

MEDIA DATA 2026

AUTOHAUS
The magazine for successful management
www.autohaus.de





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 tire sales. In a practical manner, **AUTOHAUS** covers diversified topics of the automobile industry.

The **AUTOHAUS** special section **GW-trends (Used Car-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
- E-paper
- Newsletter
- Books
- AUTOHAUS Academy
- AUTOHAUS next
- AUTOHAUS Panel
- Podcast
- Social media





2 x monthly

19 ISSUES

70th year

2026

www.autohaus.de

WEB ADDRESS (URL)

80 % recommend AUTOHAUS.

71 % are very satisfied or satisfied with the magazine as well as with the online offers of AUTOHAUS.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.



PUBLISHING HOUSE: TECVIA Media GmbH
Auto Business Media
Aschauer Straße 30, 81549 Munich, Germany
Phone +49 89 203043-0
sales.munich@tecvia.com
www.tecvia-media.com



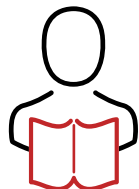
CHIEF EDITOR: Ralph M. Meunzel

MANAGING EDITOR: Frank Selzle
Phone +49 89 203043-1108
redaktion.autohaus@tecvia.com



SCHADENBUSINESS (DAMAGE BUSINESS), KFZ-ASSEKURANZ (AUTOMOBILE INSURANCE) AND AUTOMOBILINDUSTRIE (AUTOMOBILE INDUSTRY):

EDITOR-IN-CHIEF: Walter K. Pfauntsch
Presse + PR Pfauntsch
Otto-Hahn-Str. 28, Entrance 4
85521 Ottobrunn-Riemerling, Germany
Phone +49 89 6659070-0
Fax +49 89 6659070-20
pfauntsch@pfauntsch-medien.de



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.

Our [recipient structure analysis 2022](#) proves the high acceptance and intensive use of AUTOHAUS readers and online users.

The average reading time is **37.6 min.**

An issue of AUTOHAUS reaches **3 readers** in total. The intensive use of content by the readers show the multiplication function.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.

SUBSCRIPTION

ISSN 0171-9807

Annual subscription price:

Inland: € 427.90 incl. packing/posting plus statutory VAT

European countries: € 451.90 incl. packing/posting plus statutory VAT

Phone Subscription service: +49 89 203043-1500

E-mail vertriebsservice@tecvia.com

General conditions:

Please note the General Terms and Conditions you can find at www.tecvia-media.com.

Bank account:

Commerzbank Munich, Germany

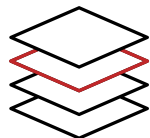
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



19,000

PRINT RUN AUTOHAUS
AND asp AUTO SERVICE PRAXIS*

17,000

PRINT RUN AUTOHAUS*

PRINT

14,968

ACTUAL DISTRIBUTED CIRCULATION (ADC) AUTOHAUS*

4,828

PAID CIRCULATION AUTOHAUS*

AUTOHAUS reaches businesses
with an average number of employees of **87**.

65 % of the recipient group occupy
management positions.

Source: INTERROGARE, AUTOHAUS recipient structure analysis 2022.



DIGITAL

421,480

SESSIONS**

(average of six months, January to June 2025)

1,796,425

PAGE IMPRESSIONS**

(average of six months, January to June 2025)

2 min 07 sec

AVERAGE DURATION OF INTERACTION**

(average of six months, January to June 2025)

22,544 / 6,579

AUTOHAUS NL SUBSCRIBERS* / GW-trends NL SUBSCRIBERS*

(February 2025)

22,815 / 3,153

LINKEDIN / INSTAGRAM***

(October 2025)

2,317 / 4 min 54 sec

AUTOHAUS NEXT ACTIVE USER / LENGTH OF STAY**

(average of six months, January to June 2025)

* Circulation figures: own data collection

** Online access control Google Analytics 4, current figures on request

*** Website

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 1-2

AD 10.12.25

CD 16.12.25

PD 21.01.26

Planning - Constructing - Setting

Parts trade

Auction platforms

Electrics/Electronics

Consumables and spare parts

Diagnosis/Calibration

Exhaust gas analysis

IT & digitization

CES Consumer Technology Association

Las Vegas, 06.-09.01.2026

ISSUE 3-4

AD 20.01.26

CD 27.01.26

PD 18.02.26

Tires

Financial services

Storage technology

Used car guarantees

Smart repair

Chassis alignment

Online parts trade

Geneva International Motor Show

(GIMS) Qatar,

Doha, 25.02.-03.03.2026

ISSUE 5

AD 02.02.26

CD 06.02.26

PD 04.03.26

Additional purchase sources/

Used car exchanges

Care & maintenance

Inspection services

GW-trends (Used Car-trends)

1/2026 (special section)

SchadenBusiness (DamageBusiness)

1/2026

ISSUE 6

AD 25.02.26

CD 03.03.26

PD 25.03.26

Financial services

Workshop equipment

Lubricants marketing

Chassis, steering & brake systems

Test stands

Air conditioning services

Planning & constructing

Räder & Reifen (Wheels & Tires)

1/2026

ISSUE 7-8

AD 23.03.26

CD 27.03.26

PD 22.04.26

Planning - Constructing - Setting

Inspection services

Used car guarantees

Lifting technology

Washing facilities/Cleaning & care

Online parts trade

Digitization

Retro Classic, Essen, 08.-12.04.2026

Auto China / Beijing International

Automobile Exhibition

Peking, 25.04. - 03.05.2026

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 9

AD 02.04.26

CD 10.04.26

PD 06.05.26

Tire marketing
Online marketing
E-commerce
New brands

**Autobanken (Automotive Banks)
2026**

**GW-trends (Used Car-trends) 2/2026
(special section)**

ISSUE 10

AD 20.04.26

CD 24.04.26

PD 20.05.26

Lubricant marketing
Auction platforms
Smart repair

Tire service
Parts and accessories marketing
Sustainability
Disposal

**Infoposter Kennzahlen (Info Poster
Key Figures)**

Autopromotec
Bologna, 21.-24.05.2026

ISSUE 11

AD 08.05.26

CD 15.05.26

PD 10.06.26

Used car guarantees
Additional purchase sources/
Used car exchanges
Care & maintenance

**IT and Digitization 2026
SchadenBusiness (DamageBusiness)
2/2026**

The Tire Cologne,
Cologne, 09.-11.06.2026

ISSUE 12

AD 26.05.26

CD 01.06.26

PD 24.06.26

Planning - Constructing - Setting
Sustainability in car dealership
Workshop equipment

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

ISSUE 13

AD 10.06.26

CD 16.06.26

PD 08.07.26

Financial services
Insurances
Parts trade
Mobility concepts

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 14-15

Used car guarantees
AD 01.07.26 Storage facility
CD 07.07.26 Lubricants marketing
PD 29.07.26

Emission reduction
Chassis & steering systems
Lifting technology

Classic Rallye

Freier Teilemarkt (Independent Aftermarket) 2026 (special section)

ISSUE 16

IT & digitization
AD 15.07.26 Occupational clothing
CD 21.07.26 Washing facilities
PD 12.08.26

Automobilbranche (Automobile Industry) 2026
GW-trends (Used Car-trends) 3/2026 (special section)

ISSUE 17

Planning - Constructing - Setting
AD 05.08.26 Energy management
CD 11.08.26 Human resources/Promotion of young talents
PD 02.09.26

Electrics/Electronics
E-mobility
Charging infrastructure
Automechanika preliminary report

Automechanika
Frankfurt, 08.-12.09.2026

ISSUE 18

Additional purchase sources/
AD 26.08.26 Used car exchanges
CD 01.09.26 Care & maintenance
PD 23.09.26 AI applications

SchadenBusiness (DamageBusiness) 3/2026

ISSUE 19

Financial services
AD 09.09.26 Insurances
CD 15.09.26 Leasing
PD 07.10.26

Consumables and spare parts
Light/Batteries
Diagnosis/Calibration
Washing facilities/Cleaning & care

Räder & Reifen (Wheels & Tires) 2/2026

Equip Auto
Paris, 14.-18.10.2026

AUTOHAUS

ASP

SPECIAL

FAIRS

ISSUE 20

AD 22.09.26
CD 28.09.26

PD 21.10.26

Auction platforms
Inspection services

Kfz-Assekuranz (Automobile
Insurance) 2026

ISSUE 21

AD 13.10.26
CD 19.10.26

PD 11.11.26

Lubricants marketing
Tire marketing
Service processes
Service marketing

Lubricants marketing
Chassis alignment
Smart repair
Disposal

Bauen (Constructing) 2026
GW-trends (Used Car-trends) 4/2026
(special edition)
Markenmonitor (Brand Monitor)
(special section)

Essen Motor-Show
Essen, 27.11.-6.12.2026

ISSUE 22

AD 28.10.26
CD 03.11.26

PD 25.11.26

IT & digitization
Additional purchase sources/
Used car processes

Coparts PROFI SERVICE DAYS
Göttingen, November 2026

ISSUE 23-24

AD 11.11.26
CD 17.11.26

PD 09.12.26

Financial aervices
Leasing

Brake systems
Lifting technology
Test stands
Workshop systems

SchadenBusiness (DamageBusiness)
4/2026
Digitale Kundenschnittstellen
(Digital Customer Interfaces) 2026

ISSUE 1-2/27

AD 14.12.26
CD 18.12.26

PD 20.01.27

Planning - Constructing - Setting
Parts trade
Auction platforms

Electrics/Electronics
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)



TITLE DISPLAY***

—

210 x 148 mm**



2/1 PAGE ACROSS GUTTER

—

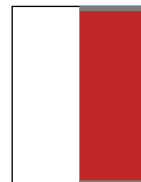
420 x 279 mm*



1/1 PAGE

175 x 236 mm

210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm

101 x 279 mm*

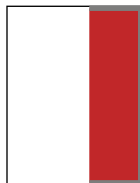


1/2 PAGE LANDSCAPE

175 x 117 mm

210 x 137 mm*

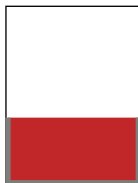
* + 3 mm bleed
** + 4 mm bleed
on all edges



1/3 PAGE PORTRAIT

55 x 236 mm

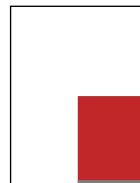
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm

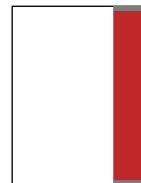
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm

101 x 137 mm*



1/4 PAGE PORTRAIT

40 x 236 mm

56 x 279 mm*



1/4 PAGE LANDSCAPE

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, perfect binding | Printing material delivery in digital form

PRINT



FORMAT	4-COLORS IN €
Title display (not discountable)	14,015.00
2. + 3. cover page	12,185.00
4. cover page	13,290.00
2/1 page	19,920.00
1/1 page	11,070.00
1/2 page	6,125.00
1/3 page	4,510.00
1/4 page	3,585.00
1/8 page	1,785.00

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-COLORS

Job offer & Purchases and sales directly	1 column 43 mm wide	3.79	7.28
Job offer & Purchases and sales by agency	1 column 43 mm wide	4.44	8.56
Job-wanted	1 column 43 mm wide	2.47	
Box number fee	€ 16.00		

* Format width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height depends on amount of text

TECHNICAL SPECIFICATIONS PRINT

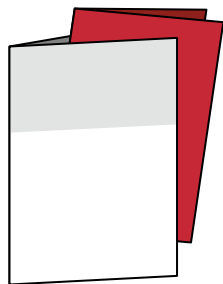
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

**Always only one scale of discount applies.

LOOSE INSERT



SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Inserts only possible with total print run

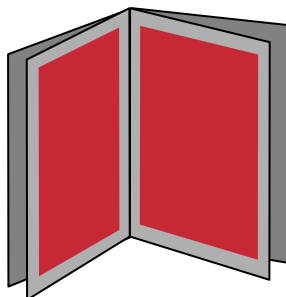
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 380.00**
- Every additional 5 g per thou. **€ 40.00**
- Different formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- Convey communication goals credibly
- Alternative to the traditional advertisement

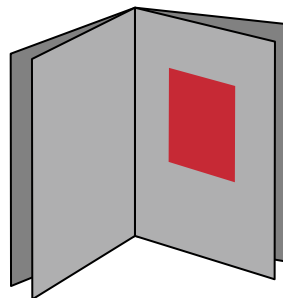
FORMAT

- 2/1 or 1/1 page, 4c, incl. images, text and logo
- Annotation „Advert“ in header
- Technical specifications [here](#) as PDF summarised

PRICE

- 1/1 page **€ 11,070.00**
- 2/1 page **€ 19,920.00**

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

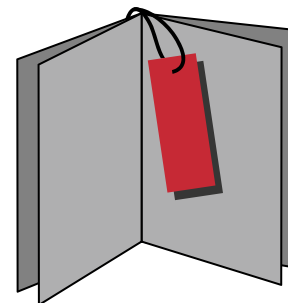
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,480.00**
- Different 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

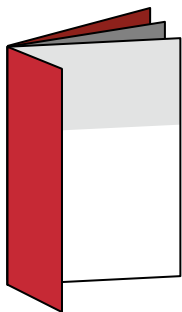
FORMAT

- 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

COVERSAMPLING



SPECIAL FEATURE

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

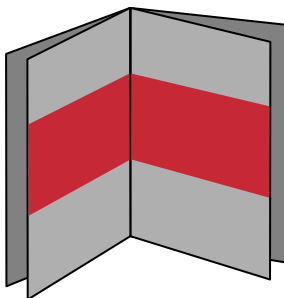
FORMAT

- Front and inside front cover: 105 mm width x 279 mm height
- Inside back cover and back cover: 210 mm width x 279 mm height

PRICE

- € 20,400.00

BANDEROLE AD



SPECIAL FEATURE

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

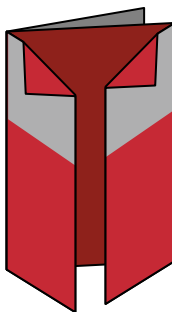
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 10,345.00

DOUBLE GATEFOLD



SPECIAL FEATURE

- Top placement by opening the flaps on the front cover
- Create suspense and surprise in the viewer

FORMAT

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

PRICE

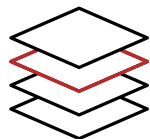
- On request

MORE FORMATS AND SPECIAL AD FORMATS ON REQUEST.

Please send your request by email to:

sales.munich@tecvia.com.

We'll be happy to advise you!



PRINT



DIGITAL

Some topics are worth exploring in greater detail from different perspectives. To this end, the editorial team publishes various special editions, for example on topic IT, construction, digital customer interfaces, and wheels and tires. These special editions are based on editorial research conducted in cooperation with renowned experts, service providers, suppliers, and manufacturers.

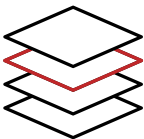
In these special editions you have the opportunity - depending on the issue - to present yourself as follows:

- **Advertisement**
See page 10 for special ad formats.
- **Company portrait**
You send us your text and images, and we take care of the design, ensuring that your entire presentation looks perfect.

We also offer the topic special for download. The download option is announced in newsletter messages, on LinkedIn, and on the website.

The planned topic specials for 2026 can be found in the topic plan on pages 6-9.





PRINT



DIGITAL

GRAND APPEARANCE IN THE INDUSTRY:

Your special issue as supplement to the trade magazine. A special edition in editorial style works with the credibility of the trade magazine and high utility value to the readers. As supplement, it reaches the target group very accurately. Furthermore, the magazine format allows the optimal usage for own distribution.

CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, FORUM is the heart of special publications of the trade magazine.

OPTIONAL ONLINE MODULE:

At autohaus.de the online publication of four articles appears as online advertorial. The central start page (content dashboard) refers to the Forum. Four text ads in the AUTOHAUS newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18,000 copies + overprint	34,395.00
16 pages incl. cover	18,000 copies + overprint	45,170.00
20 pages incl. cover	18,000 copies + overprint	52,505.00
Online publication	4 articles, 4 text ads social media posting	15,940.00*

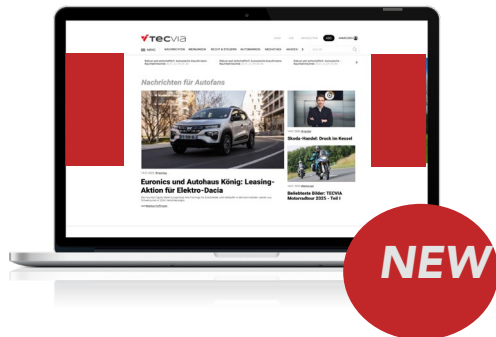
FORUM

On request

TECHNICAL SPECIFICATIONS

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

*Price is only valid in combination with the print special. Special publications are not subject to agency discount or other discounts.



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY HALFPAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 185.00

RIGHT AND LEFT

FORMAT

- 2 x 300 x 600 px (max. 120 KB)

CPM*

- € 280.00



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY-WIDE SKYSCRAPER

RIGHT OR LEFT

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 120.00

RIGHT AND LEFT

FORMAT

- 2 x 160 x 600 px (max. 120 KB)

CPM*

- € 180.00



PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- € 185.00



PLAYOUT START PAGE

NATIVE AD

FORMAT

- Image format 16:9
- Headline 50 characters
- Bodytext 180 characters
- CtA 20 characters

FIXED PLACEMENT

- € 4,900.00 per week

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 120.00



PARALLAX AD

FORMAT

- 300 x 600 px (max. 120 KB)
- visible 300 x 400 px

CPM*

- € 185.00

NEW: PARALLAX-AD

A parallax ad is an **interactive** online advertising format in which different layers of an advertising banner move at different speeds when the user scrolls.

This creates a spatial, dynamic 3D effect that attracts the user's attention particularly strongly.

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



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.tecvia.com/ah

newsletter.tecvia.com/gw

RUN TIME/OCCUPANCY:

The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

PLACEMENT	FORMAT IN PX	AD FORMAT	GW-trends PRICE IN €	AUTOHAUS PRICE IN €
Top placement	650 x 150	Cross-/Full-size-banner	655.00	2,105.00
	650 x 366	Text ad		
Further placements	650 x 150	Cross-/Full-size-banner	575.00	2,005.00
	650 x 366	Text ad		
	300 x 250			



TECHNICAL SPECIFICATIONS NEWSLETTER

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

Top placements do not qualify for discounts.

ONLINE



DIGITAL

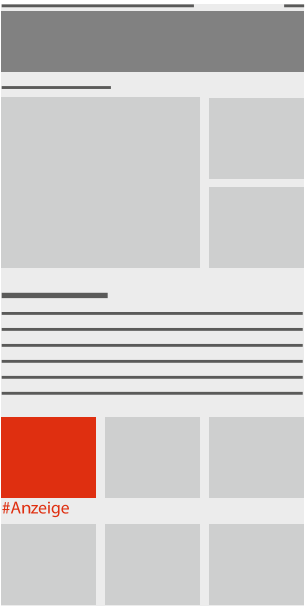
The online advertorial appears as an editorially designed article on the portal **www.autohaus.de**.

The advertorial is promoted with a teaser on the start page of **www.autohaus.de**.

PRESENTATION:

- Featured image (1.920 x 1.080 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 characters
Teaser ca. 400 characters
- Body text with max. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Images with captions for decoration or slideshows (1,920 x 1,080 px, .jpg)
- Note: Article is marked as an advert!

Teaser on start page



Advertorial



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	autohaus.de	4 weeks	7,825.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

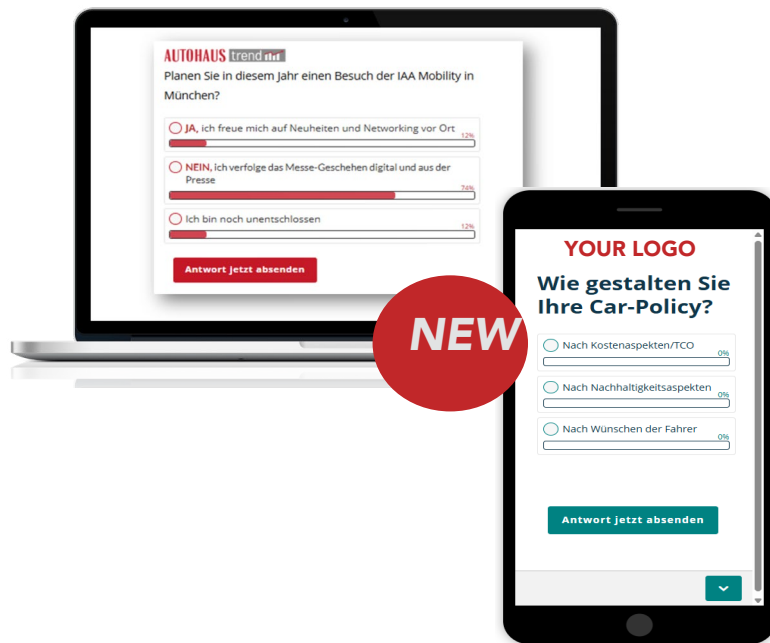
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

You can also use the survey to make your online advertorial even more interesting for readers.

ADVANTAGE:

- Generate maximum clicks - every response means a click
- Get an impression of readers' moods
- The survey takes place exclusively in an editorial and otherwise advertising-free environment
- Ad blockers cannot suppress this form of advertising
- Customizable - with your logo and in your corporate colors
- Meaningful reporting tool

PRICE ON REQUEST



**GO FOR INTERACTIVE ADVERTISING!
YOUR SURVEY, YOUR CLICK MACHINE.
MORE TRAFFIC, MORE SUCCESS.**



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.

ENTRIES

Basic (address)

Premium (address + URL + portrait:
products, references, image gallery,
contact form)

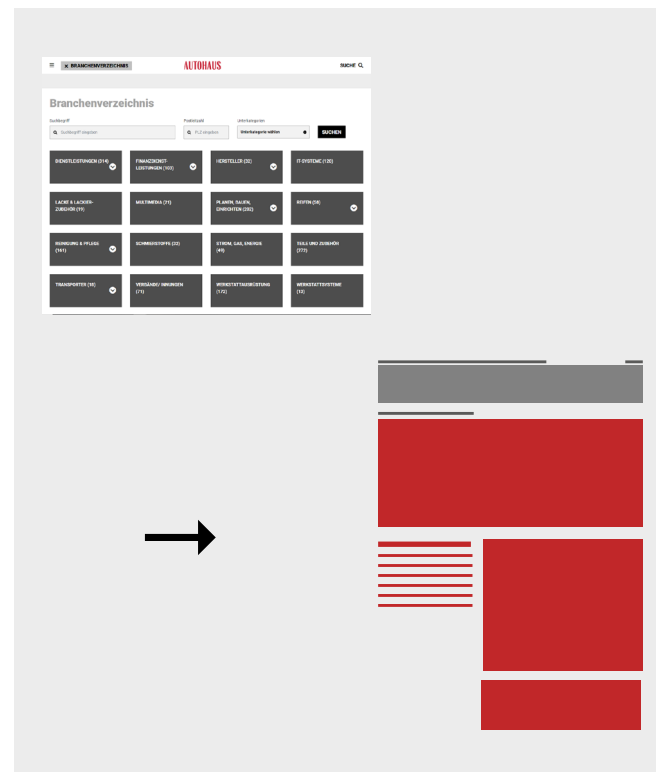
PRICE IN €

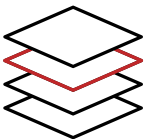
charge-free

per year **2,105.00**

CATEGORIES:

- Services
- IT systems
- Planning - Constructing
- Lubricants
- Vans
- Workshop systems
- Financial services
- Paintwork & paint accessories
- Tires
- Electricity - Gas - Energy
- Associations/Guilds
- Purchase sources
- Manufacturer
- Multimedia
- Cleaning & maintenance
- Parts & accessories
- Workshop equipment





PRINT



DIGITAL

YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING





In a print advertorial, a special editorial format is designed as a single or double page in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.

In addition to your advertorial, choose your advertising material package!

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 Text ad	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 21,810.00	1/1 € 16,060.00 2/1 € 20,810.00	1/1 € 11,070.00 2/1 € 19,920.00



DIGITAL





NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

An online advertorial places your message
for 4 weeks in the style of native advertising in
the the layout of an online article.

**In addition to your online advertorial,
choose your advertising material package!**

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial Start page	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement Text ad	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement Clever push	 2 x	 1 x	
Banner placement Skyscraper	 30' PI	 20' PI	
Social media ad service Promotion	✓ € 1,000.00		
	€ 15,650.00	€ 14,080.00	€ 7,825.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDschau

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

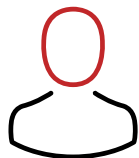
VKU

VD
VERKEHRSDIENST

FAHRSCHULE

Trucker





ANDREA VOLZ

Head of Sales
TECVIA Media GmbH

andrea.volz@tecvia.com

Phone +49 89 203043-2124

Mobile phone +49 151 14054007



KARIN ROCKEL

Team Leader Sales
Auto Business Media

karin.rockel@tecvia.com

Phone +49 89 203043-1193

Mobile phone +49 151 23022786



RAINER BAUER

Key Account Manager

rainer.bauer@tecvia.com

Phone +49 89 203043-1246

Mobile phone +49 151 56435820



DORIS HEISLER

Key Account Manager

doris.heisler@tecvia.com

Phone +49 89 203043-1220

Mobile phone +49 160 97710281



FRANZISKA HOFACKER

Account Manager

franziska.hofacker@tecvia.com

Phone +49 89 203043-0464

Mobile phone +49 170 3287502



SANJA KLÖPPEL

Key Account Manager

sanja.kloepfel@tecvia.com

Phone +49 89 203043-1224

Mobile phone +49 160 90834374



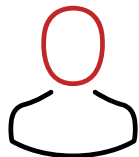
BIRGIT ZIPFEL

Key Account Manager

birgit.zipfel@tecvia.com

Phone +49 89 203043-1191

Mobile phone +49 160 90592984



SILVIA BAUER

Advertising Service Print

anzeigen.autohaus@tecvia.com

Phone +49 89 203043-2294



AYLIN UYSAL

Team Leader
Digital Media Management

aylin.uysal@tecvia.com

Phone +49 89 203043-2358