

AUTOHAUS

MEDIA KIT 2022

AUTOHAUS
The magazine for successful management

www.autohaus.de



Status as of: October 15th, 2021



WHAT DOES AUTOHAUS OFFER?

AUTOHAUS is the information medium for entrepreneurs and executives of modern automotive companies. Main focus: the entire automotive industry, automobile dealers and repair services (including automotive electrics and brake services), trade of spare parts and accessories as well as tyre sales. In a practical manner, AUTOHAUS covers diversified topics of the automobile industry.

The AUTOHAUS special section GW-trends bundles information for a successful used car business, while also promoting the professionalization of trading companies in this sector.

AUTOHAUS offers the automotive industry an all-round carefree package with a great variety of topics and a high target group relevance. Special topics are presented in detail in numerous special issues.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online Portal
- ePaper
- News-App
- Newsletter
- Books
- AUTOHAUS Academy
- AUTOHAUS next





2 x monthly

21 ISSUES

66. year

2022

www.autohaus.de

WEB ADDRESS (URL)

Trade magazines are with **97 %**
the main information source for the
target group of car dealers

Your ad in AUTOHAUS
has a page contact opportunity of **71 %**

Source: TNS Infratest MediaResearch, AUTOHAUS readership structure analysis 2014.



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PUBLISHING HOUSE:

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Springer Fachmedien München GmbH
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**SCHADENBUSINESS (DAMAGE BUSINESS), KFZ-
ASSEKURANZ (AUTOMOBILE INSURANCE) AND
AUTOMOBILINDUSTRIE (AUTOMOBILE INDUSTRY):**



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WHO ARE THE READERS OF AUTOHAUS?

AUTOHAUS is read and appreciated by owners, managers, but also master mechanics and personnel in the sale of accessories and parts in large and medium-sized companies with purchasing power. The magazine is thematically tailored to the needs of this group.

AUTOHAUS reaches a well-educated readership, of whom **89 %** are in senior positions and carry professional responsibility.

87 % of AUTOHAUS readers are investment decision-makers. AUTOHAUS reaches the entire spectrum of the automotive industry.

Source: TNS Infratest MediaResearch, AUTOHAUS readership structure analysis 2014.

SUBSCRIPTION

ISSN 0171-9807

Annual subscription price:

Inland: € 323.40 incl. packing/posting plus statutory VAT.

European countries: € 347.40 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1500

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

General conditions:

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

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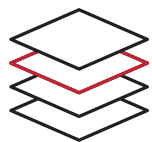
BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



25,000

**PRINT RUN AUTOHAUS
AND asp AUTO SERVICE PRAXIS***

PRINT

18,000

PRINT RUN AUTOHAUS*

17,650

ACTUAL DISTRIBUTED CIRCULATION (ADC) AUTOHAUS*

4,480

PAID CIRCULATION AUTOHAUS*

DISTRIBUTION

86 % of the recipient groups can be assigned to the areas of trade, maintenance and repair of motor vehicle and durables.

Source: TNS trade magazines structural analysis database, status as of 1/2014



DIGITAL

528,917

VISITS**

(average of three months, April to June 2021)



1,199,414

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



25,734

AUTOHAUS NEWSLETTER SUBSCRIBERS***

(June 2021)

7,266

GW-trends NEWSLETTER SUBSCRIBERS***

(August 2021)

144,910

AUTOHAUS APP USERS***

(average of three months, April to June 2021)

* Circulation figures: own data collection

** Online access control: IVW certified (ausweisung.ivw-online.de)

*** Dispatch: own data collection, current figures on request

ISSUE 1-2

AD 13.12.21

CD 17.12.21

PD 17.01.22

Planning - Construction - Setting
Warehouse technology
Parts trade

Elektronic systems
Diagnosis/Calibration
Exhaust gas analysis

ISSUE 3

AD 10.01.22

CD 17.01.22

PD 07.02.22

Auctions
Tyres
Financial services
Inspection services



ISSUE 4

AD 25.01.22

CD 01.02.22

PD 21.02.22

Lubricants marketing
Washing facilities
Car abo/Mobility concepts

Smart repair
Chassis alignment
Online parts trade

ISSUE 5

AD 08.02.22

CD 14.02.22

PD 07.03.22

Additional purchase sources/
Used car exchanges
IT & digitization
Maintenance & preparation

**GW (Used Car)-trends 1
(special section)
SchadenBusiness 1/2022
(DamageBusiness)**

AutoZum
Salzburg, 15.-18.03.2022

ISSUE 6

AD 21.02.22

CD 25.02.22

PD 21.03.22

Financial services
Workshop equipment

Chassis, steering & brake systems
Test stands
Air conditioning services
Planning & construction

**Räder & Reifen 1/2022
(Wheels & Tyres)**

Techno Classica
Essen, 23.-27.03.2022

ISSUE 7

AD 09.03.22
CD 15.03.22
PD **04.04.22**

Planning - Construction - Setting
Alternative drives
Inspection services

ISSUE 8

AD 22.03.22
CD 28.03.22
PD **19.04.22**

Used car guarantees
Consulting/Counselling
Commercial customers in
the car dealership

Alternative drives
Lifting technology
Washing facilities/cleaning & care
Online parts trade

**HagelBranche 1/2022
(Hail Industry)
Digitization 2022
(special section)**

ISSUE 9

AD 07.04.22
CD 13.04.22
PD **09.05.22**

Tyre marketing
Online marketing
eCommerce

**Autobanken 2022
(Automotive Banks)
GW (Used Car)-trends 2
(special section)**

ISSUE 10

AD 26.04.22
CD 03.05.22
PD **23.05.22**

Lubricants marketing
Auctions
Service processes

Tyre service
Parts and accessories trade
Fair preview reports Autopromotec
and THE TIRE COLOGNE

Autopromotec
Bologna (IT), 25.-28.05.2022
THE TIRE COLOGNE
Cologne, 24.-26.05.2022

ISSUE 11

AD 10.05.22
CD 16.05.22
PD **07.06.22**

Used car guarantees
Additional purchase sources/
Used car exchanges
Maintenance & preparation
Smart repair

**IT and Digitization 2022
SchadenBusiness 2/2022
(DamageBusiness)**

ISSUE 12

AD 30.05.22

CD 03.06.22

PD 27.06.22

Planning - Construction - Setting
Sustainability in dealerships
Workshop equipment

Consumables and spare parts
Lubricants marketing
Diagnosis/Calibration
Exhaust gas analysis

ISSUE 13

AD 14.06.22

CD 21.06.22

PD 11.07.22

Financial services
Insurances
Parts trade

ISSUE 14/15

AD 29.06.22

CD 05.07.22

PD 25.07.22

Used car guarantees
Storage facility

Emissions reduction
Chassis & steering systems
Lifting technology
Fair preview report automechanika

**Freier Teilemarkt 2022
(Independent Aftermarket)**

ISSUE 16

AD 20.07.22

CD 26.07.22

PD 16.08.22

IT & digitization
Occupational clothing
Washing facilities

**Automobilbranche 2022
(Automobile Industry)
GW (Used Car)-trends 3
(special section)**

ISSUE 17

AD 09.08.22

CD 16.08.22

PD 05.09.22

Planning - Construction - Setting

Electrics/Electronics systems
Fair focus automechanika

automechanika
Frankfurt, 13.-17.09.2022

ISSUE 18

AD 23.08.22

CD 29.08.22

PD 19.09.22

Additional purchase sources/
Used cars exchange
Maintenance & preparation

SchadenBusiness 3/2022
(DamageBusiness)

IAA Commercial Vehicles
Hanover, 20.-25.09.2022

ISSUE 19

AD 07.09.22

CD 13.09.22

PD 04.10.22

Financial services
Insurances
Automotive abo/Mobility concepts
Vans/Business customers

Consumables and spare parts
Lights/Batteries
Diagnosis/Calibration
Washing facilities/
Cleaning & care
Fair follow-up report automechanika

Räder & Reifen 2/2022
(Wheels & Tyres)
GW (Used Car)-trends 2022
E-mobility 2022

ISSUE 20

AD 26.09.22

CD 30.09.22

PD 24.10.22

Lubricants marketing
Auctions
Inspection services

Kfz-Assekuranz 2022
(Automobile Insurance)

ISSUE 21

AD 10.10.22

CD 14.10.22

PD 07.11.22

Tyre marketing
Service processes
Service marketing

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Bauen (Construction) 2022
GW (Used Car)-trends 4
(special section)

ISSUE 22

AD 25.10.22

CD 31.10.22

PD 21.11.22

IT & digitalization
Purchase sources/
Used car processes

Branchenkompass 2022
(Industry compass)
SchadenBusiness 4/2022
(DamageBusiness)

Essen Motor-Show
Essen, 03.-11.12.2022

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 23-24

Financial services

AD 16.11.22

CD 22.11.22

PD 12.12.22

Brake systems
Lifting technology
Test stands
Workshop systems

Hagelbranche 2/2022
(Hail Industry)

ISSUE 1-2/23

Planning - Construction - Setting

AD 13.12.22

CD 19.12.22

PD 16.01.23

Warehouse technology

Parts trade

Electrics/Electronics systems
Consumables and spare parts
Diagnosis/Calibration
Exhaust gas analysis
IT & digitization

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

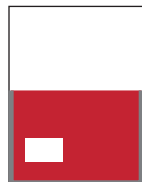
Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)



FRONT COVER***

—
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 UPRIGHT

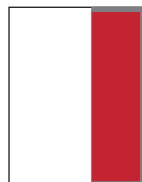
85 x 236 mm
101 x 279 mm*



1/2 PAGE HORIZONTAL

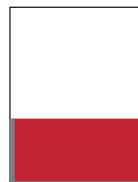
175 x 117 mm
210 x 137 mm*

* + 3 mm bleed
** + 4 mm bleed
on all edges



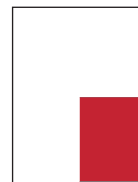
1/3 PAGE UPRIGHT

55 x 236 mm
71 x 279 mm*



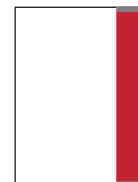
1/3 PAGE HORIZONTAL

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*

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)

55 x 232 mm
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*

*** 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, staple binding, 70 line/cm screen | Printing material delivery in digital form



FORMAT	4-COLOURS IN €
Front cover (not discountable)	11,645.00
2. + 3. cover page	10,130.00
4. cover page	11,050.00
2/1 page	18,420.00
1/1 page	9,212.00
1/2 page	5,090.00
1/3 page	3,750.00
1/4 page	2,980.00
1/8 page	1,850.00

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 %

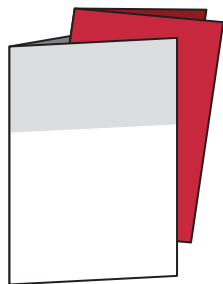
CLASSIFIED ADVERTISEMENTS	FORMAT IN MM TYPE AREA	PER COLUMN AND MM IN € B/W	4-COLOURS
Job offer & Purchases and sales directly	1 column 43 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 43 mm wide	3.88	7.47
Job-wanted	1 column 43 mm wide	2.15	
Box number fee	inland	€ 13.00	

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.

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

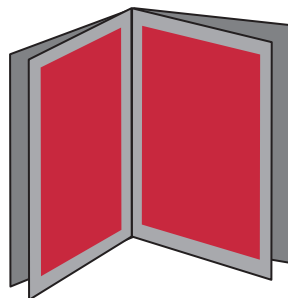
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. € 328.00
- 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

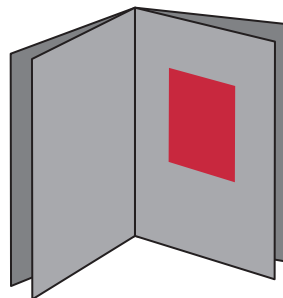
FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header

PRICE

- 1/1 page € 9,200.00
- 2/1 pages € 14,500.00

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

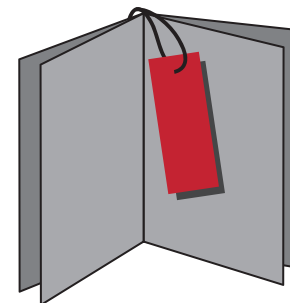
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- € 2,450.00
- 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

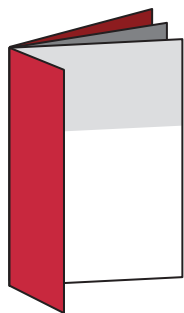
FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m²
- 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 4th back cover page
- Optimally catches readers' attention

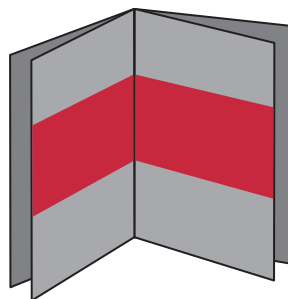
FORMAT

- 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

- € 16,950.00

BANDEROLE AD



SPECIAL FEATURE

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

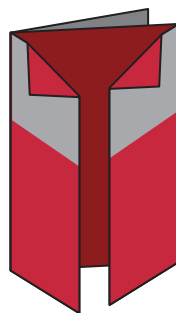
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 8,600.00

DOUBLE GATEFOLD



SPECIAL FEATURE

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

FORMAT

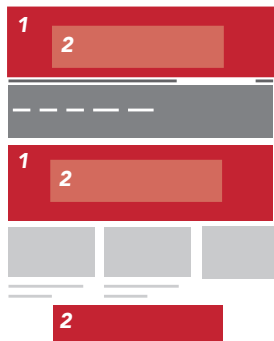
- Front cover + 1/1 page
- 2 x 1/2 page upright, 4c

PRICE

- On request

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

We'll be happy to advise you!



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 150.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 75.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 75.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 150.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 75.00

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

Five times a week, from Monday to Friday, the AUTOHAUS newsletter provides the latest news of the industry.

Once a week, **GW-trends** informs the responsible persons for the used car sector.

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/ah
newsletter.springerfachmedien-muenchen.de/gw

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.

AD FORMAT	PLACEMENT	SIZE IN PX	AUTOHAUS PRICE IN €	GW-trends PRICE IN €
Cross/Full-Size Banner	1	650 x 150	1,500.00	450.00
TextAd	2	650 x 366	1,750.00	520.00
Medium Rectangle	3	300 x 250	1,500.00	450.00



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

You can find all information summarized [here](#) in a PDF for AUTOHAUS and [here](#) for GW-trends.



DIGITAL

The online advertorial appears at www.autohaus.de as an editorially designed article under the tab "Topspecials".

The advertorial is promoted with a teaser at www.autohaus.de.

PRESENTATION:

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	DURATION	PRICE IN €
Online advertorial (Data delivery by the customer)	autohaus.de	4 weeks	3,500.00
Online advertorial (Editorial creation by the publisher)	autohaus.de	4 weeks	6,500.00



DIGITAL

The section industry directory provides a permanently available web presence at www.autohaus.de/branchenverzeichnis. Simple and clear structures offer the seekers a fast and efficient overview of the companies in the market.

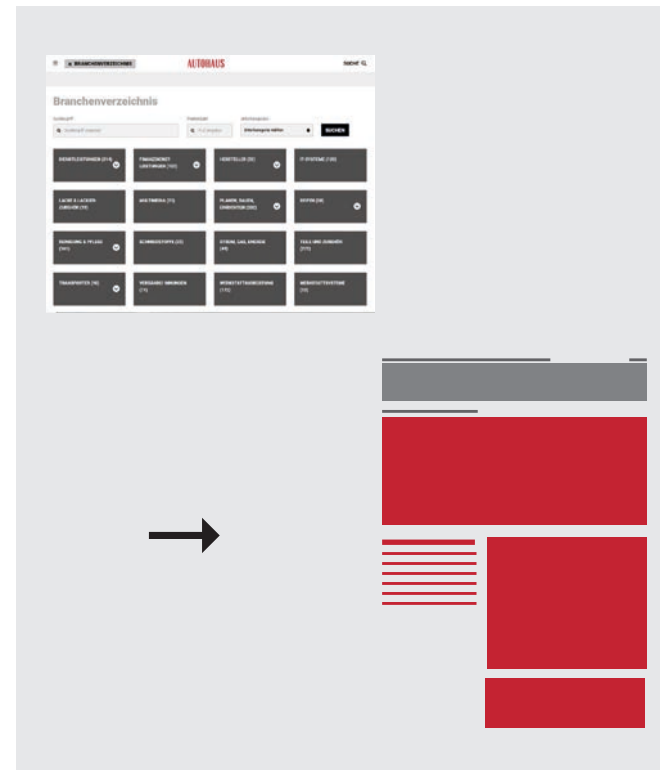
CATEGORIES:

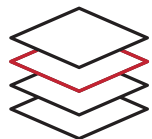
- Services
- IT systems
- Planning - Construction - Setting
- Lubricants
- Vans
- Workshop systems
- Financial services
- Paintwork & paint accessories
- Tyres
- Electricity - Gas - Energy
- Associations/Guilds
- Purchase sources
- Manufacturer
- Multimedia
- Cleaning & care
- Parts & accessories
- Workshop equipment

ENTRIES

PRICE IN €

Basic (address)	charge-free
Premium (address + URL + portrait: products, references, picture gallery, contact form)	per year 1,750.00
Infoline (premium + editorial accompaniment)	on request





PRINT

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.







DIGITAL

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
Publikation 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 € 19,700.00	1/1 € 13,500.00 2/1 € 17,400.00	1/1 € 9,200.00 2/1 € 14,500.00



DIGITAL





**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.

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial Startpage	✓ 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	✓ € 1,000.00		
	€ 16,900.00	€ 12,550.00	€ 7,070.00



DIGITAL





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.

In addition to your 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
Duration Lead generation	8 weeks	4 weeks
Newsletter placement TextAd	✓ 8 x	✓ 4 x
SocialMedia placement Posting	 4 x	 2 x
Startpage placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 25,500.00	€ 15,500.00



DIGITAL

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.

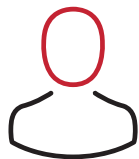
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ 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
SocialMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 34,500.00	€ 29,900.00	€ 16,500.00



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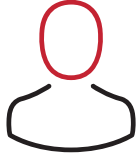
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