

MEDIA DATA 2025

asp AUTO SERVICE PRAXIS
Infos about business practice, workshop & automotive technology

www.autoservicepraxis.de





WHAT DOES asp AUTO SERVICE PRAXIS OFFER?

asp AUTO SERVICE PRAXIS is the technically oriented information medium of the workshop sector. Automotive and workshop technology as well as business practice are the main three pillars of the magazine.

With specialist articles and reports on trends and further developments in the automobile industry, asp AUTO SERVICE PRAXIS ensures that all the latest information is available to decision-makers in the workshop. Here, workshop professionals read about novelties of the sectors workshop equipment, spare parts, accessories and tires. Basic business management knowledge is also offered by reports on repair and trade businesses, practical articles on business management and organization and juridical specialist articles. Up-to-date topics from vehicle trade complete the editorial spectrum.

As partner magazine of TÜV SÜD (German Technical Inspection Agency South), asp AUTO SERVICE PRAXIS is an important source of information for service companies that are cooperating with TÜV SÜD.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- E-paper
- Newsletter
- Social Media
- Books





monthly

11 ISSUE

29. year

2025

www.autoservicepraxis.de

WEB ADDRESS (URL)

TÜV SÜD

PARTNER MAGAZINE

85.5 % of B2B decision-makers use one or more trade journals regularly or occasionally.

48.2 % use them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) – LAE 2024



PUBLISHER: Dipl.-Ing. Jürgen Wolz
(TÜV SÜD Auto Service GmbH),
Lars Kammerer
(TÜV SÜD Auto Service GmbH)

PUBLISHING HOUSE: TECVIA GmbH
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www.tecvia.de



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WHO ARE THE READERS OF *asp* AUTO SERVICE PRAXIS?

asp AUTO SERVICE PRAXIS is read and appreciated by master car mechanics and technical managers in workshops and car dealerships. The trade magazine is thematically coordinated to meet the needs of this reader target group.

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

36.8% is the share of users under the age of 39, while the share of those over the age of 40 is **47.6%**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

SUBSCRIPTION

ISSN 1437-1162

Annual subscription price:

Inland: € 121.50 incl. packing/posting plus statutory VAT

European countries: € 133.50 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

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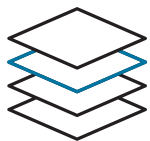
BIC: HYVEDEMMXXX

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 asp AUTO SERVICE PRAXIS
AND AUTOHAUS*

PRINT

15,772

ACTUAL DISTRIBUTED CIRCULATION (ADC)
asp AUTO SERVICE PRAXIS + AUTOHAUS*

10,933

PAID CIRCULATION asp AUTO SERVICE PRAXIS + AUTOHAUS*



DIGITAL

32,866

SESSIONS**

(average of three months, April to June 2024)

97,025

PAGE IMPRESSIONS**

(average of three months, April to June 2024)

1 min 55 sec

AVERAGE DURATION OF INTERACTION**

(average of three months, April to June 2024)

7,197

NEWSLETTER SUBSCRIBERS*

(July 2024)

Further channels

SOCIAL MEDIA***



Specialist media are rated as more credible than social business networks or business magazines.

Two-thirds of the respondents rated specialist media as particularly credible. Advertisers can benefit from this trust.

Source: dfv White paper: How business-to-business advertising works in specialist media (2020)

* Circulation figures: own data collection

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

*** Website

	ASP	AUTOHAUS	SPECIAL	FAIRS
JANUARY	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitization AD 11.12.24 CD 17.12.24 PD 22.01.25	Planning - Constructing - Setting Parts trade Auction platforms		AutoZum Salzburg, 21.-24.01.2025
FEBRUARY	Smart repair Chassis alignment Online parts trade AD 22.01.25 CD 28.01.25 PD 19.02.25	Tires Financial services Storage technology Used car guarantees		
MARCH	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing AD 24.02.25 CD 28.02.25 PD 26.03.25	Financial services Workshop equipment Lubricants marketing	Räder & Reifen (Wheels & Tires) 1/2025	
APRIL	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitization AD 24.03.25 CD 28.03.25 PD 23.04.25	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees		Techno Classica Essen, 09.-13.04.2025
MAY	Tire service Parts and accessories marketing AD 22.04.25 CD 28.04.25 PD 21.05.25	Lubricant marketing Auction platforms Smart repair		Autopromotec Bologna, 21.-24.05.2025

	ASP	AUTOHAUS	SPECIAL	FAIRS
JUNE	Consumables and spare parts Lubricants marketing Diagnosis/Calibration Exhaust gas analysis	Planning - Constructing - Setting Sustainability in car dealership Workshop equipment		
AD 23.05.25 CD 30.05.25 PD 25.06.25				
JULY	Emissions reduction Chassis & steering systems Lifting technology	Used car guarantees Storage facility Lubricants marketing		
AD 25.06.25 CD 01.07.25 PD 23.07.25				
SEPTEMBER	Electrics/Electronics IAA	Planning - Constructing - Setting E-mobility Charging infrastructure		IAA Mobility Munich, 09.-14.09.2025
AD 05.08.25 CD 11.08.25 PD 03.09.25				
OCTOBER	Consumables and spare parts Light/Batteries Diagnosis/Calibration Washing facilities/Cleaning & care	Financial services Insurances	Räder & Reifen (Wheels & Tires) 2/2025	Equip Auto Paris, 14.-18.10.2025
AD 09.09.25 CD 15.09.25 PD 08.10.25				
NOVEMBER	Lubricants marketing Chassis alignment Smart repair Disposal	Lubricants marketing Tire marketing Service processes Service marketing		Essen Motor-Show Essen, November 2025
AD 14.10.25 CD 20.10.25 PD 12.11.25				

ASP

AUTOHAUS

SPECIAL

FAIRS

DECEMBER

AD 12.11.25
CD 18.11.25
PD **10.12.25**

Brake systems
Lifting technology
Test stands
Workshop systems

Financial services

**SchadenBusiness (DamageBusiness)
4/2025**
**Digitale Kundenschnittstelle
(Digital Customer Interface) 2025**

JANUARY

AD 12.12.25
CD 18.12.25
PD **21.01.26**

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

Planning - Constructing - Setting
Parts trade
Auction platforms

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

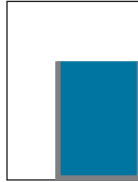
203 X 277 mm

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**



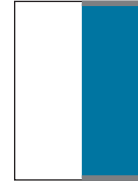
2/1 PAGE ACROSS GUTTER

—
420 x 279 mm*



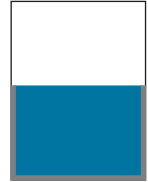
1/1 PAGE

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*

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



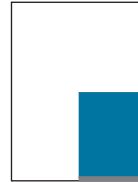
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



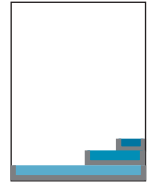
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



1/4 PAGE PORTR./LANDS.

40 x 236 mm/ 175 x 56 mm
56 x 279 mm*/210 x 71 mm*



CLASSIFIED ADS

Width in type area:
1 column 40 mm
2 columns 85 mm
4 columns 175 mm

Height: max. 236 mm

MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

SPECIAL

Type area (w x h)
Bleed size (w x h)



FORMAT	4-COLORS IN €
Title display (not discountable)	13,480.00
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*	PRO COLUMN AND MM IN € B/W	4-COLORS
Job offer & Purchases and sales directly	1 column 40 mm wide	3.64	7.00
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.27	8.23
Job-wanted	1 column 40 mm wide	2.37	
Box number fee	€ 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

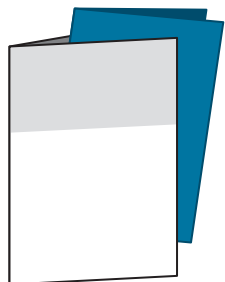
In the case of supplying digital printing materials please note the information on our data ticket.

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

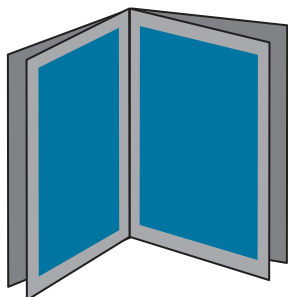
FORMAT

- 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

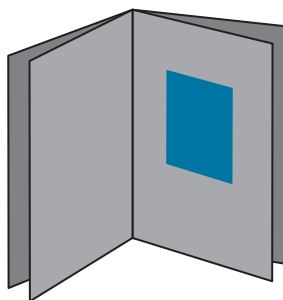
FORMAT

- 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

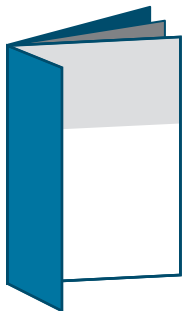
FORMAT

- 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

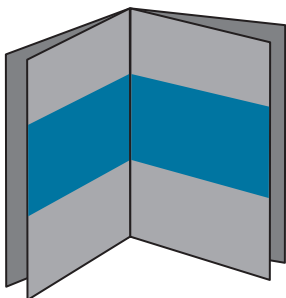
FORMAT

- 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

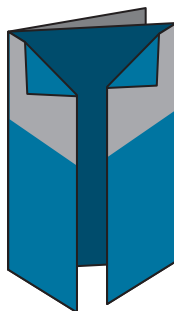
FORMAT

- 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

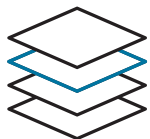
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

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.

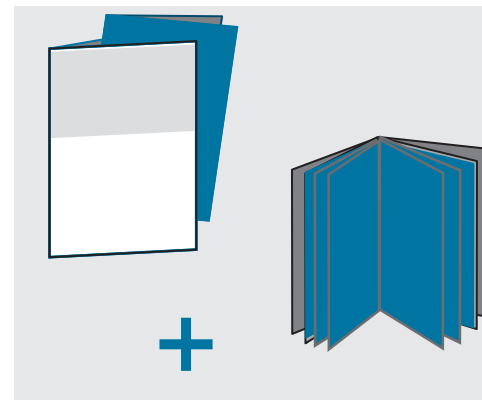
CONTENT PRODUCTION FULL SERVICE:

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 www.autoservicepraxis.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 asp Auto Service Praxis newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	33,070.00
16 pages incl. cover	18,000 copies + overprint	43,430.00
20 pages incl. cover	18,000 copies + overprint	50,490.00
Online publication	4 articles, 4 TextAds, social media posting	15,330.00*

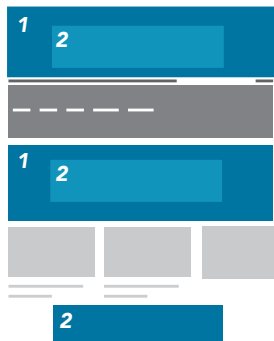



TECHNICAL SPECIFICATIONS
FORUM

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. Special publications are not subject to agency discount or other discounts.



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 175.00

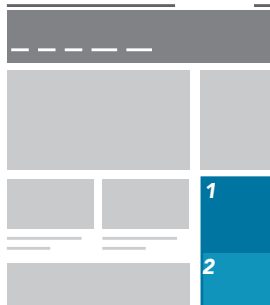
2 SUPERBANNER

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

Every working day, the decision-makers and managers of the workshop industry will be informed through an up-to-date **asp AUTO SERVICE PRAXIS** newsletter.

REGISTRATION:

newsletter.tecvia.com/asp

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	PRICE PRO NL IN €
Top placement	1	650 x 150	Cross/Full-Size Banner	660.00
	2	650 x 366	TextAd	
Further placements	1	650 x 150	Cross/Full-Size Banner	555.00
	2	650 x 366	TextAd	
	3	300 x 250	Medium Rectangle	



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

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

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

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .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)	autoservicepraxis.de	4 weeks	2,895.00
Online advertorial (Editorial preparation by the publisher)	autoservicepraxis.de	4 weeks	4,630.00



PRINT

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.







DIGITAL

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publication 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 € 20,715.00	1/1 € 14,465.00 2/1 € 19,215.00	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	✓		
	€ 12,155.00	€ 8,680.00	€ 5,320.00

OMNIBUSREVUE

SUT SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





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