

2021



Titelthema
Diesel-Nachrüster liefern erste SCR-Systeme aus

Turbolader
Schadensursachen liegen meistens in der Peripherie

Zukunft der AU
Das müssen Werkstätten bei der Akkreditierung beachten

Werkstatt-Portale
Mit FairGarage neue Kunden für die Werkstatt gewinnen



TÜV SÜD Aktuell
VdTUV fordert Zugang zu den Fahrzeug-Daten



MEDIA KIT

asp AUTO SERVICE PRAXIS

The magazine for workshop,
service and technology

www.autoservicepraxis.de

Attractive Target Group:**Who are the readers of asp AUTO SERVICE PRAXIS?**

- **asp AUTO SERVICE PRAXIS** has a distributed circulation of 19,793 copies (01.07.2019-30.06.2020, publishers information). From 01. 01. 2021 we increase the print run to 25,000 copies.
- According to the readership structure analysis carried out by the Emnid Institute, each copy of **asp AUTO SERVICE PRAXIS** has an estimated number of 3.3 readers.*
- 94 % of **asp AUTO SERVICE PRAXIS** readers in service companies are substantially involved in investment decisions.*

Effective advertising medium

- Specialist magazines and expert discussions are the most important information source for the target group of workshops.*
- Each issue of **asp AUTO SERVICE PRAXIS** has a potential page exposure of 79 % and is read for an average of 44 minutes.*

* Source: Readership Structure Analysis November/December 2016, KANTAR TNS, Media Research Bielefeld

Editor:

Dietmar Winkler

Editor-in-Chief
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E-Mail: autoservicepraxis@springernature.com

Profile:**What does asp AUTO SERVICE PRAXIS offer you?**

asp AUTO SERVICE PRAXIS is the technically oriented information medium for independent vehicle professionals and technical managers in workshops and car dealerships. 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 tyres. 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 the German Technical Inspection Agency (TÜV SÜD), **asp AUTO SERVICE PRAXIS** is an important source of information for service companies that are cooperating with TÜV SÜD.

Publication frequency: 11 issues per year as a reversible title of the trade magazine AUTOHAUS
Year of publication: 25th year 2021
Web address (URL): www.autoservicepraxis.de
ISSN: 1437-1162
Subscription cost: Binnenland: 93.60 € inkl. Versand, zzgl. gesetzl. MwSt.
Ausland (Europa): 105.60 € inkl. Versand, zzgl. gesetzl. MwSt.

Publisher: Dipl.-Ing. Jürgen Wolz (TÜV SÜD Auto Service GmbH)
Lars Kammerer (TÜV SÜD Auto Service GmbH)

Publishing House: Springer Automotive Media, Springer Fachmedien München GmbH
Aschauer Straße 30, 81549 München
Telefon: +49 89 203043-0
www.springer-automotive-media.de

Distribution: Phone Subscription Service: +49 89 203043-1500
Fax Subscription Service: +49 89 203043-2100

Circulation monitoring new from 01.01.2021: Print run 25,000 copies

The current edition analysis is available on request.

Circulation analysis: Average number of copies per issue
(publisher's information) in one year (01.07.19-30.06.20)

Print run:	20,000		
Actual distributed circulation (ADC):	19,793	Foreign countries:	58
Sold copies:	12,609	therefrom foreign countries	31
▪ Abonnierte Exemplare:	1,024	therefrom member copies:	–
▪ Sale by retail:	–		–
▪ Other sale:	11,585		
Complimentary copies:	7,184		
Reminder, archive and records copies:	207		

Market penetration by sectors/economic sectors/business types:

Dept./ Group/ Class	Recipients groups According to economic sector classification of the Federal Statistical Office	Share of ADC in %	Projection
50	Trade, maintenance and repair of motor vehicles and commodities	70	13,814
	No information	2	395
	Others	28	5,526
Actual distributed circulation (ADC):		100	19,735
Foreign Countries (unlevied):			58
Actual distributed circulation:			19,793

Company size of service companies:

Ø 13.2 employees are employed on average.



1 – 9
employees
73.3 %



10 – 49
employees
24.3 %

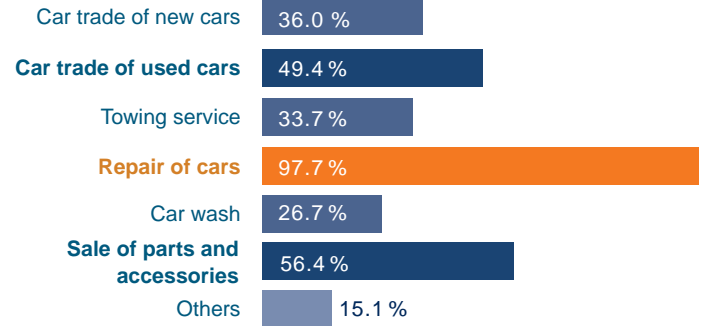


Ab 50
employees
2.0 %

No information 0.4 %

The main part of the interviewed companies are small companies (73.3 %).
The interviewed companies have 13.2 employees on average.

Business areas of the companies:

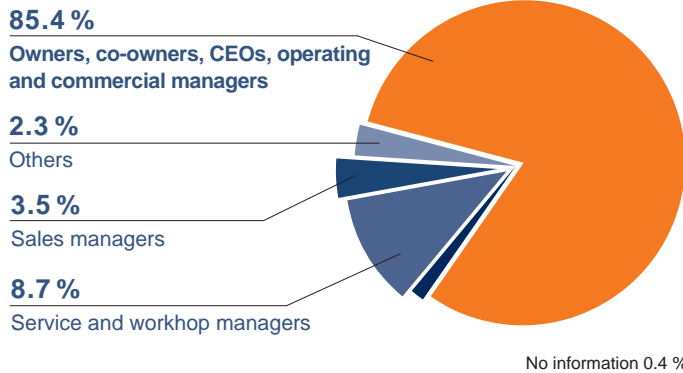


Multiple answers possible

The main business area of the service companies is car repair (97.7 %).
Further important business areas are sale of parts and accessories as well as trade of used cars.

Position within the company:

 **96.5 %** of asp readers are involved in investment decisions.



asp AUTO SERVICE PRAXIS reaches a top-class target group, almost all readers are in leading positions, most of them are owners and CEOs. Accordingly, the density of top decision-makers is exceptionally high: About 97 % of the asp readers in service companies decide alone or in cooperation with colleagues.

Reading behavior:

 **82 %** use specialist magazines as a regular source of information.

76 % read 9 to 11 issues. About 64 % read all 11 issues.




 **3.3** Each issue is read by 3.3 reader.

Specialist media (print + online) are the most important information source, even ahead of manufacturers' information and personal discussions with colleagues. Each issue of asp AUTO SERVICE PRAXIS is read by an estimated 3.3 readers. 92 % of the asp issues are further used, i. e. passed along, laid out or copied.

What our readers want:

 **79.7%** read preferably about **practical examples.**

75.5% of the readers say, that asp contains **interesting and helpful product adverts.**



Multiple answers possible

75.5 % of the readers report that asp AUTO SERVICE PRAXIS contains interesting and helpful product adverts - a value that lies significantly above the comparative value of 65 %*. Therefore, adverts in asp have a **high activation capacity**, i. e. **57 % of the readers link asp to providers and their offers.** (Source: Report KANTAR TNS asp LSA 2017).

*Source: TNS Datenbank LSA Fachzeitschriften, approx.70,000 Int.

Potential page exposure:

78.6% The potential page exposure is 78.6 %



The potential page exposure of asp AUTO SERVICE PRAXIS exceeds the figure of the specialist magazines comparative value of 71 %*.

Summary of the survey method:

Methodology: User/Readership structure analysis by oral questioning
- sample survey


Basis of the overall population: Actual distributed circulation (ADC) 19,795 = 100 %
In the survey not included 3,974 = 20.1 %

Stichprobe: 250 net interviews, quota sample

Target person of the survey: asp AUTO SERVICE PRAXIS readers were interviewed

Survey period: November 17th to December 16th, 2016

Conducting institute: KANTAR TNS, Media Research Bielefeld, Institut für Markt-, Media- und Meinungsforschung

	AUTOHAUS	SPECIAL	FAIRS
JANUARY DA: 15.12.20 CD: 21.12.20 PD: 21.01.21	Electrics/Electronics systems Consumables and spare parts Diagnosis, Exhaust gas analysis IT & digitalization	Planning - Construction - Setting Parts business	
FEBRUARY DA: 25.01.21 CD: 01.02.21 PD: 22.02.21	Smart repair Chassis measurement	Lubricants marketing Washing facilities	
MARCH DA: 24.02.21 CD: 02.03.21 PD: 22.03.21	Chassis, steering & brake systems Test stands, Workshop systems Air conditioning services Planning & construction	Financial Services Material equipment Service processes	Dealer Networks 2021 Wheels & Tyres Techno Classica Essen, 07.-11.04.21
APRIL DA: 26.03.21 CD: 01.04.21 PD: 26.04.21	E-mobility, Lifting technology Consumables and spare parts, Cleaning & maintenance, Washing facilities Fair preview THE TIRE COLOGNE	Used car guarantees	Digitalization (Special section)
MAY DA: 27.04.21 CD: 03.05.21 PD: 25.05.21	Tyre service Parts and accessories trade	Exhaust gas analysis Auctions Service processes	THE TIRE COLOGNE Cologne, 18.-20.05.21
JUNE DA: 01.06.21 CD: 08.06.21 PD: 28.06.21	Consumables and spare parts Lubricants marketing Diagnosis, Exhaust gas analysis Air conditioning services	Planning - Construction - Setting Material equipment	

	AUTOHAUS	SPECIAL	FAIRS
JULY DA: 30.06.21 CD: 06.07.21 PD: 26.07.21	Emission reduction Chassis & steering systems Lifting technology Fair preview automechanika	Used car guarantees Warehouse equipment	Independent Aftermarket 2021
SEPTEMBER DA: 11.08.21 CD: 17.08.21 PD: 06.09.21	Electrics/Electronics systems Planning & construction Fair focus automechanika	Planning - Construction - Setting Fair preview IAA	IAA Pkw Munich, 07.-12.09.21 automechanika Frankfurt, 14.-18.09.21
OCTOBER DA: 07.09.21 CD: 14.09.21 PD: 04.10.21	Consumables and spare parts, Lights/ Batteries Diagnosis, Washing facilities, Cleaning & maintenance Fair reporting automechanika	Financial Services Insurances Fair reporting IAA	Wheels & Tyres E-Mobility 2021 (Special section)  Special
NOVEMBER DA: 11.10.21 CD: 15.10.21 PD: 08.11.21	Lubricants marketing Chassis measurement Smart repair Disposal	Tyre marketing Service processes Service marketing	ESSEN MOTOR SHOW Essen, 27.11.-05.12.21
DECEMBER DA: 17.11.21 CD: 23.11.21 PD: 13.12.21	Brake systems Lifting technology Test stands Workshop systems	Financial services	
JANUARY 22 DA: 13.12.21 CD: 17.12.21 PD: 17.01.22	Electrics/Electronics systems Consumables and spare parts Diagnosis, Exhaust gas analysis IT & digitalization	Planning - Construction - Setting Parts business	Vienna Autoshow Vienna (A), January 2022 AutoZum Salzburg (A), 15.-18.03.2022

This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

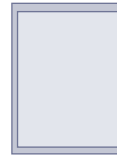
Formats



Front cover
–
142 x 200 mm*



2/1 pages across gutter
–
420 x 279 mm*



1/1 page
175 x 236 mm
210 x 279 mm*



1/2 page upright
85 x 236 mm
101 x 279 mm*



1/2 page horizontal
175 x 117 mm
210 x 137 mm*

Special issue

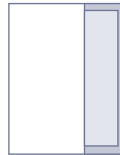
Type area (width x height) –
Bleed size (width x height) on request

–
406 x 277 mm*

175 x 232 mm
203 x 277 mm*

85 x 232 mm
99 x 277 mm*

175 x 117 mm
203 x 136 mm*



1/3 page upright
55 x 236 mm
71 x 279 mm*



1/3 page horizontal
175 x 76 mm
210 x 91 mm*



1/4 page bloc
85 x 117 mm
101 x 137 mm*



1/4 page upright
40 x 236 mm
56 x 279 mm*



1/4 page horizontal
175 x 56 mm
210 x 71 mm*

Special issue

Type area (width x height) 55 x 232 mm
Bleed size (width x height) 69 x 277 mm*

175 x 76 mm
203 x 93 mm*

85 x 117 mm
99 x 135 mm*

40 x 232 mm
54 x 277 mm*

175 x 56 mm
203 x 73 mm*

* +3 mm trim

** Placement address label: from below 4 cm, from left 2 cm; size address label: 8.5 cm x 5 cm

Advertisement types and prices:

Format	4-colours in €
Front cover (not discountable)	11,530.00
2nd inside cover and 3rd inside back cover page	10,030.00
4th back cover page	10,940.00
2/1 page	18,240.00
1/1 page	9,120.00
1/2 page	5,040.00
1/3 page	3,715.00
1/4 page	2,950.00
1/8 page	1,470.00

Surcharges:

Colour:

Each special colour

25% of the 4c price

Discounts:

For insertions within one insertion year
(begins with the publication of the first advert)

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%

Only one discount scale is valid at a time. Technical costs are not subject to discount

Contact:



Sanja Klöppel
Key Account Manager
Phone: +49 89 203043-1224
Fax: +49 89 203043-1240
E-Mail: sanja.kloepfel@springernature.com

Circulation (publishers information):

Print run (new from 01.01.2021):	25,000 Exemplare
Actual distributed circulation (ADC) in one year (01.07.19-30.06.20):	19,793 Exemplare

Magazine format:

Type area:		210 mm width x 279 mm height
	Editorial section	175 mm width x 236 mm height
	Job and market adverts	184 mm width x 250 mm height
	Special issues	175 mm width x 232 mm height

Printing and binding procedures, artwork:

Offset print, stitched, digital on CD-ROM or via FTP-Server

Publication dates:

Publication frequency: 11 issues per year as a reversible title of the trade magazine AUTOHAUS
 Publication date/closing date for advertisements: see schedule & topics

Payment terms:

direct debit 3% prompt payment discount
 within 10 days 2% prompt payment discount
 within 30 days from date of invoice net
 VAT no. DE 152942001

Bank account:

UniCreditBank AG, Munich, Germany
 IBAN: DE02 7002 0270 1830 2092 00
 BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at sam.mediacentrum.de.

Data creating:

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is not allowed to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9 %; otherwise please use 100 % black.
- Colour application should not exceed 300 %. We recommend profile ISOcoated_v2_300
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer:

- Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via
 e-mail: anzeigen@le-tex.de.

Connections:

- E-mail: anzeigen@le-tex.de
- FTP: on request

Proofs directly to:

Springer Fachmedien München GmbH, Anzeigendisposition,
 Aschauer Str. 30, 81549 Munich, Germany

Contact Publishing Service:

le-tex publishing services, Anzeigenteam, Weißenfelser Str. 84, 04229 Leipzig, Germany
 Phone: +49 341 355 356-245

You can find the downloadable data ticket at sam.mediacentrum.de.

Loose Insert



Special feature:

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in complete edition

Format:

- 200 mm width x 269 mm height

Price:

- Up to 25 g total weight per thou. 328,00 €
- Per further 5 g total weight per thou. 39,00 €
- Further formats on request
- Must be delivered in its finished form

Infoposter



Special feature:

- Editorial advert form for processing of manageable content (company presentation, special topics, short guide or events)
- Large-format advert
- Perforation for easy removal
- Prominent placement, directly after the cover

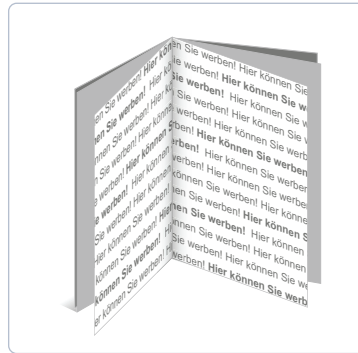
Format:

- 6-page Leporello (1 start page, 2 advert pages and 3 editorial pages) or
- 8-page Leporello (1 start page, 2 advert pages and 4 editorial pages)

Price:

- 6 pages: 21,715,00 €
- 8 pages: 27,775,00 €

Inbound Insert



Special feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect
- Lot of space for your advertising message

Format:

- 210 mm width x 279 mm height
- 2 pages (with flap 110 mm), 4, 6 or 8 pages

Price:

- 2 pages: 8,885,00 €
- 4 pages: 11,065,00 €
- 6 pages: 13,280,00 €
- 8 pages: 15,410,00 €
- Must be delivered in its finished form

Advertorial



Special feature:

- Content is editorially prepared and published
- Communicative goal convincingly conveyed
- Alternative to a classic advert

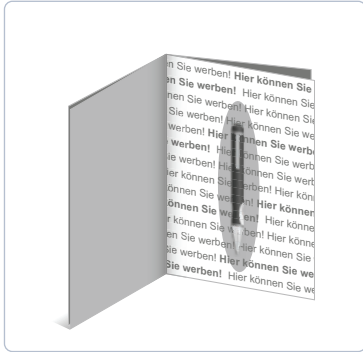
Format:

- 2/1 or 1/1 page, 4c, incl. images, text and logo
- Annotation "Advert" in header

Price:

- on request

Adhesive Adverts



Special feature:

- Advertising product glued to the advert
- Readers can directly try out your product

Format:

- Only in combination with 1/1 page, 4c

Price: (not discountable)

- 140.00 €/thou. + advert incl. adhesive costs, if glued mechanically

Island Advertisement



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:

- 2,425.00 €
- 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

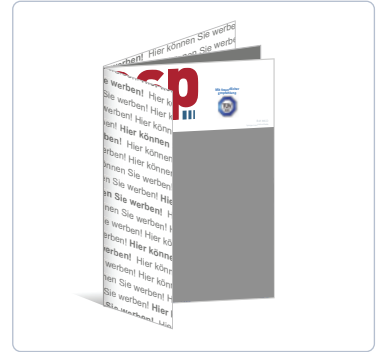
Format:

- 88 mm width x 140 mm height
- In combination with 1/4, 1/2 or 1/1 page adverts, 4c

Price:

- On request

Coversampling



Special feature:

- Prominent placement on shortened jacket pages over the front cover plus 4th back cover page
- Optimally catches readers' attention

Format:

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

Price:

- 25,140.00 €

Lenticular



Special feature:

- 2 motifs on the cover page
- Readers discover playfully your advert message by flip image

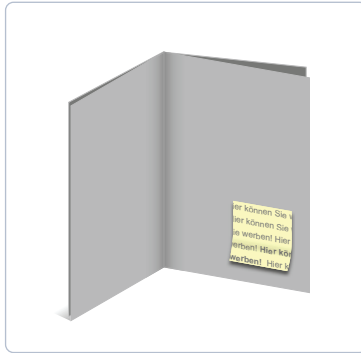
Format:

- 142 mm width x 200 mm height

Price:

- On request

Tip-On Insert



Special feature:

- Personally selected design
- Placement on an a page with editorial content

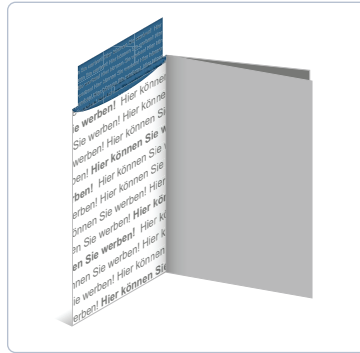
Format:

- 32 mm width x 32 mm height

Price:

- On request

Sliding Door



Special feature:

- Unusual placement in an envelope between the front cover and 2nd inside front cover
- Sparks curiosity about your advert message

Format:

- Front cover + 2nd inside front cover
- Insert must be delivered in its finished form

Price:

- 28,640.00 €

Banderole



Special feature:

- Unobtrusive, but memorable
- Well-suited for add-ons, to support other adverts, or to effectively draw attention to special contents

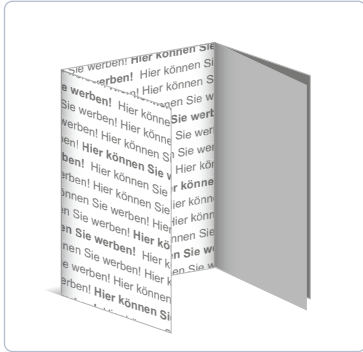
Format:

- Banderole around the magazine: 480 mm width x 100 mm height
- Banderole within the magazine, placed at a certain spot: 640 mm width x 100 mm height

Price:

- Around the magazine: 9,170.00 €
- Within the magazine: 13,600.00 €
- Further formats on request

Gatefolder



Special feature:

- Large-scale advert motifs possible
- Placed after the front cover

Format:

- Front cover + 3 x 1/1 page, 4c

Price:

- 32,550.00 €

Double Gatefold



Special feature:

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

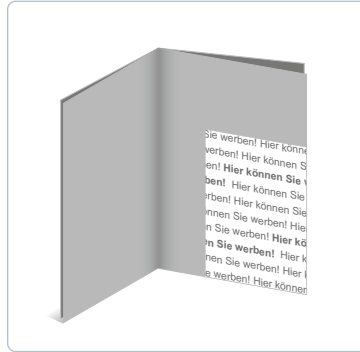
Format:

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

Price:

- 25,950.00 €

Juniorpage



Special feature:

- 1/2 page, format rotated 90 degrees
- Placed in the middle of the editorial content, this type of ad stands out particularly well

Format:

- Bleed size: 131 mm width x 198 mm height
- Type area: 115 mm width x 178 mm height

Price:

- 5,875.00 €

Inbound inserts: Discount for inbound inserts: (depending on advert volume)

1 sheet = 1 advert page

2 sheets = 1.5 advert pages

3 sheets = 2 advert pages

Paper weight surcharges for bound inserts

from 140 g/m²–180 g/m²

more than 180 g/m²

25 % surcharge

50 % surcharge

Delivery address for loose and inbound inserts:

L.N. Schaffrath DruckMedien GmbH & Co. KG

Marktweg 42-50, 47608 Geldern, Germany

Delivery note: for "asp AUTO SERVICE PRAXIS" No ...

Please send in advance 10 samples to the advertising sales department.

Advert specials¹⁾:

Format	4 colours in €
Infoposter	starting from 21,750.00
Advertorial	on request
Loose insert (not discountable) up to 25 g, per thou.	328.00
further 5 g total weight	39.00
Inbound Insert	starting from 8,855.00
Adhesive adverts (not discountable) per thou.	advert + 140.00
Island Advert	2,425.00
Bookmark	on request
Coversampling	25,140.00
Lenticular	on request
Tip-On Insert	on request
Sliding Door	28,640.00
Banderole	starting from 9,170.00
Gatefolder	32,550.00
Double Gatefold	25,950.00
Juniorpage	5,875.00

¹⁾ Production costs for advertising materials are not included.

Job offers and requests, purchase and sales, business connections, real estates...

Job and market adverts:

Job and market adverts are published in separate sections.

The invoicing is done according to the actual height. More advertising formats on request.

Job offers:	each mm, b/w	3.60 €
Job requests:	each mm, b/w	2.55 €
Purchase/Sales:	each mm, b/w	3.60 €
Box number fee:	inland	13.00 €

Formats:

Formates	Width x Height in mm type area	Width x Height in mm bleed size
1 column	40 x max. 236	56 x max. 279
2 column	85 x max. 236	101 x max. 279
4 column	175 x max. 236	210 x max. 279

Placement:

On request (Wishes can only be taken into account to a limited extent.)

Colour surcharge:

Each normal colour (Euroscale), each mm and column 0.80 €

Discounts:

If repeated twice without any changes 5%

If repeated thrice or more without any changes 10%

Except for the frequency discounts, no further discounts possible.

autojob.de

Additional online options: Job portal autojob.de (further information see page 32)

Additional option ¹⁾	Format	Duration	Price in €
Job advert	Standard, PDF upload or HTML zip file PDF conversion in HTML each job title	6 weeks	495.00 ²⁾

Contact person job adverts:

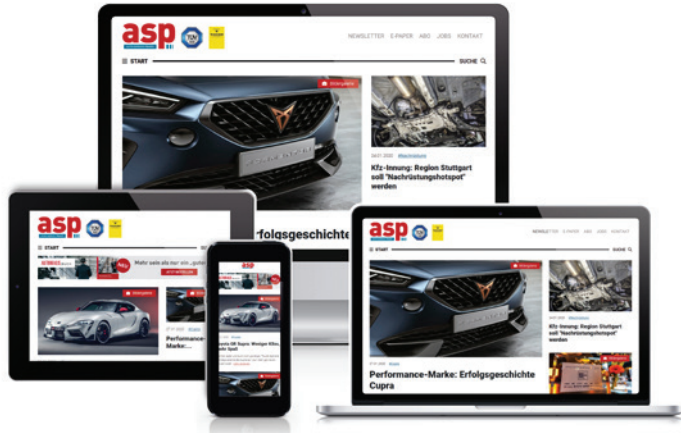
Yevgeniya Jaran
Digital Media Manager
Phone: +49 89 203043-1199
E-Mail: autojob@springernature.com

Contact person market adverts:

Silvia Bauer
Advertising Service Print
Phone: +49 89 203043-2294
E-Mail: kontakt.anzeigen@springernature.com

¹⁾ only in combination with print.

²⁾ no discounts/agency discounts possible.



Profile:

What does autoservicepraxis.de offer you?


Web address (URL): www.autoservicepraxis.de

asp AUTO SERVICE PRAXIS Online is the internet service for workshop professionals. In addition to up-to-date news with a special focus on the technical and aftersales areas, the website includes the well-established workshop catalogue, an excellent venue for suppliers to present their products. In addition, there is a database on the topics recalls and workshop systems. This online service offer is supplemented by technological, legal and financial tips for workshop managers and complemented by an e-mail newsletter, which summarizes the current sector-events on workdays.

Attractive Target Group:

Who are the users of autoservicepraxis.de?

Independent master craftsmen and technical managers in workshops and car dealerships.

Access control:
IVW-certified since 2005 

Accesses:
Visits: 94,623 (3-month average, April to June 2020)
Page impressions: 192,916 (3-month average, April bis June 2020)

Current figures are available on request or at www.ivw.de, section: online usage data.

**Medium Rectangle or
Video Medium Rectangle**



Size: 300 x 250 px
max. 80 KB

CPM*: 75.00 €

Half Page



Size: 300 x 600 px
max. 80 KB

CPM*: 150.00 €

**Superbanner
(Leaderboard)**



Size: 728 x 90 px
max. 80 KB

CPM*: 75.00 €

Skyscraper



Size: 120 x 600 px or
160 x 600 px
max. 80 KB

CPM*: 75.00 €

Billboard



Size: 950 x 250 px
further formats on request
max. 80 KB

CPM*: 150.00 €

Layer Ad + Medium Rectangle Reminder



Size: 400 x 400 px &
300 x 250 px
max. 80 KB

CPM*: 150.00 €

Technical specifications:

Standard ad types:

- File formats: .gif, .jpg, .html5
- For html-files a clicktag is necessary. (Clicktag specifications on request).
- File size: up to 80 KB (total size of all files)
- Audio files (can be activated or deactivated by the user)
- Target URL/Click Command
- Data delivery: 5 working days before the beginning of the campaign

External Ad Server use: not possible

Data delivery: aylin.uysal@springernature.com

Discounts:

Conditions agreed upon for print titles do not apply to online advertisements.

on request

Payment terms:

direct debit	3% prompt payment discount
within 10 days	2% prompt payment discount
within 30 days from date of invoice	net
VAT no. DE 152942001	

Bank account:

UniCreditBank AG, Munich, Germany
IBAN: DE02 7002 0270 1830 2092 00
BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at sam.mediacentrum.de.

Contact:



Sanja Klöppel
Key Account Manager
Phone: +49 89 203043-1224
Fax: +49 89 203043-1240
E-Mail: sanja.kloepfel@springernature.com



Newsletter – the direct line to the customer

Registration link (free of charge): www.autoservicepraxis.de/newsletter

Profile:

asp AUTO SERVICE PRAXIS Online informs the deciders and managers of the workshop sector with an current e-mail newsletter on workdays.

Newsletter subscribers: 7,419 (8/2020, own data collection)

Run time:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postal code or sectors is not possible.

Advert type	No.	Format in px	each NL in €
Cross-/Full-Size Banner	①	650 x 150	450.00
Text Ad	②	650 x 530	550.00
Medium Rectangle	③	300 x 250	450.00

Technical specifications:

Cross-/Full-Size Banner & Medium Rectangle:

- File format: static .gif/.jpg files (animated on request)
- File size: up to 120 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Text Ad:

- File format: static .gif/.jpg/png-file without text
- File size: to 30 KB
- Image format: 180 x 110 px (W x H)
- Title: max. 60 characters/ running text: max. 5 lines at 85 characters (incl. all blanks)
- Target URL/ClickCommand

Data delivery: aylin.uyal@springernature.com

Online Advertorial

Profile:

The **online advertorial** appears as an editorially designed article on **www.autoservicepraxis.de**. The article is marked as an advert. The advertorial is advertised on **www.autoservicepraxis.de** and by the **asp AUTO SERVICE PRAXIS Newsletter**.

Accesses:

Visits: 94,621 (3-month average, April to June 2020)
Page impressions: 192,916 (3-month average, April to June 2020)

Current figures are available on request or at www.ivw.de, section: online usage data.



Presentation:

- Splash image with 2 jewelry pictures (1,180 x 664 px, . jpg, . gif)
- Short introductory text
- Article text with a maximum of 5,000 hits
Optional: Text for a short info box, e. g. about your company
Optional: Up to three highlight quotations
Optional: Links to websites or videos
Optional: Images with text for a picture gallery (1,180 x 664 px, . jpg)
- Note: Article is marked as an advertisement!

Advert type	Placement	Duration	Price in €
Online Advertorial	www.autoservicepraxis.de	4 weeks	4,000.00

asp AUTO SERVICE PRAXIS News-App

Present your company, products and services with an advertorial on our **asp AUTO SERVICE PRAXIS News-App**. There you will reach a selected, industry specialised target group who use and value our content in their everyday work.

Advert type	Specification	Price in €
Slider + Push Notification	① Advertorial article is the 2 nd slider spot Run time: 1 week	3,000.00
Statische tile + Push Notification	② Advertorial article fixed at the 5 th tile in the news stream Run time: 1 week	2,000.00
Article + Push Notification	③ Advertorial article moves through the news stream Visible for approx. 1.5 days	1,000.00

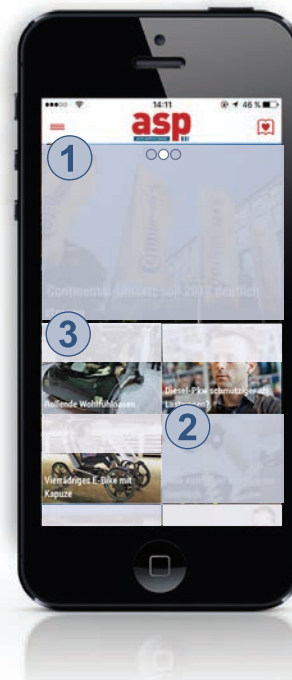
All ad types of asp AUTO SERVICE PRAXIS News-App include:

Link to your website/conversion in-app possible

Option: Image gallery/video

Option: Push notification for all users

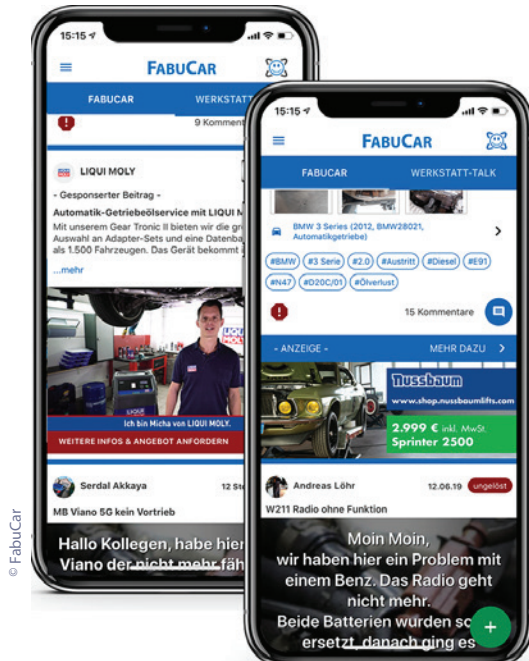
Accesses: on request



FabuCar - We connect the professionals!

A cooperation with asp AUTO SERVICE PRAXIS

The exclusive marketing is carried out by Springer Fachmedien München GmbH



Profile:

Web-Adresse (URL): fabucar.de

FabuCar is the digital workshop portal exclusively for automotive professionals. Here, more than 15,000 verified automotive mechatronics engineers help each other to solve problems on customer vehicles from various manufacturers - and all this in a multimedia format! If you get stuck in the troubleshooting process, post the problem to FabuCar via video or text. And in no time at all you receive suggestions for solutions from other FabuCar users. In the first year, more than 3,300 problem cases on vehicles were solved.

In addition, the users exchange ideas on industry topics in the workshop talk and benefit from many other advantages in FabUworld. This makes FabuCar the largest all-round digital platform for workshop professionals in the German-speaking world! asp AUTO SERVICE PRAXIS regularly publishes the most exciting cases from the FabuCar App and their solutions in the asp print edition as well as on the asp website. In addition, the asp newsletter will inform you about the latest FabuCar cases published by asp.

Attractive Target Group:

Who are the users of FabuCar?

More than 15,000 certified mechatronics technicians – i. e. masters, journeymen, service technicians and trainees. They all had to obtain their qualification via master, journeyman's letter, etc. and must actively practise their profession. This means that FabuCar users form a 100% workshop target group.

Access control:

own data entry

Accesses & activity:

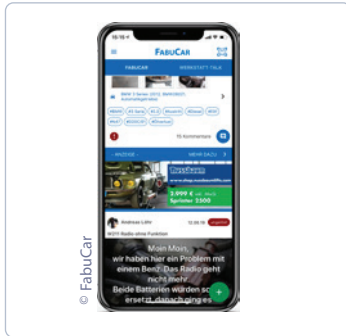
Active Users: 1,500 per day / approx. 45,000 per month

Posted cases: approx. 25 per day / approx. 750 per month

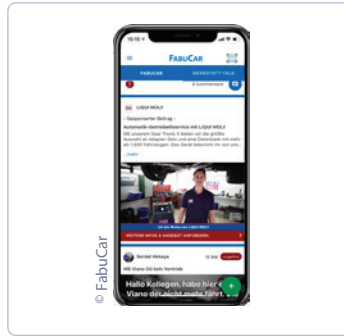
Contributions (comments & answers): approx. 400 per day / approx. 12,000 per month

Solved problem cases since November 2018: 3,359 (Status 08.01.2020)

(Moving) Banner



Sponsored Contribution



Pre-Roll-Video



Banner in the FabuCar newsfeed – possible as a moving image, animation or photo

Video or photo entry in the appearance of a normal FabuCar entry

6-second spot, which is played before video contributions by users and is non-transferable

Size: 1500 x 558 px
Format: jpg, png, mp4
CPM*: 75.00 €
corresponds to approx.
Price: 3,000.00 €/month

Size: 16:9 or 9:11
Format: mp4
Run time: 5 days in FabuCar newsfeed
Price: 2,250.00 €/5 days

Size: 720 x 1120 px
Format: mp4
Run time: 4 weeks
Preis: 2,650.00 €/month

2021

MEDIA KIT

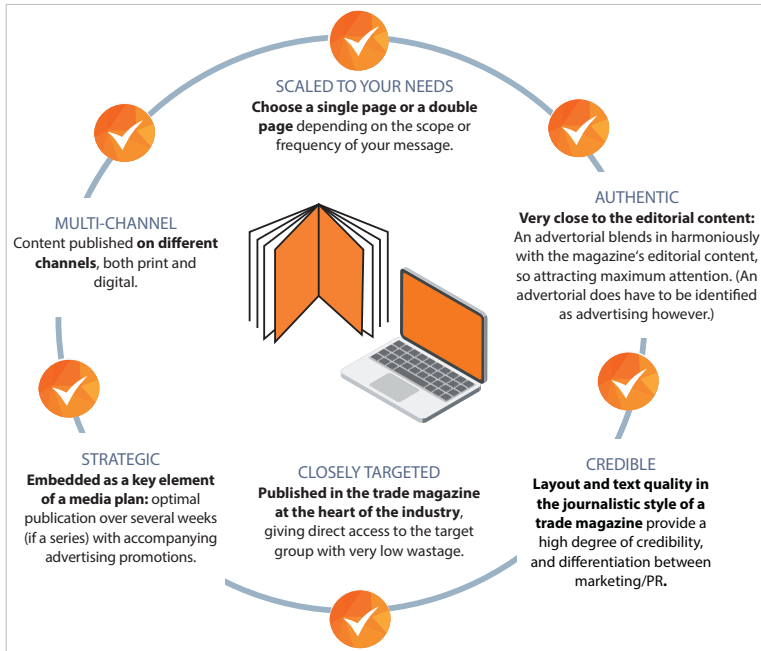


**Package Offers
Special Ad Types**



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 accompanying publication of the content as a digital advertorial on the trade magazine portal.



One format, all the possibilities:

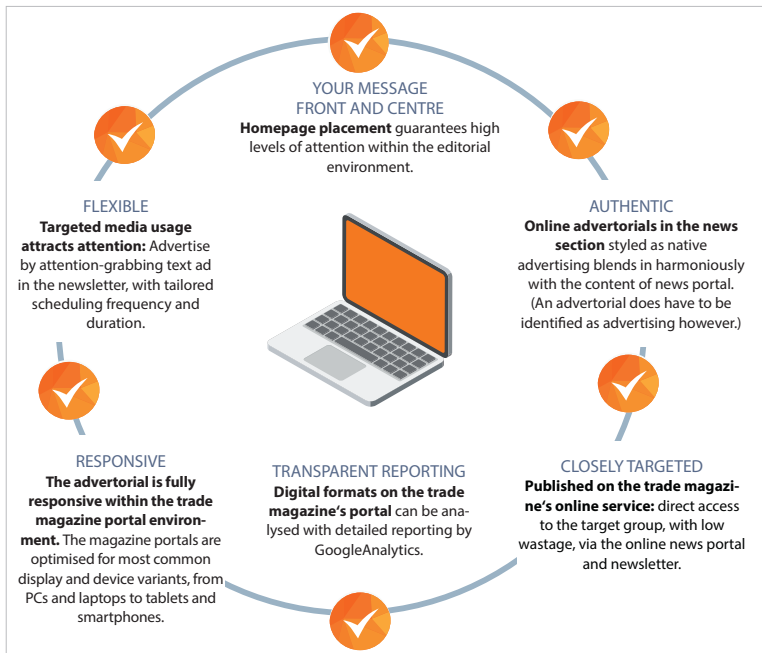
In addition to your advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE Print & Online	PREMIUM Print & Online	BASIC+ Print
Publication magazine PRINT	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online-Advertorial	1 week	1 week	
Newsletter-placement TextAD	3 x	2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 18,760	1/1 € 12,160 2/1 € 16,560	1/1 € 8,000 2/1 € 13,175



Native content in top form: Special editorial formats on the trade magazine's online portal

An online advertorial places your message in the style of native advertising, with the layout of an online article.



One format, all the possibilities:

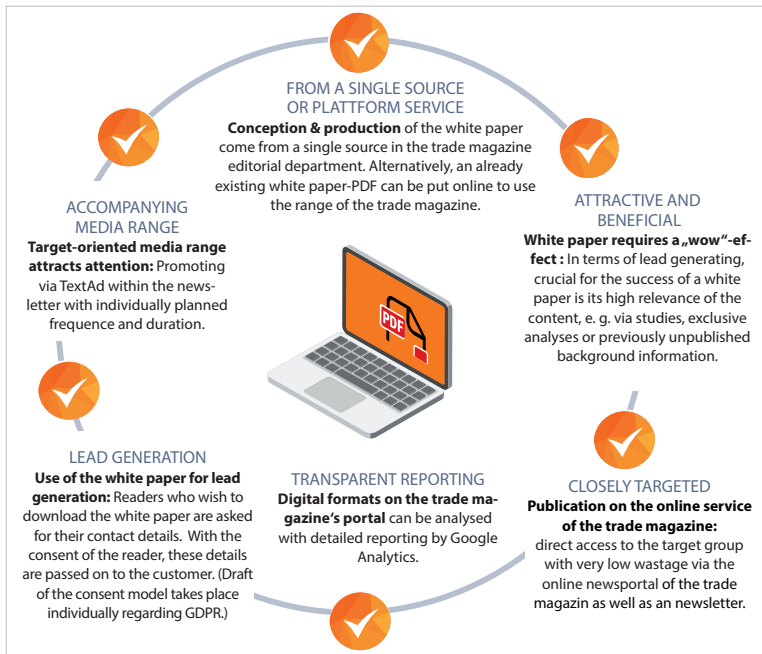
In addition to your online advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Homepage-placement HomePage	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter-placement TextAD	✓ 5 x	✓ 4 x	✓ 1 x
Socialmedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser-placement CleverPush	2 x	1 x	
Banner-placement Rectangle	30'PI	20'PI	
SocialMedia ad service Promotion	✓ € 1,000		
	€ 15,750	€ 12,425	€ 7,000

Background knowledge meets industry professionals: A white paper brings content and user together



In a white paper, 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.



One format, all the possibilities:

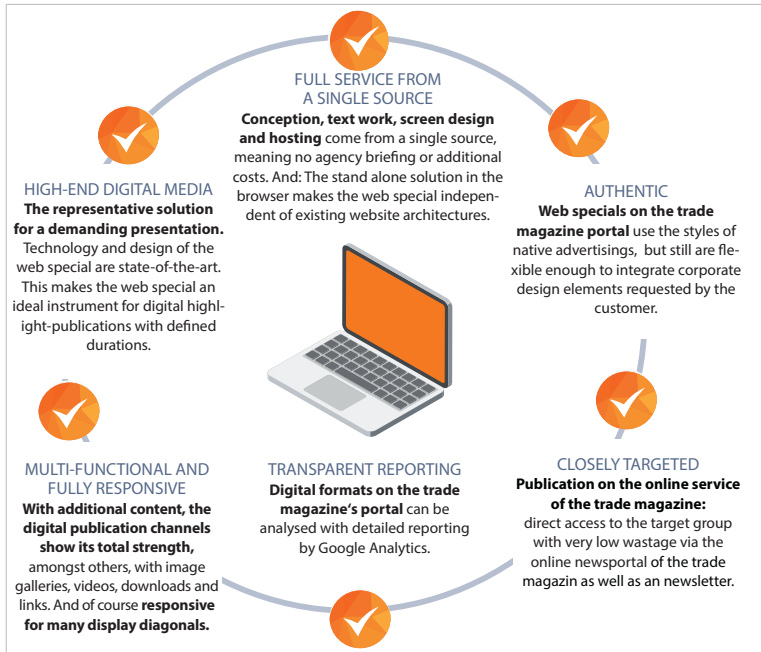
In addition to your online white paper, choose your preference package of advertising means.

Media packages		
Advertising means	ULTIMATE	BASIC+
Expert editorial Text + layout Full service	✔ Full service	Customer delivers PDF
Lead generation	8 weeks duration	4 weeks duration
Newsletter placement TextAd	✔ 8 x	✔ 4 x
SocialMedia placement Posting	4 x	2 x
Startpage placement Banner	100' Pl	50' Pl
Clever Push Notification	✔ 1 x	✔ 1 x
	€ 25,500	€ 15,500



Digital innovation: Editorial web special on the magazine portal

A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services. As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.



One format, all the possibilities:

In addition to your web special, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Expert editorial Text + layout Full service	✔ Full service	✔ Full service	✔ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
Duration	8 weeks	6 weeks	6 weeks
Newsletter placement TextAd	8 x	6 x	6 x
SociaMedia placement Posting	4 x	2 x	
Portal placement Banner	✔ 100' PI		
	€ 34,500	€ 29,900	€ 16,500

autojob.de job portal

With just one click, you can switch from autoservicepraxis.de to autojob.de



Contact person:

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+49 89 203043-1199, autojob@springernature.com
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Price

Advert in the job market	Content	Run time	Price in €
Job advert	Standard-Template or Upload pdf or HTML zip-file pdf-transfer on HTML	6 weeks ²⁾	795.00
Job advert PLUS	HTML advert + TopJob + TopHighlight + Newsletter + Facebook advert	6 weeks ²⁾ 3 weeks each 1x	995.00
Job advert quota of 5	Standard-Template, pdf or HTML zip-file pdf-transfer in HTML	1 year ²⁾	3,190.00
Job advert quota of 10		1 year ²⁾	4,990.00

Additional options	Placement	Run time	Price in €
TopJob	Homepage/ results list	3 weeks	+ 200.00
		6 weeks	+ 300.00
TopHighlight	Results list colour-highlighted	3 weeks	+ 100.00
		6 weeks	+ 200.00
Facebook advert	sponsored Post on facebook.com/autojob.de	daily current	+ 50.00
Link to newsletter	Teaser and direct link in a specialist newsletter	1 day	+ 100.00
Package expert	Lead on meinestadt.de + regiojobanzeiger.de	30 days	+ 690.00
Package leadership	Lead on stepstone.de + XING.com	30 days	+ 1,425.00
Print entry 184 x 20 mm (W x H)	asp AUTO SERVICE PRAXIS	1 issue	+ 195.00 ¹⁾
Print entry	asp AUTO SERVICE PRAXIS	1 issue	on request

Company presentation	Placement	Run time	Price in €
Business Card	Company list Logo, address + URL	upon registration unlimited	free
Company Profile	Company list Images, texts + video	1 year	595.00
TopEmployer	Logo on homepage + link to company profile	4 weeks	495.00

Accesses (Google Analytics):

Visits: 17,457 (3-month average, January to March 2020)
Page Impressions: 47,843 (3-month average, January to March 2020)

¹⁾ pdf conversion in HTML

²⁾ Prices are not subject to agency or other discounts.

³⁾ After 4 weeks free refresh

We'll be happy to advise you: Phone +49 89 203043-0



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