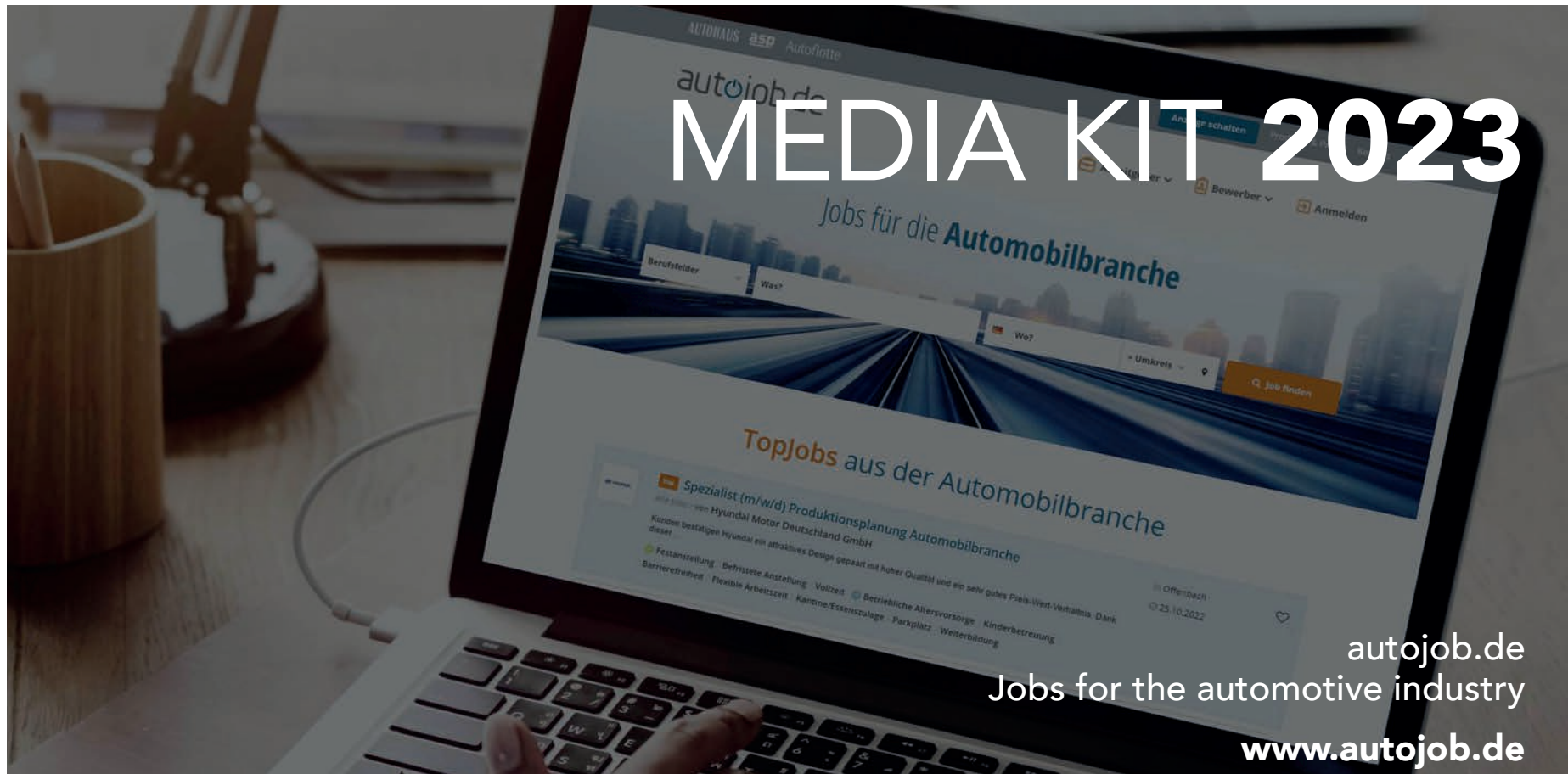


MEDIA KIT 2023



autojob.de
Jobs for the automotive industry

www.autojob.de



WHAT DOES autojob.de OFFER?

FAST, EASY, DIRECT – autojob.de, the job market of AUTOHAUS, asp and Autoflotte

You seek – we find!

Whether new employees or employers – on autojob.de the whole automotive industry meet. autojob.de approaches exactly the target group which we cover with our renowned trade magazines AUTOHAUS, asp AUTO SERVICE PRAXIS and Autoflotte.

The specialists portal reduces scattering losses. Thus you can focus and minimize the application process to qualified applications.

THE BRAND autojob.de COMPRISES

- Online portal
- Facebook
- Newsletters of AUTOHAUS, asp AUTO SERVICE PRAXIS and Autoflotte





WHO ARE THE USERS OF autojob.de?

Companies look on autojob.de for skilled personnel in industry-specific professions at all career levels.

Qualified expert personnel inform themselves on autojob.de about the labour market of the automotive industry.



PUBLISHING HOUSE:

Springer Automotive Media
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
www.springerfachmedien-muenchen.de

Look for your suitable candidate from these sectors:

- Automobile trade and workshop & logistics
 - Trade of spare parts and accessories
 - Production, quality assurance, product and project management
 - Tyre trading and repair shops
 - Fleet management
 - Automotive development, test & trial as well as industrial engineering
 - Training & consulting
 - Marketing/organisation/administration
 - IT/telecommunication
 - Sales/purchasing
-



4,331

USERS

(average of three months, January to March 2022)

DIGITAL

24,853

PAGE IMPRESSIONS

(average of three months, January to March 2022)

571

FACEBOOK FOLLOWERS

(October 2022)

www.autojob.de

WEB ADDRESS (URL)

74.1 % of the employers place their job advertisements on online job markets.

Source: Statista Research Department, 2019



JOB ADVERTISEMENT

RUN TIME

6 weeks, update after 4 weeks

FORMAT

HTML layout or conversion of a PDF file to HTML

PRICE

• € 895.00



JOB ADVERTISEMENT PLUS

RUN TIME

6 weeks, update after 4 weeks

FORMAT

HTML layout or conversion of a PDF file to HTML

PLUS

- TopJob (for 3 weeks)
- TopHighlight (for 3 weeks)
- Publication in trade newsletters (1x)
- Target-oriented Facebook ad (1x)

PRICE

• € 1,095.00



QUOTA OF 5 OR 10 QUOTA OF 5 OR 10 PLUS

RUN TIME

1 year

FORMAT

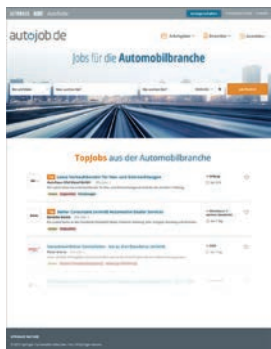
HTML layout or conversion of a PDF file to HTML

QUOTA PRICE

- Quota of 5: € 3,890.00
- Quota of 10: € 5,890.00

QUOTA PLUS PRICE

- Quota of 5 PLUS: € 4,190.00
- Quota of 10 PLUS: € 7,690.00



TOPJOB RUN TIME

3 or 6 weeks

PLACEMENT

- Homepage/results list
- Top placement, sorted by date
- Eye-catching placement and easily found by job seekers

PRICE

- starting from € 200.00
+ job advertisement



TOPHIGHLIGHT RUN TIME

3 or 6 weeks

PLACEMENT

- Homepage/results list
- Colour-highlighted as an eye catcher

PRICE

- starting from € 100.00
+ job advertisement



FACEBOOK AD RUN TIME

updated daily

PLACEMENT

- Your advertisement as a sponsored post at facebook.com/autojob.de
- We choose the optimal time of the post for you
- One post daily possible

PRICE

- € 50.00 for each post
+ job advertisement



NEWSLETTER RUN TIME

1 day

PLACEMENT

- Job title + logo within the job box of the newsletter incl. a direct link to the job advertisement
- Industry-specific newsletters asp AUTO SERVICE PRAXIS, AUTOHAUS or Autoflotte*
- Five spots available

PRICE

- € 100.00 for each newsletter
+ job advertisement



PACKAGE SPECIALIST

RUN TIME

30 days

PLACEMENT

- Layout at meinestadt.de + regio-jobanzeiger.de
- Expanding of range and target group
- The appearance of your advertisement can differ on other portals

PRICE

- starting from € 690.00 + job advertisement



PACKAGE MANAGER

RUN TIME

30 days

PLACEMENT

- Playout at stepstone.de + XING.com
- Expanding of range and target group
- The appearance of your advertisement can differ on other portals

PRICE

- starting from € 1,425.00 + job advertisement



PRINT ENTRY

RUN TIME

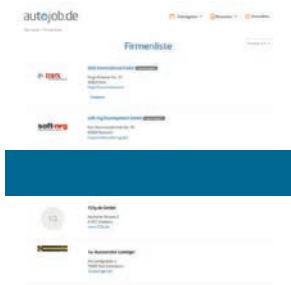
1 issue

PLACEMENT

- Entry with logo, company name and job position
- Trade magazine of the Springer Automotive Media family
- Format: width depending on the magazine, height 20 mm

PRICE

- starting from € 195.00 + job advertisement



BUSINESS CARD

RUN TIME

unlimited

FORMAT

- Entry in the company list
- Logo, company name, address and URL incl. a direct link to your homepage

PRICE

- free of charge



COMPANY PROFILE

RUN TIME

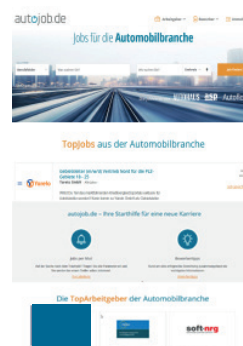
1 year

FORMAT

- Company, indicator and product presentation
- Placement in companies A-Z
- Logo (.gif, .jpg or .png)
- Image header maximum of 1,140 pixels width
- Picture and video galleries (.gif, .jpg or .png, video URL for example to YouTube)
- Variable in height (.gif, .jpg or .png)

PRICE

- € 595.00



TOPEMLOYER

RUN TIME

4 weeks

FORMAT

- Logo and link to your company profile
- Homepage (startpage)

PRICE

- € 495.00 + company profile



FORMAT	RUN TIME*	PRICE IN €
Job advertisement	6 weeks	895.00
Job advertisement PLUS	6 weeks	1,095.00
Quota of 5	1 year	3,890.00
Quota of 10	1 year	5,890.00
Quota of 5 PLUS	1 year	4,190.00
Quota of 10 PLUS	1 year	7,690.00
Box number fee		13.00

ADDITIONAL OPTIONS	RUN TIME	PRICE IN €
TopJob	3 weeks	+ 200.00
	6 weeks	+ 300.00
TopHighlight	3 weeks	+ 100.00
	6 weeks	+ 200.00
Facebook ad	updated daily	+ 50.00
Newsletter linkage	1 day	+ 100.00
Package Specialist	30 days	+ 690.00
Package Manager	30 days	+ 1,425.00
Print entry	1 issue**	+ 195.00
Print advertisement	1 issue	on request

COMPANY PRESENTATION	RUNTIME	PRICE IN €
Business card	From registration unlimited	free of charge
Company profile	1 year	595.00
TopEmployer	4 weeks	495.00

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

*Refresh after 4 weeks. **Price is not subject to discounts or agency discounts.



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