

# MEDIA DATA 2024

AUTOHAUS  
The magazine for successful management

[www.autohaus.de](http://www.autohaus.de)





### **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

**68. year**

2024

**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.



**PUBLISHER:** Prof. Hannes Brachat

**PUBLISHING HOUSE:** TECVIA GmbH

Auto Business Media

Aschauer Straße 30, 81549 Munich, Germany

Phone +49 89 203043-0

sales.munich@tecvia.com

www.tecvia.com



**CHIEF EDITOR:** Ralph M. Meunzel

**MANAGING EDITOR:** Frank Selzle

Phone +49 89 203043-1108

redaktion.autohaus@tecvia.com

**SCHADENBUSINESS (DAMAGE BUSINESS), KFZ-ASSEKURANZ (AUTOMOBILE INSURANCE) AND AUTOMOBILINDUSTRIE (AUTOMOBILE INDUSTRY):**

**EDITOR-IN-CHIEF:** Walter K. Pfauntsch

Presse + PR Pfauntsch

Otto-Hahn-Str. 28, Entrance 4

85521 Otobrunn-Riemerling, Germany

Phone +49 89 6659070-0

Fax +49 89 6659070-20

pfauntsch@pfauntsch-medien.de





### 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](mailto:vertriebsservice@tecvia.com)

General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

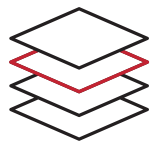
BIC: HYVEDEMMXXX

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\**

**16,024**

*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

**462,320**

*SESSIONS\*\**  
(average of three months, April to June 2023)

**1,395,245**

*PAGE IMPRESSIONS\*\**  
(average of three months, April to June 2023)

**2 min 6 sec**

*AVERAGE DURATION OF INTERACTION\*\**  
(average of three months, April to June 2023)

**23,410 / 7,000**

*AUTOHAUS NL SUBSCRIBERS\*\* / GW-trends NL SUBSCRIBERS\*\**  
(August 2023)

**2,596**

*AUTOHAUS APP USERS\*\*\**  
(average of three months, April to June 2023)

### Further channels

*SOCIAL MEDIA*



\* Circulation figures: own data collection

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

	<b>AUTOHAUS</b>	<b>ASP</b>	<b>SPECIAL</b>	<b>FAIRS</b>
<b>ISSUE 1-2</b> AD 18.12.23 CD 22.12.23 PD <b>24.01.24</b>	Planning - Constructing - Setting Parts trade Auction platforms	Electronics Diagnosis/Calibration Exhaust gas analysis Service e-mobility		
<b>ISSUE 3-4</b> AD 22.01.24 CD 29.01.24 PD <b>21.02.24</b>	Tires Financial services Storage technology Used car guarantees	Smart repair Chassis alignment Online parts trade		<b>Intern. Automobil-Salon</b> Geneva, 26.02.-03.03.2024
<b>ISSUE 5</b> AD 05.02.24 CD 09.02.24 PD <b>06.03.24</b>	Additional purchase sources/ Used car exchanges IT & digitisation Maintenance & preparation Inspection services		<b>GW-trends (Used Car-trends) 1/2024</b> (special section)	
<b>ISSUE 6</b> AD 28.02.24 CD 05.03.24 PD <b>27.03.24</b>	Financial services Workshop equipment Lubricants marketing	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	<b>Räder &amp; Reifen (Wheels &amp; Tires)</b> 1/2024	
<b>ISSUE 7-8</b> AD 22.03.24 CD 28.03.24 PD <b>24.04.24</b>	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitisation	<b>SchadenBusiness (DamageBusiness)</b> 1/2024	<b>Techno Classica</b> Essen, 03.-07.04.2024

## AUTOHAUS

## ASP

## SPECIAL

## FAIRS

### ISSUE 9

AD 08.04.24

CD 15.04.24

PD 08.05.24

Tire marketing  
Online marketing  
E-commerce

**Autobanken (Automotive Banks) 2024**  
**GW-trends (Used Car-trends) 2/2024**  
(special section)

### ISSUE 10

AD 22.04.24

CD 26.04.24

PD 23.05.24

Lubricant marketing  
Auction platforms  
Smart repair

Tire service  
Parts and accessories marketing

**The Tire Cologne**  
Cologne, 04.-06.06.2024

### ISSUE 11

AD 13.05.24

CD 17.05.24

PD 12.06.24

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

**IT and Digitalization 2024**

### ISSUE 12

AD 28.05.24

CD 04.06.24

PD 26.06.24

Planning - Constructing - Setting  
Sustainability in car dealership  
Workshop equipment

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

**HagelBranche (Hail Industry) 1/2024**

### ISSUE 13

AD 12.06.24

CD 18.06.24

PD 10.07.24

Financial services  
Insurances  
Parts trade  
Car subscription/Mobility concepts

**SchadenBusiness (DamageBusiness)**  
**2/2024**

## AUTOHAUS

## ASP

## SPECIAL

## FAIRS

### ISSUE 14-15

AD 26.06.24

CD 02.07.24

PD 24.07.24

Used car guarantees  
Storage facility  
Lubricants marketing

Emission reduction  
Chassis & steering systems  
Lifting technology

**Freier Teilemarkt (Independent Aftermarket) 2024 (special section)**

### ISSUE 16

AD 17.07.24

CD 23.07.24

PD 14.08.24

IT & digitisation  
Occupational clothing  
Washing facilities

**Automobilbranche (Automobile Industry) 2024  
GW-trends (Used Car-trends) 3/2024 (special section)**

### ISSUE 17

AD 05.08.24

CD 09.08.24

PD 04.09.24

Planning - Constructing - Setting  
E-mobility  
Charging infrastructure

Electrics/Electronics  
**automechanika**

**automechanika**  
Frankfurt, 10.-14.09.2024

### ISSUE 18

AD 28.08.24

CD 03.09.24

PD 25.09.24

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

**SchadenBusiness (DamageBusiness) 3/2024**

### ISSUE 19

AD 10.09.24

CD 16.09.24

PD 09.10.24

Financial services  
Insurances

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

**Räder & Reifen (Wheels & Tires) 2/2024**



## AUTOHAUS

## ASP

## SPECIAL

## FAIRS

### ISSUE 20

AD 20.09.24

CD 26.09.24

PD 23.10.24

Auction platforms  
Inspection services

Kfz-Assekuranz (Automobile  
Insurance) 2024

### ISSUE 21

AD 14.10.24

CD 18.10.24

PD 13.11.24

Lubricants marketing  
Tire marketing  
Service processes  
Service marketing

Lubricants marketing  
Chassis alignment  
Smart repair  
Disposal

Bauen (Constructing) 2024  
GW-trends (Used Car-trends) 4/2024  
(special section)

### ISSUE 22

AD 28.10.24

CD 05.11.24

PD 27.11.24

IT & digitisation  
Additional purchase sources/  
Used car exchanges

HagelBranche (Hail Industry) 2/2024

### ISSUE 23-24

AD 13.11.24

CD 19.11.24

PD 11.12.24

Financial services

Brake systems  
Lifting technology  
Test stands  
Workshop systems

SchadenBusiness (DamageBusiness)  
4/2024  
Digitale Kundenschnittstellen  
(Digital Customer Interfaces) 2024

### ISSUE 1-2/25

AD 13.12.24

CD 19.12.24

PD 22.01.25

Planning - Constructing - Setting  
Parts trade  
Auction platforms

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

AutoZum  
Salzburg, 21.-24.01.2025

### 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\*\*



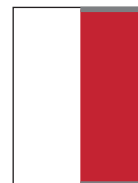
#### 2/1 PAGES ACROSS GUTTER

—  
420 x 279 mm\*



#### 1/1 PAGE

175 x 236 mm  
210 x 279 mm\*



#### 1/2 PAGE PORTRAIT

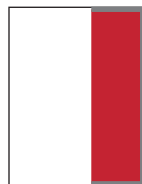
85 x 236 mm  
101 x 279 mm\*



#### 1/2 PAGE LANDSCAPE

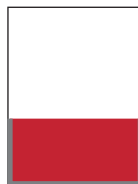
175 x 117 mm  
210 x 137 mm\*

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



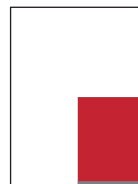
#### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



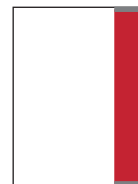
#### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



#### 1/4 PAGE BLOC

85 x 117 mm  
101 x 137 mm\*



#### 1/4 PAGE 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



<b>FORMAT</b>	<b>4-COLORS IN €</b>
Title display (not discountable)	<b>12,840.00</b>
2. + 3. cover page	<b>11,170.00</b>
4. cover page	<b>12,180.00</b>
2/1 page	<b>17,330.00</b>
1/1 page	<b>10,150.00</b>
1/2 page	<b>5,610.00</b>
1/3 page	<b>4,140.00</b>
1/4 page	<b>3,290.00</b>
1/8 page	<b>1,640.00</b>

### DISCOUNTS\*\*

For insertions within one calendar year

### FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
12 times	<b>10 %</b>

### QUANTITY SCALE

2 pages	<b>10 %</b>
3 pages	<b>15 %</b>
5 pages	<b>20 %</b>
7 pages	<b>25 %</b>

### DISCOUNT CLASSIFIED ADVERTISEMENTS

If repeated twice without any changes	<b>5 %</b>
If repeated thrice or more without any changes	<b>10 %</b>

### 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	<b>3.47</b>	<b>6.67</b>
Job offer & Purchases and sales by agency	1 column 43 mm wide	<b>4.07</b>	<b>7.84</b>
Job-wanted	1 column 43 mm wide	<b>2.26</b>	
Box number fee	inland	<b>€ 14.00</b>	

\* Format Width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height arises from text

### TECHNICAL SPECIFICATIONS PRINT

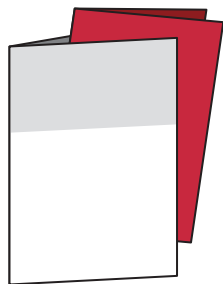
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2024.

\*\*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

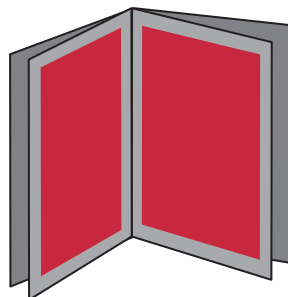
#### FORMAT

- 200 mm width x 269 mm height

#### PRICE

- Up to 25 g total weight per thou. **€ 360.00**
- Per further 5 g total weight per thou. **€ 39.00**
- 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

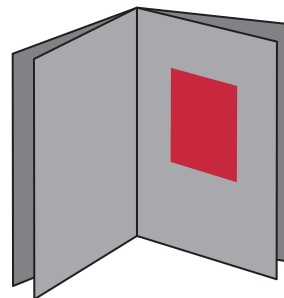
#### FORMAT

- 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 **€ 10,150.00**
- 2/1 pages **€ 17,330.00**

### 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

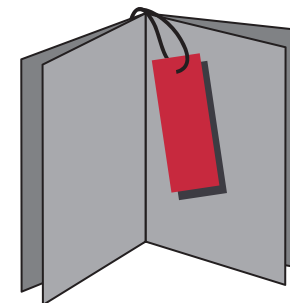
#### FORMAT

- 90 mm width x 67.5 mm height

#### PRICE

- **€ 4,110.00**  
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

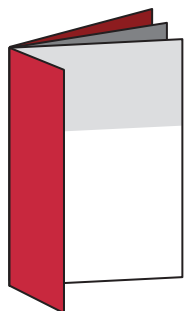
#### FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m<sup>2</sup>
- 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 4<sup>th</sup> back cover page
- Optimally catches readers' attention

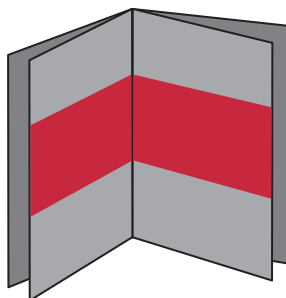
#### FORMAT

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

#### PRICE

- € 18,690.00

### BANDEROLE AD



#### SPECIAL FEATURE

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

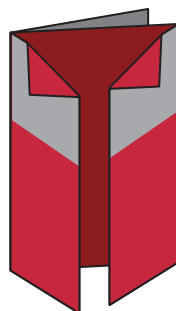
#### FORMAT

- 210 mm width x 98 mm height

#### PRICE

- € 9,480.00

### DOUBLE GATEFOLD



#### SPECIAL FEATURE

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

#### FORMAT

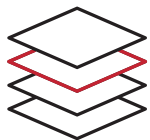
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

#### PRICE

- On request

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

We'll be happy to advise you!



## PRINT

### 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.



## DIGITAL

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	31,500.00
16 pages incl. cover	18,000 copies + overprint	41,370.00
20 pages incl. cover	18,000 copies + overprint	48,090.00
Online publication	4 articles, 4 TextAds, social media posting	14,600.00*

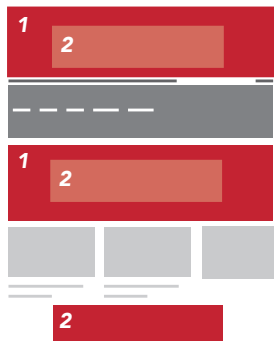
**TECHNICAL SPECIFICATIONS**  
**FORUM**

On request

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2024.

\*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\*

- € 170.00

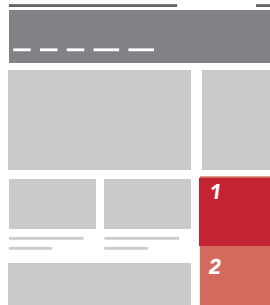
### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 120 KB)

#### CPM\*

- € 100.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 120 KB)

#### CPM\*

- € 100.00

### 1 + 2 HALF PAGE

#### FORMAT

- 300 x 600 px (max. 120 KB)

#### CPM\*

- € 170.00



### 1 SKYSCRAPER

#### FORMAT

- 160 x 600 px (max. 120 KB)

#### CPM\*

- € 100.00

### MORE FORMATS ON REQUEST.

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](https://newsletter.tecvia.com/ah)

[newsletter.tecvia.com/gw](https://newsletter.tecvia.com/gw)

**DURATION/PLACEMENT:**

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.



PLACEMENT	POSITION	FORMAT IN PX	AD FORMAT	GW-trends PRICE IN €	AUTOHAUS PRICE IN €
Top placement	1	650 x 150	Cross-/Full-Size-Banner	600.00	1,930.00
	2	650 x 366	TextAd		
Further placements	1	650 x 150	Cross-/Full-Size-Banner	530.00	1,840.00
	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 1<sup>st</sup>, 2024.

Top placements do not qualify for discounts.

**ONLINE**





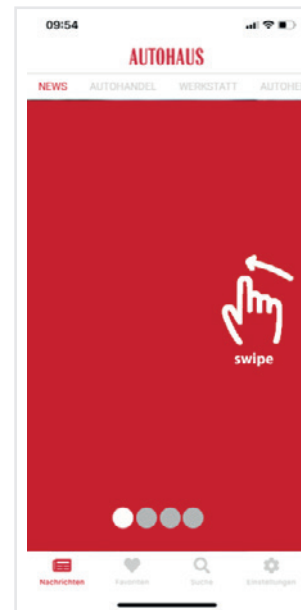
## DIGITAL

The SwipeAd is an exclusive advertising medium for the smartphone news app of the trade magazine portal. The advertising environment of the smartphone differs clearly from the magazine portal by exclusivity: most ad formats of the browser are not played out which makes SwipeAd an ideal solution for the mobile devices of our readers. Optimised for mobile use, the SwipeAd is displayed in large format directly before the users' visual field.

### FORMAT:

In this process, look and usability are oriented on used formats: right/left swipe allows to scroll, a tapping on a jumping point leads to content at [www.autohaus.de](http://www.autohaus.de) or directly to the website of the customer. With up to ten slides the SwipeAd allows storytelling in smartphone format.

### DOWNLOAD PER



### TECHNICAL SPECIFICATIONS SWIPEAD

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

AD FORMAT	DURATION	FORMAT IN PX	PRICE IN €
SwipeAd	1 week	600 x 600	1,320.00



## DIGITAL

The online advertorial appears at [www.autohaus.de](http://www.autohaus.de) as an editorially designed article.

The advertorial is promoted with a teaser on the start page of [www.autohaus.de](http://www.autohaus.de).

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90px, .png)
- Headline max. 70 characters incl. blanks  
Teaser ca. 400 characters incl. blanks
- Body text with max. 3,000 characters incl. blanks
- **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	DURATION	PRICE IN €
Online advertorial (Data delivery by the customer)	autohaus.de	4 weeks	3,860.00
Online advertorial (Editorial preparation by the publisher)	autohaus.de	4 weeks	7,170.00



## DIGITAL

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

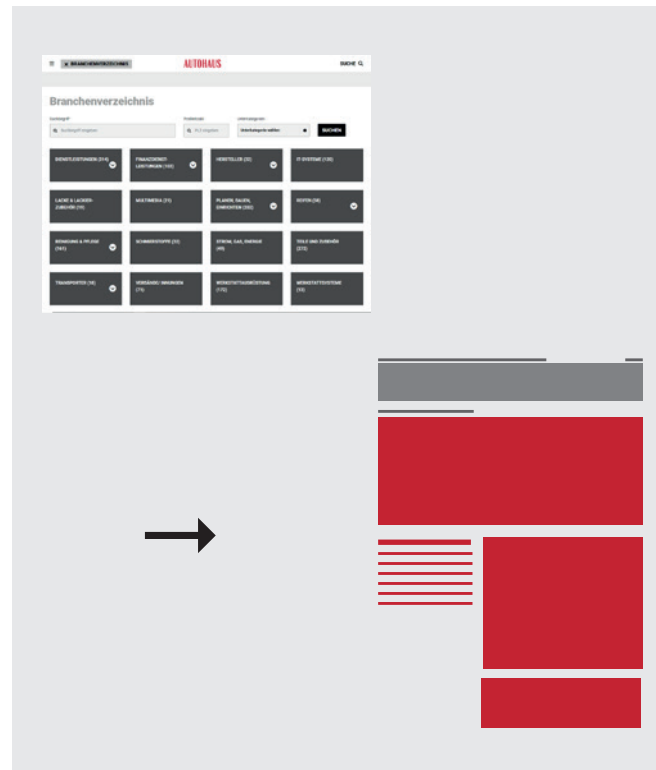
### CATEGORIES:

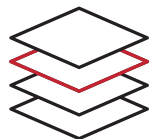
- Services
- IT systems
- Planning - Constructing - Setting
- Lubricants
- Vans
- Workshop systems
- Financial services
- Paintwork & paint accessories
- Tires
- Electricity - Gas - Energy
- Associations/Guilds
- Purchase sources
- Manufacturer
- Multimedia
- Cleaning & maintenance
- Parts & accessories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

### ENTRIES

### PRICE IN €

Basic (address)	charge-free
Premium (address + URL + portrait: products, references, picture gallery, contact form)	per year <b>1,930.00</b>
Infoline (premium + editorial accompaniment)	on request





## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

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







## DIGITAL

**In addition to your advertorial, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	<b>ULTIMATE PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online PDF</b>	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as <b>Online advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 21,720.00	1/1 € 14,890.00 2/1 € 19,180.00	1/1 € 10,150.00 2/1 € 17,330.00



**DIGITAL**





**NATIVE CONTENT IN TOP FORM:  
SPECIAL EDITORIAL FORMATS ON  
THE TRADE MAGAZINE'S ONLINE  
PORTAL**

For a duration of four weeks, an online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

**MEDIA PACKAGES**

**ADVERTISING MEANS**

	<b>ULTIMATE</b>	<b>PREMIUM</b>	<b>BASIC+</b>
Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	<b>€ 18,640.00</b>	<b>€ 13,840.00</b>	<b>€ 7,790.00</b>



**DIGITAL**



**BACKGROUND KNOWLEDGE MEETS  
INDUSTRY PROFESSIONALS:  
A WHITEPAPER BRINGS CONTENT  
AND USER TOGETHER**

In a whitepaper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

**In addition to your whitepaper, choose your preference package of advertising means!**

## MEDIA PACKAGES

**ADVERTISING MEANS**

	<b>ULTIMATE</b>	<b>BASIC+</b>
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	<b>€ 28,120.00</b>	<b>€ 17,090.00</b>



## DIGITAL

### DIGITAL INNOVATION: EDITORIAL WEBSPECIAL ON THE MAGAZINE PORTAL






A webspecial, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

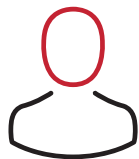
As a native advertising format, the webspecial stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

**In addition to your webspecial, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 100' PI		
	€ 38,040.00	€ 32,970.00	€ 18,200.00



### **ANDREA VOLZ**

Head of Sales  
TECVIA 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



### **BIRGIT ZIPFEL**

Key Account Manager

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



### **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.kloepfel@tecvia.com  
Phone +49 89 203043-1224  
Mobile phone +49 160 90834374

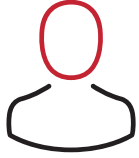


### **PETRA WILLMEROOTH**

Key Account Manager

petra.willmeroth@tecvia.com  
Phone +49 89 203043-1142  
Mobile phone +49 160 90824200





**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



**YEVGENIYA JARAN**

Digital Media Manager

autojob@tecvia.com

Phone +49 89 203043-1199