

2016

MEDIA KIT 2016



The magazine for
successful management
www.autohaus.de

Stand: 24. June 2016

You'll find more media information at sam.mediacentrum.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 19,749 copies (IVW 01.07.2014–30.06.2015).
- 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, 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. We were delighted to receive the award and would like to thank the jury and our loyal readers!

Publication frequency: 2 x monthly

Year: 60th year 2016

Web address (URL): www.autohaus.de

ISSN: 0171-9807

Purchase price: national: € 205.96 incl. delivery and VAT
international (Europe): € 232.07 incl. delivery and VAT

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



Birgit Zipfel

Media Consultant

birgit.zipfel@springer.com

Phone +49 89 203043-1191

Fax +49 89 203043-1240



Doris Kester-Frey

Media Consultant autojob.de

Career and Market Advertisements

doris.kester-frey@springer.com

Phone +49 89 203043-1133

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



Silvia Bauer

Advertising Administration Print

anzeigen.autohaus@springer.com

Phone +49 89 203043-2294

Fax +49 89 203043-2100



Aylin Uysal

Advertising Administration Online

aylin.uysal@springer.com

Phone +49 89 203043-2358

Fax +49 89 203043-2100

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

Editor:



Editor-in-Chief: Ralph M. Meunzel

Editorial Project Manager: Dieter Radl

Phone: +49 89 203043-1136

Fax: +49 89 203043-1205

E-Mail: redaktion.autohaus@springer.com

DamageBusiness, Kfz-Assekuranz und Automobilbranche:

Editor-in-Chief: Walter K. Pfauntsch

Presse + PR Pfauntsch, Karl-Böhm-Str. 50

85598 Baldham

Phone: +49 89 6659070-0

Fax: +49 89 6659070-20

E-Mail: pfauntsch@pfauntsch-medien.de

Sales:

Phone subscription service: +49 89 203043-1500

Fax subscription service: +49 89 203043-2100



Circulation monitoring:



Circulation analysis:

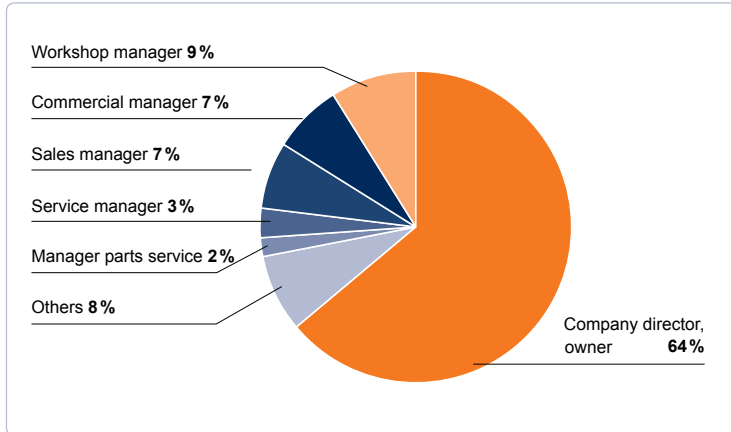
Average number of copies
per issue in one year (01.07.14–30.06.15)

Print run:	20,018		
Actual distributed circulation (ADC):	19,749	of which, abroad:	385
Copies sold:	8,174	of which, abroad:	315
▪ Subscription copies:	6,601	of those, member copies:	–
▪ Individual copies sold:	–		
▪ Other sales:	1,573		
Complimentary copies:	11,575		
Reminder, archive and records copies:	269		

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	16,653
71.10	Car rental, Leasing	1.0	194
	Others	13.0	2,517
Actual distributed circulation national:		100.0	19,364
of which, abroad (not recorded):			385
Actual distributed circulation (ADC):			19,749

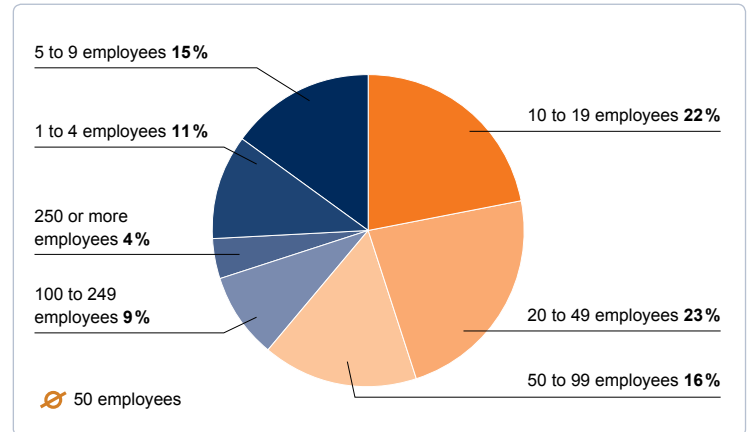
Position within business:



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.

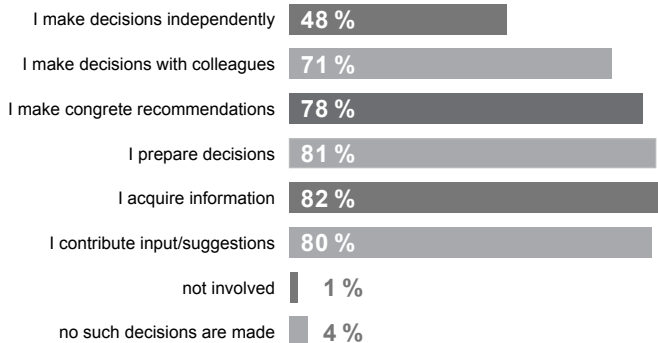
Size of business entity:



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:

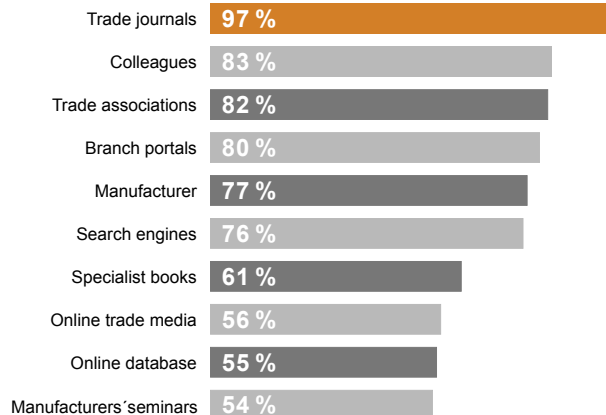


Multiple answers are possible

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:

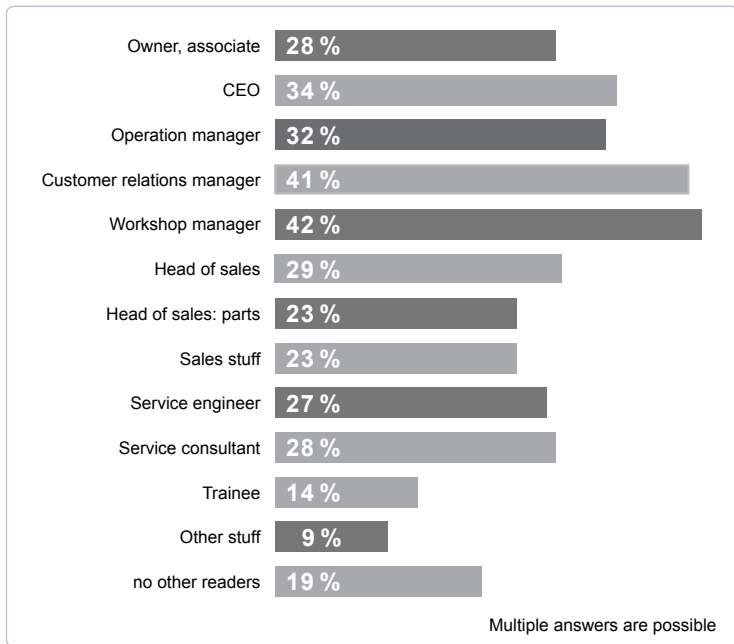


Multiple answers are possible

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

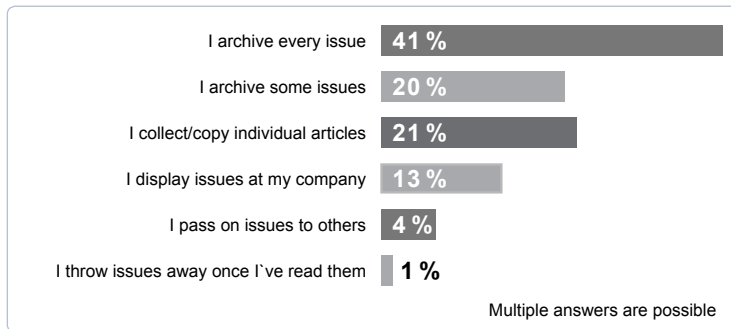
74% of our readers would miss/greatly miss the journal if it were discontinued. The strong connection between readers and „their“ journal is an indicator of its relevance and the content of its quality.

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
ISSUE 1/2 AD: 11.12.15 PD: 16.12.15 PB: 18.01.16	Planning–construction–installation Work clothes Inspection services		Vienna Auto-Show, Vienna, 14.-17.01.16
ISSUE 3 AD: 05.01.16 PD: 12.01.16 PB: 01.02.16	Auctions Banks & financing Tyres	Parts business & workshop systems Consumable and spare parts Lights & battery	
ISSUE 4 AD: 25.01.16 PD: 29.01.16 PB: 22.02.16	Lubricant marketing and sales	Air conditioning Special section: GW-trends	International Motor Show, Geneva, 03.-13.03.16
ISSUE 5 AD: 10.02.16 PD: 16.02.16 PB: 07.03.16	Used vehicles: markets & guarantees International purchasing IT systems	Used car reconditioning Cleaning & maintenance DamageBusiness	Retro Classics, Stuttgart, 17.-20.03.16
ISSUE 6 AD: 24.02.16 PD: 01.03.16 PB: 21.03.16	Banks & financing	Workshop equipment Service processes Dealer network 2016 Wheels & Tyres	Techno Classica, Essen, 06.-10.04.16 AMI, Leipzig, 09.-17.04.16 AMITEC & AMICOM, Leipzig, 09.-13.04.16
ISSUE 7 AD: 14.03.16 PD: 18.03.16 PB: 11.04.16	Planning–construction–installation	Electric/electronic systems	
ISSUE 8 AD: 30.03.16 PD: 05.04.16 PB: 25.04.16	Used vehicles guarantees	Consumable and spare parts	
ISSUE 9 AD: 12.04.16 PD: 18.04.16 PB: 09.05.16	Transporters Small Commercials/ fleet management Alternative engines	Shock absorbers, chassis Tyre services & marketing Brakes Special section: GW-trends	

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
ISSUE 10 AD: 25.04.16 PD: 29.04.16 PB: 23.05.16	Lubricant commercialisation Auctions	Service processes	DamageBusiness REIFEN, Essen, 24.-27.05.16
ISSUE 11 AD: 09.05.16 PD: 13.05.16 PB: 06.06.16	Used car market Used car evaluation International purchasing	Cleaning & maintenance Used car reconditioning	IT 2016
ISSUE 12 AD: 24.05.16 PD: 31.05.16 PB: 20.06.16	Planning–construction–installation	Workshop equipment	
ISSUE 13 AD: 08.06.16 PD: 14.06.16 PB: 04.07.16	Banks & financing	Brakes Parts business Consumable and spare parts	After Sales 2016
ISSUE 14/15 AD: 29.06.16 PD: 05.07.16 PB: 25.07.16	Used vehicle guarantees Insurance	Warehouse and accessories	Automobile Branch 2016
ISSUE 16 AD: 20.07.16 PD: 26.07.16 PB: 16.08.16	IT systems Preview automechanika	Work clothes Preview automechanika	Free Parts Market 2016 Special section: GW-trends
ISSUE 17 AD: 09.08.16 PD: 16.08.16 PB: 05.09.16	Planning–construction–installation automechanika trade fair news	Workshop equipment automechanika trade fair news	automechanika, Frankfurt, 13.-17.09.16 IAA Commercial Vehicles, Hannover, 22.-29.09.16

TRADE	SERVICE	AUTOHAUS SPECIAL	FAIRS & EXHIBITIONS
ISSUE 18 AD: 31.08.16 PD: 06.09.16 PB: 26.09.16	Used car market Used car evaluation International purchasing automechanika report	Used car reconditioning Cleaning & maintenance automechanika report	DamageBusiness GW-trends SPEZIAL
ISSUE 19 AD: 13.09.16 PD: 19.09.16 PB: 10.10.16	Banks & financing automechanika report	Consumable and spare parts automechanika report	
ISSUE 20 AD: 27.09.16 PD: 04.10.16 PB: 24.10.16	Lubricant marketing and sales Auctions	Lighting technology & lighting accessories Car battery	Vehicle Assurance 2016 Wheels & Tyres AUTOHAUS Schadenforum, Dresden, 24.-25.10.16
ISSUE 21 AD: 11.10.16 PD: 17.10.16 PB: 07.11.16	Tyre marketing	Service processes	Construction 2016 Special section: GW-trends
ISSUE 22 AD: 25.10.16 PD: 31.10.16 PB: 21.11.16	IT systems Used vehicles International purchasing	Workshop equipment	Sector monitor (Branchenkompass) 2017 Essen Motor Show, Essen, 26.11.-04.12.16
ISSUE 23/24 AD: 23.11.16 PD: 29.11.16 PB: 19.12.16	Banks & financing Transporters	Vehicle diagnostics	DamageBusiness
ISSUE 1/2 AD: 13.12.16 PD: 19.12.16 PB: 16.01.17	Planning–construction–installation	Work clothes Inspection services	AutoZum, Salzburg, 18.-21.01.16

This overview of planned topics for 2016 is intended to facilitate your advanced planning. AUTOHAUS reserves the right to make changes.

Formats



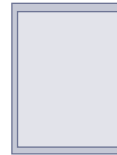
Front Cover

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

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 €
1/8 Page	horizontal 189 x 31		
	horizontal 93 x 62.5		
	upright 45 x 125	658.75	962.50
3/32 Page	upright 45 x 96.5		
	horizontal 93 x 48	508.55	743.05
1/16 Page	upright 45 x 62.5		
	horizontal 93 x 31	329.38	481.25
1/32 Page	upright 45 x 31.5		
	horizontal 93 x 15.5	166.00	242.55
per mm	1 column 45 mm width	5.27	7.70

Additional charges:

Preferential placements

2nd and 3rd inside front/back cover page 10% of 4c price
 4th 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:	20,018 copies
Actual distributed circulation (ADC) for one year (01.07.14–30.06.15):	19,749 copies

Magazine size:

Type area:	Editorial section	210 mm width x 279 mm height
	Career and market advertisements	175 mm width x 236 mm height
	Special edition	189 mm width x 250 mm height
		175 mm width x 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.

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: gecont@stuertz.de.

Connections:

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

Contact:

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

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

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	189	x 250	3,350.00	2,350.00
1/2 Page	upright	93 x 250	1,675.00	1,175.00
	horizontal	189 x 125		
1/4 Page	upright	93 x 125	837.50	587.50
1/8 Page	upright	45 x 125	418.75	293.75
	horizontal	93 x 62.5		
3/32 Page	horizontal	93 x 48	321.60	225.60
1/16 Page	upright	45 x 62.5	209.38	146.88
	horizontal	93 x 31		

Job opportunities:	per mm (1 column, 45 mm width, b/w)	€	3.35
Job searches:	per mm (1 column, 45 mm width, b/w)	€	2.35
Buying and selling:	per mm (1 column, 45 mm width, b/w)	€	3.35
Box number fee:	national	€	12.00
	international	€	16.00

Positioning: upon request (client requests cannot be guaranteed)

Additional colour charges:

Per standard colour (euro scale), per mm and column	€	0.80
Per special colour: 1/1 page	€	1,870.00
1/2 page and smaller	€	1,110.00

Discount:

For unchanged publication repeated twice	5%
For multiple publications	10%

No further discounts available.

Online optimisation options: autojob.de (for more information see page 24)

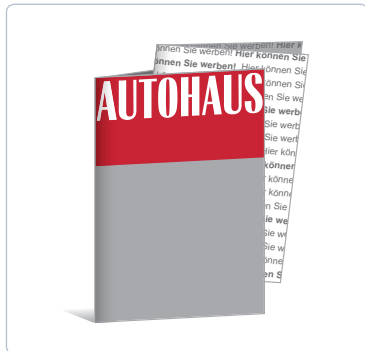
Optimisation options ¹⁾	Content	Duration	Pice in €
Job offer	upload per job offer	6 weeks	395,00 ²⁾
Job application	standard template	6 weeks	45,00

Contact: Doris Kester-Frey
Media Consult autojob.de
Phone: +49 89 203043-1133
Fax: +49 89 203043-1240
E-Mail: doris.kester-frey@springer.com

¹⁾ The offer applies only in conjunction with a career advertisement (print).

²⁾ No discounts/agency discounts available.

Insert



Characteristics:

- Individual layout
- Generous space for product information
- Variable distribution
- Inserted loosely, making it independent of the journal

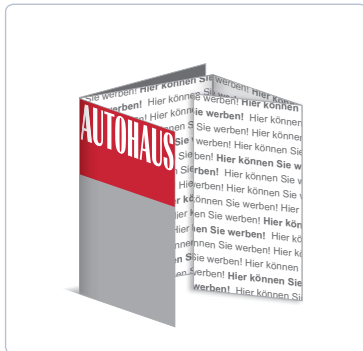
Format:

- 200 mm width x 269 mm height

Price:

- Up to 25 g total weight per thou. 303.00 €
- Per further 5 g total weight per thou. 37.00 €
- Further formats on request
- Insert 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

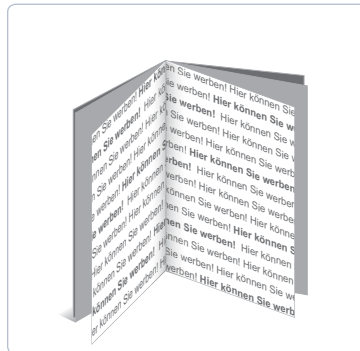
Format:

- 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: 22,000.00 €
- 8 pages: 27,000.00 €

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently
- You have the option of inserting a previous flyer/brochure
- Plenty of space for your ad message

Format:

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

Price:

- 2 pages: 8,220.00 €
- 4 pages: 10,270.00 €
- 6 pages: 12,320.00 €
- 8 pages: 14,300.00 €
- Insert should be submitted in its final form

Advertorial



Characteristics:

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

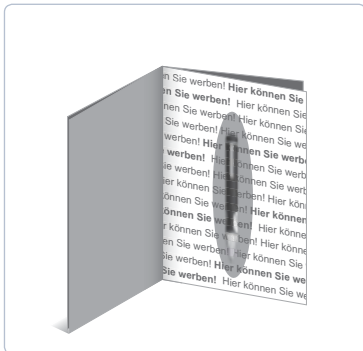
Format:

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

Price:

- 2/1 page: 18,790.00 €
- 1/1 page: 9,390.00 €

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product

Format:

- In combination with 1/2 or 1/1 page advert, 4c

Price: (no discounts available)

- 132.00 € per thou. + advert incl. adhesive costs (if done automatically)

Island Advertisement



Characteristics:

- A successful eyecatcher due to its placement in the middle of the editorial content
- Logo or URL – a short and concise tagline

Format:

- 90 mm width x 67.5 mm height

Price:

- 2.220.00 €
- Further formats on request

Bookmark



Characteristics:

- A creative, unusual advertising form
- Helpful for users while reading
- Extremely high acceptance rate
- Directly connected to the magazine with a decorative band

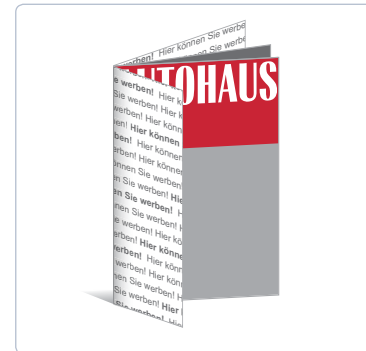
Format:

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Further formats on request
- Paper weight: 170 g/m²
- 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

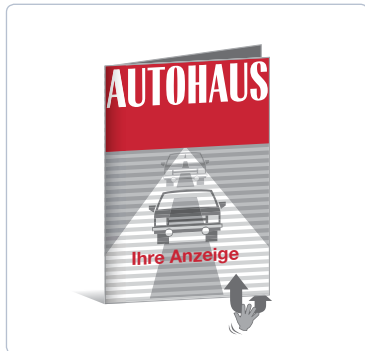
Format:

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

Price:

- 23,400.00 €

Lenticular



Characteristics:

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

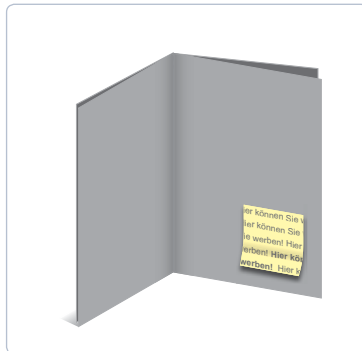
Format:

- 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 2nd inside front cover
- Sparks curiosity about your ad message

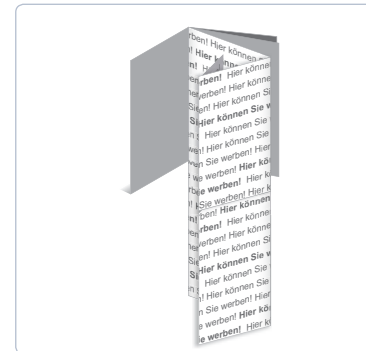
Format:

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

Price:

- 26,800.00 €

Super-Poster



Characteristics:

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

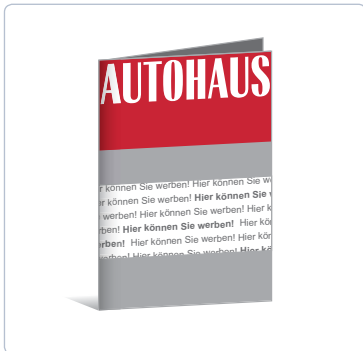
Format:

- 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:

- 5,454.00 €

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

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

Delivery address for bound and other inserts:

Stürtz GmbH, Warenannahme
 Alfred-Nobel-Str. 33, 97080 Würzburg
 Delivery note: for "AUTOHAUS" No ...

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

Special Ads¹⁾:

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

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

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.

- **autohaus.de** has an average of 1,678,359 page impressions per month (IVW 1/2015).
- Every workday the **AUTOHAUS Newsletter** reaches 27,837 subscribers (internal research 6/2015).
- autohaus.de is used an average of 4.9 days each week. The average time spent reading the **AUTOHAUS Newsletter** is 4.8 minutes.*
- 81 % of **autohaus.de** users (internal research 9/2009) are decision makers.*

Effective Advertising Medium

- 31 % of **autohaus.de** users and 44 % of **AUTOHAUS Newsletter** readers work at companies with up to 50 employees.*
- 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

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. We were delighted to receive the award and would like to thank the jury and our loyal readers!

Access control:

IVW-certified since December 2000



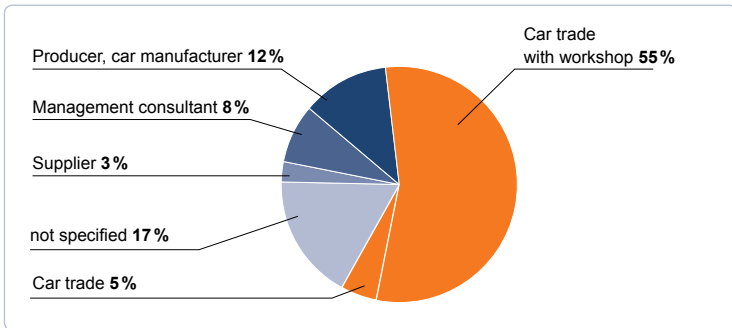
Access:

Visits: 654,231 (3-month average, January to March 2015)

Page impressions: 1,678,359 (3-month average, January to March 2015)

Available on request or at 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.

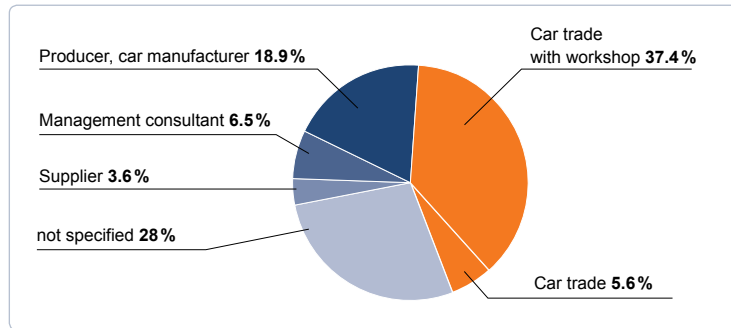
Career benefit:

- 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)

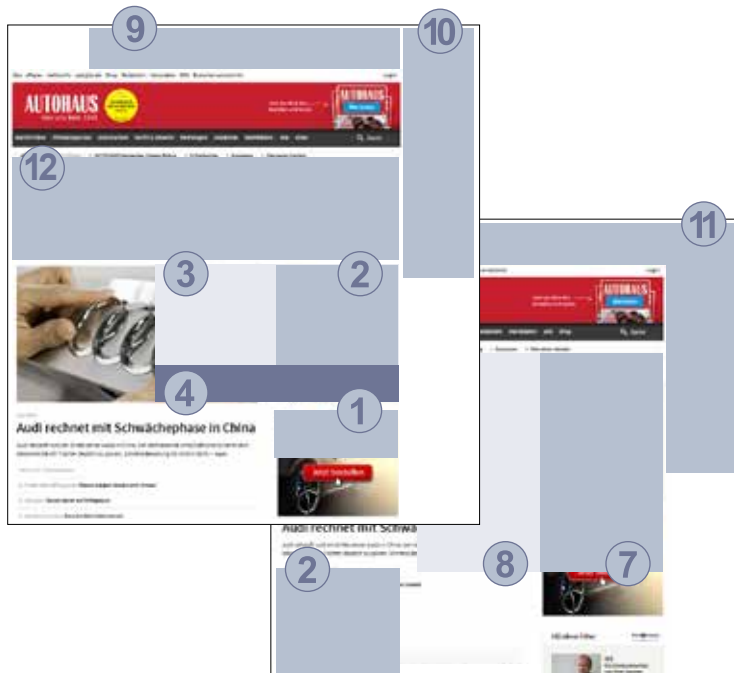
Career benefit:

- 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 „Branchenverzeichnis“	4 weeks	75,00

Newsletter – the direct line to the customer:

Brief characteristics:

The newsletter provides the latest news from the industry - 5 times a week, from Monday to Friday.

Newsletter subscribers: 27,837 (June 2015)

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:

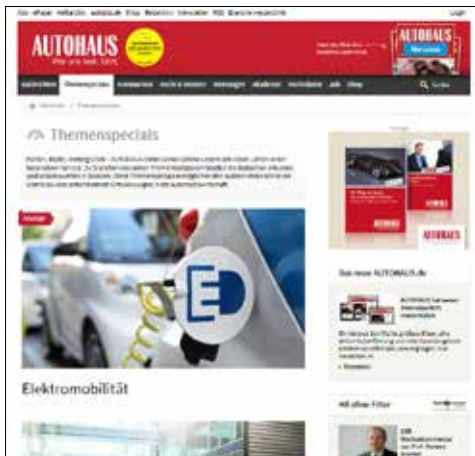
Brief characteristics:

Online Advertorials are editorial articles on www.autohaus.de. 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 or in the **AUTOHAUS** Newsletter.

Access:

Visits: 654.231 (3-month average, January to March 2015)
Page Impressions: 1.678.359 (3-month average, January to March 2015)

Available on request or at 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	www.autohaus.de	4 weeks	6,000.00



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

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.

AUTOHAUS-App:

Post your advert/logo on our AUTOHAUS app to reach a selected, branch-specialised target group that respects and relies on our editorial content for their day-to-day careers.

Visits: 146,395 page impressions
(iPhone, iPad, Android)
(internal analysis from June 2015)

Format: 130 Pixel height

Position: In any position, on any page.

CPT: € 75.00



autjob.de jobs portal:

With just one click, you can switch from autohaus.de to our online job portal autjob.de.



Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload ¹⁾	6 weeks	695.00
Job Offer HTML	HTML template	6 weeks	895.00
Prepaid Batch of 10 Adverts	Upload ¹⁾ or an HTML template	1 year	4,490.00
Job Offer Flat	upload ¹⁾ or an HTML template	1 year	2,200.00
Job Application		4 weeks	95.00

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

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

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

Additional Options	Placement	Duration	Price in €
Top Placement	Top of the list, 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 189 x 20 mm (width x height)	Career market AUTOHAUS	1 issue	+ 395.00 ²⁾
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

¹⁾ PDF

²⁾ Price not subject to agency or other discounts

Data delivery: aylin.uysal@springer.com

Technical specifications: Standard advertising formats

- File format: .gif, .jpg, .html, Tag-Code (Redirect)
- 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.

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:

Birgit Zipfel

Media Consultant

Phone: +49 89 203043-1191

Fax: +49 89 203043-1240

E-Mail: birgit.zipfel@springer.com