

2021

MEDIA KIT

AUTOHAUS
WER UNS LIEST, FÜHRT. www.autohaus.de

INSOLVENZ
Wie der Neustart
gelingen kann
ab Seite 14

FINANZEN
Händler kritisiert
Kürzung der Kreditlinie
ab Seite 16

WERKSTATTGESCHÄFT
Blick auf die aktuelle
und künftige Lage
ab Seite 62

9 14. JANUAR
11.00
UHR

„Von Mensch zu Mensch.“
Digitale Prozesse mit menschlicher Power.
#Creditplusistfürsieda

Immer Ihr starker Partner. 100% Digital. 100% Menschlich.

 autohaus.creditplus.de **Creditplus**

AUTOHAUS

The magazine for
successful management

www.autohaus.de

Attractive Target Group:

Who are the readers of AUTOHAUS?

AUTOHAUS is a respected publication which is read by company owners and managers, in addition to master craftsmen and other personnel in accessories and parts sales in large and medium-sized companies with considerable purchasing power. The topics of the specialist magazine ist tailored to the demands of this circle.

- **AUTOHAUS** reaches well trained readers who work up to 89 % in executive positions and assume professional responsibilities.*
- 87% of **AUTOHAUS** readers are investment decision makers.*
- **AUTOHAUS** covers the whole range of the automobile industry.

Effective advertising medium

- **AUTOHAUS** has an actually distributed circulation of 19.903 copies per issue in annual average (01.07.2019-30.06.2020, publisher's information).
AUTOHAUS has from 01.01.2021 a print run of 18.000 copies. With **asp AUTO SERVICE PRAXIS** the print run is increased to 25.000 copies.
- The latest readership structure analysis show that each issue of **AUTOHAUS** has an estimated number of more than 4.6 readers.*
- Specialist magazines (97 %) are the most important information source for the target group of car dealerships.*
- More than 80 % of the readers express positive reactions to the significance of adverts in **AUTOHAUS**, both in terms of utility and of image factors.*
- Your advert in **AUTOHAUS** has a potential page exposure of over 71 %.*

* Source: TNS Infratest MediaResearch, Bielefeld, AUTOHAUS Readership Analysis 2014
(see the attached summary of the analysis methods on page 7)

Profile:

What does AUTOHAUS offer you?

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, a total of 21 issues covers diversified topics of the automobile industry. The quarterly **AUTOHAUS** special section **GW-trends** bundles information for a successful used car business, while also promoting the professionalization trading companies in this sector.

Special topics, for example IT, constructing, etc. are examined in detail in numerous **AUTOHAUS** special editions (see topics & schedule).

AUTOHAUS provides the automotive industry a all-round carefree package characterised by its broad range of topics and high relevance for the target group. In addition to the core products – the magazine and the online portal – its portfolio also includes ePaper, news app, newsletter, archive of past issues, books, the **AUTOHAUS** Academy and the job portal [autojob.de](#).

Publication frequency: 2 x monthly, 21 issues

Year of publication: 65th year 2021

Web-Adresse (URL): www.autohaus.de

ISSN: 0171-9807

Subscription cost: Inland: 314.00 € incl. packing/posting plus statutory VAT.
European countries: 338.00 € incl. packing/posting plus statutory VAT.

Publisher: Prof. Hannes Brachat

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

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Specials: DamageBusiness, Kfz-Assekuranz (Automobile Insurance) and Automobilbranche (Automotive Industry):
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85521 Ottobrunn-Riemerling, Germany
Phone: +49 89 6659070-0
Fax: +49 89 6659070-20
E-mail: pfauntsch@pfauntsch-medien.de

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

Circulation monitoring new from 01.01.2021: The current edition analysis is available on request.

Print run AUTOHAUS **18,000**
Print run AUTOHAUS und asp AUTO SERVICE PRAXIS **25,000**

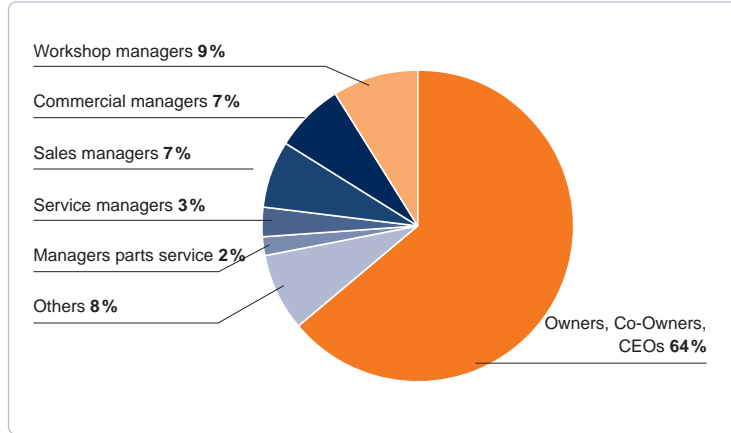
Circulation analysis: Average number of copies per issue
(Publisher's information) in one year (01.07.19-30.06.20)

Print run:	20,000
<hr/>	
Actual distributed circulation (ADC):	19,903 therefrom foreign countries: 273
<hr/>	
Sold copies:	5,861 therefrom foreign countries: 249
▪ Subscription copies:	4,438 therefrom member copies: –
▪ Sale by retail:	
▪ Other sales:	1,423
<hr/>	
Complimentary copies:	14,042
<hr/>	
Reminder, archive and records copies:	97

Market penetration by sectors/economic sectors/business types¹⁾:

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	86.0	16,882
71.10	Vehicle rental, leasing	1.0	196
	Others	13.0	2,552
<hr/>			
Actual distributed circulation (ADC):		100.0	19,630
Foreign Countries (unlevied):			273
<hr/>			
Actual distributed circulation:			19,903

Position within the company:

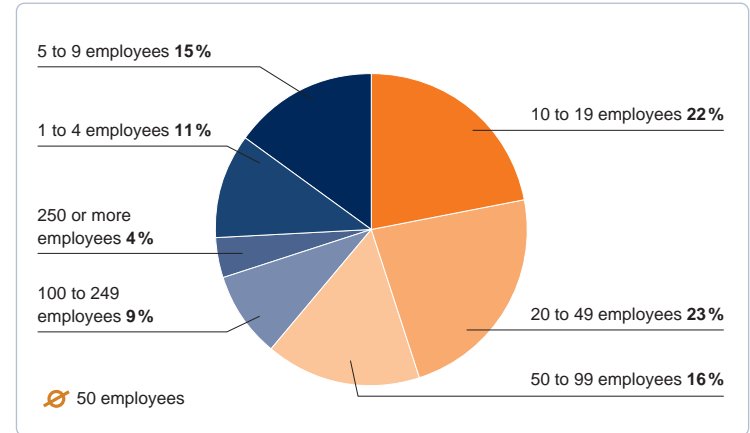


AUTOHAUS readers have leading positions:

89 % of the readers of AUTOHAUS have a leading position.

AUTOHAUS is also required reading for master craftsmen and personnel in accessories and parts sales in large and medium-sized companies with considerable purchasing power.

Company size:

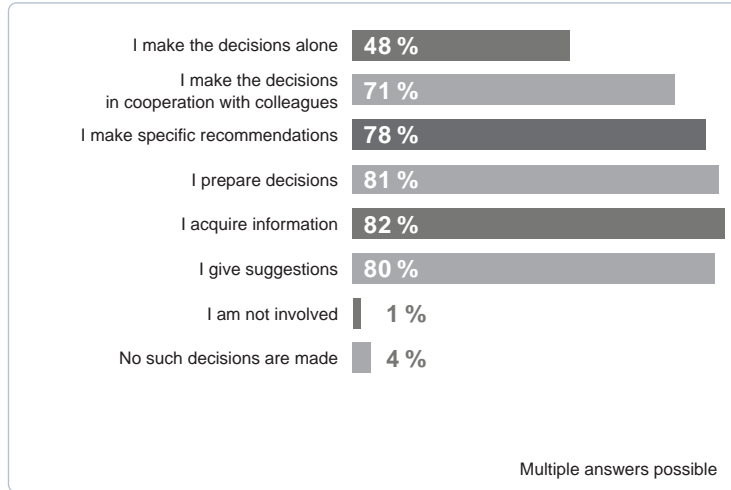


AUTOHAUS is strongly represented in medium-sized companies:

87 % readers work at companies with up to 100 employees.

The average size of the companies is 50 employees.

Investment competence:



AUTOHAUS reaches an above average number of decision-makers:

87 % of AUTOHAUS readers are operative decision-makers and decide on investments alone or in cooperation with colleagues.

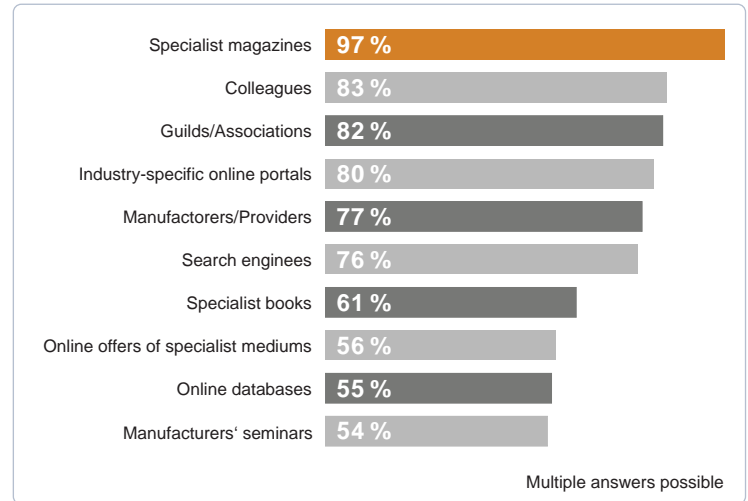
AUTOHAUS is read frequently and intensively:

82 % of all respondents stated to read at least half of the AUTOHAUS magazine.

9.5 of 11 issues have been used in the last 6 months, a value that exceeds significantly the comparable value of 8.2 of specialist magazines.

Source: TNS Fachzeitschriften Strukturanalysen Datenbank, status as of 01/2014, n = 312

Frequently used information sources:



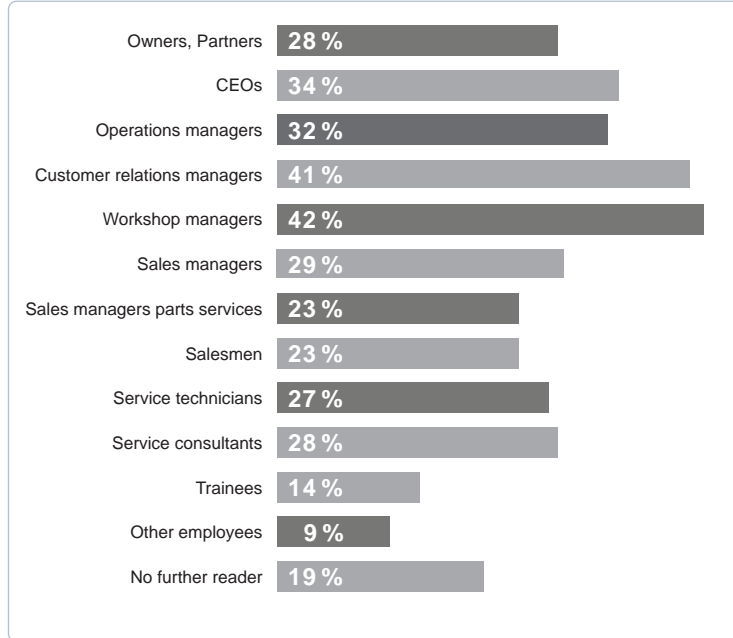
The readers feel connected to AUTOHAUS:

93 % of the readers would recommend AUTOHAUS.

74 % of the AUTOHAUS readers would miss/strongly miss the magazine.

The strong connection between readers and „their“ magazine is an indicator of its content-related quality and its relevance.

Further readers: position within the company

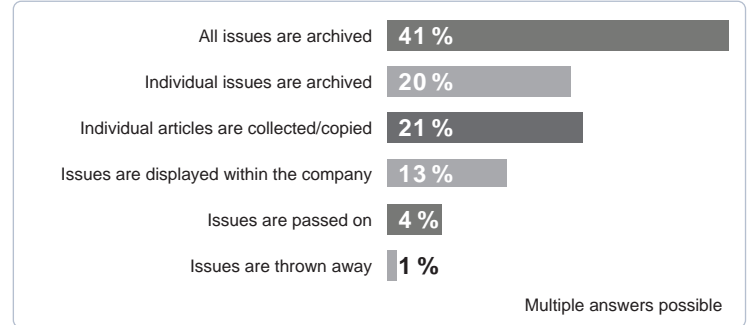


AUTOHAUS is always in the best of hands:

The number of estimated **3.6 further readers per issue** is above average.

Due to the frequent passing on of AUTOHAUS, additional attractive ad media contacts are reached.

Archiving and sharing:



Summary of the survey method:

Methodology:	Readership structure analysis by oral questioning (by telephone) - sample survey
Conducting institute:	TNS Infratest Mediaresearch, Bielefeld
Basis of the overall population:	ADC of all AUTOHAUS readers (100 % = 19,666)
Random sample:	250 person interviews, 70.8 % usage, random selection
Target person of the survey:	AUTOHAUS readers were interviewed
Survey period:	The telephone interviews were conducted in the period of 20.01. to 24.02.2014.

AUTOHAUS	asp	SPEZIAL	MESSEN
HEFT 1/2 AS: 15.12.20 DU: 21.12.20 ET: 21.01.21	Planning - Construction - Setting Parts trade	Electrics/Electronic systems Consumables and spare parts Diagnosis, Exhaust gas analysis IT & digitalization	
HEFT 3 AS: 23.12.20 DU: 08.01.21 ET: 01.02.21	Auctions Tyres Financial services Inspection services		
HEFT 4 AS: 25.01.21 DU: 01.02.21 ET: 22.02.21	Lubricants marketing Washing facilities	Smart repair Chassis measurement	
HEFT 5 AS: 08.02.21 DU: 12.02.21 ET: 08.03.21	Additional purchasing sources Used car: exchange, IT & digitalization Maintenance & preparation Smart repair		
HEFT 6 AS: 24.02.21 DU: 02.03.21 ET: 22.03.21	Financial Services Material equipment Service processes	Chassis, steering & brake systems Test stands, Workshop systems Air conditioning services Planning & construction	Dealer Networks 2021 Wheels & Tyres Techno Classica Essen, 07.-11.04.21
HEFT 7 AS: 09.03.21 DU: 15.03.21 ET: 06.04.21	Planning - Construction - Setting E-Mobility Inspection services		DamageBusiness 1/2021 Hail Industry 1/2021
HEFT 8 AS: 26.03.21 DU: 01.04.21 ET: 26.04.21	Used car guarantees	E-Mobility, Lifting technology Consumables and spare parts, Cleaning & maintenance, Washing facilities Fair preview THE TIRE COLOGNE	Digitalization (Special section)
HEFT 9 AS: 13.04.21 DU: 20.04.21 ET: 10.05.21	Commercial clients in the car dealership Tyre marketing		 Automotive Banks 2021 THE TIRE COLOGNE Cologne, 18.-20.05.21

AUTOHAUS	asp	SPECIAL	FAIRS
HEFT 10 AS: 27.04.21 DU: 03.05.21 ET: 25.05.21	Lubricants marketing Auctions Service processes	Tyre service Parts and accessories trade	
HEFT 11 AS: 17.05.21 DU: 21.05.21 ET: 14.06.21	Used car exchanges, -guarantees Additional purchasing sources Maintenance & preparation Smart repair		IT & Digitalization 2021 DamageBusiness 2/2021
HEFT 12 AS: 01.06.21 DU: 08.06.21 ET: 28.06.21	Planning - Construction - Setting Workshop equipment	Consumables and spare parts Lubricants marketing Diagnosis, Exhaust gas analysis Air conditioning services	
HEFT 13 AS: 16.06.21 DU: 22.06.21 ET: 12.07.21	Financial services Insurances Parts trade		Retro Classics, Stuttgart, 08.-11.07.21
HEFT 14/15 AS: 30.06.21 DU: 06.07.21 ET: 26.07.21	Used car guarantees Storage facility	Emission reduction Chassis & steering systems Lifting technology Fair preview automechanika	Independent Aftermarket 2021
HEFT 16 AS: 21.07.21 DU: 27.07.21 ET: 16.08.21	IT & digitalization Occupational clothing Washing facilities		Automotive Industry 2021 GW-trends
HEFT 17 AS: 11.08.21 DU: 17.08.21 ET: 06.09.21	Planning - Construction - Setting Fair preview IAA	Electrics/Electronics systems Planning & construction Fair focus automechanika	IAA Pkw Munich, 07.-12.09.21 automechanika Frankfurt, 14.-18.09.21

AUTOHAUS	asp	SPECIAL	FAIRS
HEFT 18 AS: 24.08.21 DU: 30.08.21 ET: 20.09.21	GW-Börsen, Zukaufquellen GW-Bewertung Pflege & Aufbereitung, Smart Repair Messeschwerpunkt IAA	SchadenBusiness 3/2021	
HEFT 19 AS: 07.09.21 DU: 14.09.21 ET: 04.10.21	Financial Services Insurances Fair reporting IAA	Consumables and spare parts, Lights/ Batteries Diagnosis, Washing facilities, Cleaning & maintenance Fair reporting automechanika	Wheels & Tyres E-Mobility 2021 (Special section) GW-trends Special
HEFT 20 AS: 29.09.21 DU: 05.10.21 ET: 25.10.21	Schmierstoffvermarktung Auktionen Prüfdienste	Kfz-Assekuranz 2021	
HEFT 21 AS: 11.10.21 DU: 15.10.21 ET: 08.11.21	Tyre marketing Service processes Service marketing	Lubricants marketing Chassis measurement Smart repair Disposal	Construction 2021 ESSEN MOTOR SHOW Essen, 27.11.-05.12.21 GW-trends
HEFT 22 AS: 25.10.21 DU: 29.10.21 ET: 22.11.21	IT & digitalization Used car processes Additional purchasing sources	Industry Compass 2022 DamageBusiness 4/2021 Hail Industry 2/2021	
HEFT 23/24 AS: 17.11.21 DU: 23.11.21 ET: 13.12.21	Financial services	Brake systems Lifting technology Test stands Workshop systems	
HEFT 1/2 AS: 13.12.21 DU: 17.12.21 ET: 17.01.22	Planning - Construction - Setting Parts business	Electrics/Electronics systems Consumables and spare parts Diagnosis, Exhaust gas analysis IT & digitalization	Vienna Autoshow Vienna (A), Januar 2022 AutoZum Salzburg (A), 15.-18.03 2022

This overview of planned topics for 2020 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



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*

SPECIAL

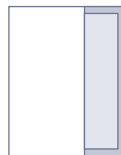
Type area (width x height) –
Bleed size (width x height) on request

–
406 x 277 mm*

175 x 232 mm
203 x 277 mm*

85 x 232 mm
99 x 277 mm*

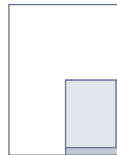
175 x 117 mm
203 x 136 mm*



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

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

** + 4 mm trim on all edges

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-farbig in €
Front cover (not discountable)	11,530.00
2nd inside cover and 3rd inside back cover page	10,030.00
4th back cover page	10,945.00
2/1 page	18,240.00
1/1 page	9,120.00
2/3 page	7,430.00
1/2 page	5,040.00
1/3 page	3,715.00
1/4 page	2,950.00
1/8 page	1,470.00

A Glance at the Market: Cost-effective, small-format advertisements with a high attention value in the editorial section.

Format	Width x Hight in mm	b/w in €	4-colours in €
1/8 page bloc	93 x 62.5		
	45 x 125	705.00	1,010.00
3/32 Seite upright	45 x 96.5		
	93 x 48	545.00	780.00
1/16 Seite upright	45 x 62.5		
	93 x 31	352.50	505.00
1/32 Seite upright	45 x 31.5		
	93 x 15.5	180.00	255.00
each mm 1 column	45 mm width	5.64	8.08

Surcharges:

Colour surcharge:

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 discounts.

Contact:



Birgit Zipfel
Key Account Manager
birgit.zipfel@springernature.com
Phone: +49 89 203043-1191
Fax: +49 89 203043-1240

Circulation (publisher's information):

Print run (new from 01.01.2021)	18,000 copies
Print run with asp AUTO SERVICE PRAXIS	25,000 copies
Actual distributed circulation (ADC) in one year (01.07.19-30.06.20):	19,903 copies

Magazine format:

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

Printing and binding procedures, artwork:

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

Publication dates:

Publication frequency:	2 x monthly, 21 issues
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 recommended 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.

Editorial concept:

What distinguishes GW-trends?

- Team of authors of the industry
- Bundled information to all areas of used car business
- Practice-orientated, useful specialist information
- Competent cooperation partners
- Industry experienced journalists within the core team
- Comprehensive consultation via in-depth online service

Since 2016, the special section **GW-trends** is a firmly integrated component in the specialist magazin AUTOHAUS. The quarterly published special has advisory character, while also promoting the professionalization of trading companies in the used car sector. The **GW-trends SPECIAL** „Used Car Programs“ is published as a supplement in the AUTOHAUS issue no. 19.

AUTOHAUS has an distributed circulation of ca. 19,903 copies and serves the German-speaking area.



Profile:

What does GW-trends offers?

GW-trends bundles all information for a successful used car business. The objective of this special section is the comprehensive coverage of all aspects of the used car sector and to provide practice-orientated, useful information. In each issue, a number of main topics is discussed. They focus on makers of the sector and their strategies, collection of vehicles, vehicle preparation, trade, marketing and organisation of the used car business generally. The central motive is always to support dealers in making optimal use of their potentials.

An extensive online offer at **www.gw-trends.de** provides the magazine subscribers with additional, essential information about used car topics. The overall offer is completed with a newsletter, which is sent weekly by e-mail. Through the interlink of print medium and online platform, GW-trends constitutes the ideal basis to recognise and use existing potentials of the used car business for the own company.

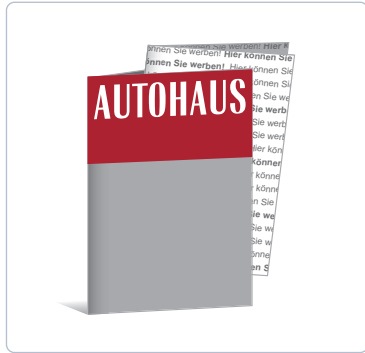
Frequency of publication: 4 x per year as a special section in the specialist magazine AUTOHAUS (issues 5, 9, 16 & 21) and also a **GW-trends SPECIAL** as a special issue supplemented in AUTOHAUS 19

Web addresses (URL): www.gw-trends.de
www.gw-trends.at
www.gw-trends.ch

Publisher: Prof. Hannes Brachat

Editor: Dr. Andrea Haunschild
Phone: +49 89 203043-2024
Fax: +49 89 203043-1205
E-mail: andrea.haunschild@springernature.com

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

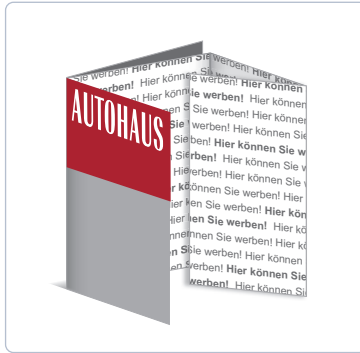
Format:

- 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

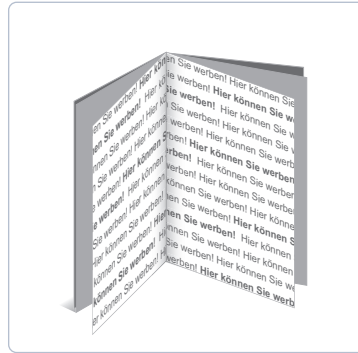
Format:

- 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, 4, 6 or 8 pages

Price:

- 2 pages: 8,855,00 €
- 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

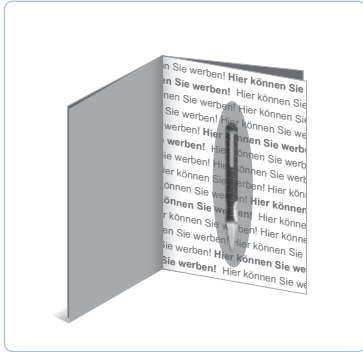
Format:

- 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

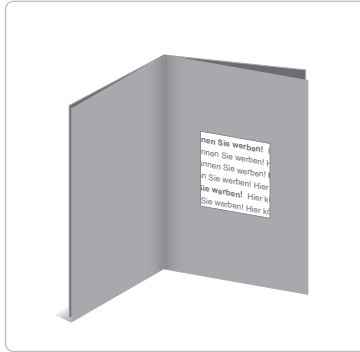
Format:

- Only in combination with 1/1 Seite, 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

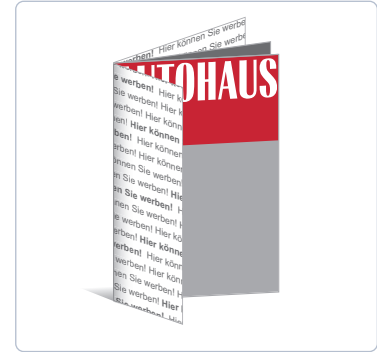
Format:

- 88 mm width x 140 mm height (mind. 75 mm width x 100 mm height)
- Paper weight: 170g/m²
- In combination with 1/4, 1/2 or 1/1 page adverts, 4c

Price:

- On request
- Further formats possible

Cover Sampling



Special feature:

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

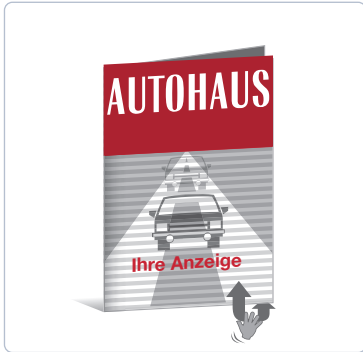
Format:

- 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:

- 25,140.00 €

Lenticular



Special feature:

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

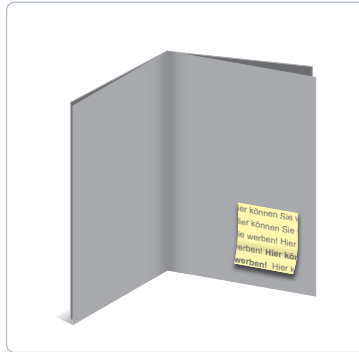
Format:

- 210 mm width x 148 mm height

Price:

- On request

Tip-On Insert



Special feature:

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

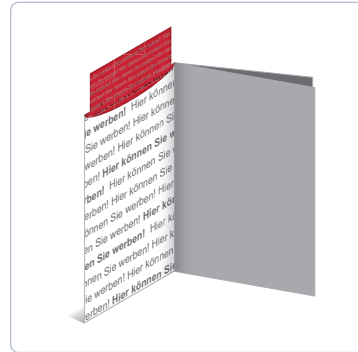
Format:

- 32 mm width x 32 mm height
- Further formats on request

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

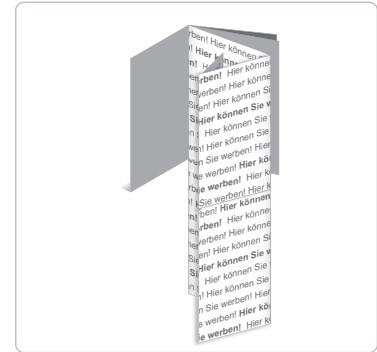
Format:

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

Price:

- 28,640.00 €

Super-Poster



Special feature:

- Fold-out poster format offers lot of advertising space
- Ideal for a complete product overview or a list of important dates

Format:

- Folded: 210 mm width x 277 mm height
- Unfolded: 594 mm width x 554 mm height

Price:

- On request

Banderole



Special feature:

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

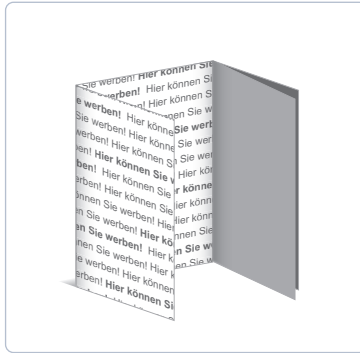
Format:

- Banderole around the magazine: 480 mm width x 80 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

Gate Folder



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

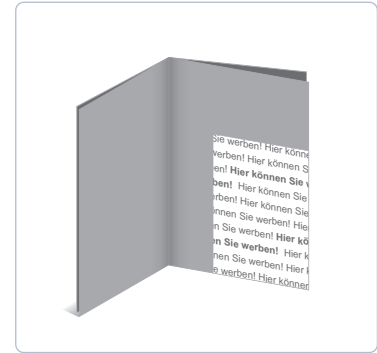
Format:

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

Price:

- 25,950.00 €

Junior Page



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 25 % surcharge
 more than 180 g/m² 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 "AUTOHAUS" No ...

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

Advert specials¹⁾:

Format	4-farbig in €
Infoposter	starting from 21,715.00
Advertorial	on request
Loose insert (not discountable) up to 25 g, per thou. further 5 g total weight	325.00 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
Cover Sampling	25,140.00
Lenticular	on request
Tip-On Insert	on request
Sliding Door	28,640.00
Super-Poster	on request
Banderole	starting from 9,170.00
Gate Folder	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:

Formats in type area	Width in mm	Height in mm
1 column	43	max. 250
2 columns	90	max. 250
3 columns	137	max. 250
4 columns	184	max. 250

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 36)

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
Junior Account Manager autojob.de
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.



Attractive Target Group:

Who are the users of AUTOHAUS Online?

CEOs and executives in automobile trade, of manufacturers/importers, suppliers and service providers.

Effective Advertising Medium

- **autohaus.de** reaches an average of 1,728,181 page impressions monthly (IVW II/2020).
- On average, **autohaus.de** is used on 4.9 days of the week.
- Each workday, the **AUTOHAUS Newsletter** reaches 25,121 subscribers (own data collection 8/2020).
- The average time spent reading the AUTOHAUS newsletter is 4.8 minutes.*
- The professional benefit of **autohaus.de** and the **AUTOHAUS Newsletter** is rated as very high.*
- 71 % of **autohaus.de** users and 64 % of the readers of the **AUTOHAUS Newsletter** would recommend the respective medium.*

* Source: WebStA, User and Readership Analysis 2009,
TNS Emnid Medienforschung, Bielefeld

Profile:

What does AUTOHAUS Online offer you?

Web address (URL): www.autohaus.de

AUTOHAUS Online is considered to be one of the widest ranging German-speaking Internet portals in the automobile trade and automotive industry. It offers the very latest investigative news, reports, interviews and commentaries to following topics: automotive industry, new and used vehicle trade, politics, associations, dates and events, IT and internet, legal and tax, construction, corporate management as well as after-sales. In addition, a range of premium services, data collections, a news archive and the current research studies are available. The portfolio is complemented by a large industry directory including an index of providers and an advertising market.

With one click you will be forwarded directly to our job portal autojob.de.

The range is completed by our daily **AUTOHAUS Online Newsletter** as well as **AUTOHAUS News-App** and is supported by social media offers on Facebook, Twitter and XING.



Access control:

IVW-certified since December 2000

Accesses:

Visits: 861,123 (3-month average, April to June 2020)
Page impressions: 1,728,181 (3-month average, April to 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 €

Advert Market Online in combination with print



Online exchange for real estates, business connections, purchases and sales

Placement: in the Advert Market

Duration: 4 weeks

Price: 75.00 €

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:



Birgit Zipfel
Key Account Managerin
birgit.zipfel@springernature.com
Telefon: +49 89 203043-1191
Fax: +49 89 203043-1240



Newsletter – the direct line to the customer

Registration link (free of charge): newsletter.springerfachmedien-muenchen.de/ah

Profile:

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

Newsletter subscribers: 25,121 (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	1,500.00
Text Ad	②	650 x 366	1,750.00
Medium Rectangle	③	300 x 250	1,500.00

Technical specifications:

Cross-/Full-Size Banner & Medium Rectangle:

- File format: static.gif/.jpg files (animated on request)
- File size: up to 30 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Text Ad:

- File format: 650 x 366 px (W x H, static .gif/.jpg-file without text)
- File size: 120 KB
- Headline: max. 50 characters (incl. all blanks)
- Text: max. 200 characters (incl. all blanks)
- Target URL
- Data delivery: 5 working days before the beginning of the campaign

Contact: aylin.uyosal@springernature.com

Newsletter – the direct line to the customer

Registration link (free of charge): newsletter.springerfachmedien-muenchen.de/gw

Profile:

GW-trends online informs used car managers, sales managers, owners and managing directors from the used car sector once a week with an up-to-date e-mail newsletter.

Newsletter subscribers: 7,222 (9/20, 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-/Fullsizebanner	①	650 x 150	440.00
Text Ad	②	650 x 366	510.00
Medium Rectangle	③	300 x 250	440.00

Technical specifications:

Cross-/Fullsizebanner / Medium Rectangle

- File format: static.gif/.jpg files (animated on request)
- File size: up to 30 KB
- Target URL/ClickCommand
- Data delivery: 2 working days before publication

Text Ad

- File format: 650 x 366 px (W x H, static .gif/.jpg-file without text)
- File size: 30 KB
- Headline: max. 65 characters (incl. all blanks)
- Text: max. 8 rows á 75 characters (incl. all blanks)
- Target URL/ClickCommand
- Data delivery: 5 working days before the beginning of the campaign

Contact: aylin.uyal@springernature.com



Online Advertorial

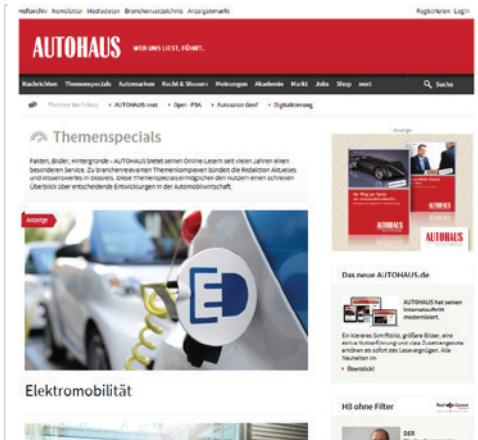
Profile:

The **online advertorial** appears as an editorially designed article under the tab „topic specials“ on **www.autohaus.de**. The article is marked as an advert with a small red flag. The advertorial is advertised on **www.autohaus.de** and by the **AUTOHAUS Newsletter**.

Accesses:

Visits: 861.123 (3-month average, April to June 2020)
Page impressions: 1.728.181 (3-month average, April to June 2020)

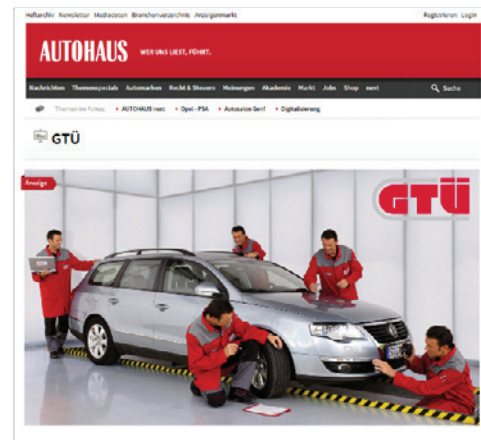
Current figures are available on request or at www.ivw.de, section: online usage data.



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.autohaus.de	4 weeks	6,500.00



AUTOHAUS News-App

Present your company, products and services with an advertorial on our **AUTOHAUS 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
Static 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 ca. 1.5 days	1,000.00

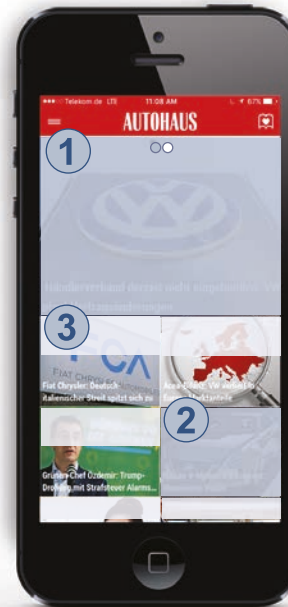
All ad types of AUTOHAUS News-App include:

Link to your website/conversion in-app possible

Option: Image gallery/video

Option: Push notification for all users

Accesses: on request



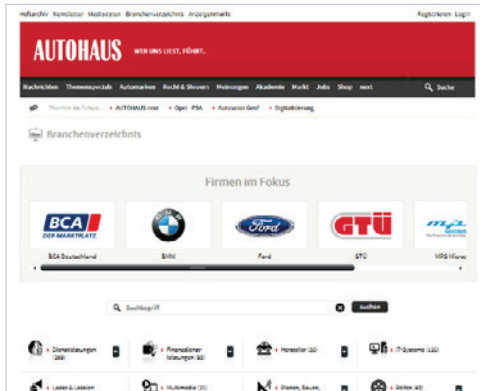
Business directory (Branchenverzeichnis)

A permanently searchable web presentation by one of the leading online services of the industry. Simple and clear structures offer the seekers a fast and efficient overview of the companies on the market.

Presentation:

- **Basis** free of charge
Company address, URL, further sections
- **Premium** Price per year: 1,750.00 €
Basic + logo, Google Maps
Short company profile, contact partner, contact form, references, image gallery/ video, downloads, keywords
- **Infoline** Price on request
Premium + with editorial accompaniment

For further information please visit www.autohaus.de/branchenverzeichnis.



Video-/TV formats

Moving pictures on the internet offer whole new possibilities for modern communication. We create professional video formats for you and help you to integrate it into your marketing concept.

Filmed at the fair booth:

Format*	Scope	Price in €
1 Exhibitor Portrait (3–5 min.)	Presentation of your company and your product range on your fair booth	4,490.00
2 Product presentation	Presentation of your fair highlights in its entire functionality in moving pictures	2,990.00
3 Interview (2–3 min.)	Your opportunity to present interesting contents in an interview	3,490.00

Filmed at your location:

Format*	Scope	Price in €
1 Company Portrait (ca. 5 min.)	Presentation of your company and your product range at your location	8,990.00
2 Product presentation (ca. 5 min.)	Presentation of your product highlights in its entire functionality in moving pictures	8,990.00
3 Interview (ca. 5 min.)	Your opportunity to present interesting contents in an interview	8,590.00

* Duration: 1 year on autohaus.de

2021

MEDIA KIT

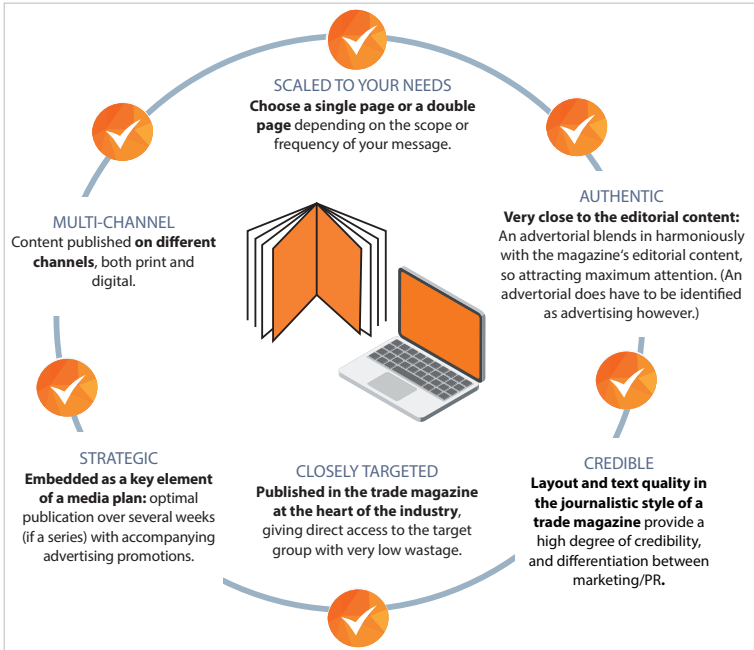


Package Offers
Special Ad Types



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:

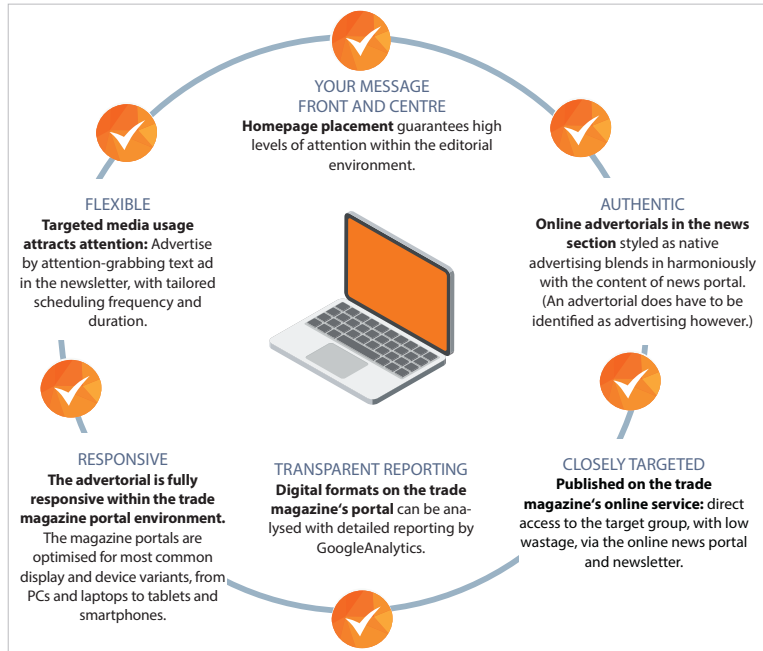
In addition to your advertorial, choose your preference package of advertising means.

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 € 13,840



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:

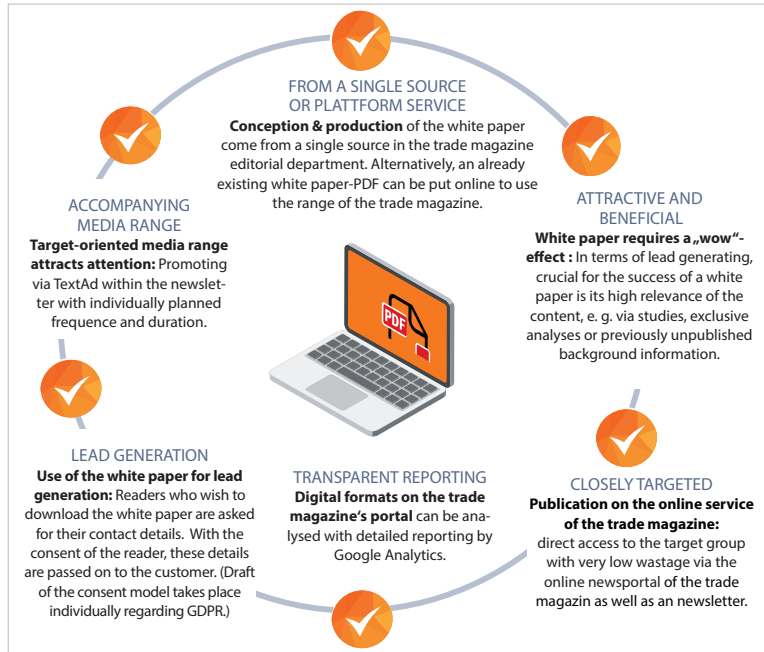
In addition to your online advertorial, choose your preference package of advertising means.

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:

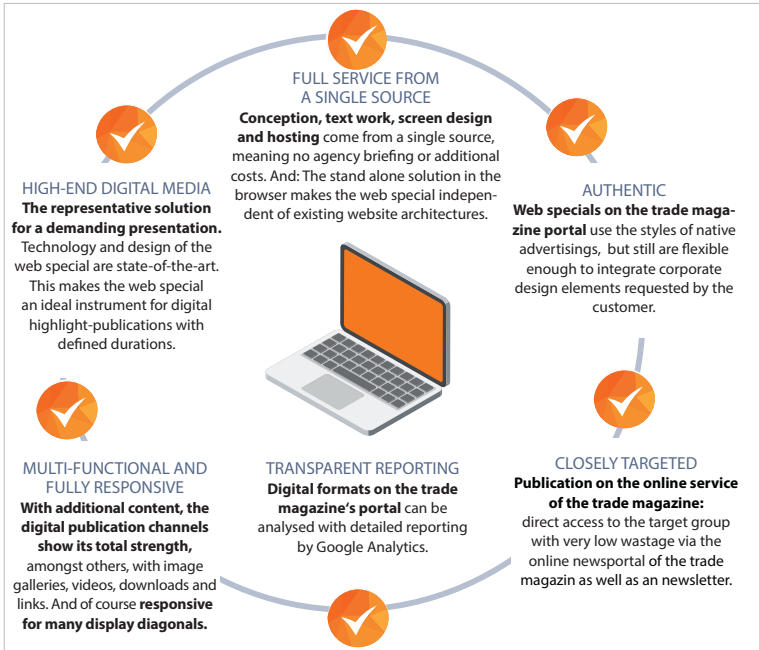
In addition to your online white paper, choose your preference package of advertising means.

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

autjob.de job portal

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



Contact person:

Doris Kester-Frey, Account Manager
+49 89 203043-1671, doris.kester-frey@springernature.com
Yevgeniya Jaran, Account Manager Online
+49 89 203043-1199, autjob@springernature.com
Michael Harms, Key Account Manager
+49 89 203043-1242, michael.harms@springernature.com

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/autjob.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)	Job market AUTOHAUS	1 issue	+ 195.00 ¹⁾
Print entry	Job market AUTOHAUS	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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Silvia Bauer

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Aylin Uysal

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Phone +49 89 203043-2358
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