

MEDIA KIT 2023

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 tyres. 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
- ePaper
- Newsletter
- Books





monthly

11 ISSUE

27. year

2023

www.autoservicepraxis.de

WEB ADDRESS (URL)

TÜV SÜD

PARTNER MAGAZINE

In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



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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.

Among the b2b decision makers, **63 %** of those up to the age of 39 and **55 %** of the age group 40 and above use trade magazines on a regular basis.

40 % of the age group above 39 already obtain information through digital offers.

Source: LAE 2019-2020/special analysis Deutsche Fachpresse (German Trade Press), Frankfurt am Main

SUBSCRIPTION

ISSN 1437-1162

Annual subscription price:

Inland: € 110.20 incl. packing/posting plus statutory VAT

European countries: € 122.20 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

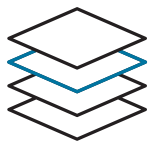
BIC: HYVEDEMMXXX

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

17,701

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

11,864

PAID CIRCULATION AUTOHAUS + asp AUTO SERVICE PRAXIS*



DIGITAL

89,230

VISITS**

(average of three months, April to June 2022)



188,436

PAGE IMPRESSIONS**

(average of three months, April to June 2022)



7,520

NEWSLETTER SUBSCRIBERS***

(August 2022)

Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

78 % agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

Further channels

SOCIAL MEDIA



ASP

AUTOHAUS

SPECIAL

FAIRS

JANUARY

AD 20.12.22

CD 02.01.23

PD 23.01.23

Elektronic systems
Diagnosis/Calibration
Exhaust gas analysis
Service e-mobility

Planning - Constructing - Setting
Parts trade
Auction platforms

FEBRUARY

AD 24.01.23

CD 31.01.23

PD 20.02.23

Smart repair
Chassis alignment
Online parts trade

Tyres
Financial services
Storage technology
Used car guarantees

Intern. Automobil-Salon
Geneva, 14.-19.02.2023

MARCH

AD 01.03.23

CD 07.03.23

PD 27.03.23

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

Financial services
Workshop equipment
Lubricants marketing

Räder & Reifen (Wheels & Tyres)
1/2023

APRIL

AD 24.03.23

CD 30.03.23

PD 24.04.23

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

Planning - Constructing - Setting
Alternative drives
Used car guarantees

Techno Classica
Essen, 12.-16.04.2023

MAY

AD 24.04.23

CD 28.04.23

PD 22.05.23

Tyre service
Parts and accessories marketing

Service processes
Smart repair
Auction platforms

ASP

AUTOHAUS

SPECIAL

FAIRS

JUNE

AD 30.05.23

CD 05.06.23

PD **26.06.23**

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

Planning - Constructing - Setting
Sustainability in car dealership
Workshop equipment

AutoZum
Salzburg, 20.-23.06.2023

JULY

AD 28.06.23

CD 04.07.23

PD **24.07.23**

Emissions reduction
Chassis & steering systems
Lifting technology

Used car guarantees
Storage facility
Lubricants marketing

**Freier Teilemarkt (Independent
Aftermarket) 2023 (special section)**

SEPTEMBER

AD 08.08.23

CD 14.08.23

PD **04.09.23**

Electrics/Electronics

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

OCTOBER

AD 04.09.23

CD 11.09.23

PD **02.10.23**

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

Financial services
Insurances
IAA Mobility

**Räder & Reifen (Wheels & Tyres)
2/2023**

IAA Mobility
Munich, 05.-10.09.2023

NOVEMBER

AD 09.10.23

CD 13.10.23

PD **06.11.23**

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Tyre marketing
Service processes
Service marketing

Bauen (Constructing) 2023

Essen Motor-Show
Essen, November 2023

ASP

AUTOHAUS

SPECIAL

FAIRS

DECEMBER

AD 15.11.23

CD 21.11.23

PD 11.12.23

Brake systems
Lifting technology
Test stands
Workshop systems

Financial services

HagelBranche (Hail Industry) 2/2023

JANUARY

AD 18.12.23

CD 22.12.23

PD 22.01.24

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

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**



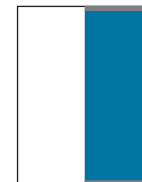
2/1 PAGES ACROSS GUTTER

—
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



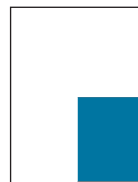
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



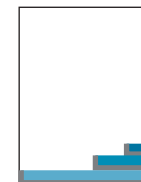
1/4 PAGE

85 x 117 mm
101 x 137 mm*



1/4 PAGE PORTRAIT

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

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/175 x 56 mm
54 x 277 mm*/203 x 73 mm*

Height: max. 236 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

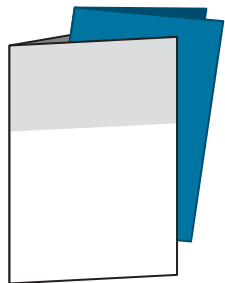
	FORMAT IN MM TYPE AREA	PRO COLUMN AND MM IN € B/W	4-COLOURS
Job offer & Purchases and sales directly	1 column 40 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 40 mm wide	3.88	7.47
Job-wanted	1 coloumn 40 mm wide	2.15	
Box number fee	€ 13.00		

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

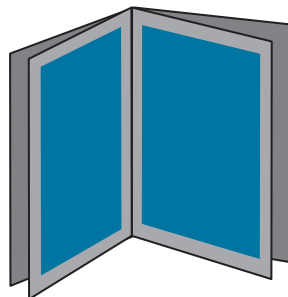
FORMAT

- 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

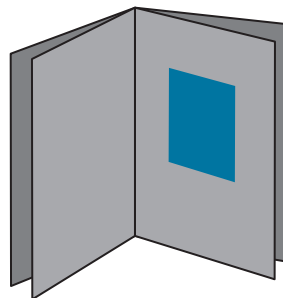
FORMAT

- 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

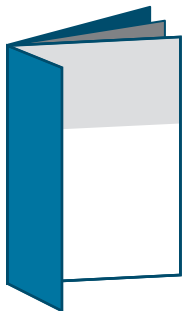
FORMAT

- 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

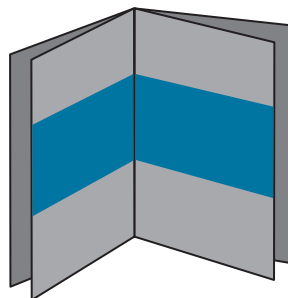
FORMAT

- 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

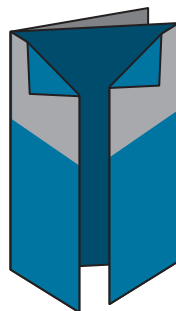
FORMAT

- 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

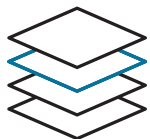
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

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.

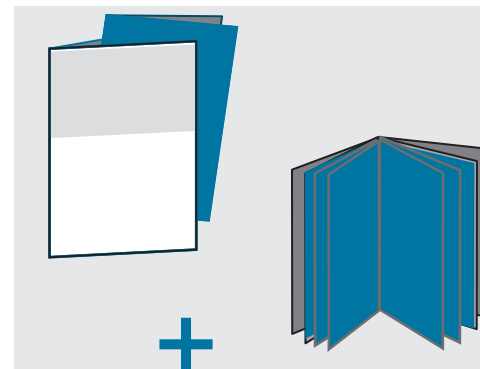
OPTIONAL ONLINE COMPONENT:

At 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 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*

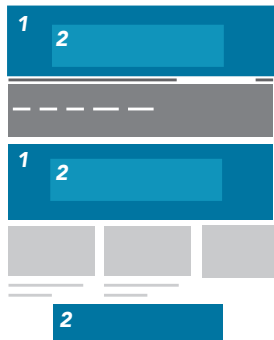


**TECHNICAL SPECIFICATIONS
FORUM**

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

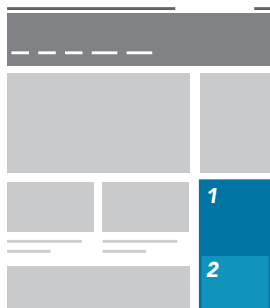
2 SUPERBANNER

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

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.springerfachmedien-muenchen.de/asp

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 FORM	PLACEMENT	SIZE IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	530.00
TextAd	2	650 x 366	630.00
Medium Rectangle	3	300 x 250	530.00



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.

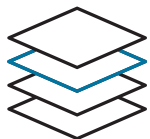
The advertorial is promoted with a teaser on the start page of www.autoservicepraxis.de.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Headline max. 70 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 sliceshow (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)	autoservicepraxis.de	4 weeks	2,625.00
Online advertorial (Editorial preparation by the publisher)	autoservicepraxis.de	4 weeks	4,200.00



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
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 € 18,795.00	1/1 € 13,125.00 2/1 € 17,430.00	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	✓		
	€ 11,025.00	€ 7,880.00	€ 4,830.00



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	 50' PI	 30' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 16,275.00	€ 10,395.00



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	✓ 50' PI		
	€ 20,895.00	€ 18,795.00	€ 12,495.00



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