

MEDIA KIT 2022

asp AUTO SERVICE PRAXIS
Infos about business practice, workshop & automotive technology
www.autoservicepraxis.de





WHAT DOES asp AUTO SERVICE PRAXIS OFFER?

asp AUTO SERVICE PRAXIS is the technically oriented information medium of the workshop sector. 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.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online Portal
- ePaper
- News-App
- Newsletter
- Books





monthly

11 ISSUE

26. year

2022

www.autoservicepraxis.de

WEB ADRESS (URL)

TÜV SÜD

PARTNER MAGAZINE

96 % of the B2B deciders are oriented towards specialist media.

Printed trade media are used by **83 %** of professional decision-makers. By more than two thirds, the cross-media use is in the foreground.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



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WHO ARE THE READERS OF asp AUTO SERVICE PRAXIS?

asp AUTO SERVICE PRAXIS is read and appreciated by master car mechanics and technical managers in workshops and car dealerships. The trade magazine is thematically coordinated to meet the needs of this reader target group.

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 significantly involved in investment decisions.

Source: Readership structure analysis November/December 2016, KANTAR TNS, Media Research Bielefeld

SUBSCRIPTION

ISSN 1437-1162

Annual subscription price:

Inland: € 96.40 incl. packing/posting plus statutory VAT

European countries: € 108.40 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

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

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

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

24,459

ACTUAL DISTRIBUTED CIRCULATION (ADC)
AUTOHAUS + asp AUTO SERVICE PRAXIS*

15,480

PAID CIRCULATION AUTOHAUS + asp AUTO SERVICE PRAXIS*



DIGITAL

86,610

VISITS**

(average of three months, April to June 2021)



234,287

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



7,627

NEWSLETTER SUBSCRIBERS***

(June 2021)

asp APP USER***

(on request)

CIRCULATION

82 % of the recipient groups use trade journals
as a regular source of information.

Source: Readership structure analysis November/December 2016, KANTAR TNS,
Media Research Bielefeld

* Circulation figures: own data collection

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

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

ASP

AUTOHAUS

SPECIAL

FAIRS

JANUARY

AD 13.12.21

CD 17.12.21

PD 17.01.22

Elektronic systems
Diagnosis/Calibration
Exhaust gas analysis

Planning - Construction - Setting
Warehouse technology
Parts trade

FEBRUARY

AD 25.01.22

CD 01.02.22

PD 21.02.22

Smart repair
Chassis alignment
Online parts trade

Lubricants marketing
Washing facilities
Car abo/Mobility concepts

MARCH

AD 21.02.22

CD 25.02.22

PD 21.03.22

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

Financial services
Workshop equipment

Räder & Reifen (Wheels & Tyres) 1/2022

AutoZum
Salzburg, 15.-18.03.2022
Techno Classica
Essen, 23.-27.03.2022

APRIL

AD 22.03.22

CD 28.03.22

PD 19.04.22

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

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

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

MAY

AD 26.04.22

CD 02.05.22

PD 23.05.22

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

Lubricants marketing
Auctions
Service processes

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

ASP

AUTOHAUS

SPECIAL

FAIRS

JUNE

AD 30.05.22
CD 03.06.22
PD **27.06.22**

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

Planning - Construction - Setting
Sustainability in dealerships
Workshop equipment

JULY

AD 29.06.22
CD 05.07.22
PD **25.07.22**

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

Used car guarantees
Storage facility

Freier Teilemarkt (Independent Aftermarket) 2022

SEPTEMBER

AD 09.08.22
CD 16.08.22
PD **05.09.22**

Electrics/Electronics systems
Fair focus automechanika

Planning - Construction - Setting

automechanika

Frankfurt, 13.-17.09.2022
IAA Commercial Vehicles
Hanover, 20.-25.09.2022

OCTOBER

AD 07.09.22
CD 13.09.22
PD **04.10.22**

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

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

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

NOVEMBER

AD 10.10.22
CD 14.10.22
PD **07.11.22**

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Tyre marketing
Service processes
Service marketing

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

Essen Motor-Show

Essen, 03.-11.12.2022

DECEMBER

AD 16.11.22

CD 22.11.22

PD 12.12.22

Brake systems
Lifting technology
Test stands
Workshop systems

Financial services

HagelBranche (Hail Industry) 2/2022

JANUARY

AD 13.12.22

CD 19.12.22

PD 16.01.23

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

Planning - Construction - Setting
Warehouse technology
Parts trade

MAGAZINE FORMAT

210 X 279

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

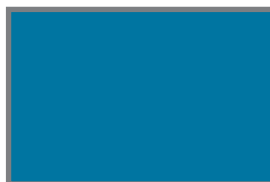
Type area (w x h)

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



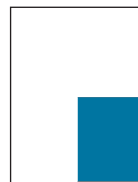
1/3 PAGE UPRIGHT

55 x 236 mm
71 x 279 mm*



1/3 PAGE HORIZONTAL

175 x 76 mm
210 x 91 mm*



1/4 PAGE

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)

*** 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	9,210.00
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 %

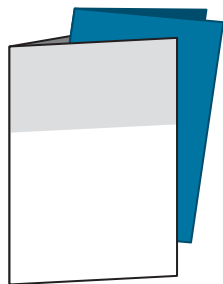
CLASSIFIED ADVERTISEMENTS	FORMAT IN MM TYPE AREA	PRO COLUMN AND MM IN € B/W	4-COLOURS
Job offer & Purchases and sales directly	1 column 40 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 40 mm wide	3.88	7.47
Job-wanted	1 coloumn 40 mm wide	2.15	
Box number fee	inland	€ 13.00	

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

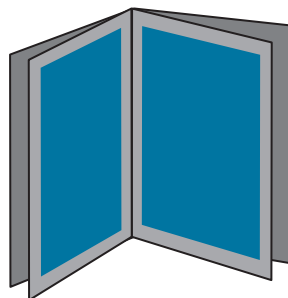
FORMAT

- 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

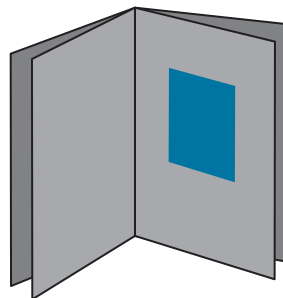
FORMAT

- 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

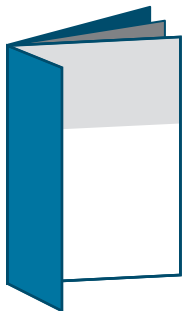
FORMAT

- 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

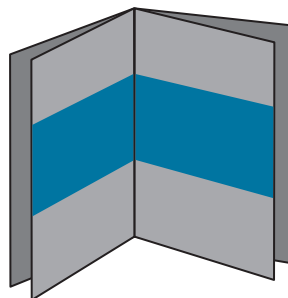
FORMAT

- 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

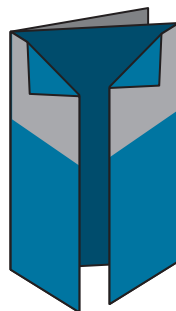
FORMAT

- 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

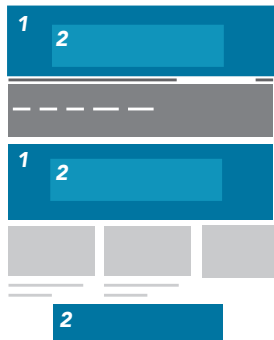
- Front cover + 1/1 page
- 2 x 1/2 page upright, 4c

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

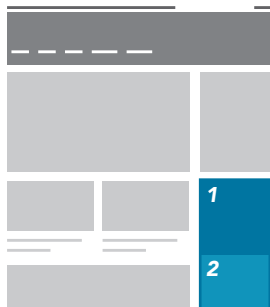
2 SUPERBANNER

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

Every working day, the decision-makers and managers of the workshop industry will be informed through an up-to-date **asp AUTO SERVICE PRAXIS** newsletter.

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/asp

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 FORM	PLACEMENT	SIZE IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	500.00
TextAd	2	650 x 366	600.00
Medium Rectangle	3	300 x 250	500.00



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



DIGITAL

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

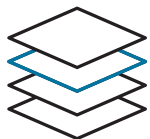
The advertorial is promoted with a teaser at www.autoservicepraxis.de.

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)	autoservicepraxis.de	4 weeks	2,500.00
Online advertorial (Editorial preparation by the publisher)	autoservicepraxis.de	4 weeks	4,000.00



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
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 € 17,900.00	1/1 € 12,500.00 2/1 € 16,600.00	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	✓		
	€ 10,500.00	€ 7,500.00	€ 4,600.00



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	 50' PI	 30' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 15,500.00	€ 9,900.00



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 chapters (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	✓ 50' PI		
	€ 19,900.00	€ 17,900.00	€ 11,900.00



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