AUTOHAUS

MEDIA DATA **2027**

AUTOHAUS
The magazine for successful management

www.autohaus.de

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As of October 28, 2026

WHAT DOES AUTOHAUS OFFER?

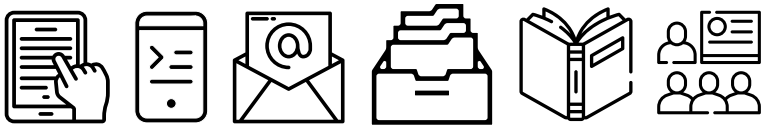
AUTOHAUS is the information medium for entrepreneurs and executives of modern automotive companies. Main focus: the entire automotive industry, automobile dealers and repair services (including automotive electrics and brake services), trade of spare parts and accessories as well as tire sales. In a 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

71st year

2027

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
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www.tecvia-media.com

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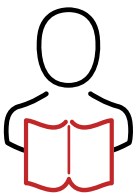

WHO ARE THE READERS OF AUTOHAUS?

AUTOHAUS is primarily read by decision-makers in the automotive industry in large, medium-sized and small businesses. These include CEOs, managing directors and their deputies, owners, operations managers, authorised signatories, finance managers, human resources managers, sales managers and after-sales managers. In addition, AUTOHAUS is a must-read for sales managers at manufacturers and importers.

Due to its wide reach, autohaus.de serves other functions in car dealerships. These include salespeople for new and used cars, parts and accessories, and responsible master mechanics.

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:	€ 445.00 incl. packing/posting plus statutory VAT
European countries:	€ 469.00 incl. packing/posting plus statutory VAT
Phone	Subscription service: +49 89 203043-1500
E-mail	vertriebsservice@tecvia.com

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within 10 days 2% prompt payment discount,
within 30 days from date of invoice net
VAT no. DE 453405511

CIRCULATION & ACCESSES

MEDIA DATA **2027**

PRINT

19,000
*PRINT RUN AUTOHAUS AND asp AUTO SERVICE PRAXIS**

17,000
*PRINT RUN AUTOHAUS**

14,960
*ACTUAL DISTRIBUTED CIRCULATION (ADC) AUTOHAUS**

4,587
*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

416,983
*SESSIONS***
(average of three months, July to September 2026)

1,877,422
*PAGE IMPRESSIONS***
(average of three months, July to September 2026)

1 min 58 sec
*AVERAGE DURATION OF INTERACTION***
(average of three months, July to September 2026)

21,155 / 6,071
AUTOHAUS NL SUBSCRIBERS / GW-trends NL SUBSCRIBERS**
(January 2026)

25,668 / 3,332
*LINKEDIN / INSTAGRAM****
(September 2026)

1,683 / 5 min 38 sec
*AUTOHAUS NEXT ACTIVE USER / LENGTH OF STAY***
(average of three months January to March 2026)

* Circulation figures: own data collection

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

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

asp AUTO SERVICE PRAXIS

	AUTOHAUS	ASP	SPECIAL	FAIRS
ISSUE 1-2 AD 11.12.26 CD 17.12.26 ***PD 20.01.27***	Planning - Constructing - Setting Parts trade Auction platforms	Electrics/Electronics Wear parts and spare parts Diagnostics/Calibration Exhaust gas analysis IT & digitalization		**AutoZum** Salzburg, 20.-23.01.2027
ISSUE 3-4 AD 18.01.27 CD 22.01.27 ***PD 17.02.27***	**70 Years of AUTOHAUS** Tires Financial services Storage technology Used car guarantees	Smart repair Chassis alignment Online parts retail		**E-world energy & water** Essen, 16.-18.02.2027
ISSUE 5 AD 01.02.27 CD 05.02.27 ***PD 03.03.27***	Additional purchase sources/ Used car exchanges IT & digitalization Care & maintenance Inspection services		**GW-*trends* (Used Car-*trends*) 1/2027 (special section)** **SchadenBusiness (DamageBusiness) 1/2027 (hybrid edition)**	**Tire Technology Expo** Hanover, 02.-04.03.2027
ISSUE 6 AD 24.02.27 CD 02.03.27 ***PD 24.03.27***	Financial services Workshop equipment Lubricants marketing	Chassis, steering & brake systems Test stands Air conditioning services Planning & constructing	**Räder & Reifen (Wheels & Tires) 1/2027**	AUTOHAUS Webinar: Data and Processes
ISSUE 7-8 AD 22.03.27 CD 30.03.27 ***PD 21.04.27***	Planning - Constructing - Setting Inspection services Used car guarantees	Lifting technology Washing facilities/Cleaning & care Online parts trade Digitalization		**Auto Shanghai** Shanghai, 23.04. - 02.05.2027

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	AUTOHAUS	ASP	SPECIAL	FAIRS
ISSUE 9 AD 06.04.27 CD 12.04.27 ***PD 05.05.27***	Tire marketing Online marketing E-commerce New brands		**Autobanken (Automotive Banks) 2027 (hybrid edition)** **GW-*trends* (Used Car-*trends*) 2/2027 (special section)**	
ISSUE 10 AD 20.04.27 CD 26.04.27 ***PD 20.05.27***	Lubricant marketing Auction platforms Smart repair	Tire service Parts and accessories marketing Sustainability Disposal		**Autopromotec** Bologna, 26.-29.05.2027
ISSUE 11 AD 10.05.27 CD 14.05.27 ***PD 09.06.27***	Used car guarantees Additional purchase sources/ Used car exchanges Care & maintenance		**IT & Digitalization 2027** **SchadenBusiness (DamageBusiness) 2/2027 (hybrid edition)**	
ISSUE 12 AD 25.05.27 CD 01.06.27 ***PD 23.06.27***	Planning - Constructing - Setting Sustainability in car dealership Workshop equipment	Wear parts and spare parts Lubricants marketing Diagnosis/Calibration Exhaust gas analysis		
ISSUE 13 AD 09.06.27 CD 15.06.27 ***PD 07.07.27***	Financial services Insurances Parts trade Mobility concepts		**Classic Rallye**	

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	AUTOHAUS	ASP	SPECIAL	FAIRS
ISSUE 14-15 AD 30.06.27 CD 06.07.27 ***PD 28.07.27***	Used car guarantees Storage facility Lubricants marketing	Emission reduction Chassis & steering systems Lifting technology	**Freier Teilemarkt (Independent Aftermarket) 2027 (special section)**	
ISSUE 16 AD 14.07.27 CD 20.07.27 ***PD 11.08.27***	IT & digitalization Occupational clothing Washing facilities		**Automobilbranche (Automobile Industry) 2027 (hybrid edition)** **GW-*trends* (Used Car-*trends*) 3/2027 (special section)**	
ISSUE 17 AD 04.08.27 CD 10.08.27 ***PD 01.09.27***	Planning - Constructing - Setting Energy management Human resources/Promotion of young talents	Electrics/Electronics E-mobility Charging infrastructure		**IAA Mobility** Munich, 07.-12.09.2027
ISSUE 18 AD 24.08.27 CD 31.08.27 ***PD 22.09.27***	Additional purchase sources/ Used car exchanges Care & maintenance AI applications		**SchadenBusiness (DamageBusiness) 3/2027 (hybrid edition)**	AUTOHAUS Webinar: Data and Processes
ISSUE 19 AD 08.09.27 CD 14.09.27 ***PD 06.10.27***	Financial services Insurances Leasing	30 Years of asp Wear parts and spare parts Light/Batteries Diagnosis/Calibration Online parts trade	**Räder & Reifen (Wheels & Tires) 2/2027**	**Equip Auto** Paris, 12.-16.10.2027

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	AUTOHAUS	ASP	SPECIAL	FAIRS
ISSUE 20 AD 22.09.27 CD 28.09.27 ***PD 20.10.27***	Auction platforms Inspection services		**Kfz-Assekuranz (Automobile Insurance) 2027 (hybrid edition)**	
ISSUE 21 AD 11.10.27 CD 15.10.27 ***PD 10.11.27***	Lubricants marketing Tire marketing Service processes Service marketing	Lubricants marketing Chassis alignment Smart repair Support for the next generation	**Bauen (Constructing) 2027** **GW-*trends* (Used Car-*trends*) 4/2027 (special section)**	**COPARTS** Frankfurt, 20.-21.11.2027
ISSUE 22 AD 25.10.27 CD 02.11.27 ***PD 24.11.27***	IT & digitalization Additional purchase sources/ Used car processes			
ISSUE 23-24 AD 17.11.27 CD 23.11.27 ***PD 15.12.27***	Financial services Leasing	Braking systems Cleaning & maintenance Test benches Workshop systems	**SchadenBusiness (DamageBusiness) 4/2027 (hybrid edition)** **Digitale Kundenschnittstellen (Digital Customer Interfaces) 2027**	
ISSUE 1-2/28 AD 13.12.27 CD 17.12.27 ***PD 19.01.28***	Planning - Constructing - Setting Parts trade Auction platforms	Electrics/Electronics Wear parts and spare parts Diagnostics/Calibration Exhaust gas analysis IT & digitalization		

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AD FORMATS

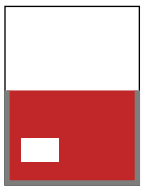
MEDIA DATA **2027**

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm



MAIN MAGAZINE

TITLE DISPLAY***

Type area (w x h) —
Bleed size (w x h) 210 x 148 mm**

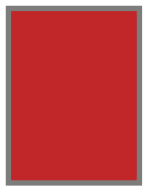
SPECIAL

Type area (w x h) —
Bleed size (w x h) on request

2/1 PAGE ACROSS GUTTER

Type area (w x h) —
Bleed size (w x h) 420 x 279 mm*

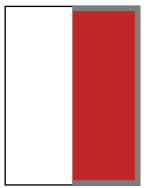
Type area (w x h) —
Bleed size (w x h) 406 x 277 mm*



1/1 PAGE

Type area (w x h) 175 x 236 mm
Bleed size (w x h) 210 x 279 mm*

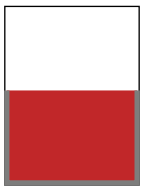
Type area (w x h) 175 x 232 mm
Bleed size (w x h) 203 x 277 mm*



1/2 PAGE PORTRAIT

Type area (w x h) 85 x 236 mm
Bleed size (w x h) 101 x 279 mm*

Type area (w x h) 85 x 232 mm
Bleed size (w x h) 99 x 277 mm*

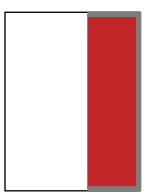


1/2 PAGE LANDSCAPE

Type area (w x h) 175 x 117 mm
Bleed size (w x h) 210 x 137 mm*

Type area (w x h) 175 x 117 mm
Bleed size (w x h) 203 x 136 mm*

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

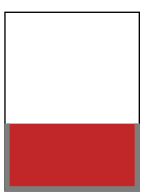


MAIN MAGAZINE

1/3 PAGE PORTRAIT

Type area (w x h) 55 x 236 mm
Bleed size (w x h) 71 x 279 mm*

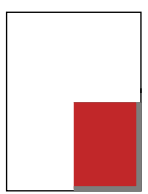
Type area (w x h) 55 x 232 mm
Bleed size (w x h) 69 x 277 mm*



1/3 PAGE LANDSCAPE

Type area (w x h) 175 x 76 mm
Bleed size (w x h) 210 x 91 mm*

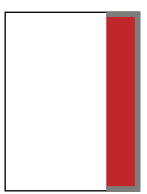
Type area (w x h) 175 x 76 mm
Bleed size (w x h) 203 x 93 mm*



1/4 PAGE BLOC

Type area (w x h) 85 x 117 mm
Bleed size (w x h) 101 x 137 mm*

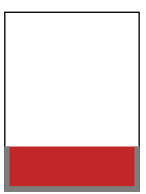
Type area (w x h) 85 x 117 mm
Bleed size (w x h) 99 x 135 mm*



1/4 PAGE PORTRAIT

Type area (w x h) 40 x 236 mm
Bleed size (w x h) 56 x 279 mm*

Type area (w x h) 40 x 232 mm
Bleed size (w x h) 54 x 277 mm*



1/4 PAGE LANDSCAPE

Type area (w x h) 175 x 56 mm
Bleed size (w x h) 210 x 71 mm*

Type area (w x h) 175 x 56 mm
Bleed size (w x h) 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

AD PRICES

MEDIA DATA **2027**

FORMAT	4-COLORS IN €
Title display (not discountable)	**14,575.00**
2. + 3. cover page	**12,670.00**
4. cover page	**13,820.00**
2/1 page	**20,715.00**
1/1 page	**11,510.00**
1/2 page	**6,370.00**
1/3 page	**4,690.00**
1/4 page	**3,725.00**
1/8 page	**1,975.00**

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	**3.94**	**7.57**
Job offer & Purchases and sales by agency	1 column 43 mm wide	**4.62**	**8.90**
Job-wanted	1 column 43 mm wide	**2.57**	
Box number fee	**€ 17.00**		

* 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.

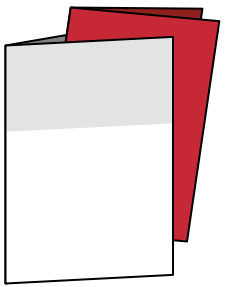
The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

**Always only one scale of discount applies.

SPECIAL AD FORMATS

MEDIA DATA **2027**

LOOSE INSERT



SPECIAL FEATURE

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

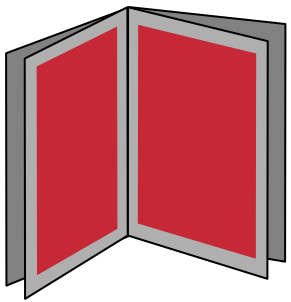
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 400.00**
- Every additional 5 g per thou. **€ 45.00**
- Different formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention due to editorial appearance
- Convey communication goals credibly
- Alternative to the traditional advertisement

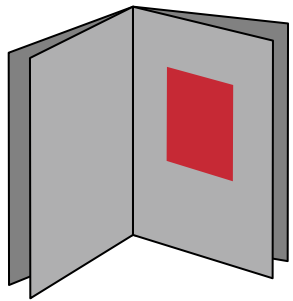
FORMAT

- 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 **€ 11,510.00**
- 2/1 page **€ 20,715.00**

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

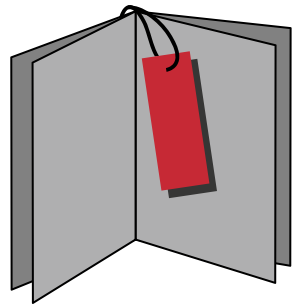
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,655.00**
  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 heigth)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

PRICE

- **On request**

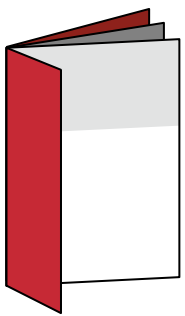
The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Prices for special ad formats are not eligible to agency discounts.

SPECIAL AD FORMATS

MEDIA DATA **2027**

COVERSAMPLING



SPECIAL FEATURE

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

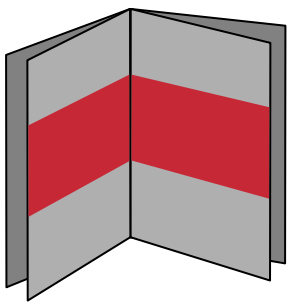
FORMAT

- 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

- **€ 21,215.00**

BANDEROLE AD



SPECIAL FEATURE

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

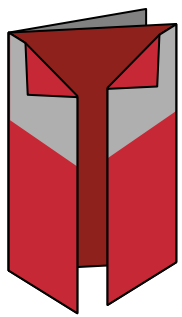
FORMAT

- 210 mm width x 98 mm height

PRICE

- **€ 10,755.00**

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!

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Prices for special ad formats are not eligible to agency discounts.

TOPIC SPECIAL

MEDIA DATA **2027**

PRINT

DIGITAL

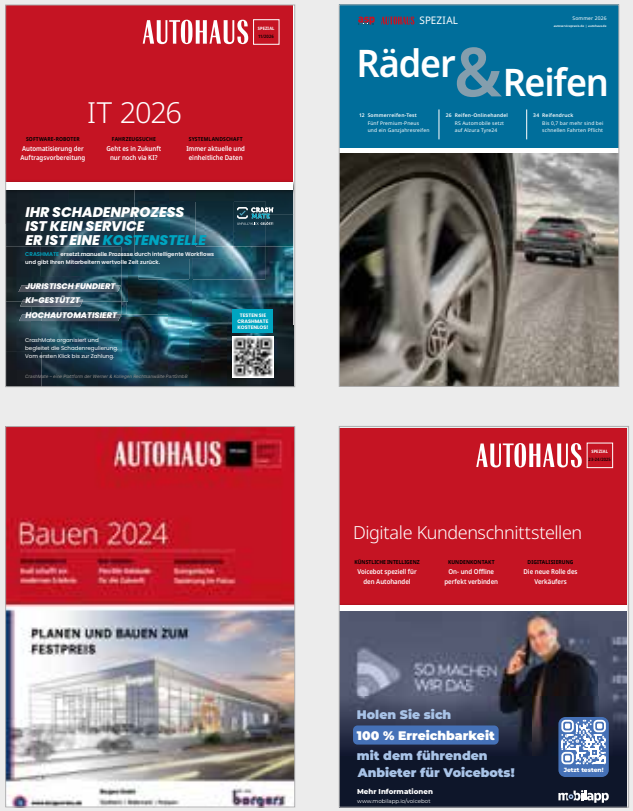
Some topics warrant a more in-depth examination from various perspectives. To this end, the editorial team publishes a range of special editions—covering subjects such as IT, construction, customer interfaces, or wheels & tires. These special issues are developed through editorial research conducted in collaboration with renowned experts, service providers, vendors, and manufacturers.

In these topic specials, you have the opportunity—depending on the specific edition—to present yourself in the following ways:

- **Advertisement**
  For special edition formats, please see page 10.
- **Company portrait**
  You provide us with your text and images; we handle the layout, ensuring the entire presentation is visually perfect.

In addition, we also offer the topic specials as downloads. We announce the availability of these downloads via our newsletter, on LinkedIn, and on our website.

You can find the **planned topic specials for 2027** in the topic schedule on pages 6–9.



Special publications are not eligible for agency commissions or 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.

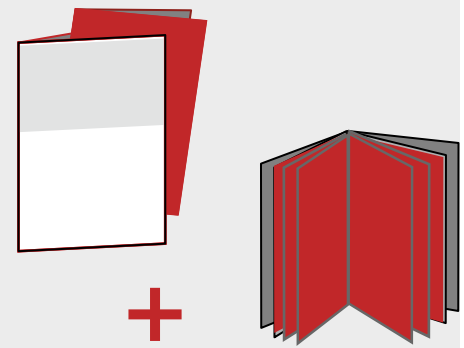
CONTENT PRODUCTION FULL SERVICE:

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	17,000 copies + overprint	**35,770.00**
16 pages incl. cover	17,000 copies + overprint	**46,975.00**
20 pages incl. cover	17,000 copies + overprint	**54,605.00**
Online publication	4 articles, 4 text ads social media posting	**16,575.00***



TECHNICAL SPECIFICATIONS FORUM

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

*Price is only valid in combination with the print special. Special publications are not eligible for agency commissions or discounts.

PRINT + ONLINE

ONLINE FORMATS

MEDIA DATA **2027**

PLAYOUT DESKTOP ON ALL WEB PAGES (RoS)

STICKY HALF PAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- **€ 190.00**

RIGHT AND LEFT

FORMAT

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

CPM*

- **€ 290.00**

PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- **€ 190.00**

PLAYOUT START PAGE

NATIVE AD

FORMAT

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

FIXED PLACEMENT

- **€ 5,095.00 per week**

We´ll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized here in a PDF file.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

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.

MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- **€ 125.00**

PARALLAX AD

FORMAT

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

CPM*

- **€ 190.00**

MORE FORMATS ON REQUEST.

We´ll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized here in a PDF file.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

NEWSLETTER

MEDIA DATA **2027**

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 150 650 x 366	Landscape/Full-Size-Banner Text Ad	**680.00**	**2,185.00**
Further placements	650 x 150 650 x 366	Landscape/Full-Size-Banner Text Ad	**595.00**	**2,085.00**

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, 2027.

Top placements are not eligible for discounts.

ONLINE ADVERTORIAL

MEDIA DATA **2027**

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!
- Note: All images must be marked with their source or copyright attribution. AI-generated or AI-edited images must additionally be identified as such. Responsibility for proper labeling and usage rights lies with the client.

Teaser on start page

+

Advertorial

AD FORMAT	*PLACEMENT*	*RUN TIME*	*PRICE IN €*
Online advertorial	autohaus.de	4 weeks	**8,135.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Special publications are not eligible for agency commission or discounts.

ONLINE SURVEY TOOL

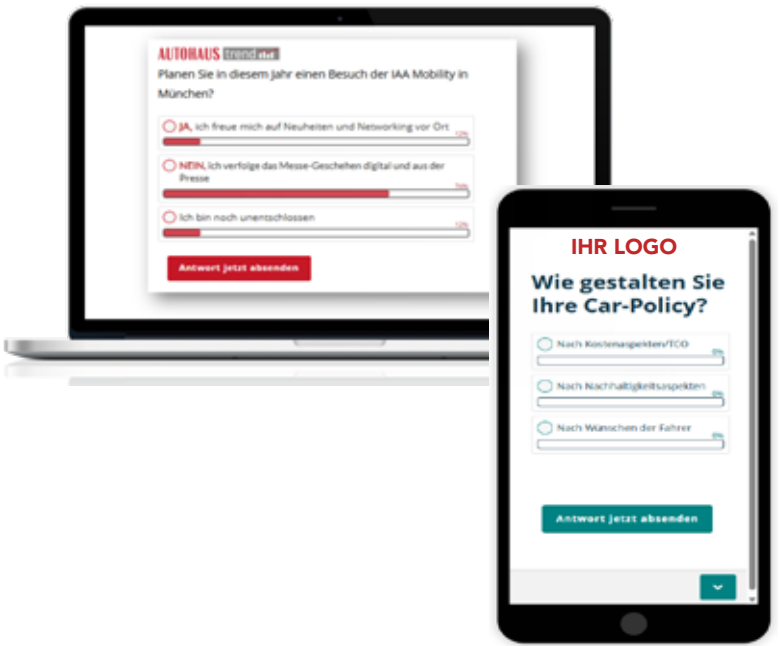
MEDIA DATA **2027**

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

Opt for interactive advertising!
Your survey, your click-generator.
More traffic, greater success.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.
Special publications are not eligible for agency commission or discounts.

PUT YOUR BRAND IN DIREKT CONTACT WITH AUTOMOTIVE RETAILERS

AUTOHAUS brings the industry together. Through high-quality conferences, workshops, webinars and seminars, we provide automotive retail decision-makers with the latest insights, expert knowledge and valuable opportunities for personal networking.

Our event formats include:

AUTOHAUS AI Convention I AUTOHAUS Used Car Congress I AUTOHAUS Marketing Convention I
AUTOHAUS Used Car-Forum I AUTOHAUS SummerAcademie I AUTOHAUS IT Net.Work

Find all current events at: www.autohaus.de/akademie

Get your Brand in the Conversation!

Use our events to showcase your company, increase your visibility and connect personally with your target audience.

PARTNERSHIP OPPORTUNITIES

Webinar I from € 2,900
On an agreed topic and free of charge for participants.

Exhibition Space I from € 2,400
Exhibition space including one complimentary attendee pass.

Sponsorship I from € 5,500
Your spnsor logo featured across all event marketing activities, both print and online, plus exhibition space and one complimentary attendee pass.

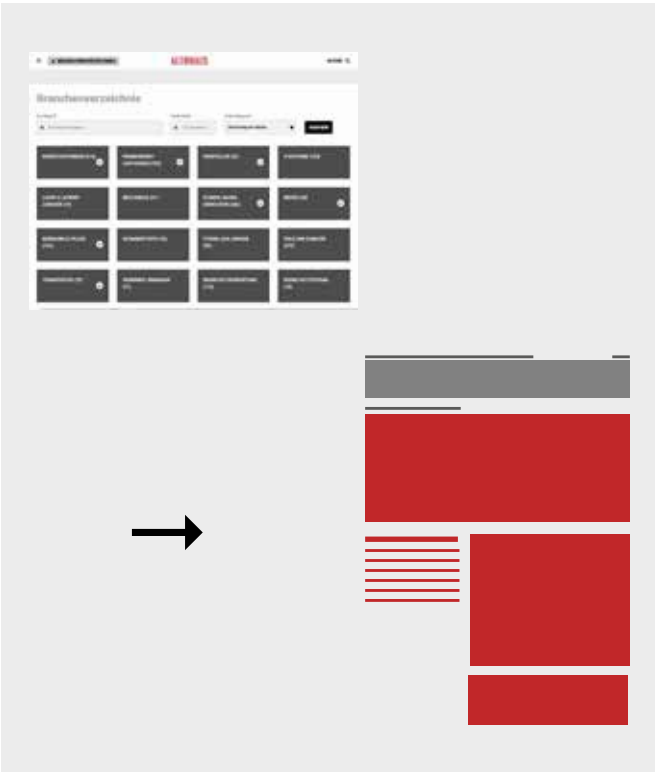
Exklusive Sponsorship I Price on request
Become the exclusive sponsor of an event. The package includes coordination of the event content, integration into the programme, for example through an interview, prominent logo placement across all event marketing activities, and two complimentary attendee passes.

© MATEJ KASTELIC/FOTOLIA

DIGITAL

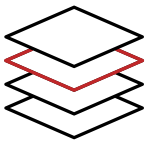
The section industry directory provides a permanantly available web presence at www.autohaus.de/branchenverzeichnis. Simple and clear structures offer the seekers a fast and efficient overview of the companies in the market.

ENTRIES	PRICE IN €
Basic (address)	charge-free
Premium (address + URL + portrait: products, references, image gallery, contact form)	per year **2,185.00**



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 **€ 22,680.00**	1/1 **€ 16,700.00** 2/1 **€ 21,640.00**	1/1 **€ 11,510.00** 2/1 **€ 20,715.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Special publications are not eligible for agency commission or discounts.

PACKAGE ONLINE ADVERTORIAL

MEDIA DATA **2027**

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	30´ PI	20´ PI	
Social media ad service **Promotion**	✓ € 1,000.00		
	€ 16,275.00	**€ 14,640.00**	**€ 8,135.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.
Special publications are not eligible for agency commission or discounts.

TECVIA MEDIA OVERVIEW

MEDIA DATA **2027**

OMNIBUSREVUE

fokus GEFAHRGUT

AUTOHAUS

SUT SCHIFFFAHRT UND TECHNIK

VKU

VD VERKEHRSDIENST

verkehrs RUNDSCHAU

Sprit+

Autoflotte

asp AUTO SERVICE PRAXIS

FAHRSCHULE

Trucker

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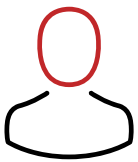
CONTACT SALES

MEDIA DATA **2027**



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