

MEDIA DATA 2026

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 can find out everything about novelties of the sectors workshop equipment, spare parts, accessories and tires. 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 TÜV SÜD (German Technical Inspection Agency South), *asp* AUTO SERVICE PRAXIS is an important source of information for service companies that cooperate with TÜV SÜD.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- E-paper
- Newsletter
- Social media
- Books





monthly

11 ISSUES

30th year

2026

www.autoservicepraxis.de

WEB ADDRESS (URL)

TÜV SÜD

PARTNER MAGAZINE

85.5 % of B2B decision-makers use one or more trade journals regularly or occasionally.

48.2 % refer to them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) – LAE 2024

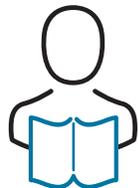


PUBLISHER: Dipl.-Ing. Jürgen Wolz
(TÜV SÜD Auto Service GmbH),
Lars Kammerer
(TÜV SÜD Auto Service GmbH)

PUBLISHING HOUSE: TECVIA Media GmbH
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sales.munich@tecvia.com
www.tecvia-media.com



CHIEF-EDITOR: Dietmar Winkler
Phone +49 89 203043-2792
autoservicepraxis@tecvia.com



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.

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

36.8% is the share of users under the age of 39, while the share of those over the age of 40 is **47.6%**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

SUBSCRIPTION

ISSN 1437-1162

Annual subscription price:

Inland: € 127.60 incl. packing/posting plus statutory VAT

European countries: € 139.60 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 asp AUTO SERVICE PRAXIS
AND AUTOHAUS**

PRINT

15,239

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

10,386

*PAID CIRCULATION asp AUTO SERVICE PRAXIS + AUTOHAUS**



DIGITAL

46,852

*SESSIONS***

(average of six months, January to June 2025)

133,106

*PAGE IMPRESSIONS***

(average of six months, January to June 2025)

1 min 39 sec

*AVERAGE DURATION OF INTERACTION***

(average of six months, January to June 2025)

7,394

*NEWSLETTER SUBSCRIBERS**

(average of six months, January to June 2025)

Further channels

*SOCIAL MEDIA****



Trust through strong brand alliances:

45% of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

64% of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

* Circulation figures: own data collection

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

*** Website

	ASP	AUTOHAUS	SPECIAL	FAIRS
JANUARY	Electrics/Electronics Consumables and spare parts Diagnosis/Calibration Exhaust gas analysis IT & digitization	Planning - Constructing - Setting Parts trade Auction platforms		CES Consumer Technology Association , Las Vegas, 06.-09.01.2026
AD 10.12.25 CD 16.12.25 PD 21.01.26				
FEBRUARY	Smart repair Chassis alignment Online parts trade	Tires Financial services Storage technology Used car guarantees		Geneva International Motor Show (GIMS) Qatar Doha, 25.02.-03.03.2026
AD 20.01.26 CD 27.01.26 PD 18.02.26				
MARCH	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	Financial services Workshop equipment Lubricants marketing	Räder & Reifen (Wheels & Tires) 1/2026	
AD 25.02.26 CD 03.03.26 PD 25.03.26				
APRIL	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitization	Planning - Constructing - Setting Car subscription Inspection services Used car guarantees		Retro Classic , Essen, 08.-12.04.2026 Auto China/Beijing Intern. Automobile Exhibition , Peking, 25.04.-03.05.2026
AD 23.03.26 CD 27.03.26 PD 22.04.26				
MAY	Tire service Parts and accessories marketing Sustainability Disposal	Lubricant marketing Auction platforms Smart repair		
AD 20.04.26 CD 24.04.26 PD 20.05.26				

ASP

AUTOHAUS

SPECIAL

FAIRS

JUNE

AD 26.05.26

CD 01.06.26

PD 24.06.26

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

Planning - Constructing - Setting
Sustainability in car dealership
Workshop equipment

The Tire Cologne
Cologne, 09.-11.06.2026

JULY

AD 01.07.26

CD 07.07.26

PD 29.07.26

Emissions reduction
Chassis & steering systems
Lifting technology

Used car guarantees
Storage facility
Lubricants marketing

Freier Teilemarkt (Independent Aftermarket) 2026 (special section)

SEPTEMBER

AD 05.08.26

CD 11.08.26

PD 02.09.26

Electrics/Electronics
E-mobility
Charging infrastructure

Planning - Constructing - Setting
Energy management
Human resources/Promotion of young talents

Automechanika
Frankfurt, 08.-12.09.2026
Techno Classic, Essen, 24.-27.09.2026

OCTOBER

AD 08.09.26

CD 15.09.26

PD 07.10.26

Consumables and spare parts
Light/Batteries
Diagnosis/Calibration
Online parts trade

Financial services
Insurances
Leasing

Räder & Reifen (Wheels & Tires) 2/2026

NOVEMBER

AD 13.10.26

CD 19.10.26

PD 11.11.26

Lubricants marketing
Chassis alignment
Smart repair
Promotion of young talents

Lubricants marketing
Tire marketing
Service processes
Service marketing

Essen Motor-Show
Essen, November 2026

ASP

AUTOHAUS

SPECIAL

FAIRS

DECEMBER

AD 11.11.26 Brake systems
 CD 17.11.26 Cleaning & care
 PD **09.12.26** Test stands
 Workshop systems

Financial services
 Leasing

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

JANUARY

AD 14.12.26 Electrics/Electronics
 CD 18.12.26 Consumables and spare parts
 PD **20.01.27** Diagnosis/Calibration
 Exhaust gas analysis
 IT & digitisation

Planning - Constructing - Setting
 Parts trade
 Auction platforms

AutoZum
 Salzburg, January 2027

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

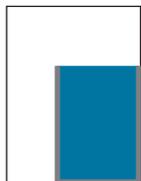
Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)



TITLE DISPLAY

—

142 x 200 mm**



2/1 PAGE ACROSS GUTTER

—

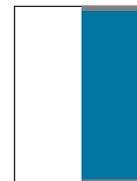
420 x 279 mm*



1/1 PAGE

175 x 236 mm

210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm

101 x 279 mm*

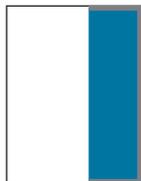


1/2 PAGE LANDSCAPE

175 x 117 mm

210 x 137 mm*

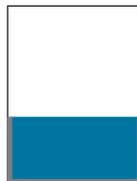
* + 3 mm bleed
** + 4 mm bleed
on all edges



1/3 PAGE PORTRAIT

55 x 236 mm

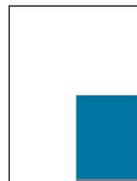
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm

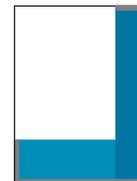
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm

101 x 137 mm*



1/4 PAGE PORTR./LANDS.

40 x 236 mm/ 175 x 56 mm
56 x 279 mm*/210 x 71 mm*

40 x 232 mm/175 x 56 mm
54 x 277 mm*/203 x 73 mm*



CLASSIFIED ADS

Width in type area:
1 column 40 mm
2 columns 85 mm
4 columns 175 mm

Height: max. 236 mm

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)



FORMAT	4-COLORS IN €
Title display (not discountable)	14,015.00
2. cover page	12,185.00
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*	PRO COLUMN AND MM IN € B/W	4-COLORS
Job offer & Purchases and sales directly	1 column 40 mm wide	3.79	7.28
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.44	8.56
Job-wanted	1 column 40 mm wide	2.47	
Box number fee	€ 16.00		

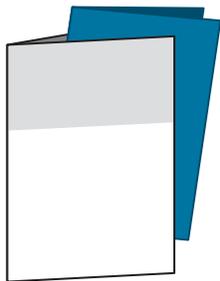
* Format width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height depends on amount of text

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.

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

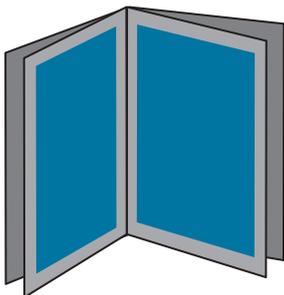
FORMAT

- 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

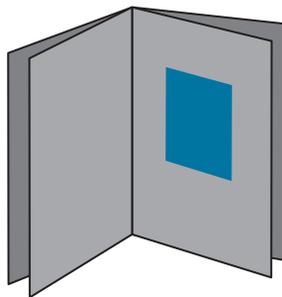
FORMAT

- 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

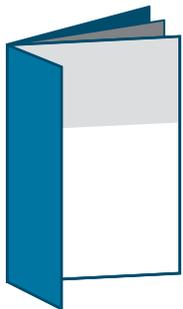
FORMAT

- 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

COVER SAMPLING



SPECIAL FEATURE

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

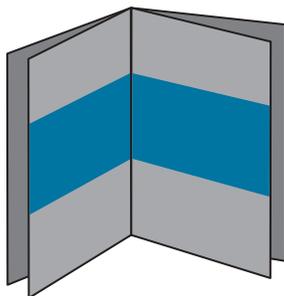
FORMAT

- 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

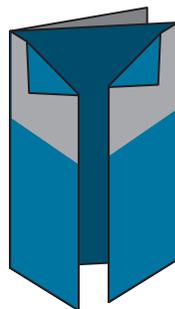
FORMAT

- 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

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 www.autoservicepraxis.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 asp Auto Service Praxis newsletter and social media posting are inclusive as media service.



DIGITAL

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 HALF PAGE

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

- € 3,770.00 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

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.tecvia.com/asp

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	PRICE PER NL IN €
Top placement	650 x 150	Cross/Full-size banner	685.00
	650 x 366	Text ad	
Further placements	650 x 150	Cross/Full-size banner	575.00
	650 x 366	Text ad	
	300 x 250		



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

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

The advertorial is promoted with a teaser on the start page of www.autoservicepraxis.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	autoservicepraxis.de	4 weeks	4,815.00

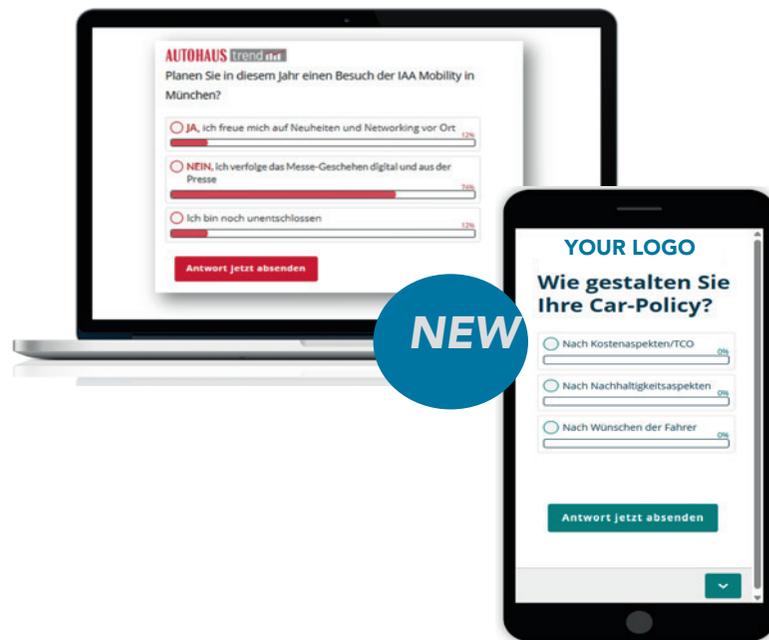
**DIGITAL****EXCLUSIVE AND INNOVATIVE SURVEY TOOL:**

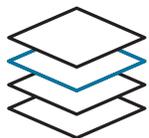
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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.**



PRINT

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.



DIGITAL

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

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 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 performance Promotion	✓		
	€ 11,075.00	€ 8,670.00	€ 4,815.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFÄHR/GUT

AUTOHAUS

VKU

VD
VERKEHRSDIENST

FAHRSCHULE

Trucker





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SILVIA BAUER

Advertising Service Print

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Phone +49 89 203043-2294



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Team Leader

Digital Media Management

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Phone +49 89 203043-2358