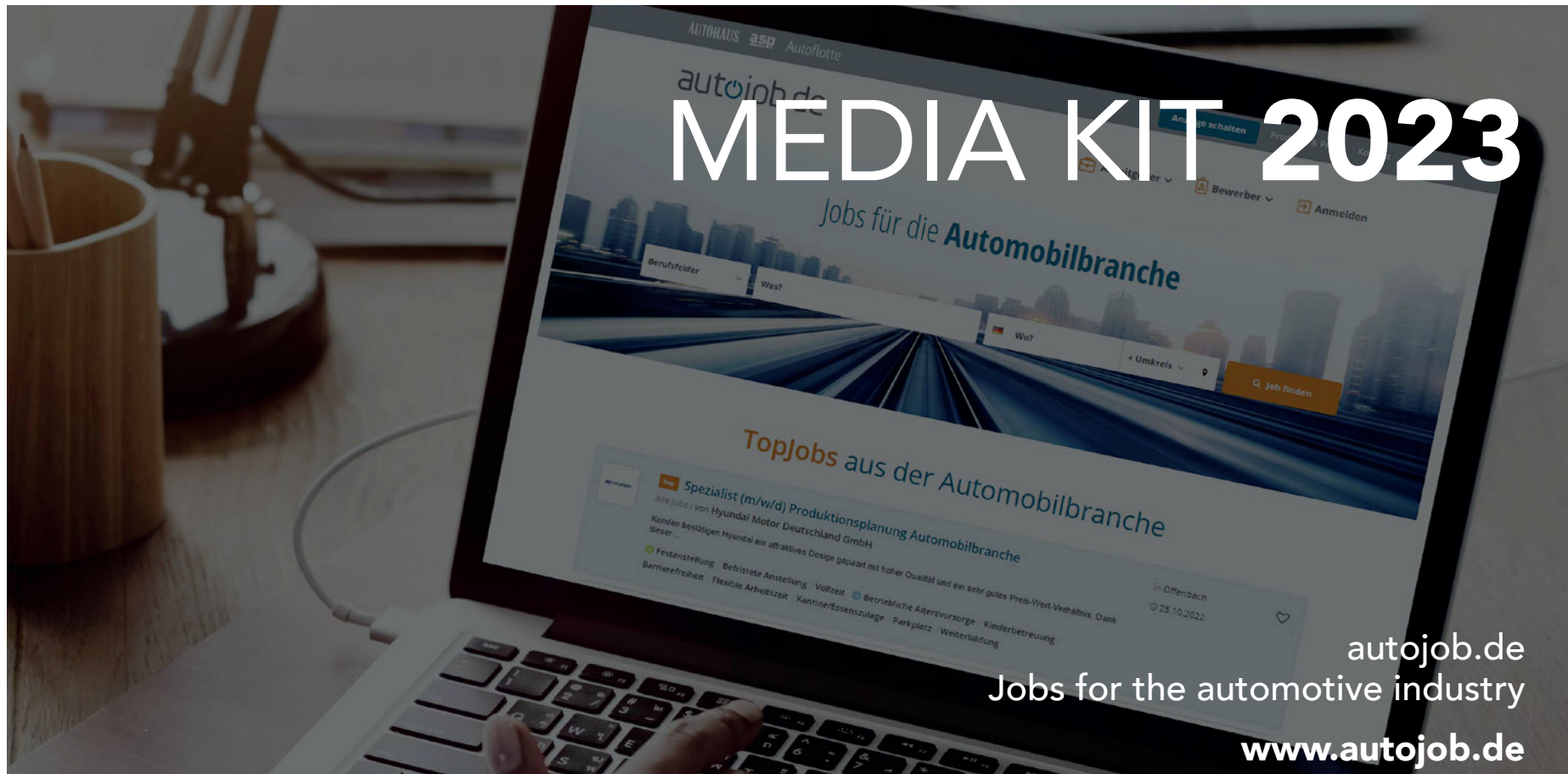


# MEDIA KIT 2023



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 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](http://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/autoblog.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

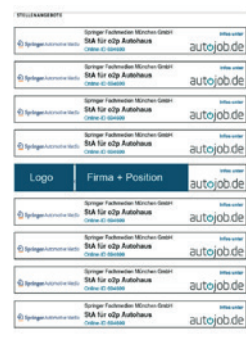
30 days

### PLACEMENT

- Layout 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

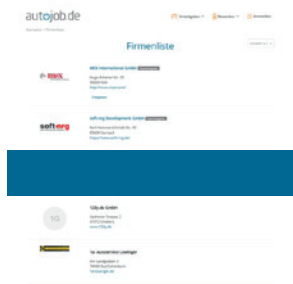
1 issue

### 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

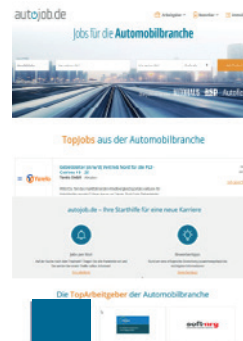
1 year

#### 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





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

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

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

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

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



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