

AUTOHAUS

MEDIA DATA 2025

AUTOHAUS
The magazine for successful management

www.autohaus.de



Status as of: October 14th, 2024



WHAT DOES AUTOHAUS OFFER?

AUTOHAUS is the information medium for entrepreneurs and executives of modern automotive companies. Main focus: the entire automotive industry, automobile dealers and repair services (including automotive electrics and brake services), trade of spare parts and accessories as well as tire sales. In a practical manner, AUTOHAUS covers diversified topics of the automobile industry.

The AUTOHAUS special section *GW-trends* (Used Car-trends) bundles information for a successful used car business, while also promoting the professionalization of trading companies in this sector.

AUTOHAUS offers the automotive industry an all-round carefree package with a great variety of topics and a high target group relevance. Special topics are presented in detail in numerous special issues.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- E-paper
- AUTOHAUS news app
- Newsletter
- Books
- AUTOHAUS Academy
- AUTOHAUS next
- AUTOHAUS Panel
- Social Media





2 x monthly

19 ISSUES

69. year

2025

www.autohaus.de

WEB ADDRESS (URL)

80 % recommend AUTOHAUS.

71 % are very satisfied or satisfied with the magazine as well as with the online offers of AUTOHAUS.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.



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PUBLISHING HOUSE: TECVIA GmbH

Auto Business Media

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WHO ARE THE READERS OF AUTOHAUS?

AUTOHAUS is read and appreciated by owners, managers, but also master mechanics and personnel in the sale of accessories and parts in large and medium-sized companies with purchasing power. The magazine is thematically tailored to the needs of this group.

Our [recipient structure analysis 2022](#) proves the high acceptance and intensive use of AUTOHAUS readers and online users.

The average reading time is **37.6 min.**

An issue of AUTOHAUS reaches **3 readers** in total. The intensive use of content by the readers show the multiplication function.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.

SUBSCRIPTION

ISSN 0171-9807

Annual subscription price:

Inland: € 388.10 incl. packing/posting plus statutory VAT*

European countries: € 412.10 incl. packing/posting plus statutory VAT*

Phone Subscription service: +49 89 203043-1500

E-mail vertriebsservice@tecvia.com

General conditions:

Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

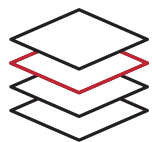
BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



20,000

*PRINT RUN AUTOHAUS
AND asp AUTO SERVICE PRAXIS**

PRINT

18,000

*PRINT RUN AUTOHAUS**

15,864

*ACTUAL DISTRIBUTED CIRCULATION (ADC) AUTOHAUS**

5,349

*PAID CIRCULATION AUTOHAUS**

AUTOHAUS reaches businesses
with an average number of employees of **87**.

65 % of the recipient group occupy
management positions.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.



DIGITAL

256,441

*SESSIONS***
(average of three months, April to June 2024)

1,013,937

*PAGE IMPRESSIONS***
(average of three months, April to June 2024)

2 min 45 sec

*AVERAGE DURATION OF INTERACTION***
(average of three months, April to June 2024)

23,166 / 6,877

AUTOHAUS NL SUBSCRIBERS / GW-trends NL SUBSCRIBERS**
(June 2024)

17,952 / 2,725

*LINKEDIN / INSTAGRAM****
(July 2024)

2,552 / 4 min 3 sec

AUTOHAUS NEXT ACTIVE USER / TIME SPENT
(July 2024)

* Circulation figures: own data collection

** Online access control Google Analytics 4, current figures on request

*** Website

	AUTOHAUS	ASP	SPECIAL	FAIRS
ISSUE 1-2 AD 11.12.24 CD 17.12.24 PD 22.01.25	Planning - Constructing - Setting Parts trade Auction platforms	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitization		AutoZum Salzburg, 21.-24.01.2025 CES Consumer Technology Association Las Vegas, 07.-10.01.2025
ISSUE 3-4 AD 22.01.25 CD 28.01.25 PD 19.02.25	Tires Financial services Storage technology Used car guarantees	Smart repair Chassis alignment Online parts trade		
ISSUE 5 AD 05.02.25 CD 11.02.25 PD 05.03.25	Additional purchase sources/ Used car exchanges IT & digitisation Maintenance & preparation Inspection services		GW-trends (Used Car-trends) 1/2025 (special section) SchadenBusiness (DamageBusiness) 1/2025	
ISSUE 6 AD 24.02.25 CD 08.02.25 PD 26.03.25	Financial services Workshop equipment Lubricants marketing	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	Räder & Reifen (Wheels & Tires) 1/2025	
ISSUE 7-8 AD 24.03.25 CD 28.03.25 PD 23.04.25	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitization		Auto Shanghai Shanghai, 23.04.-02.05.2025

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 9

AD 03.04.25
CD 09.04.25
PD **07.05.25**

Tire marketing
Online marketing
E-commerce
New brands

Autobanken (Automotive Banks) 2025
GW-trends (Used Car-trends) 2/2025
(special section)

ISSUE 10

AD 22.04.25
CD 28.04.25
PD **21.05.25**

Lubricant marketing
Auction platforms
Smart repair

Tire service
Parts and accessories marketing

Transporter (Vans) 2025
(special section)

Autopromotec
Bologna, 21.-24.05.2025

ISSUE 11

AD 12.05.25
CD 16.05.25
PD **11.06.25**

Used car guarantees
Additional purchase sources/
Used car exchanges
Maintenance & preparation

IT and Digitization 2025
SchadenBusiness (DamageBusiness)
2/2025

ISSUE 12

AD 23.05.25
CD 30.05.25
PD **25.06.25**

Planning - Constructing - Setting
Sustainability in car dealership
Workshop equipment

Consumables and spare parts
Lubricants marketing
Diagnosis/Calibration
Exhaust gas analysis

ISSUE 13

AD 10.06.25
CD 16.06.25
PD **09.07.25**

Financial services
Insurances
Parts trade
Mobility concepts

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 14-15

AD 25.06.25

CD 01.07.25

PD 23.07.25

Used car guarantees
Storage facility
Lubricants marketing

Emission reduction
Chassis & steering systems
Lifting technology

ISSUE 16

AD 16.07.25

CD 22.07.25

PD 13.08.25

IT & digitization
Occupational clothing
Washing facilities

Automobilbranche (Automobile Industry) 2025
GW-trends (Used Car-trends) 3/2025
(special section)

ISSUE 17

AD 05.08.25

CD 11.08.25

PD 03.09.25

Planning - Constructing - Setting
E-mobility
Charging infrastructure

Electrics/Electronics
IAA

IAA Mobility
Munich, 09.-14.09.2025

ISSUE 18

AD 27.08.25

CD 02.09.25

PD 24.09.25

Additional purchase sources/
Used car exchanges
Maintenance & preparation
Energy management

SchadenBusiness (DamageBusiness) 3/2025

ISSUE 19

AD 09.09.25

CD 15.09.25

PD 08.10.25

Financial services
Insurances

Consumables and spare parts
Light/Batteries
Diagnosis/Calibration
Washing facilities/Cleaning & care

Räder & Reifen (Wheels & Tires) 2/2025

Equip Auto
Paris, 14.-18.10.2025

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 20

AD 19.09.25

CD 25.09.25

PD 22.10.25

Auction platforms
Inspection services

Kfz-Assekuranz (Automobile
Insurance) 2025

ISSUE 21

AD 14.10.25

CD 20.10.25

PD 12.11.25

Lubricants marketing
Tire marketing
Service processes
Service marketing

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Bauen (Constructing) 2025
GW-trends (Used Car-trends) 4/2025
(special section)

Geneva International Motor Show
(GIMS) Qatar
Doha, November 2025

ISSUE 22

AD 29.10.25

CD 04.11.25

PD 26.11.25

IT & digitization
Additional purchase sources/
Used car exchanges

ISSUE 23-24

AD 12.11.25

CD 18.11.25

PD 10.12.25

Financial services

Brake systems
Lifting technology
Test stands
Workshop systems

SchadenBusiness (DamageBusiness)
4/2025
Digitale Kundenschnittstellen
(Digital Customer Interfaces) 2025

ISSUE 1-2/26

AD 12.12.25

CD 18.12.25

PD 21.01.26

Planning - Constructing - Setting
Parts trade
Auction platforms

Electrics/Electronics
Consumables and spare parts
Diagnosis/Calibration
Exhaust gas analysis
IT & digitisation

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)



TITLE DISPLAY***

—
210 x 148 mm**



2/1 PAGE ACROSS GUTTER

—
420 x 279 mm*



1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*

—
on request

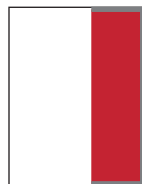
—
406 x 277 mm*

175 x 232 mm
203 x 277 mm*

85 x 232 mm
99 x 277 mm*

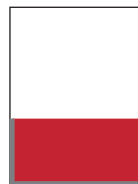
175 x 117 mm
203 x 136 mm*

* + 3 mm bleed
** + 4 mm bleed
on all edges



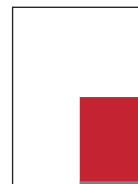
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



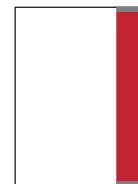
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)

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*

*** Placement address label from below 40 mm and from left 20 mm, size address label: 85 x 50 mm (w x h)

Printing and binding process: Offset print, perfect binding | Printing material delivery in digital form



FORMAT	4-COLORS IN €
Title display (not discountable)	13,480.00
2. + 3. cover page	11,720.00
4. cover page	12,780.00
2/1 page	18,190.00
1/1 page	10,650.00
1/2 page	5,890.00
1/3 page	4,340.00
1/4 page	3,450.00
1/8 page	1,720.00

DISCOUNTS**

For insertions within one calendar year.

FREQUENCY SCALE

3 times	3 %
6 times	5 %
12 times	10 %

QUANTITY SCALE

2 pages	10 %
3 pages	15 %
5 pages	20 %
7 pages	25 %

DISCOUNT CLASSIFIED ADVERTISEMENTS

If repeated twice without any changes	5 %
If repeated thrice or more without any changes	10 %

CLASSIFIED ADVERTISEMENTS

FORMAT IN MM TYPE AREA*

PER COLUMN AND MM IN € B/W 4-COLORS

Job offer & Purchases and sales directly	1 column 43 mm wide	3.64	7.00
Job offer & Purchases and sales by agency	1 column 43 mm wide	4.27	8.23
Job-wanted	1 column 43 mm wide	2.37	
Box number fee	inland	€ 15.00	

* Format Width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height depends on amount of text

TECHNICAL SPECIFICATIONS PRINT

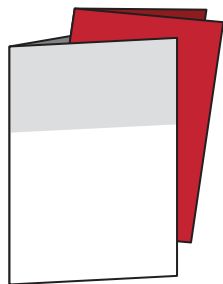
In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

**Always only one scale of discount applies.

LOOSE INSERT



SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in the entire print run

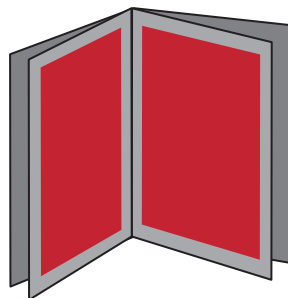
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 370.00**
- Per further 5 g total weight per thou. **€ 40.00**
- Further formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Content is editorially prepared and published
- Communication objective transported in a credible manner
- Alternative to a classic ad

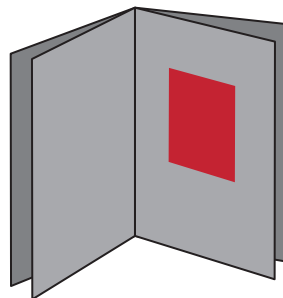
FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header
- Technical specifications [here](#) as PDF summarised

PRICE

- 1/1 page **€ 10,650.00**
- 2/1 page **€ 18,190.00**

ISLAND AD



SPECIAL FEATURE

- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

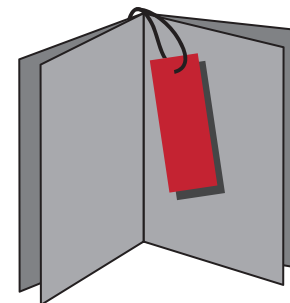
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,310.00**
Further formats on request

BOOKMARK



SPECIAL FEATURE

- Creative, unconventional advert type
- Helpful while reading
- Extremely high acceptance
- Directly connected to the magazine with a decorative band

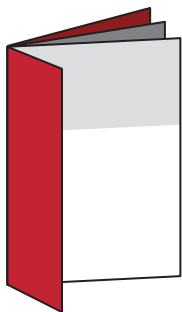
FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

PRICE

- **On request**

COVER SAMPLING



SPECIAL FEATURE

- Prominent placement on shortened jacket pages over the front cover plus 4th back cover page
- Optimally catches readers' attention

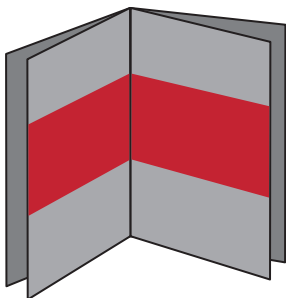
FORMAT

- 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

- € 19,620.00

BANDEROLE AD



SPECIAL FEATURE

- Unobtrusive but memorable
- Suitable for prominent promotion of special topics
- High attention

FORMAT

- 210 mm width x 98 mm height

PRICE

- € 9,950.00

DOUBLE GATEFOLD



SPECIAL FEATURE

- Top placement through opening of the "double gate" on the front cover
- Causes a moment of thrill and curiosity

FORMAT

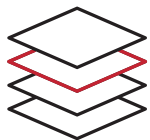
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

PRICE

- On request

**MORE FORMATS AND
SPECIAL AD FORMATS
ON REQUEST.**

Please send your request
by email to
sales.munich@tecvia.com.
We'll be happy to advise
you!



PRINT



DIGITAL

GRAND APPEARANCE IN THE INDUSTRY:

Your special issue as supplement to the trade magazine. A special edition in editorial style works with the credibility of the trade magazine and high utility value to the readers. As supplement, it reaches the target group very accurately. Furthermore, the magazine format allows the optimal usage for own distribution.

CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, FORUM is the heart of special publications of the trade magazine.

OPTIONAL ONLINE COMPONENT:

At autohaus.de the online publication of four articles appears as online advertorial. The central start page (content dashboard) refers to the Forum. Four TextAds in the AUTOHAUS newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	33,075.00
16 pages incl. cover	18,000 copies + overprint	43,435.00
20 pages incl. cover	18,000 copies + overprint	50,490.00
Online publication	4 articles, 4 TextAds, social media posting	15,330.00*

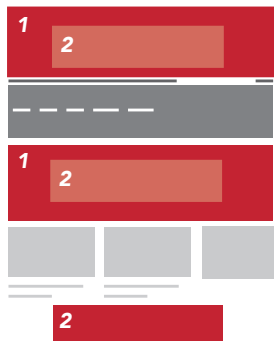
TECHNICAL SPECIFICATIONS
FORUM

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

*Price is only valid in combination with the print special. Prices of special ad formats are not subject to agency discounts.

PRINT + ONLINE



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 175.00

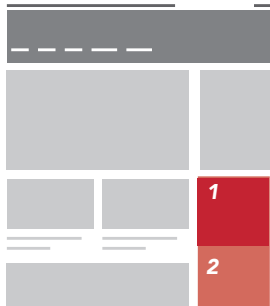
2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 120 KB)

CPM*

- € 105.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 105.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 175.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 105.00

MORE FORMATS ON REQUEST.

Please send your request by email to sales.munich@tecvia.com. We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF.



DIGITAL

Five times a week, from Monday to Friday, the AUTOHAUS newsletter provides the latest news of the industry.

Once a week, **GW-trends** informs the responsible persons for the used car sector.

REGISTRATION:

newsletter.tecvia.com/ah

newsletter.tecvia.com/gw

RUN TIME/OCCUPANCY:

The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.



PLACEMENT	POSITION	FORMAT IN PX	AD FORMAT	GW-trends PRICE IN €	AUTOHAUS PRICE IN €
Top placement	1	650 x 150	Cross-/Full-Size-Banner	630.00	2,025.00
	2	650 x 366	TextAd		
Further placements	1	650 x 150	Cross-/Full-Size-Banner	555.00	1,930.00
	2	650 x 366	TextAd		
	3	300 x 250	Medium Rectangle		

TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF for AUTOHAUS and [here](#) for GW-trends.

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

Top placements do not qualify for discounts.

ONLINE



DIGITAL

The online advertorial appears at www.autohaus.de as an editorially designed article.

The advertorial is promoted with a teaser on the start page of www.autohaus.de.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90px, .png)
- Headline max. 70 characters
Teaser ca. 400 characters
- Body text with max. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial (Data delivery by the customer)	autohaus.de	4 weeks	4,050.00
Online advertorial (Editorial preparation by the publisher)	autohaus.de	4 weeks	7,525.00



DIGITAL

The section industry directory provides a permanently available web presence at www.autohaus.de/branchenverzeichnis. Simple and clear structures offer the seekers a fast and efficient overview of the companies in the market.

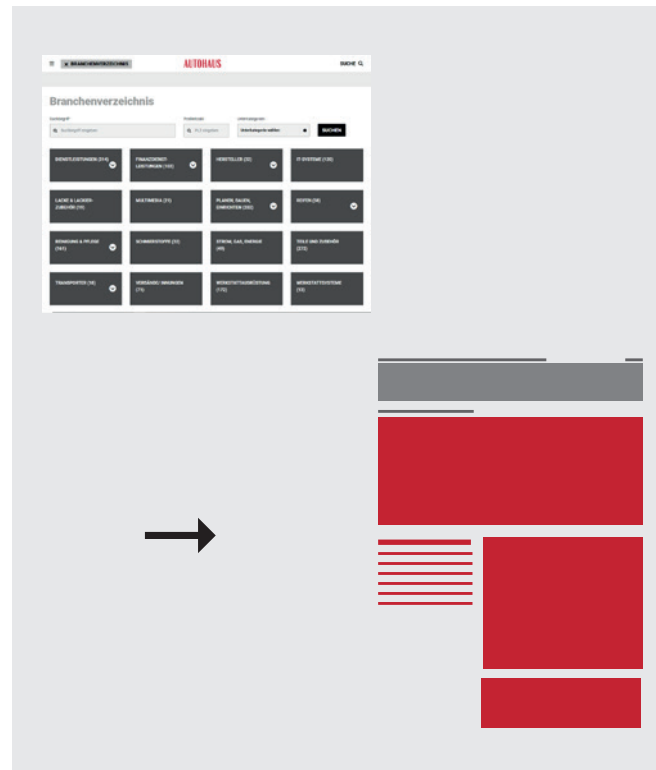
CATEGORIES:

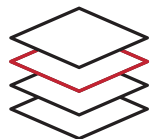
- Services
- IT systems
- Planning - Constructing - Setting
- Lubricants
- Vans
- Workshop systems
- Financial services
- Paintwork & paint accessories
- Tires
- Electricity - Gas - Energy
- Associations/Guilds
- Purchase sources
- Manufacturer
- Multimedia
- Cleaning & maintenance
- Parts & accessories
- Workshop equipment

ENTRIES

PRICE IN €

Basic (address)	charge-free
Premium (address + URL + portrait: products, references, picture gallery, contact form)	per year 2,025.00
Infoline (premium + editorial accompaniment)	on request





PRINT



DIGITAL

YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING





A print advertorial is a special editorial format designed in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.

In addition to your advertorial, choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online PDF	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as Online advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 22,805.00	1/1 € 15,630.00 2/1 € 20,135.00	1/1 € 10,655.00 2/1 € 18,195.00



DIGITAL





NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

An online advertorial places your message **for 4 weeks** in the style of native advertising in the the layout of an online article.

**In addition to your online advertorial,
choose your advertising material package!**

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial Start page	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 1,000.00		
	€ 19,570.00	€ 14,530.00	€ 8,175.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

Trucker

fokus GEFÄHR/GUT

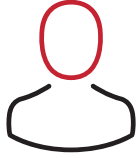
AUTOHAUS

VD
VERKEHRSDIENST

VKU

FAHRSCHULE





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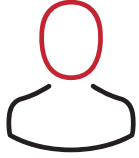
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