

# AUTOHAUS

# MEDIA DATA 2026

AUTOHAUS  
The magazine for successful management  
[www.autohaus.de](http://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 COMPRISSES

- Magazine
- Online portal
- E-paper
- Newsletter
- Books
- AUTOHAUS Academy
- AUTOHAUS next
- AUTOHAUS Panel
- Podcast
- Social media





**2 x monthly**

**19 ISSUES**

**70<sup>th</sup> 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](mailto:sales.munich@tecvia.com)  
[www.tecvia-media.com](http://www.tecvia-media.com)

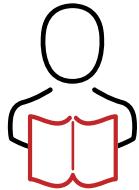


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**SCHADENBUSINESS (DAMAGE BUSINESS), KFZ-ASSEKURANZ (AUTOMOBILE INSURANCE) AND AUTOMOBILINDUSTRIE (AUTOMOBILE INDUSTRY):**

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Presse + PR Pfauntsch  
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[pfauntsch@pfauntsch-medien.de](mailto: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](mailto:vertriebsservice@tecvia.com)

General conditions:

Please note the General Terms and Conditions  
you can find at [www.tecvia-media.com](http://www.tecvia-media.com).

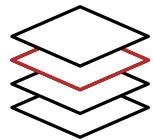
Bank account:

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

MEDIA DATA 2026



**19,000**

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

**PRINT**

**17,000**

**PRINT RUN AUTOHAUS\***

**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)

AUTOHAUS	ASP	SPECIAL	FAIRS
<b>ISSUE 1-2</b> AD 10.12.25 CD 16.12.25 <b>PD 21.01.26</b>	Planning - Constructing - Setting Parts trade Auction platforms	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitization	<b>CES Consumer Technology Association</b> Las Vegas, 06.-09.01.2026
<b>ISSUE 3-4</b> AD 20.01.26 CD 27.01.26 <b>PD 18.02.26</b>	Tires Financial services Storage technology Used car guarantees	Smart repair Chassis alignment Online parts trade	<b>Geneva International Motor Show (GIMS) Qatar,</b> Doha, 25.02.-03.03.2026
<b>ISSUE 5</b> AD 02.02.26 CD 06.02.26 <b>PD 04.03.26</b>	Additional purchase sources/ Used car exchanges Care & maintenance Inspection services	<b>GW-trends (Used Car-trends)</b> <b>1/2026 (special section)</b> <b>SchadenBusiness (DamageBusiness)</b> <b>1/2026</b>	
<b>ISSUE 6</b> AD 25.02.26 CD 03.03.26 <b>PD 25.03.26</b>	Financial services Workshop equipment Lubricants marketing	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	<b>Räder &amp; Reifen (Wheels &amp; Tires)</b> <b>1/2026</b>
<b>ISSUE 7-8</b> AD 23.03.26 CD 27.03.26 <b>PD 22.04.26</b>	Planning - Constructing - Setting Inspection services Used car guarantees	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitization	<b>Retro Classic, Essen, 08.-12.04.2026</b> <b>Auto China / Beijing International Automobile Exhibition</b> Peking, 25.04. - 03.05.2026

	<b>AUTOHAUS</b>	<b>ASP</b>	<b>SPECIAL</b>	<b>FAIRS</b>
<b>ISSUE 9</b>  AD 02.04.26 CD 10.04.26 <b>PD 06.05.26</b>	Tire marketing Online marketing E-commerce New brands		<b>Autobanken (Automotive Banks) 2026</b> <b>GW-trends (Used Car-trends) 2/2026 (special section)</b>	
<b>ISSUE 10</b>  AD 20.04.26 CD 24.04.26 <b>PD 20.05.26</b>	Lubricant marketing Auction platforms Smart repair	Tire service Parts and accessories marketing Sustainability Disposal	<b>Infoposter Kennzahlen (Info Poster Key Figures)</b>	<b>Autopromotec</b> Bologna, 21.-24.05.2026
<b>ISSUE 11</b>  AD 08.05.26 CD 15.05.26 <b>PD 10.06.26</b>	Used car guarantees Additional purchase sources/ Used car exchanges Care & maintenance		<b>IT and Digitization 2026</b> <b>SchadenBusiness (DamageBusiness) 2/2026</b>	<b>The Tire Cologne,</b> Cologne, 09.-11.06.2026
<b>ISSUE 12</b>  AD 26.05.26 CD 01.06.26 <b>PD 24.06.26</b>	Planning - Constructing - Setting Sustainability in car dealership Workshop equipment	Consumables and spare parts Lubricants marketing Diagnosis/Calibration Exhaust gas analysis		
<b>ISSUE 13</b>  AD 10.06.26 CD 16.06.26 <b>PD 08.07.26</b>	Financial services Insurances Parts trade Mobility concepts			

#### AUTOHAUS

#### ASP

#### SPECIAL

#### FAIRS

##### ISSUE 14-15

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

Emission reduction  
Chassis & steering systems  
Lifting technology

**Classic Rallye**  
**Freier Teilemarkt (Independent Aftermarket) 2026 (special section)**

##### ISSUE 16

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

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

##### ISSUE 17

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

Electrics/Electronics  
E-mobility  
Charging infrastructure  
Automechanika preliminary report

**Automechanika**  
Frankfurt, 08.-12.09.2026

##### ISSUE 18

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

**SchadenBusiness (DamageBusiness) 3/2026**

##### ISSUE 19

AD 09.09.26 Financial services  
CD 15.09.26 Insurances  
PD 07.10.26 Leasing

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

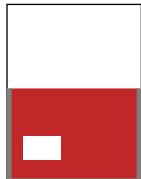
AD 14.12.26  
CD 18.12.26  
**PD 20.01.27**

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)

**TITLE DISPLAY\*\*\***

—  
210 x 148 mm\*\*

Bleed size (w x h)

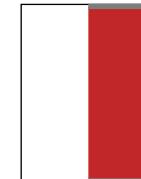
**2/1 PAGE ACROSS GUTTER**

—  
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\*

### SPECIAL

Type area (w x h)

—  
on request

Bleed size (w x h)

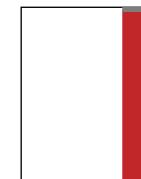
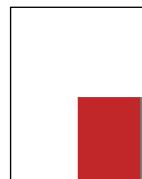
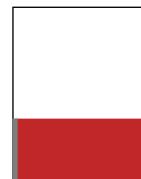
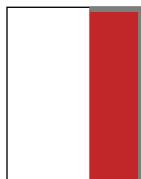
—  
406 x 277 mm\*

175 x 232 mm  
203 x 277 mm\*

85 x 232 mm  
99 x 277 mm\*

175 x 117 mm  
203 x 136 mm\*

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



### MAIN MAGAZINE

Type area (w x h)

**1/3 PAGE PORTRAIT**

55 x 236 mm  
71 x 279 mm\*

Bleed size (w x h)

**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\*

### SPECIAL

Type area (w x h)

55 x 232 mm

Bleed size (w x h)

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\*

**1/4 PAGE LANDSCAPE**

175 x 56 mm  
210 x 71 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



**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**

**QUANTITY SCALE**

3 times	3 %	2 pages	10 %
6 times	5 %	3 pages	15 %
12 times	10 %	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	<b>€ 16.00</b>		

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

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

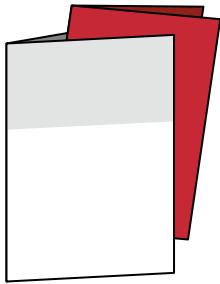
\*\*Always only one scale of discount applies.

**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.

### 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

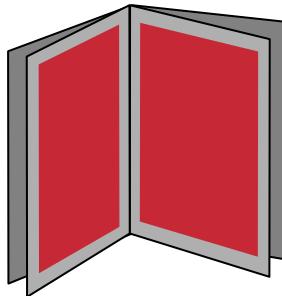
#### FORMAT

- 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

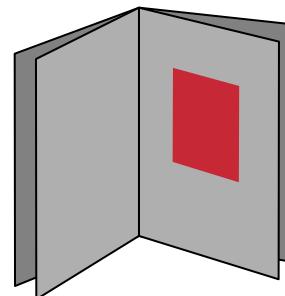
#### FORMAT

- 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

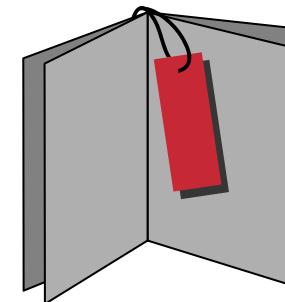
#### FORMAT

- 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

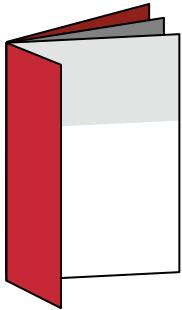
#### FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m<sup>2</sup>
- 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

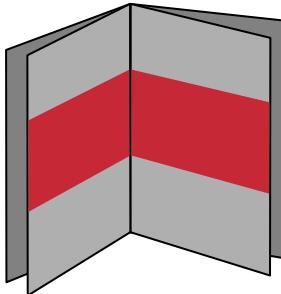
#### FORMAT

- 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

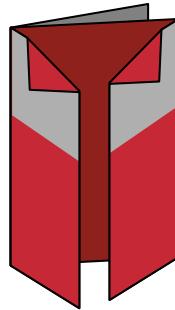
#### FORMAT

- 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

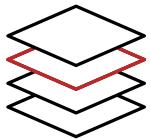
#### PRICE

- On request

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

Please send your request  
by email to:  
[sales.munich@tecvia.com](mailto: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.

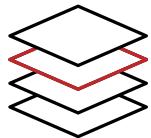
The planned topic specials for 2026 can be found in the topic plan on pages 6-9.

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

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



**PRINT + ONLINE**



**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.

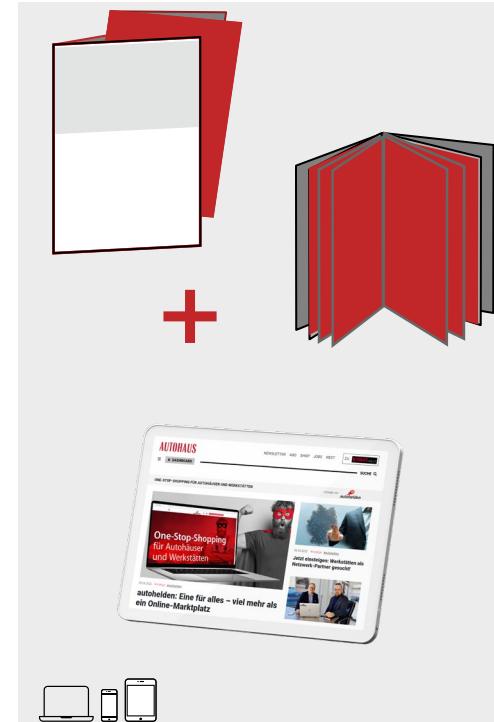
### OPTIONAL ONLINE MODULE:

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*

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

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



### TECHNICAL SPECIFICATIONS

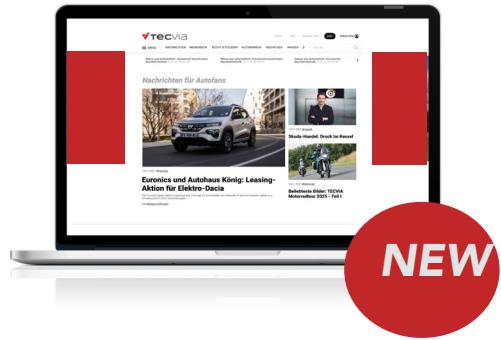
#### FORUM

On request

**PRINT + ONLINE**

## ONLINE FORMATS

MEDIA DATA 2026



### 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](http://newsletter.tecvia.com/ah)

[newsletter.tecvia.com/gw](http://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			

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

Top placements do not qualify for discounts.

## TECHNICAL SPECIFICATIONS NEWSLETTER

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

ONLINE



DIGITAL

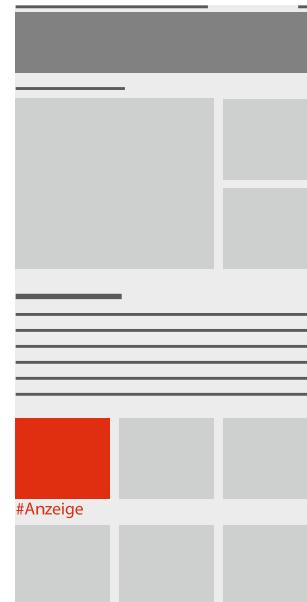
The online advertorial appears as an editorially designed article on the portal [www.autohaus.de](http://www.autohaus.de).

The advertorial is promoted with a teaser on the start page of [www.autohaus.de](http://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



### EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

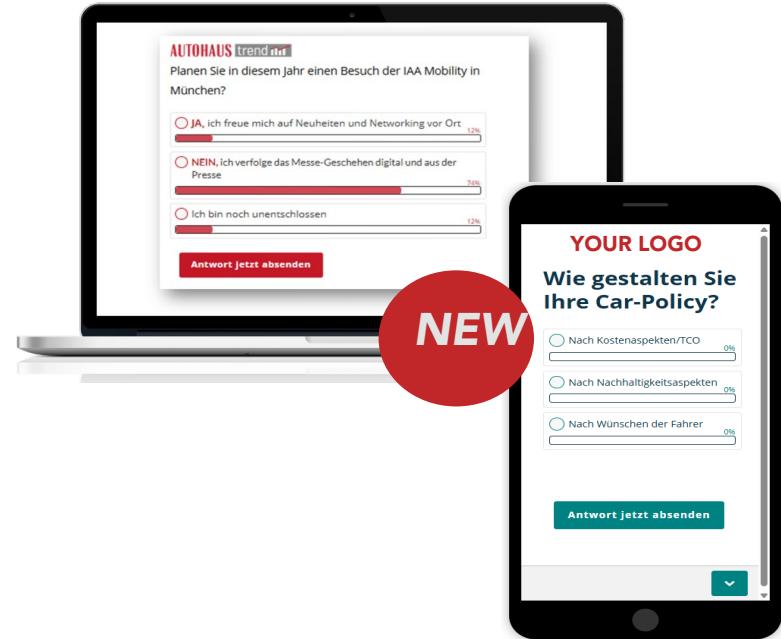
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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](http://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)

## PRICE IN €

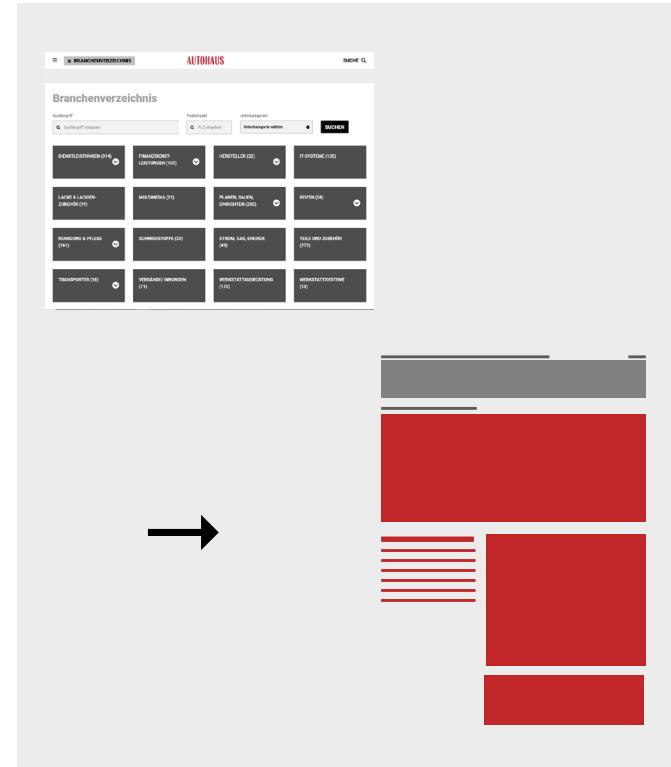
charge-free

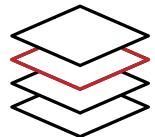
Premium (address + URL + portrait:  
products, references, image gallery,  
contact form)

per year **2,105.00**

## CATEGORIES:

- Services
- IT systems
- Planning - Constructing
  - Setting
- 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



### 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 layout of an online article.

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

MEDIA DATA 2026

### MEDIA PACKAGES

#### ADVERTISING MEANS

##### ULTIMATE    PREMIUM    BASIC+

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

OMNIBUSREVUE

**SUT**  
SCHIFFFAHRT  
UND TECHNIK

verkehrs  
**RUNDSCHAU**

**Sprit+**

Autoflotte



**fokus GEFAHR/GUT**

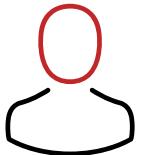
**AUTOHAUS**

**VKU**

**VD**  
VERKEHRSDIENST

**asp**  
AUTO SERVICE PRAXIS

**FAHRSCHULE**  
**Trucker**



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### SANJA KLÖPPEL

Key Account Manager

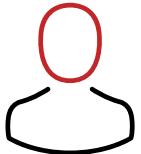
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