

MEDIA KIT 2023

AUTOHAUS
The magazine for successful management

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 tyre sales. In a practical manner, AUTOHAUS covers diversified topics of the automobile industry.

The AUTOHAUS special section GW-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
- ePaper
- AUTOHAUS news app
- Newsletter
- Books
- AUTOHAUS Academy
- AUTOHAUS next
- AUTOHAUS Panel





2 x monthly

19 ISSUES

67. year

2023

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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ASSEKURANZ (AUTOMOBILE INSURANCE) AND
AUTOMOBILINDUSTRIE (AUTOMOBILE INDUSTRY):**



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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: € 369.60 incl. packing/posting plus statutory VAT.

European countries: € 393.60 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1500

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.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

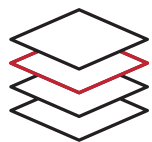
BIC: HYVEDEMMXXX

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**

17,804

*ACTUAL DISTRIBUTED CIRCULATION (ADC) AUTOHAUS**

5,514

*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

430,526

*VISITS***

(average of three months, January to March 2022)



1,281,161

*PAGE IMPRESSIONS***

(average of three months, January to March 2022)



24,678

*AUTOHAUS NEWSLETTER SUBSCRIBERS****

(July 2022)

7,234

*GW-trends NEWSLETTER SUBSCRIBERS****

(August 2022)

2,877

*AUTOHAUS APP USERS****

(average of three months, April to June 2022)

Further channels

SOCIAL MEDIA



* Circulation figures: own data collection

** Online access control: IVW certified (ausweisung.ivw-online.de)

*** Dispatch: own data collection, current figures on request

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 1-2

AD 20.12.22

CD 02.01.23

PD 23.01.23

Planning - Constructing - Setting
Parts trade
Auction platforms

Electronics
Diagnosis/Calibration
Exhaust gas analysis
Service e-mobility

ISSUE 3-4

AD 24.01.23

CD 31.01.23

PD 20.02.23

Tyres
Financial services
Storage technology
Used car guarantees

Smart repair
Chassis alignment
Online parts trade

ISSUE 5

AD 06.02.23

CD 10.02.23

PD 06.03.23

Additional purchase sources/
Used car exchanges
IT & digitisation
Maintenance & preparation
Inspection services

GW-trends (Used Car-trends) 1/2023
(special section)

ISSUE 6

AD 01.03.23

CD 07.03.23

PD 27.03.23

Financial services
Workshop equipment
Lubricants marketing

Chassis, steering & brake systems
Test stands
Air conditioning services
Planning & constructing

Räder & Reifen (Wheels & Tyres)
1/2023

ISSUE 7-8

AD 24.03.23

CD 30.03.23

PD 24.04.23

Planning - Constructing - Setting
Alternative drives
Used car guarantees

Lifting technology
Washing facilities/Cleaning & care
Online parts trade
Digitisation

Autoabo (Car subscription) 2023

Techno Classica
Essen, 12.-16.04.2023

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 9

AD 06.04.23 Tyre marketing
 CD 17.04.23 Online marketing
 PD 08.05.23 eCommerce
 Inspection services

Autobanken (Automotive Banks) 2023
GW-trends (Used Car-trends) 2/2023
 (special section)
SchadenBusiness (DamageBusiness)
 1/2023

ISSUE 10

AD 24.04.23 Service processes
 CD 28.04.23 Smart repair
 PD 22.05.23 Auction platforms

Tyre service
 Parts and accessories marketing

ISSUE 11

AD 12.05.23 Used car guarantees
 CD 19.05.23 Additional purchase sources/
 PD 12.06.23 Used car exchanges
 Maintenance & preparation

IT and Digitization 2023
SchadenBusiness (DamageBusiness)
 2/2023

ISSUE 12

AD 30.05.23 Planning - Constructing - Setting
 CD 05.06.23 Sustainability in car dealership
 PD 26.06.23 Workshop equipment

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

AutoZum
 Salzburg, 20.-23.06.2023

ISSUE 13

AD 14.06.23 Financial services
 CD 20.06.23 Insurances
 PD 10.07.23 Parts trade
 Car subscription/Mobility concepts

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 14-15

AD 28.06.23
CD 04.07.23
PD 24.07.23

Used car guarantees
Storage facility
Lubricants marketing

Emissions reduction
Chassis & steering systems
Lifting technology
Freier Teilemarkt (Independent Aftermarket) 2023 (special section)

ISSUE 16

AD 19.07.23
CD 25.07.23
PD 14.08.23

IT & digitisation
Occupational clothing
Washing facilities
IAA Mobility

Automobilbranche (Automobile Industry) 2023
GW-trends (Used Car-trends) 3/2023 (special section)

ISSUE 17

AD 08.08.23
CD 14.08.23
PD 04.09.23

Planning - Constructing - Setting
E-mobility as service
IAA Mobility

Electrics/Electronics

ISSUE 18

AD 22.08.23
CD 28.08.23
PD 18.09.23

Additional purchase sources/
Used car exchanges
Maintenance & preparation
IAA Mobility

SchadenBusiness (DamageBusiness) 3/2023

IAA Mobility
Munich, 05.-10.09.2023

ISSUE 19

AD 04.09.23
CD 11.09.23
PD 02.10.23

Financial services
Insurances
IAA Mobility

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

Räder & Reifen (Wheels & Tyres) 2/2023
Mobility 2.0 2023 (special section)

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 20

AD 25.09.23

CD 29.09.23

PD 23.10.23

Lubricants marketing
Auction platforms
Inspection services

Kfz-Assekuranz (Automobile
Insurance) 2023

ISSUE 21

AD 09.10.23

CD 13.10.23

PD 06.11.23

Tyre marketing
Service processes
Service marketing

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Bauen (Constructing) 2023
GW-trends (Used Car-trends) 4/2023
(special section)

Essen Motor-Show
Essen, November 2023

ISSUE 22

AD 24.10.23

CD 30.10.23

PD 20.11.23

IT & digitisation
Additional purchase sources/
Used car exchanges

Branchenkompass (Industry Compass)
2023 (special section)
SchadenBusiness (DamageBusiness)
2023

ISSUE 23-24

AD 15.11.23

CD 21.11.23

PD 11.12.23

Financial services

Brake systems
Lifting technology
Test stands
Workshop systems

HagelBranche (Hail Industry) 2/2023
Digitale Kundenschnittstellen
(digital customer interfaces) 2023

ISSUE 1-2/24

AD 18.12.23

CD 22.12.23

PD 22.01.24

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 PAGES ACROSS GUTTER

—
420 x 279 mm*



1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE PORTRAIT

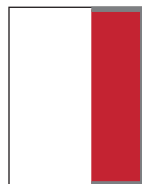
85 x 236 mm
101 x 279 mm*



1/2 PAGE LANDSCAPE

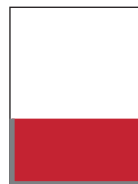
175 x 117 mm
210 x 137 mm*

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



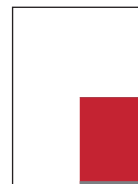
1/3 PAGE PORTRAIT

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



FORMAT	4-COLOURS IN €
Title display (not discountable)	12,230.00
2. + 3. cover page	10,640.00
4. cover page	11,600.00
2/1 page	16,500.00
1/1 page	9,670.00
1/2 page	5,345.00
1/3 page	3,940.00
1/4 page	3,130.00
1/8 page	1,560.00

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 %

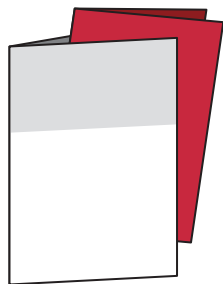
CLASSIFIED ADVERTISEMENTS	FORMAT IN MM TYPE AREA	PER COLUMN AND MM IN € B/W	4-COLOURS
Job offer & Purchases and sales directly	1 column 43 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 43 mm wide	3.88	7.47
Job-wanted	1 column 43 mm wide	2.15	
Box number fee	inland	€ 13.00	

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.

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

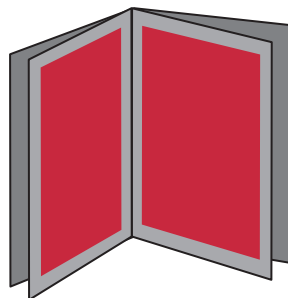
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. € 345.00
- 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

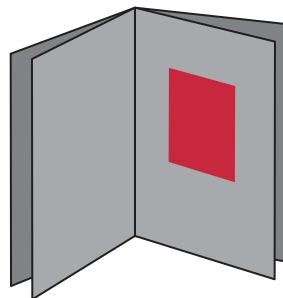
FORMAT

- 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 € 9,670.00
- 2/1 pages € 16,500.00

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

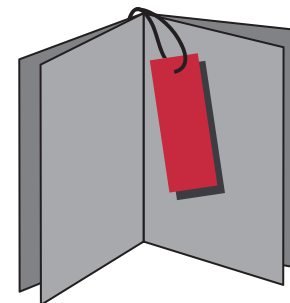
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- € 3,915.00
- 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

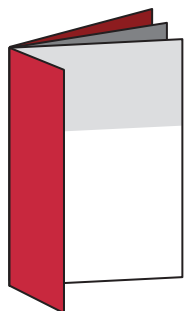
FORMAT

- 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

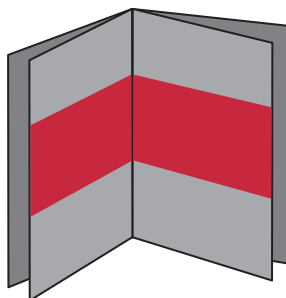
FORMAT

- 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

- € 17,800.00

BANDEROLE AD



SPECIAL FEATURE

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

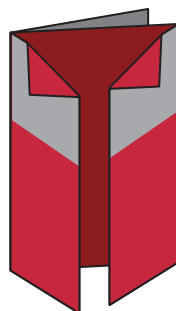
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 9,030.00

DOUBLE GATEFOLD



SPECIAL FEATURE

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

FORMAT

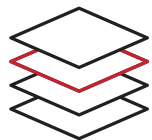
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

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

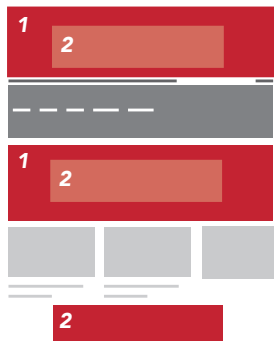
NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	30,000.00
16 pages incl. cover	18,000 copies + overprint	39,400.00
20 pages incl. cover	18,000 copies + overprint	45,800.00
Online publication	4 articles, 4 TextAds, social media posting	13,900.00*

**TECHNICAL SPECIFICATIONS
FORUM**

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.

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



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 160.00

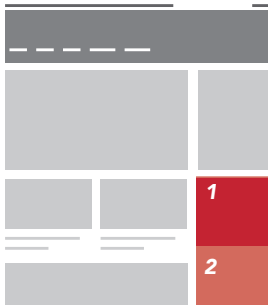
2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 95.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 95.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 160.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 95.00

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.springerfachmedien-muenchen.de/ah
newsletter.springerfachmedien-muenchen.de/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.

AD FORMAT	PLACEMENT	SIZE IN PX	GW-trends PRICE IN €	AUTOHAUS PRICE IN €
Cross/Full-Size Banner	1	650 x 150	500.00	1,580.00
TextAd	2	650 x 366	570.00	1,840.00
Medium Rectangle	3	300 x 250	500.00	1,580.00



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

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



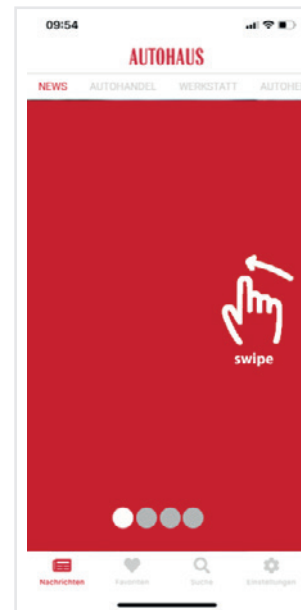
DIGITAL

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 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	SIZE IN PX	PRICE IN €
SwipeAd	1 week	600 x 600	1,260.00



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. 60 keystrokes
Teaser ca. 400 keystrokes
- Body text with max. 3,000 keystrokes
- **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	3,675.00
Online advertorial (Editorial creation by the publisher)	autohaus.de	4 weeks	6,830.00



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.

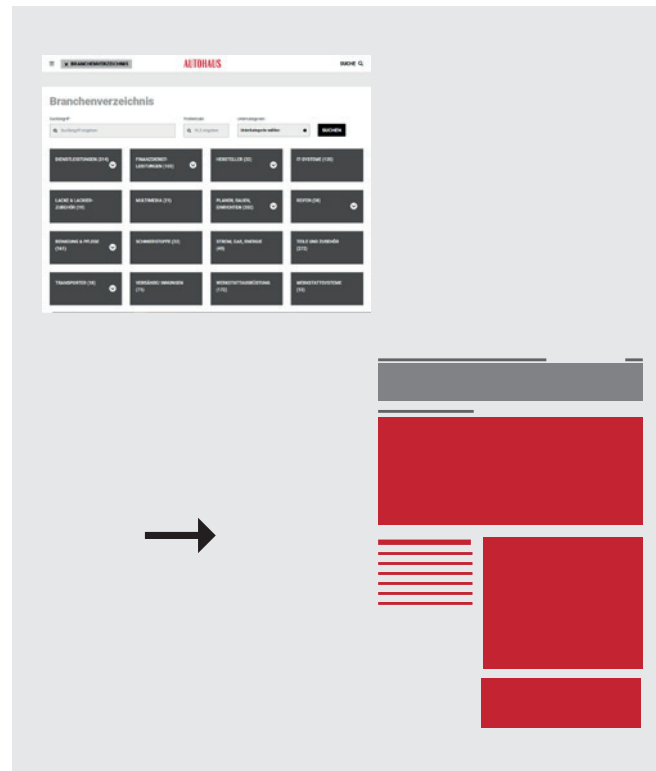
CATEGORIES:

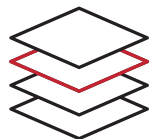
- Services
- IT systems
- Planning - Constructing - Setting
- Lubricants
- Vans
- Workshop systems
- Financial services
- Paintwork & paint accessories
- Tyres
- Electricity - Gas - Energy
- Associations/Guilds
- Purchase sources
- Manufacturer
- Multimedia
- Cleaning & maintenance
- Parts & accessories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

ENTRIES

PRICE IN €

Basic (address)	charge-free
Premium (address + URL + portrait: products, references, picture gallery, contact form)	per year 1,840.00
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

	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 € 20,690.00	1/1 € 14,180.00 2/1 € 18,970.00	1/1 € 9,670.00 2/1 € 16,500.00



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

	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		
	€ 17,750.00	€ 13,180.00	€ 7,420.00



DIGITAL





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

In a white paper 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 white paper, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout Full service	✓ Full service	Customer delivers PDF
Duration Lead generation	8 weeks	4 weeks
Newsletter placement TextAd	✓ 8 x	✓ 4 x
SocialMedia placement Posting	 4 x	 2 x
Start page placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 26,780.00	€ 16,275.00



DIGITAL

DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






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

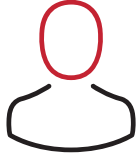
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

In addition to your white paper, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Start page	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
Duration	8 weeks	6 weeks	6 weeks
Newsletter placement TextAd	 8 x	 6 x	 6 x
SocialMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 36,230.00	€ 31,400.00	€ 17,330.00



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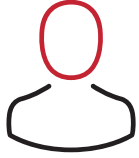
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