

# MEDIA DATA 2024



autojob.de  
Jobs for the automotive industry

[www.autojob.de](http://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 – at 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 at autojob.de for skilled personnel in industry-specific professions at all career levels.

Qualified expert personnel inform themselves at 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



DIGITAL

### 3,242

USERS

(August 2023)

### 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

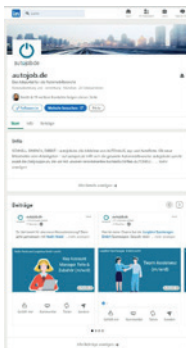
updated daily

### 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 1<sup>st</sup>, 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**

Team Leader 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