

# MEDIA DATA 2024

asp AUTO SERVICE PRAXIS  
Infos about business practice, workshop & automotive technology

[www.autoservicepraxis.de](http://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 tires. 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
- E-paper
- Newsletter
- Books





**monthly**

11 ISSUE

**28. year**

2024

**www.autoservicepraxis.de**

WEB ADDRESS (URL)

**TÜV SÜD**

PARTNER MAGAZINE

**88.8 %** of B2B decision-makers use regularly or occasionally one or more trade magazines.

**52.6 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



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(TÜV SÜD Auto Service GmbH),  
Lars Kammerer  
(TÜV SÜD Auto Service GmbH)

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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.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

## SUBSCRIPTION

ISSN 1437-1162

### Annual subscription price:

Inland: € 115.70 incl. packing/posting plus statutory VAT

European countries: € 127.70 incl. packing/posting plus statutory VAT

Phone Subscription service: +49 89 203043-1500

E-mail [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

### General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

### Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

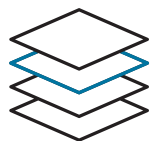
BIC: HYVEDEMMXXX

### 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 *asp* AUTO SERVICE PRAXIS  
AND AUTOHAUS\*

PRINT

## 15,931

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

## 11,508

PAID CIRCULATION *asp* AUTO SERVICE PRAXIS + AUTOHAUS\*

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 Association of Business Media) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019



DIGITAL

## 77,297

SESSIONS\*\*

(average of three months, April to June 2023)

## 151,300

PAGE IMPRESSIONS\*\*

(average of three months, April to June 2023)

## 1 min 16 sec

AVERAGE DURATION OF INTERACTION\*\*

(average of three months, April to June 2023)

## 7,257

NEWSLETTER SUBSCRIBERS\*\*

(June 2023)

## Further channels

SOCIAL MEDIA



	ASP	AUTOHAUS	SPECIAL	FAIRS
<b>JANUARY</b>	Elektronic systems Diagnosis/Calibration Exhaust gas analysis Service e-mobility	Planning - Constructing - Setting Parts trade Auction platforms		
AD 18.12.23 CD 22.12.23 PD 24.01.24				
<b>FEBRUARY</b>	Smart repair Chassis alignment Online parts trade	Tires Financial services Storage technology Used car guarantees		
AD 22.01.24 CD 29.01.24 PD 21.02.24				
<b>MARCH</b>	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	Financial services Workshop equipment Lubricants marketing	<b>Räder &amp; Reifen (Wheels &amp; Tires) 1/2024</b>	<b>Stahlgruber Leistungsschau</b> (Performance Show) Leipzig, 09.-10.03.2024 Munich, 16.-17.03.2024
AD 28.02.24 CD 05.03.24 PD 27.03.24				
<b>APRIL</b>	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitisation	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees		<b>Techno Classica</b> Essen, 03.-07.04.2024 <b>WM Werkstattmesse</b> (Workshop Fair) Stuttgart, 19.-21.04.2024
AD 22.03.24 CD 28.03.24 PD 24.04.24				
<b>MAY</b>	Tire service Parts and accessories marketing	Lubricant marketing Auction platforms Smart repair	<b>The Tire Cologne 2024 (special section)</b>	<b>The Tire Cologne</b> Cologne, 04.-06.06.2024 <b>WM Werkstattmesse</b> (Workshop Fair) Berlin, 03.-05.05.2024
AD 22.04.24 CD 26.04.24 PD 23.05.24				

	ASP	AUTOHAUS	SPECIAL	FAIRS
<b>JUNE</b>	Consumables and spare parts Lubricants marketing Diagnosis/Calibration Exhaust gas analysis	Planning - Constructing - Setting Sustainability in car dealership Workshop equipment		<b>The Tire Cologne</b> Cologne, 04.-06.06.2024
AD 28.05.24 CD 04.06.24 PD 26.06.24				
<b>JULY</b>	Emissions reduction Chassis & steering systems Lifting technology	Used car guarantees Storage facility Lubricants marketing	<b>Freier Teilemarkt (Independent Aftermarket) 2024 (special section)</b>	
AD 26.06.24 CD 02.07.24 PD 24.07.24				
<b>SEPTEMBER</b>	Electrics/Electronics <b>automechanika</b>	Planning - Constructing - Setting E-mobility Charging infrastructure		<b>automechanika</b> Frankfurt, 10.-14.09.2024 <b>WM Werkstattmesse</b> (Workshop Fair) Dortmund, 30.08.-01.09.2024
AD 05.08.24 CD 09.08.24 PD 04.09.24				
<b>OCTOBER</b>	Consumables and spare parts Light/Batteries Diagnosis/Calibration Washing facilities/Cleaning & care <b>automechanika</b>	Financial services Insurances	<b>Räder &amp; Reifen (Wheels &amp; Tires) 2/2024</b>	<b>WM Werkstattmesse</b> (Workshop Fair) Munich, 18.-20.10.2024
AD 10.09.24 CD 16.09.24 PD 09.10.24				
<b>NOVEMBER</b>	Lubricants marketing Chassis alignment Smart repair Disposal	Lubricants marketing Tire marketing Service processes Service marketing		<b>Coparts PROFI SERVICE TAGE</b> Frankfurt, 02.-03.11.2024 <b>Stahlgruber Leistungsschau</b> (Performance Show) Nuremberg, 23.-24.11.2024
AD 14.10.24 CD 18.10.24 PD 13.11.24				

	ASP	AUTOHAUS	SPECIAL	FAIRS
<b>DECEMBER</b>	Brake systems Lifting technology Test stands Workshop systems	Financial services	HagelBranche (Hail Industry) 2/2024 Digitale Kundenschnittstelle (Digital customer interface) 2024	Essen Motor-Show Essen, December 2024
AD 13.11.24 CD 19.11.24 PD 11.12.24				
<b>JANUARY</b>	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitisation	Planning - Constructing - Setting Parts trade Auction platforms		AutoZum Salzburg, 21.-24.01.2025
AD 13.12.24 CD 19.12.24 PD 21.01.25				



## 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

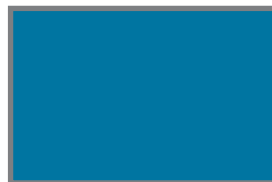
Type area (w x h)

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



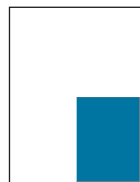
### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



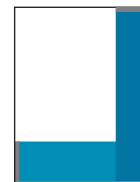
### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



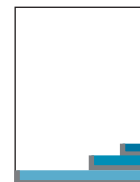
### 1/4 PAGE BLOC

85 x 117 mm  
101 x 137 mm\*



### 1/4 PAGE PORTR./LANDS.

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

Height: max. 236 mm

### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

### SPECIAL

Type area (w x h)

Bleed size (w x h)

\*\*\* 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-COLORS IN €
Title display (not discountable)	12,840.00
2/1 page	17,330.00
1/1 page	10,150.00
1/2 page	5,610.00
1/3 page	4,140.00
1/4 page	3,290.00
1/8 page	1,640.00

## 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-COLORS

Job offer & Purchases and sales directly	1 column 40 mm wide	3.47	6.67
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.07	7.84
Job-wanted	1 coloumn 40 mm wide	2.26	
Box number fee	€ 14.00		

\* Format Width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height arises from text

## TECHNICAL SPECIFICATIONS PRINT

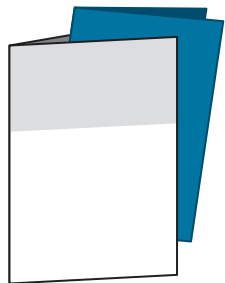
In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

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

Always only one scale of discount applies. Technical additional costs will not be discounted.

## 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

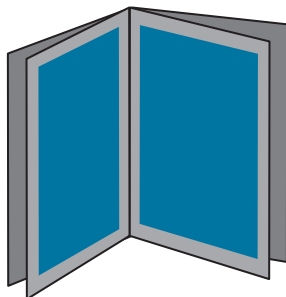
### FORMAT

- 200 mm width x 269 mm height

### PRICE

- Up to 25 g total weight per thou. € 360.00
- 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

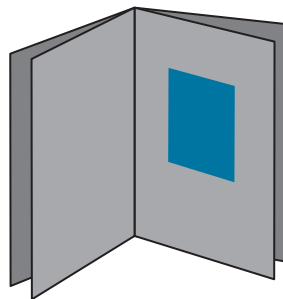
### FORMAT

- 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 € 10,150.00
- 2/1 pages € 17,330.00

## 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

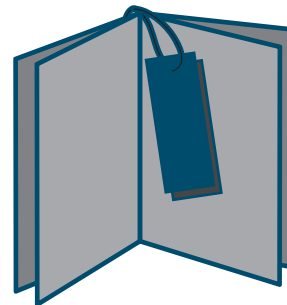
### FORMAT

- 90 mm width x 67.5 mm height

### PRICE

- € 4,110.00
- 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/m<sup>2</sup>
- 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 4<sup>th</sup> back cover page
- Optimally catches readers' attention

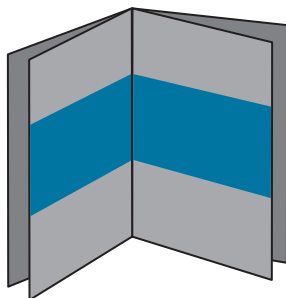
### FORMAT

- Front cover and 2<sup>nd</sup> inside front cover: 105 mm width x 279 mm height
- 3<sup>rd</sup> inside back cover and 4<sup>th</sup> back cover: 210 mm width x 279 mm height

### PRICE

- € 18,690.00

## BANDEROLE AD



### SPECIAL FEATURE

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

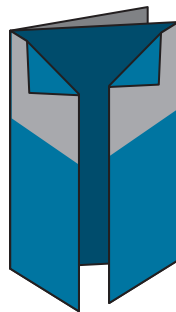
### FORMAT

- 210 mm width x 98 mm height

### PRICE

- € 9,480.00

## DOUBLE GATEFOLD



### SPECIAL FEATURE

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

### FORMAT

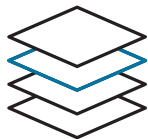
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

### PRICE

- On request

**MORE FORMATS AND  
SPECIAL AD FORMATS  
ON REQUEST.**

We'll be happy to advise you!



## PRINT



## DIGITAL

### 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.

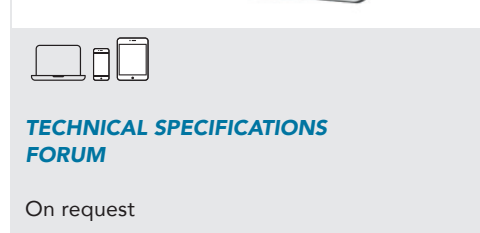
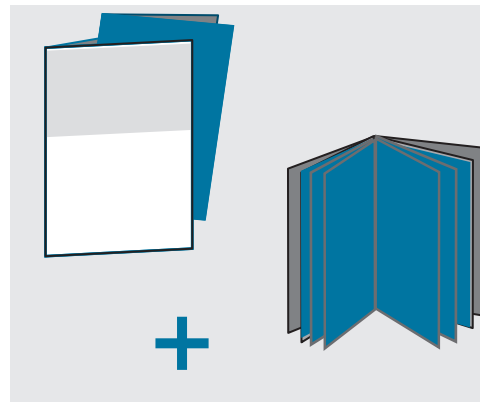
### CONTENT PRODUCTION FULL SERVICE:

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 [www.autoservicepraxis.de](http://www.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 Auto Service Praxis newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	31,500.00
16 pages incl. cover	18,000 copies + overprint	41,370.00
20 pages incl. cover	18,000 copies + overprint	48,090.00
Online publication	4 articles, 4 TextAds, social media posting	14,600.00*



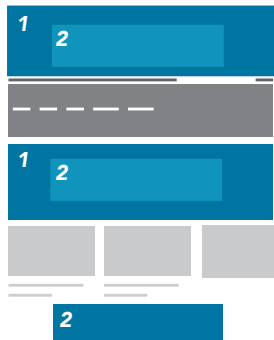
### TECHNICAL SPECIFICATIONS FORUM

On request

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

\*Price is only valid in combination with the print special. Special publications are not subject to agency discount or other discounts.

**PRINT + ONLINE**



## 1 BILLBOARD

### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

### FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

### CPM\*

- € 170.00

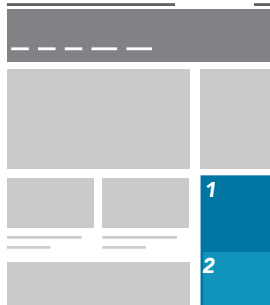
## 2 SUPERBANNER

### FORMAT

- 728 x 90 px (max. 120 KB)

### CPM\*

- € 100.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 120 KB)

### CPM\*

- € 100.00

## 1 + 2 HALF PAGE

### FORMAT

- 300 x 600 px (max. 120 KB)

### CPM\*

- € 170.00



## 1 SKYSCRAPER

### FORMAT

- 160 x 600 px (max. 120 KB)

### CPM\*

- € 100.00

## 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.tecvia.com/asp](https://newsletter.tecvia.com/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.

PLACEMENT	POSITION	FORMAT IN PX	AD FORMAT	PRICE PRO NL IN €
Top placement	1	650 x 150	Cross/Full-Size Banner	630.00
	2	650 x 366	TextAd	
Further placements	1	650 x 150	Cross/Full-Size Banner	530.00
	2	650 x 366	TextAd	
	3	300 x 250	Medium Rectangle	



### 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**.

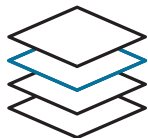
### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 characters incl. blanks  
Teaser ca. 400 characters incl. blanks
- Body text with max. 3,000 characters incl. blanks
- **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)	autoservicepraxis.de	4 weeks	2,760.00
Online advertorial (Editorial preparation by the publisher)	autoservicepraxis.de	4 weeks	4,410.00





## PRINT



## DIGITAL

### 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.

**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 <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 19,730.00	1/1 € 13,780.00 2/1 € 18,300.00	1/1 € 10,150.00 2/1 € 17,330.00



## 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 <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter-placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓		
	€ 11,580.00	€ 8,270.00	€ 5,070.00



**DIGITAL**





## BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITEPAPER BRINGS CONTENT AND USER TOGETHER

In a whitepaper 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 whitepaper, choose your preference package of advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 50' PI	 30' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	€ 17,090.00	€ 10,910.00



## DIGITAL

### DIGITAL INNOVATION: EDITORIAL WEBSPECIAL ON THE MAGAZINE PORTAL






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

As a native advertising format, the webspecial 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 webspecial, choose your preference package of advertising means!**

### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Start page</b>	✓ Full Service	✓ Full Service	✓ Full Service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (Onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 50' PI		
	€ 21,940.00	€ 19,730.00	€ 13,120.00



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**KARIN ROCKEL**

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Auto Business Media

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