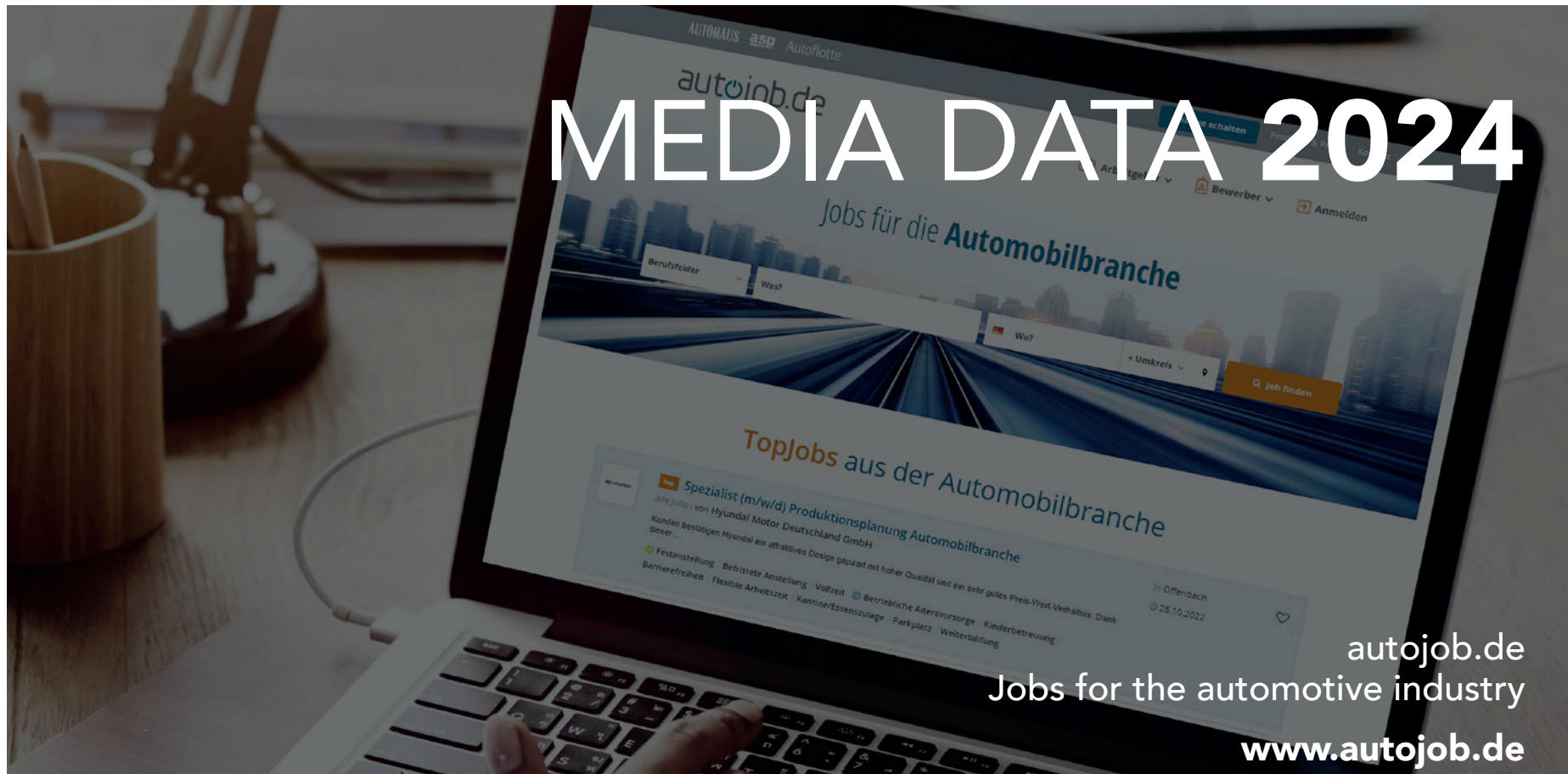


MEDIA DATA 2024



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 AUTO SERVICE PRAXIS 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, LinkedIn
- Newsletters of AUTOHAUS, asp AUTO SERVICE PRAXIS and Autoflotte





WHO ARE THE USER 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:

TECVIA GmbH
 Aschauer Straße 30
 81549 Munich, Germany
 Phone +49 89 203043-0
 autojob@tecvia.com
 www.tecvia.com

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



3,242

USERS

(August 2023)

DIGITAL

15,635

PAGE IMPRESSIONS

(August 2023)

www.autojob.de

WEB ADDRESS (URL)

640

FACEBOOK FOLLOWERS**

(September 2023)

More than **80 %** of the managers indicated that they recruit employees via job portals.

Source: Statista Research Department, 2022

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

** Accesses: Facebook



JOB ADVERTISEMENT RUN TIME

6 weeks, update after 4 weeks

FORMAT

HTML layout or conversion of a PDF file to HTML

PRICE

• € 945.00



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 newsletter (1x)
- Target-oriented Facebook ad (1x)
- LinkedIn Post (Basic)

PRICE

• € 1,145.00



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: € 4,080.00
- Quota of 10: € 6,180.00

QUOTA PLUS PRICE

- Quota of 5 PLUS: € 4,400.00
- Quota of 10 PLUS: € 8,070.00



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 € 210.00
+ job advertisement



TOPHIGHLIGHT

RUN TIME

3 or 6 weeks

PLACEMENT

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

PRICE

- starting from € 110.00
+ 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

- € 110.00 for each newsletter
+ job advertisement



FACEBOOK AD

RUN TIME

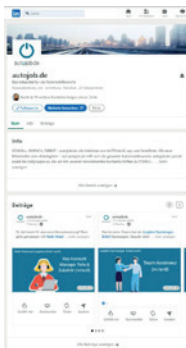
updated daily

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



LINKEDIN AD

RUN TIME

sponsored up to 2 weeks

PLACEMENT

- Your advertisement as a sponsored post at linkedin.com/autojob.de
- Sponsored to the desired target group & thus achieve the maximum reach achieve

PRICE

- € 200.00 for each post + job advertisement



FORMAT	RUN TIME*	PRICE IN €
Job advertisement	6 weeks	945.00
Job advertisement PLUS	6 weeks	1,145.00
Quota of 5	1 year	4,080.00
Quota of 10	1 year	6,180.00
Quota of 5 PLUS	1 year	4,400.00
Quota of 10 PLUS	1 year	8,070.00
Box number fee		14.00

ADDITIONAL OPTIONS	RUN TIME	PRICE IN €
TopJob	3 weeks	+ 210.00
	6 weeks	+ 320.00
TopHighlight	3 weeks	+ 110.00
	6 weeks	+ 210.00
Facebook ad	updated daily	+ 50.00
LinkedIn ad	updated daily	+ 200.00
Newsletter linkage	1 day	+ 110.00
Print advertisement	1 issue	on request

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

*Refresh after 4 weeks.



ANDREA VOLZ

Head of Sales
TECVIA GmbH

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



STEPHAN BAUER

Teamleader Sales
OMNIBUSREVUE, FAHRSCHULE,
autojob.de, logijob.de

stephan.bauer@tecvia.com
Phone +49 89 203043-2107
Mobile phone +49 151 65850355



DORIS KESTER-FREY

Account Manager

doris.kester-frey@tecvia.com
Phone +49 89 203043-1671



LINDA HAYN

Account Manager

linda.hayn@tecvia.com
Phone +49 89 203043-1128
Mobile phone +49 151 40793022



YEVGENIYA JARAN

Digital Media Manager

autojob@tecvia.com
Phone +49 89 203043-1357