

MEDIA DATA 2026

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 can find out everything 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 cooperate with TÜV SÜD.

THE BRAND AUTOHAUS COMPRISES

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





monthly

11 ISSUES

30th year

2026

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 % refer to 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 Media GmbH
Auto Business Media
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
sales.munich@tecvia.com
www.tecvia-media.com



CHIEF-EDITOR: Dietmar Winkler
Phone +49 89 203043-2792
autoservicepraxis@tecvia.com



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.tecvia-media.com.

Bank account:

Commerzbank Munich, Germany

IBAN: DE 05 7004 0041 0212 1135 00

BIC: COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



19,000

PRINT RUN *asp* AUTO SERVICE PRAXIS
AND AUTOHAUS*

PRINT

15,239

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

10,386

PAID CIRCULATION *asp* AUTO SERVICE PRAXIS + AUTOHAUS*



DIGITAL

46,852

SESSIONS**

(average of six months, January to June 2025)

133,106

PAGE IMPRESSIONS**

(average of six months, January to June 2025)

1 min 39 sec

AVERAGE DURATION OF INTERACTION**

(average of six months, January to June 2025)

7,394

NEWSLETTER SUBSCRIBERS*

(average of six months, January to June 2025)

Further channels

SOCIAL MEDIA***



Trust through strong brand alliances:

45% of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

64% of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

	ASP	AUTOHAUS	SPECIAL	FAIRS
JANUARY	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitization	Planning - Constructing - Setting Parts trade Auction platforms		CES Consumer Technology Association , Las Vegas, 06.-09.01.2026
AD 10.12.25 CD 16.12.25 PD 21.01.26				
FEBRUARY	Smart repair Chassis alignment Online parts trade	Tires Financial services Storage technology Used car guarantees		Geneva International Motor Show (GIMS) Qatar Doha, 25.02.-03.03.2026
AD 20.01.26 CD 27.01.26 PD 18.02.26				
MARCH	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	Financial services Workshop equipment Lubricants marketing	Räder & Reifen (Wheels & Tires) 1/2026	
AD 25.02.26 CD 03.03.26 PD 25.03.26				
APRIL	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitization	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees		Retro Classic , Essen, 08.-12.04.2026 Auto China/Beijing Intern. Automobile Exhibition , Peking, 25.04.-03.05.2026
AD 23.03.26 CD 27.03.26 PD 22.04.26				
MAY	Tire service Parts and accessories marketing Sustainability Disposal	Lubricant marketing Auction platforms Smart repair		
AD 20.04.26 CD 24.04.26 PD 20.05.26				

	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		The Tire Cologne Cologne, 09.-11.06.2026
AD 26.05.26 CD 01.06.26 PD 24.06.26				
JULY	Emissions reduction Chassis & steering systems Lifting technology	Used car guarantees Storage facility Lubricants marketing	Freier Teilemarkt (Independent Aftermarket) 2026 (special section)	
AD 01.07.26 CD 07.07.26 PD 29.07.26				
SEPTEMBER	Electrics/Electronics E-mobility Charging infrastructure	Planning - Constructing - Setting Energy management Human resources/Promotion of young talents		Automechanika Frankfurt, 08.-12.09.2026 Techno Classic , Essen, 24.-27.09.2026
AD 05.08.26 CD 11.08.26 PD 02.09.26				
OCTOBER	Consumables and spare parts Light/Batteries Diagnosis/Calibration Online parts trade	Financial services Insurances Leasing	Räder & Reifen (Wheels & Tires) 2/2026	
AD 09.09.26 CD 15.09.26 PD 07.10.26				
NOVEMBER	Lubricants marketing Chassis alignment Smart repair Promotion of young talents	Lubricants marketing Tire marketing Service processes Service marketing		Essen Motor-Show Essen, November 2026
AD 13.10.26 CD 19.10.26 PD 11.11.26				

	ASP	AUTOHAUS	SPECIAL	FAIRS
DECEMBER	Brake systems Cleaning & care Test stands Workshop systems	Financial services Leasing	SchadenBusiness (DamageBusiness) 4/2026 Digitale Kundenschnittstellen (Digital Customer Interfaces) 2026	
AD 11.11.26 CD 17.11.26 PD 09.12.26				
JANUARY	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitisation	Planning - Constructing - Setting Parts trade Auction platforms		AutoZum Salzburg, January 2027
AD 14.12.26 CD 18.12.26 PD 20.01.27				

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

Type area (w x h)

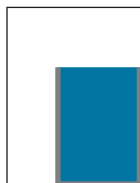
Bleed size (w x h)

SPECIAL

Type area (w x h)

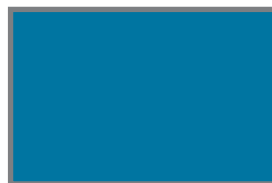
Bleed size (w x h)

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



TITLE DISPLAY

—
142 x 200 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*



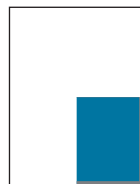
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



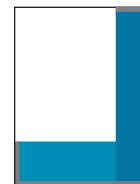
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



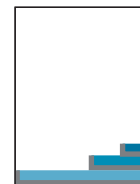
1/4 PAGE BLOC

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)	14,015.00
2. cover page	12,185.00
2/1 page	19,920.00
1/1 page	11,070.00
1/2 page	6,125.00
1/3 page	4,510.00
1/4 page	3,585.00
1/8 page	1,785.00

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	3.79	7.28
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.44	8.56
Job-wanted	1 column 40 mm wide	2.47	
Box number fee	€ 16.00		

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

TECHNICAL SPECIFICATIONS PRINT

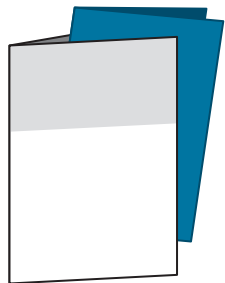
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

**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

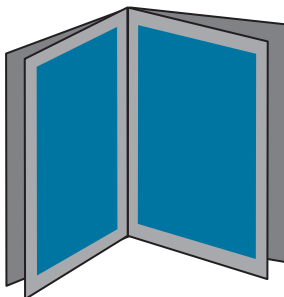
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 380.00**
- Every additional 5 g per thou. **€ 40.00**
- Further formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- Convey communication goals credibly
- Alternative to the traditional advertisement

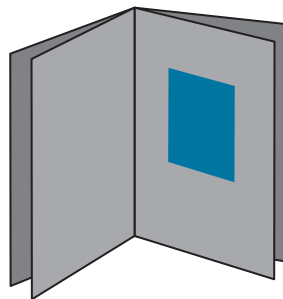
FORMAT

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

PRICE

- 1/1 page **€ 11,070.00**
- 2/1 page **€ 19,920.00**

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

- **€ 4,480.00**
Different 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 page over the front cover plus back cover
- Optimally catches readers' attention

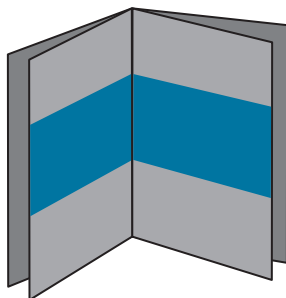
FORMAT

- Front and inside front cover: 105 mm width x 279 mm height
- Inside back cover and back cover: 210 mm width x 279 mm height

PRICE

- € 20,400.00

BANDEROLE AD



SPECIAL FEATURE

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

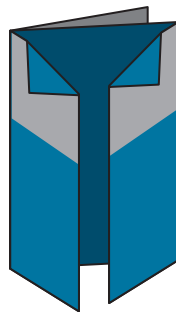
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 10,345.00

DOUBLE GATEFOLD



SPECIAL FEATURE

- Top placement by opening the flaps on the front cover
- Create suspense and surprise in the viewer

FORMAT

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

PRICE

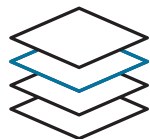
- On request

**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 MODULE:

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 text ads in the asp Auto Service Praxis newsletter and social media posting are inclusive as media service.

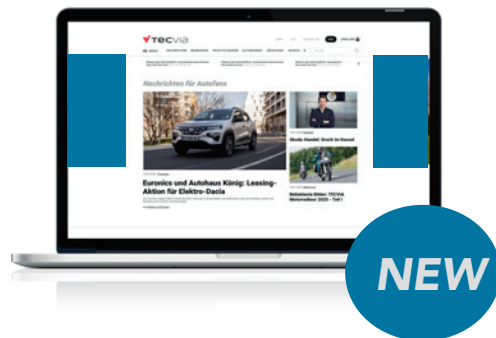
NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	34,395.00
16 pages incl. cover	18,000 copies + overprint	45,170.00
20 pages incl. cover	18,000 copies + overprint	52,505.00
Online publication	4 articles, 4 text ads social media posting	15,940.00*

**TECHNICAL SPECIFICATIONS
FORUM**

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

*Price is only valid in combination with the print special. Special publications are not subject to agency discount or other discounts.



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY HALFPAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 185.00

RIGHT AND LEFT

FORMAT

- 2 x 300 x 600 px (max. 120 KB)

CPM*

- € 280.00



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY-WIDE SKYSCRAPER

RIGHT OR LEFT

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 120.00

RIGHT AND LEFT

FORMAT

- 2 x 160 x 600 px (max. 120 KB)

CPM*

- € 180.00



PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- € 185.00



PLAYOUT START PAGE

NATIVE AD

FORMAT

- Image format 16:9
- Headline 50 characters
- Bodytext 180 characters
- Cta 20 characters

FIXED PLACEMENT

- € 3,770.00 per week

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 120.00



PARALLAX AD

FORMAT

- 300 x 600 px (max. 120 KB)
- visible 300 x 400 px

CPM*

- € 185.00

NEW: PARALLAX-AD

A parallax ad is an **interactive** online advertising format in which different layers of an advertising banner move at different speeds when the user scrolls.

This creates a spatial, dynamic 3D effect that attracts the user's attention particularly strongly.

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



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 duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

PLACEMENT	FORMAT IN PX	AD FORMAT	PRICE PER NL IN €
Top placement	650 x 150 650 x 366	Cross/Full-size banner Text ad	685.00
Further placements	650 x 150 650 x 366 300 x 250	Cross/Full-size banner Text ad Medium Rectangle	575.00



TECHNICAL SPECIFICATIONS NEWSLETTER

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



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:

- Featured image (1,920 x 1,080 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:** Images with captions for decoration or slideshows (1,920 x 1,080 px, .jpg)
- Note: Article is marked as an advert!

Teaser on start page



Advertorial



AD FORMAT

Online advertorial
(Editorial preparation by the publisher)

PLACEMENT

autoservicepraxis.de

RUN TIME

4 weeks

PRICE IN €

4,815.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

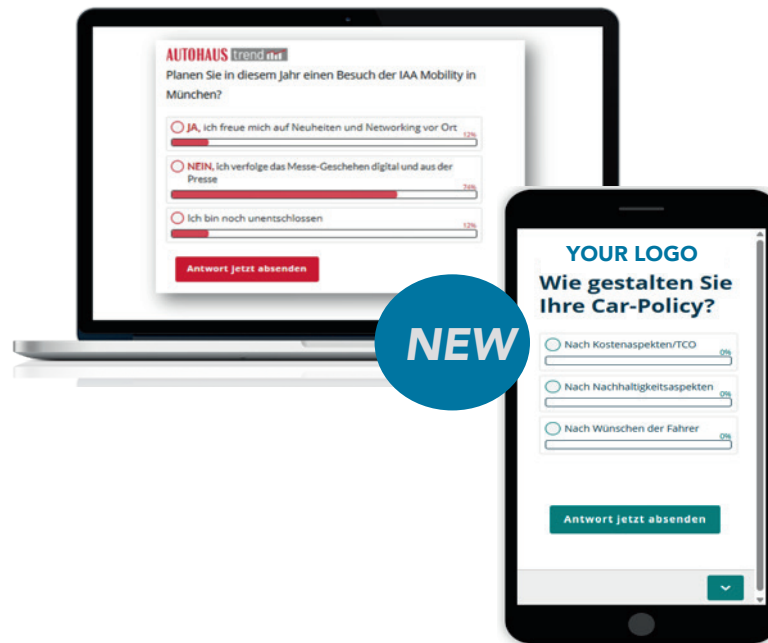
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

You can also use the survey to make your online advertorial even more interesting for readers.

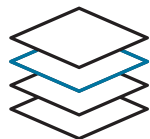
ADVANTAGE:

- Generate maximum clicks - every response means a click
- Get an impression of readers' moods
- The survey takes place exclusively in an editorial and otherwise advertising-free environment
- Ad blockers cannot suppress this form of advertising
- Customizable - with your logo and in your corporate colors
- Meaningful reporting tool

PRICE ON REQUEST



**GO FOR INTERACTIVE ADVERTISING!
YOUR SURVEY, YOUR CLICK MACHINE.
MORE TRAFFIC, MORE SUCCESS.**



PRINT



DIGITAL

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

In a print advertorial, a special editorial format is designed as a single or double page 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
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 Text ad	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 21,810.00	1/1 € 16,060.00 2/1 € 20,810.00	1/1 € 11,070.00 2/1 € 19,920.00



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 Text ad	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement Clever push	 2 x	 1 x	
Banner placement Skyscraper	 30' PI	 20' PI	
Social media ad performance Promotion	✓		
	€ 11,075.00	€ 8,670.00	€ 4,815.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

VKU

VD
VERKEHRSDIENST

FAHRSCHULE

Trucker





ANDREA VOLZ

Head of Sales
TECVIA Media GmbH

andrea.volz@tecvia.com
Phone +49 89 203043-2124
Mobile phone +49 151 14054007



KARIN ROCKEL

Team Leader Sales
Auto Business Media

karin.rockel@tecvia.com
Phone +49 89 203043-1193
Mobile phone +49 151 23022786



RAINER BAUER

Key Account Manager

rainer.bauer@tecvia.com
Phone +49 89 203043-1246
Mobile phone +49 151 56435820



DORIS HEISLER

Key Account Manager

doris.heisler@tecvia.com
Phone +49 89 203043-1220
Mobile phone +49 160 97710281



FRANZISKA HOFACKER

Account Manager

franziska.hofacker@tecvia.com
Phone +49 89 203043-0464
Mobile phone +49 170 3287502



SANJA KLÖPPEL

Key Account Manager

sanja.kloeppeel@tecvia.com
Phone +49 89 203043-1224
Mobile phone +49 160 90834374



BIRGIT ZIPFEL

Key Account Manager

birgit.zipfel@tecvia.com
Phone +49 89 203043-1191
Mobile phone +49 160 90592984



SILVIA BAUER

Advertising Service Print

anzeigen.autohaus@tecvia.com

Phone +49 89 203043-2294



AYLIN UYSAL

Team Leader

Digital Media Management

aylin.uysal@tecvia.com

Phone +49 89 203043-2358