

2015

MEDIA KIT 2015

The magazine for fleet managers
www.autoflotte.de



The magazine for fleet managers

Autoflotte is a specialist magazine 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 magazine 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.

Characteristics in Brief:

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: monthly

Years published: 21 years in 2015

Web address (URL): www.autoflotte.de

ISSN: 0948-6682

Price:
national: € 64.90 including shipping and 7% VAT
international: € 76.90 including shipping and 7% VAT
Individual sales price: € 7.40 including shipping and 7% VAT

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



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Circulation monitoring:

Circulation analysis: Average number of copies per issue (As of January 2015)

Print run: 25.000

Actual distributed circulation (ADC): 24.651 of which, abroad: 28

Copies sold: 924 of which, abroad: 20

- Subscription copies: 890 of those, member copies: –
- Individual copies sold: –
- Other sales: 34

Complimentary copies: 23.727

Reminder, archive and records copies: 349

Geographical distribution analysis:

| Economic Area | Percentage of actual circulation in % | Actual circulation copies |
|---------------|---------------------------------------|---------------------------|
|---------------|---------------------------------------|---------------------------|

| | | |
|--------|-------|--------|
| Inland | 99,91 | 24.629 |
| Abroad | 0,09 | 22 |

Actual distributed circulation (ADC): 100,0 24.651

SPOTLIGHT TOPICS

SPECIAL FEATURES

EVENTS

ISSUE 1 Outlook for 2015
AD: 04.12.14
PD: 09.12.14
PB: 31.12.14

Model Planner 2015

ISSUE 2 Independent garage chains / concepts
 Glass damages
AD: 07.01.15
PD: 12.01.15
PB: 30.01.15

ISSUE 3 Electronic driving license checks
 Accident prevention regulations
AD: 02.02.15
PD: 05.02.15
PB: 27.02.15

Int. Motor Show,
 Geneva, 05.-15.03.15

ISSUE 4 Long-term rentals
 New summer tyres
AD: 06.03.15
PD: 11.03.15
PB: 31.03.15

20 Years of Autoflotte
 incl. Archive DVD 2014

ISSUE 5 Vehicle returns and
 automotive detailing
AD: 07.04.15
PD: 10.04.15
PB: 30.04.15

ISSUE 6 Green fleet
 Overview: E-vehicles
AD: 04.05.15
PD: 08.05.15
PB: 29.05.15

ISSUE 7 Corporate car-sharing
AD: 05.06.15
PD: 10.06.15
PB: 30.06.15

SPOTLIGHT TOPICS

SPECIAL FEATURES

EVENTS

ISSUE 8 Market overview: Fuel cards
AD: 08.07.15 Transporters
PD: 13.07.15
PB: 31.07.15

ISSUE 9 Preview: IAA International Motor Show
AD: 06.08.15 Telematics
PD: 11.08.15
PB: 31.08.15

IAA International Motor Show,,
 Frankfurt, 17.-27.09.15

ISSUE 10 Business models for car rental services
AD: 07.09.15 New winter tyres
PD: 10.09.15
PB: 30.09.15

Fleet insurance and risk management

ISSUE 11 Market overview: Leasing and
AD: 07.10.15 fleet management
PD: 12.10.15
PB: 30.10.15

Annual planner 2016

ISSUE 12 Claims regulations
AD: 05.11.15 Contracts for company cars
PD: 10.11.15
PB: 30.11.15

Essen Motor Show,
 Essen, 28.11.–06.12.15

ISSUE 1/2016 Outlook for 2016
AD: 02.12.15
PD: 07.12.15
PB: 31.12.15

Model Planner 2016

This overview of planned topics for 2015 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)
385 x 240 mm
at gate (width x height)
420 x 279 mm*



1/1 Page

in type area (width x height)
175 x 240 mm
at gate (width x height)
210 x 279 mm*



2/3 Page upright

in type area (width x height)
115 x 240 mm
at gate (width x height)
132,5 x 279 mm*



1/2 Page upright

in type area (width x height)
85 x 240 mm
at gate (width x height)
102,5 x 279 mm*



1/2 Page horizontal

in type area (width x height)
175 x 118 mm
at gate (width x height)
210 x 137 mm*

Special editions

in type area (width x height)
at gate (width x height)

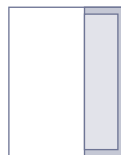
378 x 238,5 mm
406 x 277 mm*

175 x 238,5 mm
203 x 277 mm*

–
–

85 x 238,5 mm
99 x 277 mm*

175 x 116 mm
203 x 137 mm*



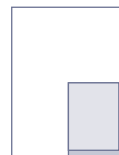
1/3 Page upright

in type area (width x height)
55 x 240 mm
at gate (width x height)
72,5 x 279 mm*



1/3 Page horizontal

in type area (width x height)
175 x 76 mm
at gate (width x height)
210 x 87 mm*



1/4 Page bloc

in type area (width x height)
85 x 118 mm
at gate (width x height)
102,5 x 137 mm*



1/4 Page upright

in type area (width x height)
40 x 240 mm
at gate (width x height)
57,5 x 279 mm*



1/4 Page horizontal

in type area (width x height)
175 x 56 mm
at gate (width x height)
210 x 63 mm*

Special editions

in type area (width x height)
at gate (width x height)

55 x 238,5 mm
69 x 277 mm*

175 x 76 mm
203 x 85 mm*

85 x 116 mm
99 x 137 mm*

40 x 240 mm
54 x 277 mm*

175 x 56 mm
203 x 63 mm*

* +3 mm bleed on outer edge

Advertisement formats and prices:

| Format | Basic price b/w in € | 4-colour in € |
|-----------------|----------------------|------------------|
| 2/1 Page | 10,320.00 | 12,930.00 |
| 1/1 Page | 5,450.00 | 6,800.00 |
| 2/3 Page | 3,750.00 | 4,650.00 |
| 1/2 Page | 2,895.00 | 3,570.00 |
| 1/3 Page | 1,980.00 | 2,430.00 |
| 1/4 Page | 1,545.00 | 1,875.00 |
| 1/8 Page | 815.00 | 980.00 |

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.

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Circulation: (As of January 2015)
Print run: 25.000 copies
Actual distributed circulation (ADC): 24.651 copies

Magazine size: 210 mm width x 279 mm height
Type area: Editorial section 175 mm width x 240 mm height
Career and market advertisements 189 mm width x 250 mm height
Special edition 175 mm width x 238,5 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 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). Transparency is possible. 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 320%. 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: gecont@stuertz.de.

Connections:

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

Contact:
Stürtz GmbH Journals & Magazines
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.

Fleet solutions, Job opportunities & searches, buying & selling

Entry in fleet solutions „Flottenlösungen“ (not discountable): see page 21

Career and market advertisements:

| | | | |
|---------------------|-------------------------------------|---|-------|
| Job opportunities: | per mm (1 column, 45 mm width, b/w) | € | 3.30 |
| Job searches: | per mm (1 column, 45 mm width, b/w) | € | 2.30 |
| Buying and selling: | per mm (1 column, 45 mm width, b/w) | € | 3.30 |
| 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 | 189 x 250 | 3,300.00 | 2,300.00 |
| 1/2 Page | upright 93 x 250 | 1,650.00 | 1,150.00 |
| | horizontal 189 x 125 | | |
| 1/4 Page | upright 93 x 125 | 825.00 | 557.50 |
| 1/8 Page | upright 45 x 125 | 412.50 | 287.50 |
| | horizontal 93 x 62.5 | | |
| 3/32 Page | horizontal 93 x 48 | 316.80 | 220.80 |
| 1/16 Page | upright 45 x 62.5 | 206.25 | 143.75 |
| | horizontal 93 x 31 | | |

Additional colour charges:

| | | |
|---|---|----------|
| Per standard colour (euro scale), per mm and column | € | 0.80 |
| Per special colour: 1/1 page | € | 1,850.00 |
| 1/2 page and smaller | € | 1,100.00 |

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

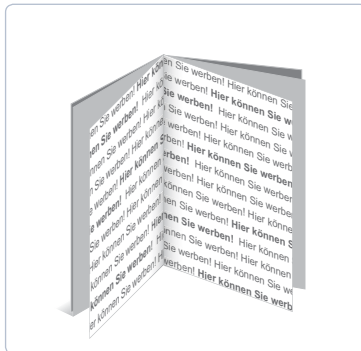
Format:

- 200 mm width x 269 mm height
- Insert should be submitted in its final form

Price:

- Up to 25 g total weight per thou. 300.00 €
- Per further 5 g total weight per thou. 37.00 €
- 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: 6,600.00 €
- 4 pages: 8,440.00 €
- 6 pages: 10,440.00 €
- 8 pages: 12,420.00 €

Advertorial



Characteristics:

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

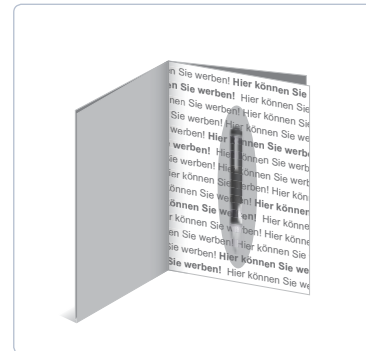
Format:

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

Price:

- Advertisement + 15 % surcharge for 4c

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:

- 1,510.00 €
- 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

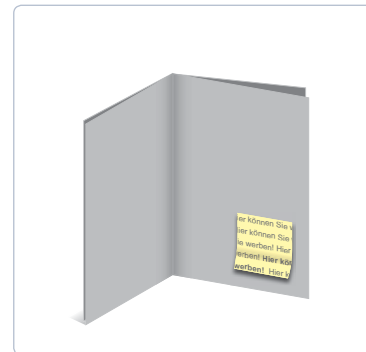
Format:

- 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:

- 132 mm width x 195 mm height at gate
- 115 mm width x 176 mm height in type area

Price:

- 4,160.00 €

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:

Stürtz GmbH, Warenannahme
 Alfred-Nobel-Str. 33, 97080 Würzburg
 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 for 4c |
| Inbound Insert (no discounts available) per thou. to 25 g | 300.00 |
| further 5 g total weight | 37.00 |
| Insert | from 6,600.00 |
| Adhesive adverts (no discounts available) per thou. | Advert + 132.00 |
| Island Advert | 1.510,00 |
| 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 | 4,160.00 |

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 | Imagebildung | Greater Reach | Interactivity | Quantifiable | Addresses a Specific Target Group |
|-----------------|----------------|----------------------|--------------|---------------|---------------|--------------|-----------------------------------|
| Rectangle | ■ | | ■ | ■ | ■ | ■ | |
| Newsletter | ■ | | ■ | ■ | ■ | ■ | |
| Fleet solutions | | ■ | | ■ | ■ | ■ | |
| Infoline | ■ | | ■ | ■ | ■ | ■ | ■ |
| Advertorial | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| WebTV | ■ | ■ | ■ | ■ | ■ | ■ | |
| Webcast | ■ | ■ | ■ | ■ | ■ | ■ | |
| Autoflotte App | ■ | | ■ | | ■ | ■ | |



Web Address (URL): www.autoflotte.de

Characteristics in Brief:

Autoflotte online is the leading German-language Internet platform 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.

Target Group:

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: 55,824 (3-month average, January to March 2014)
 Page Impressions: 122,296 (3-month average, January to March 2014)
 The latest data is available on request or at www.ivw.de, section: Online usage data.

Standard Ad Forms:



| Advertising form | No. | Pixel format | CPT in € | Size |
|--|-----------|-------------------------------|------------|-------|
| Text advert + logo or image | ① | 300 x 115 | 55.00 | 10 KB |
| Medium rectangle or video medium rectangle | ② | 300 x 250 | 75.00 | 80 KB |
| Expandable medium Rectangle small | ② + ③ | 630 x 250 | 100.00 | 80 KB |
| Expandable medium Rectangle large | ② + ③ + ④ | 630 x 350 | 125.00 | 80 KB |
| Corner ad (ower 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 |
| Superbanner (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

Autoflotte App:

Showcase your advert/logo/contest on our Autoflotte App, where you can be sure to reach a select, branch-specific target group that needs and values our journalistic content for their daily work.

Access data: ca. 3,350 page impressions
Installed on 1,290 mobile devices (iPhone, iPad) to date (7/2014, data collected internally)

Format: up to 130 pixels high

Placement: on any page

CPM: € 75.00



The newsletter – the direct connection to your customers:

Characteristics in Brief: Twice a week (Tuesdays and Thursdays), 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: 9,701 (6/2014)

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 | CPM in € | Size |
|--|-----|--------------------|----------|-------|
| Cross-/full-size banner or Text display + image or logo tall | ① | 650 x 150 | 75.00 | 30 KB |
| | | see Technical Data | | |
| Medium Rectangle | ② | 300 x 250 | 75.00 | 30 KB |

Fleet Solutions

Characteristics in Brief:

Cross-media provider directory for fleet and carpool operators:

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

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: Display, 190 px wide x 110 px high, with 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**

Archive DVD:

List entries: Display, 190 px wide x 110 px high, with company logo, type of company and address, plus a link to the online entry

Distributed circulation: 33,500 copies

Frequency: 1 / year (see Dates & Topics)

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

Package price per category and year:

€ 1,440.00

Job Portal autojob.de:



| Advertising form | Content | Duration | Price in € |
|------------------------------|---|----------|------------|
| Job offer | Standard template or upload ¹⁾ | 4 weeks | 595.00 |
| Job offer HTML | HTML template | 4 weeks | 795.00 |
| Job offer 10-pack | Upload ¹⁾ or an HTML template | 1 year | 3,900.00 |
| Job offer flat ²⁾ | Upload ¹⁾ or an HTML template | 1 year | 2,000.00 |
| Job application | | 4 weeks | 95.00 |

Clicks (the latest statistics are available upon request):

Visits: 43.549 (6/2014)
Page Impressions: 149.030 (6/2014)

| Additional Options | Placement | Duration | Price in € |
|---------------------------------|--|----------------------|------------------------|
| Highlight | Top of the list, sorted by date | 4 weeks | + 200.00 |
| Top Job | Homepage, max. 12 adverts | 1 day | + 100.00 |
| Link app | AUTOHAUS | 4 weeks per app | + 100.00 |
| Link per newsletter | Teaser and direct link in a Springer Automotive Media newsletter | 1 day per newsletter | + 100.00 |
| Verknüpfung Website | autoflotte.de/job | 4 weeks | + 290.00 |
| Print Entry 189 x 20 mm (W x H) | Career market Autoflotte | 1 issue | + 290.00 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: .swf (max. version 10.1), .gif, .jpg, .html, Tag-Code (redirect)
- For expandable banners: two separate Flash files or a Redirect required.

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

- Backup image (.gif, .jpg)
- File size: up to 80 KB (combined size of all files)
- Fitting of the Click-Tag
- Audio files (can be activated or deactivated by the user)
- Target URL/Click Command
- Data delivery: 5 working days before the beginning of the campaign

External Ad Server use: possible

Technical specifications:

Newsletter:

- File format: static .gif/.jpg files (animated on request)
- File size: up to 30 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Large Text Advertisement:

- Size: 650 x 150 px
- Header: max. 65 characters /
Body of text: max. 8 lines of 75 characters each, incl. spaces
- Logo / image: 130 x 80 px
- File size: up to 10 KB

Detailed technical specifications are available on request or at sam.mediacentrum.de.

Discounts: on request

Conditions agreed upon for print titles do not apply to online advertising.

Payment conditions:

Payment within ten days with 2% discount, net amount within 30 days of invoice date.

Tax ID: DE 152942001

Bank details:

HypoVereinsbank Munich (BLZ/Sort code: 700 202 70); Account No. 1 830 209 200

IBAN DE 02 7002 0270 1830 2092 00, BIC HYVEDEMMXXX

Terms of business:

You can find our general terms and conditions at sam.mediacentrum.de.

Contact:

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