

SHORT FACTS

MEDIA KIT 2023



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



SHORT FACTS

MEDIA KIT 2023

\bigcirc

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



MEDIA KIT 2023



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)



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

FORMATS

MEDIA KIT 2023





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

Vertified of the second of the



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

Jobs für die Automobilbranche

ontobs aus der Autor

3 or 6 weeks

STREET AND Another

autoiob de

PLACEMENT

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

PRICE

- starting from € 100.00 + iob advertisement
- + job advertiseme

\bigcirc	Jobs für ahr Automobilbranche	
autojoti de denese se	John John John -	Balle data @ Sector/D
Barkada Balkiga Baserbergen Videos	Adaptive Incomerce 2019 Operation 2019 Operati	exception Presonancementar or Manchan and pather
Falsa		autojob.de
	4	SCHERELLE EDRIGHT OBERT - antrophela Of sour Montacheter oder Admitpiler - ant antrophela der offen oder agent Antrophela Downlan. antroph. Mehr somejen
	Α	Contractly All and the sectors & All frequency gives in a disconsent b all frequency sectors and and and a disconsent All and the sectors and the sector
	NUTLABLE Verhaufsberaher (schefd) Zar Verätebung unseen: Same sucher ein einen (schefd).	Annuer Intel Manadam
	On interpret	Actual Status End Sciences End Sciences End Sciences End Sciences End Sciences Control Sciences Control Sciences



FACEBOOK AD

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

Contract Title Contract

AUTOHAUS

Venerated in instantiation Energie-Cremen für E-Scooter Wassersoff for forsams/furfiels is advant fluiding and liked such dater schledet hopen. Forechers set en nur privages, soid den fast eine fordet tandhattare Peter i mechanismätte





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

The currently valid VAT must be added to all prices. Valid from January $1^{\mbox{\tiny st}},\,2023.$

* Current access figures on request

FORMATS ADDITIONAL OPTIONS

MEDIA KIT 2023





PACKAGE SPECIALIST

RUN TIME

30 days

PLACEMENT

- Playout 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

FORMATS PACKAGES

MEDIA KIT 2023





PACKAGE MANAGER

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

🖗 Springer Automation Statio	Springer Fachmedien Witches-Gnibil S&A für o2p Autohaus Criste IC 101100	autojob.d
🕤 Springer Autorection Hindu	Springer Fachmeden Mitschen GmbH StA für o2p Autohaus Ontre Chiletoli	autojob.d
🖞 Spileger Autoristien Hells	Springer Fachmedian München GaldH StA für o2p Autohaus Criter-D 60400	autojob.d
🔁 Springen Automation Herita	Springer Fachmedien München Gelähl Stå für o2p Autohaus Criter ID störten	autojob.d
Logo	Firma + Position	autojob.d
🖞 İşeleşeri taratır tartı	Springer Fachmedien München-Sinter St.A. für c2p Autohaus Onter-D Sintee	autojob.d
🕑 Språnger Automotion Hando	Springer Fachmedien Mitrohen Gebit StA für o2p Autohaum Ontee ID 45e100	autojob.d
D Springer-Automation History	Springer Fachmeden Minchen Gold+ StA für o2p Autohaus Online ID 60400	autojob.d
Spinger Astronet er stelle	Springer Fachmedien Würschen Grabit SUA für o2p Autohaus Onter II Makel	autojob.d



PRINT ENTRY

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, heigth 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

FORMATS COMPANY LIST

MEDIA KIT 2023









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







TOPEMPLOYER RUN TIME

4 weeks

FORMAT

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

PRICE

• € 495.00 + company profile

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

ONLINE

AD PRICES MEDIA KIT 2023

	$\overline{}$
1 I	
1 I	
	\approx

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.

CONTACT MEDIA KIT 2023

10



ANDREA VOLZ Head of Sales Springer Fachmedien München

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



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

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



LINDA HAYN Account Manager

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



YEVGENIYA JARAN Digital Media Manager

autojob@springernature.com Phone +49 89 203043-1357 Fax +49 89 203043-2398



DORIS KESTER-FREY Account Manager

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