

2016

autojob.de
WIR SIND DIE BRANCHE


DAS KARRIEREPORTAL
FÜR DIE AUTOMOBILBRANCHE.



MEDIA KIT 2016

autojob.de, the jobs portal
from Springer Automotive Media
www.autojob.de

Web address (URL): www.autojob.de

Access control:
IVW-certified since May 2012 

Access:
Visits: 38.187 (3-month average, January to March 2015)
Page Impressions: 131.818 (3-month average, January to March 2015)

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



Snapshot Profile:

What does AUTOHAUS offer you?

FAST, SIMPLE & DIRECT – **autojob.de**, the jobs portal from Springer Automotive Media. Looking for something? – We'll find it for you!

Whether new employees or employers – the entire automotive branch comes together at **autojob.de**. **autojob.de** addresses precisely those target groups covered by our respected journals AUTOHAUS, Autoflotte, asp AUTO SERVICE PRAXIS, ATZ and MTZ, helping you find the professional staff you need from the fields of sales, garage and industry, for all positions and at every level.

You'll find qualified candidates from the following areas:

- Automotive sales and garages
- Accessories and replacement parts sales
- Production
- Quality assurance
- Project management
- Tyre sales and repair facilities
- Fleet management
- Automotive design & testing
- Industrial engineering

Target groups:

Companies and qualified professional staff from the automotive sector.

Columns:

- Jobs: sales & garage
- Jobs: industry
- Continuing training
- Jobseekers
- Companies A-Z
- Advice

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



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www.springer-automotive-media.de

Job Offer



Presentation:

- Standard Template: Straightforward, clearly structured template with your logo OR
- Upload your job advert
- Placement: in either Sales & Garage or Industry
- Graphic adjustments like bold print, paragraphs etc. available on request

Technical specifications:

- Logo (GIF or JPG)
- Text (MS Word, email, PDF or HTML)
- Upload (PDF or HTML)
- Contact information

Duration: 6 weeks
Price: 695.00 €

Job Offer HTML



Presentation:

- HTML Template
- Placement: in either Sales & Garage or Industry
- Prepared according to your template

Technical specifications:

- Template (PDF or HTML)
- 900 pixels wide – height is variable
- We can't accommodate CI fonts

Duration: 6 weeks
Price: 695.00 €
+ 200.00 € technical costs

Prepaid Batch of 10 Adverts



Duration:
1 year

Presentation:

- Upload or one HTML Template
- Placement: in either Sales & Garage or Industry
- Designed according to your template

Technical specifications:

- Template (PDF or HTML)
- 900 pixels wide – height is variable
- We can't accommodate CI fonts

Duration: 1 year
Price: 4,490.00 €

Job Offer Flat



Duration:
1 year

Presentation:

- One advertising slot
- Standard Template, upload or one HTML Template
- Placement: in either Sales & Garage or Industry
- Position can be changed flexibly

Technical specifications:

- Upload or template (PDF or HTML)
- 900 pixels wide – height is variable
- We can't accommodate CI fonts

Duration: 1 year
Price: 2,200.00 €

Top Placement



Placement:

- Results list
- six slots available
- Sorted by dates of all Top Adverts

Duration: 3 weeks

Price: 200.00 €
+ Online Job Advert

Top Job



Placement:

- Homepage
- twelve slots available
- Job title and employer with link to a detail view
- Eye-catching placement and better discoverability for jobseekers

Duration: 1 week

Price: 100.00 €
+ Online Job Advert

Link to Newsletter



Placement:

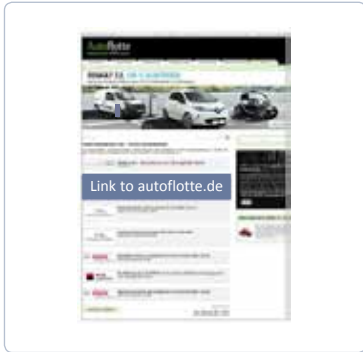
- Job title with direct link to job advert in the Newsletter Box
- Branch-specific Newsletters in the Springer Automotive Media family: AUTOHAUS, asp AUTO SERVICE PRAXIS and/or Autoflotte
- five slots available

Access: AUTOHAUS: 27.987 Newsletter subscribers;
asp AUTO SERVICE PRAXIS: 8.162 Newsletter subscribers;
Autoflotte: 9.976 Newsletter subscribers
(internal analysis 3/2015)

Duration: 1 day

Price: 100,00 € per Newsletter
+ Online Job Advert

Link to Autoflotte Online



Placement:

- Link: www.autoflotte.de/job
- Job title with direct link to job advert

Access: 70.137 Visits
143.503 Pls
(3-month average, April to June 2015, IVW-certified)

Duration: 6 weeks

Price: 395.00 €
+ Online Job Advert

Link to App



Placement:

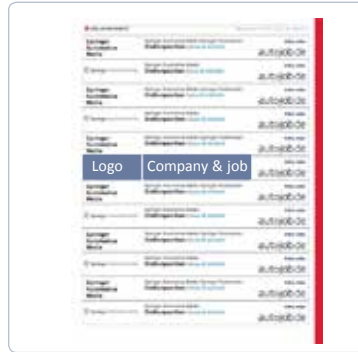
- Link: AUTOHAUS app
- Job advert is optimised for smartphones

Access: 169.083 Pls
(internal analysis 3/2015)

Duration: 3 weeks

Price: 100.00 €
+ Online Job Advert

Print Entry



Placement:

- Entry with logo, company info and job description
- Trade magazines in the Springer Automotive Media family
- 189 x 20 mm (W x H)

Duration: 1 issue

Price: 395.00 €
+ Online Job Advert

Top Employer



Presentation:

- Homepage
- Logo and link to your company profile

Duration: 4 weeks

Price: 495.00 €
+ Company Profile

Business Card



Presentation:

- Listed in Companies A – Z
- Company name, address and URL with direct link to your homepage
- In combination with a job advert: logo and direct link to your advert

Duration: Upon registering

Price: free

Company Profile



Presentation:

- Company entry/product entry
- Long-term and flexible presentation of your company, contact info and/or products
- Image and video galleries
- Information for potential applicants
- Placement in Companies A – Z

Technical specifications:

- Logo (GIF, JPG or PNG)
- Company address
- Header image max. 940 pixels wide, height is variable (GIF, JPG or PNG)
- Image gallery (max. 20 images, GIF, JPG or PNG)
- Video (FLV, F4V, MP3, MP4 or AVI)

Duration: 1 year

Price: 495.00 €

Price List:

Advertising form	Content	Duration	Price in €
Job Offer	Standard template or upload ¹⁾	6 weeks	695.00
Job Offer HTML	HTML-Template technical costs included	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⁾ oder ein HTML-Template	1 year	2.200.00
Job Application		6 weeks	95.00

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

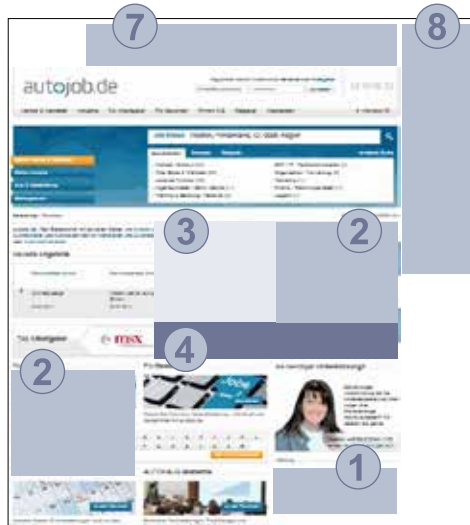
Additional Options	Placement	Duration	Price in €
Top Placement	Top of the list, sorted by date	3 weeks	+ 200.00
Top Job	Homepage, max. 12 adverts	1 weeks	+ 100.00
Link to App	AUTOHAUS	3 weeks	+ 100.00
Link to Newsletter	Teaser and direkt link in a Springer Automotive Media newsletter	1 day	+ 100.00
Link Website	www.autoflotte.de/job	6 weeks	+ 395.00
Print Entry 189 x 20 mm (width x height)	Career market Trade magazines in the Springer Automotive Media family	1 issue	+ 395.00 ²⁾
Advertisements	Career market Trade magazines in the Springer Automotive Media family	1 issue	on request

Box number fee: 12.00 €

¹⁾ pdf

²⁾ Price not subject to agency or other discounts

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 (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
Super-banner (leaderboard)	⑦	728 x 90	75.00	80 KB
Skyscraper	⑧	120 x 600 160 x 600	75.00	80 KB
Wallpaper (Superbanner + Skyscraper)	⑦ + ⑧	728 x 90 120 or 160 x 600	150.00	80 KB

Data delivery: autojob@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

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

Discounts: on request

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.