.17 PB: 01.03.17</p>	Preview Int. Motor Show Geneva	Int. Motor Show, Geneva (CH), 09.-19.03.17
<p>ISSUE 4 Electronic driving license checks AD: 09.03.17 New summer tyres PD: 14.03.17 PB: 03.04.17</p>	Review Int. Motor Show Geneva	
<p>ISSUE 5 Risk management/Damage management AD: 04.04.17 Vehicle returns and PD: 07.04.17 automotive detailing PB: 02.05.17</p>		
<p>ISSUE 6 Driving safety/Economical driving AD: 08.05.17 Accident prevention regulations PD: 11.05.17 PB: 01.06.17</p>		
<p>ISSUE 7 Service/ Workshop systems AD: 07.06.17 Corporate Carsharing PD: 12.06.17 PB: 03.07.17</p>		

SPOTLIGHT TOPICS	SPECIAL FEATURES	EVENTS
<p>ISSUE 8 Transporters AD: 07.07.17 Market overview: Fuel cards PD: 12.07.17 PB: 01.08.17</p>		
<p>ISSUE 9 Mobility management AD: 08.08.17 Telematics & Assistance systems PD: 11.08.17 PB: 01.09.17</p>	Preview IAA	IAA Int. Motor Show, Frankfurt, 14.-24.09.17
<p>ISSUE 10 Insurances AD: 07.09.17 Fleet management PD: 12.09.17 New winter tyres PB: 02.10.17</p>	Review IAA	
<p>ISSUE 11 TCO/Fleet key figures AD: 09.10.17 Market overview: Leasing PD: 12.10.17 PB: 03.11.17</p>	Annual planner 2018	Autoflotte Fuhrparkmonitor, Frankfurt, 16.11.17 ESSEN MOTOR SHOW Essen, 01.-10.12.17
<p>ISSUE 12 Autoflotte FuhrparkMonitor AD: 22.11.17 PD: 27.11.17 PB: 15.12.17</p> <p>Autoflotte FuhrparkMonitor</p>	Model planner 2018	

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

Formats



2/1 Page over binding

in type area (width x height)
388 x 236 mm
at gate (width x height)
420 x 279 mm*



1/1 Page

175 x 236 mm
210 x 279 mm*



2/3 Page upright

115 x 236 mm
131 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)

378 x 232 mm
406 x 277 mm*

175 x 232 mm
203 x 277 mm*

–
–

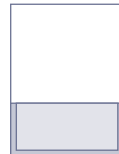
85 x 232 mm
99 x 277 mm*

175 x 117 mm
203 x 136 mm*



1/3 Page upright

in type area (width x height)
55 x 236 mm
at gate (width x height)
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 €
2/1 Page	10,610.00	13,300.00
1/1 Page	5,595.00	6,990.00
2/3 Page	3,845.00	4,770.00
1/2 Page	2,960.00	3,660.00
1/3 Page	2,020.00	2,480.00
1/4 Page	1,570.00	1,910.00
1/8 Page	830.00	995.00

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
--------------------	-----------------

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:

Doris Heisler
Media Consult
Phone: +49 89 203043-1220
Fax: +49 89 203043-1240
E-Mail: doris.heisler@springer.com



Circulation:

Print run:	25.125 copies
Actual distributed circulation (ADC) for one year (01.07.15–30.06.16):	24.820 copies

Magazine size:

Type area:	Editorial section	210 mm width x 279 mm height
	Career and market advertisements	175 mm width x 236 mm height
	Special edition	184 mm width x 250 mm height
		175 mm width x 232 mm height

Printing and binding process, print-ready files:

Offset printing, adhesive binding, digitally on CD-ROM or via FTP server see "Data ticket"

Publication dates:

Publication frequency:	11 issues
Publication date/closing date for advertisements	see dates & 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).
- Ensure that your advertisement is without white margins and that its size matches the required format.
- 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 should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

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.

Connections:

- FTP: on request
- E-Mail: anzeigen@le-tex.de

Contact:

le-tex publishing services, Anzeigenteam
Weißenfeller Str. 84, 04229 Leipzig
Phone: +49 341 355 356-145

You can find the downloadable data ticket at sam.mediacentrum.de.

Fleet solutions, Job opportunities & searches, buying & selling

Entry in fleet solutions „Flottenlösungen“ (not discountable): see page 23

Career and market advertisements:

Job opportunities:	per mm (1 column, 43 mm width, b/w)	€	3.40
Job searches:	per mm (1 column, 43 mm width, b/w)	€	2.37
Buying and selling:	per mm (1 column, 43 mm width, b/w)	€	3.40
Box number fee:	national	€	12.00
	international	€	16.00

Sample formats:

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	2,370.00
1/2 Page	upright	90 x 250	1,700.00	1,185.00
	horizontal	184 x 125		
1/4 Page	upright	90 x 125	850.00	592.50
1/8 Page	upright	43 x 125	425.00	296.25
	horizontal	90 x 62.5		
3/32 Page	horizontal	90 x 48	326.40	227.52
1/16 Page	upright	43 x 62.5	212.50	148.13
	horizontal	90 x 31		

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.

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
- Insert should be submitted in its final form

Price:

- Up to 25 g total weight per thou. 309.00 €
- Per further 5 g total weight per thou. 38.00 €
- Further formats available on request

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

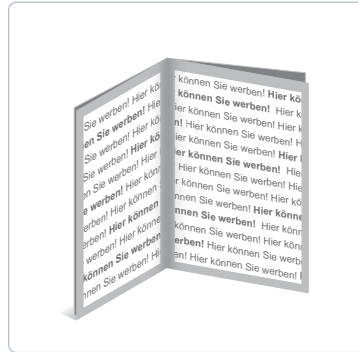
Format:

- 210 mm width x 279 mm height
- 2 (with flap 110 mm), 4, 6 or 8 pages
- Insert should be submitted in its final form

Price:

- 2 pages: 6,780.00 €
- 4 pages: 8,675.00 €
- 6 pages: 10,735.00 €
- 8 pages: 12,775.00 €

Advertorial



Characteristics:

- Content is editorially prepared and published
- Convincingly conveys your message
- The alternative to classic ads

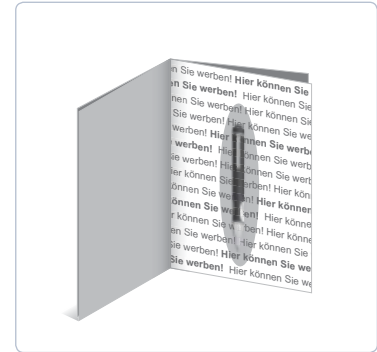
Format:

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

Price:

- Advertisement + 15 % surcharge

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:

- Max. 1/8 page
- 55 mm width x max. 85 mm height

Price:

- 1,525.00 €
- Further formats available 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 available on request
- 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:

- 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:

- 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

Price:

- On request

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:

- On request

Double Gate Fold Inside



Characteristics:

- Top placement: the flap opens in the middle of the magazine
- Builds suspense and sparks curiosity

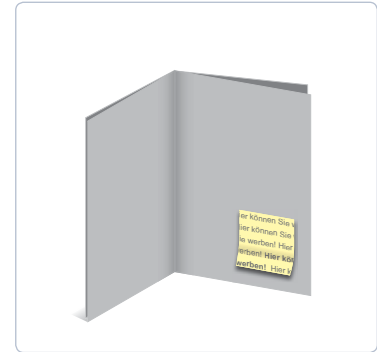
Format:

- 2/1 page + 4 x 1/1 page high, 4c

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

Gatefolder



Characteristics:

- Large-format images possible
- Placed after the front cover

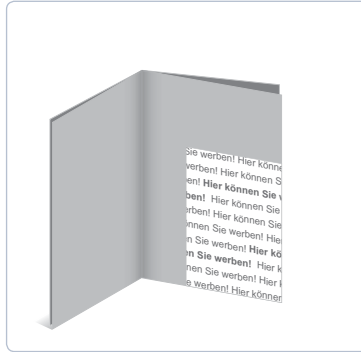
Format:

- Front cover + 3 x 1/1 page, 4c

Price:

- On request

Juniorpage



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:

- 4,265.00 €

Inserts: Discount for bound inserts: Depending on advert volume
 1 sheet = 1 advert page
 2 sheets = 1.5 advert pages
 3 sheets = 1.5 advert pages

Paper weight supplements for bound inserts:
 from 140 g/m²–180 g/m² 25 % Additional charges
 over 180 g/m² 50 % Additional charges

Delivery address for bound and other inserts:

L.N. Schaffrath DruckMedien GmbH & Co. KG
 Marktweg 42-50, 47608 Geldern
 Delivery note: for "Autoflotte" No ...

10 copies of each insert should be sent to the advertising department.

Special Ads¹⁾:

Formats	4-colour in €
Advertorial	Advert + 15 % surcharge
Inbound Insert (no discounts available) per thou. to 25 g	309.00
further 5 g total weight	38.00
Insert	from 6,780.00
Adhesive adverts (no discounts available) per thou.	Advert + 132.00
Island Advert	1.535,00
Bookmark	on request
Coversampling	on request
Sliding Door	on request
Banderole	on request
Double Gate Fold	on request
Double Gate Fold Inside	on request
Post-it	on request
Gatefolder	on request
Juniorpage	4,265.00

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

Communications goals of our advertising formats

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

Print Advertising Formats

	High Attention	Presenting a Product	Promoting an Image	Greater Reach	Interactivity	Quantifiable	Addresses a Specific Target Group
Classic print advertisement	■	■	■	■			
Fleet solutions				■			
Job market	■			■			
Classified ads		■		■			
Insert	■	■	■	■			■
Inbound Insert	■	■	■	■	■	■	■
Special advertising option	■	■	■	■	■	■	■
Infoposter	■	■	■	■			■
Advertorial	■	■		■			■

Online Advertising Formats

	High Attention	Presenting a Product	Promoting an Image	Greater Reach	Interactivity	Quantifiable	Addresses a Specific Target Group
Rectangle	■		■	■	■	■	
Newsletter	■		■	■	■	■	
Fleet solutions		■		■	■	■	
Infoline	■		■	■	■	■	■
Advertorial	■	■	■	■	■	■	■
WebTV	■	■	■	■	■	■	
Webcast	■	■	■	■	■	■	



Snapshot Profile:

What does Autoflotte online have to offer?

Web Address (URL): www.autoflotte.de

Autoflotte online is one of the leading German-language Internet platforms for the fleet market. In addition to providing up-to-the-minute branch news, Autoflotte Online covers the latest developments in passenger cars & transporters, fleet management & leasing, insurance & risk management, law & taxes, tyres & accessories, telecom & navigation, important dates & events, and offers "Fleet Solutions", a directory of service providers. Various tools for assessing vehicle values, calculating operating costs and alternative drive systems are also provided.



Attractive Target Group:

Who are the users on autoflotte.de?

Fleet managers and decision-makers on the fleet market, as well as providers of products and services for vehicle fleets.

Access Control:

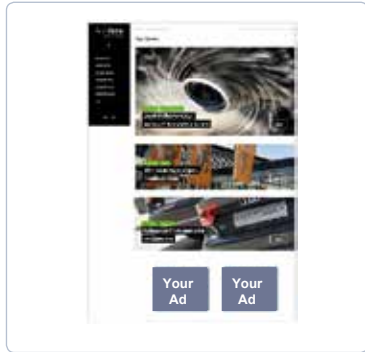
IVW-certified since July 2005

Access Data:

Visits: 103,113 (3-month average, April to June 2016)
Page Impressions: 196,358 (3-month average, April to June 2016)

The latest data is available on request or at www.ivw.de, section: Online usage data.

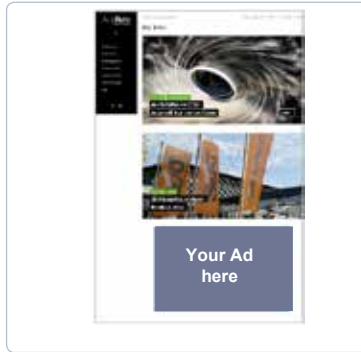
Rectangle



Size: 300 x 250 px
Expandable on request.

CPT: 75,00 €

Super Ad



Size: 750 x 480 px
Box in advert style.

CPT: 150,00 €

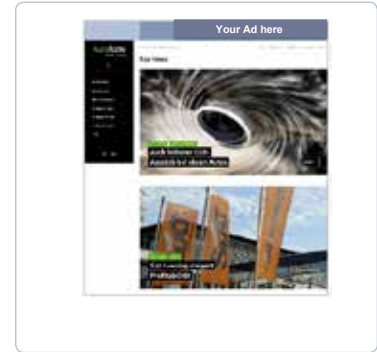
Skyscraper



Size: 120 x 60 px oder
160 x 600 px
Expandable on request.

CPT: 75,00 €

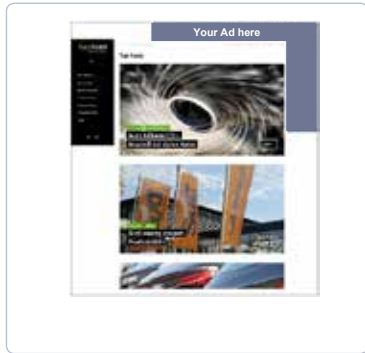
Superbanner



Size: 728 x 90 px or
800 x 90 px or
1170 x 90 px

CPT: 75,00 €

Wallpaper



Size: Combination of Superbanner and Skyscraper (728 x 90 px and 160 x 600 px)
Background colour can be selected on request.

CPT: 150,00 €

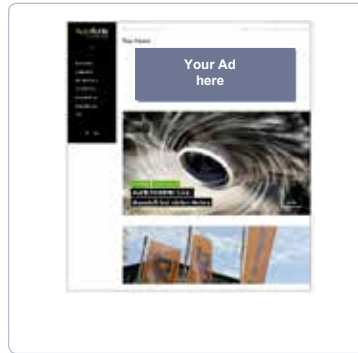
Fireplace



Size: Combination of Skyscraper right and left and one Superbanner (2 x (160 x 600 px) and 1 x (800 x 90 px))
Background colour can be selected on request.

CPT: 300,00 €

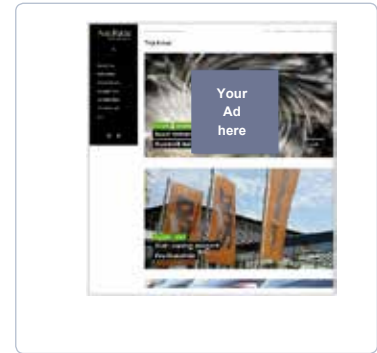
Billboard



Size: 750 x 200 px
Other formats available on request.

CPT: 150,00 €

Layer



Size: 400 x 400 px

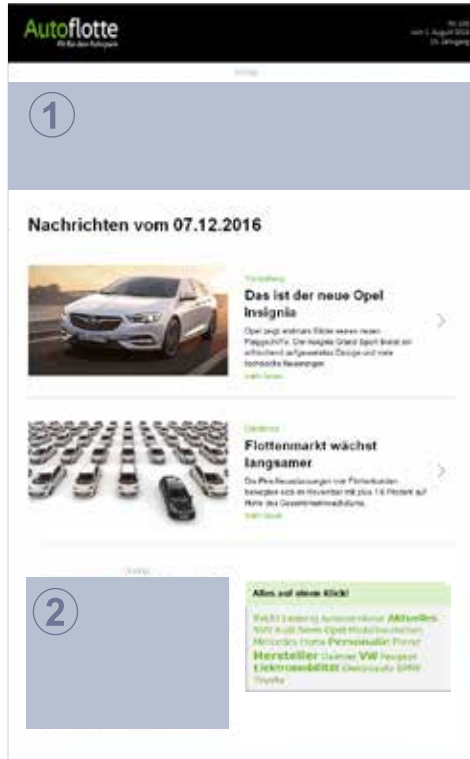
CPT: 150,00 €

Access Data:

Visits: 103,113 (3-month average, April to June 2016)

Page Impressions: 196,358 (3-month average, April to June 2016)

The latest data is available on request or at www.ivw.de, section: Online usage data.



The newsletter – the direct connection to your customers:

Link to register: www.autoflotte.de/newsletter

Brief characteristics:

5 times per week, managers and decision-makers responsible for fleet management, company cars, leasing, service and mobility receive up-to-the-minute information via our email newsletter.

Newsletter Subscribers: 9,968 (6/2016)

Duration:

Duration, number of advertisements and activation depend on your preferences and availability. Distribution cannot be limited to specific postal codes or branches.

Advertising form for newsletter	No.	Pixel Format	CPT in €	Size
Cross-/full-size banner	①	650 x 150	75.00	30 KB
	see Technical Data			
Medium Rectangle	②	300 x 250	75.00	30 KB

Online Advertorial:

Brief characteristics:

Online Advertorials are editorial articles on **www.autoflotte.de** and can be clearly identified as advertisements. Advertorials are advertised on **www.autoflotte.de** or in the **Autoflotte** Newsletter.

Access Data:

Visits: 103.113 (3-month average, April to June 2016)
Page Impressions: 196.358 (3-month average, April to June 2016)

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



Appearance:

- Splash image
- Article is clearly market 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.autoflotte.de	4 weeks	4.000,00
		from the 3th month, monthly	3.000,00

Autoflotte News-App:

Present your company, product or services with an advertorial on our **Autoflotte News-App**. You will reach a selected audience of industry specialists who use and value our content in their everyday work.

Advertising form	Specifications	Price in €
Slider + Push Notification	① Advertorial article is the 2nd slider spot Duration: 1 week	3,000.00
Static tile + Push Notification	② Advertorial article fixed at the 5th tile Duration: 1 week	2,000.00
Article + Push Notification	③ Advertorial article runs through the push notification newsstream Visible for ca. 1.5 days	1,000.00

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

Link to your website/conversion in app possible

Option: Picture gallery/video

Option: Push notification to all users



Fleet Solutions (Flottenlösungen):

Brief characteristics:

Cross-media provider directory for fleet and carpool operators:

- **Autoflotte Print**
- **Autoflotte Online** (www.autoflotte.de)

Placement:

The directory is divided into the following categories: Auto-gas; Auto-glass; Auto Rental & Car-sharing & Carpool Management; Consulting & Carpool Optimisation & Information Services; Vehicle Foils & Text Artwork; Automakers & Importers; Fleet Software; Driving License Checks; Carpool Management, Carpool Service & Logistics; Marketing Used Cars; Assessors; Repairs & Smart Repair; Leasing & Financing; Mobility Service Providers; Tyres & Tyre Services; Claims Management; Fuel Cards; Telematics & Vehicle Communications; Insurance; Garage Services; and Accessories.

All company entries are listed alphabetically within their respective category.



Print:

Format: Display, 43 x 25 mm, 4-colour, with company logo, type of company and address

Frequency: Every 2nd print issue of Autoflotte = 6 issues

Online:

List entries: Company logo, type of company and address

- Company info:
- Company profile
 - Products & services
 - Contact partner
 - References
 - Contact information

Frequency: 12-month placement on **Autoflotte Online** „Flottenlösungen“

Please contact us for more information on the extensive range of available options.

Package price per category and year:

€ 1,440.00

autjob.de jobs portal:



Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload ¹⁾	6 weeks	695.00
Job Offer HTML	HTML template	6 weeks	895.00
Prepaid Batch of 10 Adverts	Upload ¹⁾ or an HTML template	1 year	4,490.00
Job Application		4 weeks	95.00

Access (available on request or at www.iww.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 week	+ 100.00
Link to Newsletter	Teaser and direct link in a Springer Automotive Media newsletter	1 day	+ 100.00
Link Website	autoflotte.de/job	6 weeks	+ 395.00
Print Entry 184 x 20 mm (width x height)	Career market Autoflotte	1 issue	+ 195.00 ²⁾
Print Advertisement	Career market Autoflotte	1 issue	see page 10

Company Profile	Placement	Duration	Price in €
Business Card	In Companies A – Z logo + address	Upon registering	free
Company Profile	In Companies A – Z images, texts + video	1 year	495.00
Top Employer	Logo + link to profile	4 weeks	495.00

¹⁾ PDF

²⁾ Price not subject to agency or other discounts

Data delivery: veronika.eisele@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.
- 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 30 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

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:

Katharina Steyrer

Media Consultant Online & Career Advertisements

Phone: +49 89 203043-1177

Fax: +49 89 203043-1240

E-Mail: katharina.steyrer@springer.com