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media
planner
2022

AUTOSERVICE

THE ECONOMIC AND TECHNICAL JOURNAL FOR THE AUTOMOTIVE SECTOR



AUTOSERVICE

The journal AUTOSERVICE has been providing comprehensive and competent reporting and coverage of the automobile sector for 25 years. Our readers are presented with the developments of the sector as well as product innovation clearly and with high expertise. In close collaboration with the opinion-leaders of the local and international automotive sector we focus critically on current topics. AUTOSERVICE has been an exclusive partner of VFT, association of the independent dealership of automotive parts.

Topic: Economy and technology for the automotive sector

CIRCULATION: 9.667 copies 6 times a year

PUBLISHED SINCE: 1995

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Dear advertisers,

The environment of your readers is constantly changing, but what remains is the need for independent, well-substantiated information based on broad expertise. Approximately 10.000 readers of our print issue, numerous subscribers of our digital products, a constantly growing number of users of our web offer and thousands of participants of your events count on the well-written, critically researched and profoundly classified information, they derive from the many platforms of autoservice.co.at.

We speak the language of SMEs.

We understand decision-makers.

We are looking forward to hearing from you soon!

Andreas Übelbacher & Mag. Karin Tober



Andreas Übelbacher, Editor-in-chief/Advertising manager
Mag. Karin Tober, Deputy editor-in-chief



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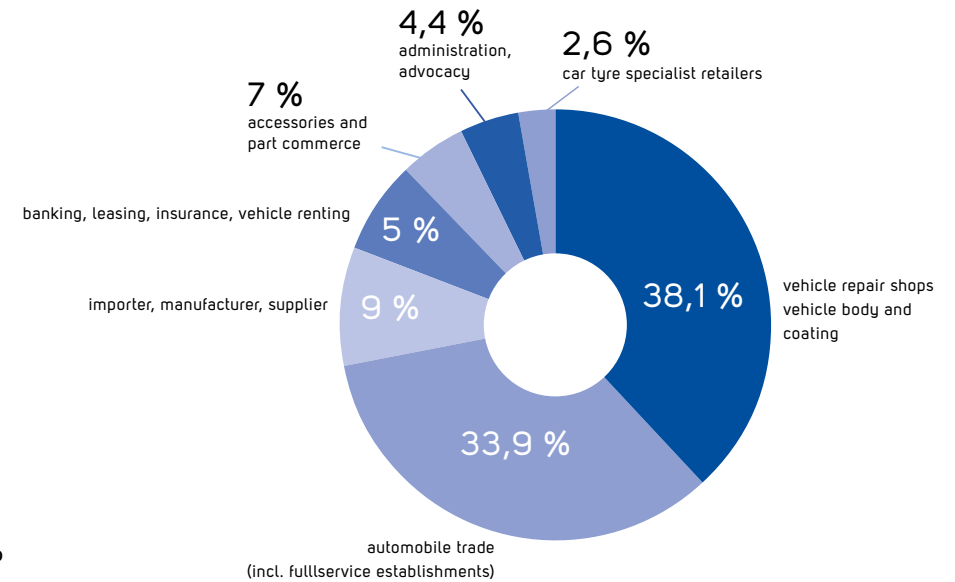
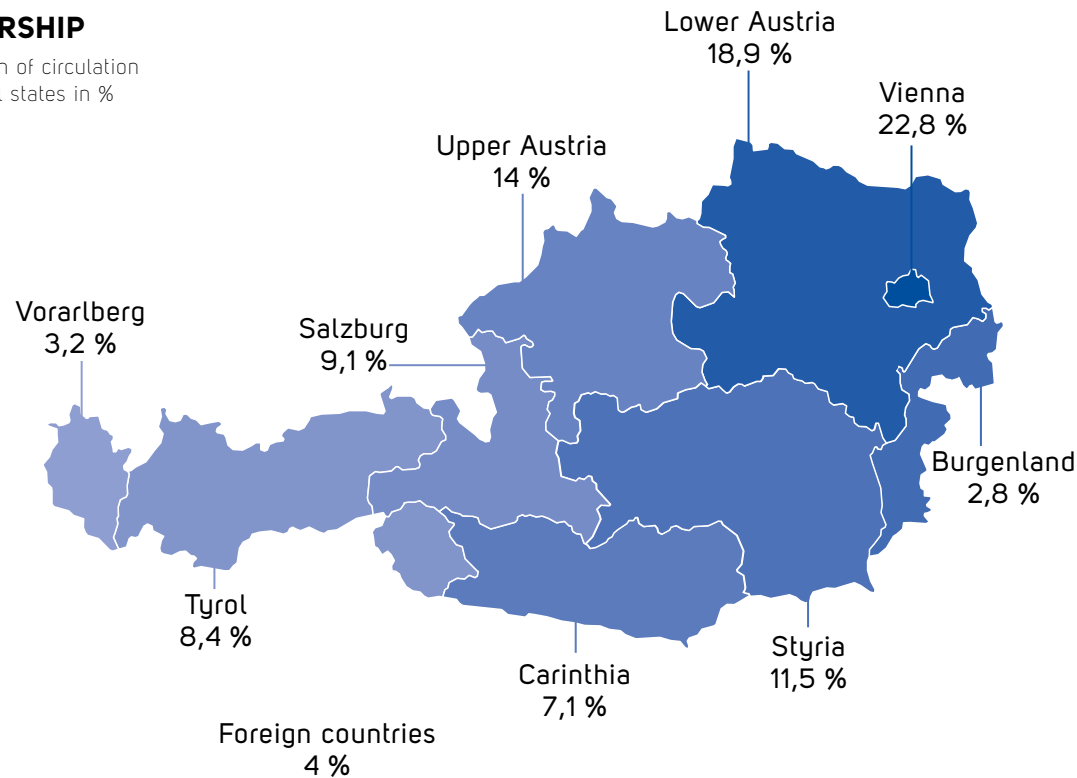
DEMOGRAPHY OF READERS

READERS, RECIPIENTS AND REACH







WEKA Industrie Medien Verlage operates with a professionally built business address data base. The recipients are constantly updates. The numbers in the infographics below are therefore subject to minor fluctuations and are rounded averages.

READERSHIP

Distribution of circulation per federal states in %



Our thematic areas

FOCUS		FAIRS & EVENTS		CONTANT FOCUS TOPICS
 <div>01 FEB./MARCH AD: 11.02.2022 PD: 24.02.2022</div>	Car body and coatings; IT and safety at the car showroom; steering and chassis parts; summer tyres and rims; power transmission and conveyor belts; financing, insuring and warranty services	Preview AutoZum		<ul style="list-style-type: none">• Tools and workshop equipment• Service station equipment• Car spare parts and supplies• IT at the car showroom• Digital workshop• Additives, automotive lubricants and fuels• Electronics in the automotive sector• Driver assistance systems• Light, electrics and batteries• Motor vehicles professions• Education and training• VFT news
 <div>02 APRIL/MAY AD: 12.03.2022 PD: 07.04.2022</div>	Brakes and shock absorbers; coupling; occupational safety and hygiene, climate services and cooling systems, automotive lubricants; powertrain and actuator bearing; car maintenance and treatment; summer tyres and rims	Preview The Tire Cologne Review AutoZum Preview Autopromotec		
 <div>03 JUNE/JULY AD: 27.05.2022 PD: 22.06.2022</div>	Special tools, financing, insuring and warranty services; air condition- ing services, , water pumps, cooling systems, turbochargers, engine analyzer, used car management, winter tyres and rims, coating & vehicle bodies special, tyres and wheels special	Review The Tire Cologne Review Autopromotec		
 <div>04 AUG./SEPT. AD: 12.08.2022 PD: 02.09.2022</div>	Winter tyres and rims, snow chains, power transmission and conveyor belts, service and repair network, trailer coupling, batteries, powertrain and actuator bearing, fit for the winter, car maintenance	Preview Automechanika Frankfurt		
 <div>05 OCT./NOV. AD: 03.10.2022 PD: 25.10.2022</div>	Breaks and shop absorbers, turbo chargers, vehicle lighting, vehicle body and coatings, IT and saftey in the car showroom	Review Automechanika Frankfurt Review Equip Auto		
 <div>06 DEC./JAN. AD: 18.11.2022 PD: 12.12.2022</div>	Steering and chassis parts, financing, insuring and warranty services, occupational safety and hygiene, automotive lubricants, motor tester, service- and repair network, used car management			

Prices & formats - Print issue

Valid from 1. 1. 2022

2/1



Type area
370 x 255 mm
Full-bleed
420 x 280 mm¹⁾

€ 9.800,-

Cover



Format
210 x 195 mm

€ 7.390,-

1/1



Type area
185 x 255 mm
Full-bleed
210 x 297 mm¹⁾

€ 5.300,-

Junior



Type area
137,5 x 200 mm
Full-bleed
152,5 x 215 mm¹⁾

€ 4.300,-

1/2 portrait



Type area
90 x 255 mm
Full-bleed
105 x 297 mm¹⁾

€ 3.230,-

1/2 landscape



Type area
185 x 125 mm
Full-bleed
210 x 143 mm¹⁾

€ 3.230,-

1/3 portrait



Type area
58 x 255 mm
Full-bleed
73 x 297 mm¹⁾

€ 2.150,-

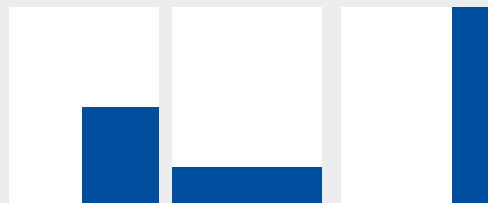
1/3 landscape



Type area
185 x 81 mm
Full-bleed
210 x 96 mm¹⁾

€ 2.150,-

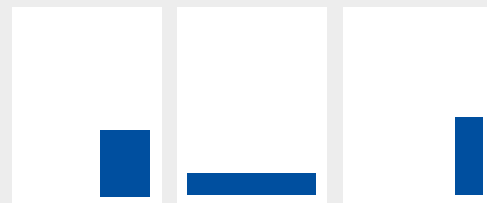
1/4 portrait 1/4 landscape 1/4 1-column



Type area
90 x 125 mm 185 x 60 mm 43 x 255 mm
Full-bleed
105 x 143 mm¹⁾ 210 x 75 mm¹⁾ 58 x 297 mm¹⁾

€ 1.840,-

1/8 portrait 1/8 landscape 1/8 1-column



Type area
90 x 60 mm 185 x 30 mm 43 x 125 mm

€ 1.070,-

Placement U4:

€ 5.850,-

Placement U2 + U3:

€ 5.750,-

Supplement

per 1.000 copies

up to 10 g	€ 356,-
up to 20 g	€ 371,-
up to 30 g	€ 410,-
up to 40 g	€ 440,-

Circulation under 10.000 copies

(+ standard amount)

up to 10 g	€ 0,37	+ € 400,-
up to 20 g	€ 0,39	+ € 400,-
up to 30 g	€ 0,42	+ € 400,-
up to 40 g	€ 0,45	+ € 400,-

Attachment

per 1.000 copies

up to 10 g	€ 400,-
up to 20 g	€ 492,-
up to 30 g	€ 580,-
up to 40 g	€ 660,-

All formats: Width x Height

¹⁾ Full bleed formats require a bleed of 3 mm on all sides. Surcharge: € 290,-.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-Mail: produktion@industriemedien.at



AUTOTESTTAG

Fahrtechnikzentrum Teesdorf ÖAMTC

ALTERNATIVE DRIVE SYSTEMS | FLEET & TEST TRACK

OFFROAD-PARCOURS

Test the entire automobile diversity from electric vehicles to sports cars at the ÖAMTC automotive technical centre. Next to the regular test track, we offer you the **OFFROAD-parcours** as well as a fleet with **alternatively driven vehicles** at the 12. Autotesttag.

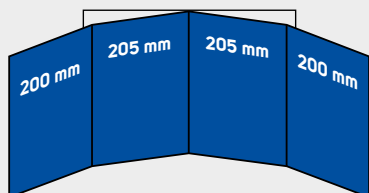
An event by

firmenwagen

**INDUSTRIE
MAGAZIN**

www.autotesttag.at

Special advertisement formats



Grand cinema: The tabernacle

Space en masse - with impressing design possibilities across 800mm width. The tabernacle is printed on strong paper quality - 10.000 copies to your target group. 1.000 copies for your purposes are inclusive.

Format open: 810 mm width x 297 mm height

Price: € 9.300,-
plus € 2.870,- production cost



Greetings to your target group

The Tip-On-Card is an interactive ad: Surprise your target group with an original design of the card and the underground. The Tip-On-Card makes curious and enables haptic contact.

Price: € 3.030,- plus surface starting from 1/2 page plus € 1.860,-



The connecting banderole

With the banderole across the cover page and U4 the reader holds your advertising message in hands during the first contact during the first contact with the magazine.

Format open: 480 mm width x 100 mm height

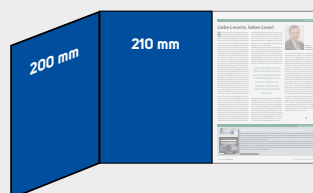
Price: € 5.390,-
incl. production cost



Enough and to spare

For the shipping of AUTOSERVICE to our readers we produce personalized covers with a dedication according to your wishes. They are a printed one-sided in 4C and ready to be used for your advertising message.

Price: € 5.190,-

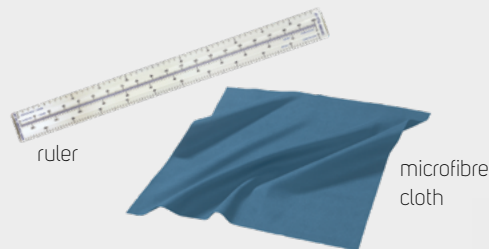


Flap on the U2

3 full pages for your success. Choose your best sujet for U2 and position your best sujet on a full double page. Of course we are also looking forward to support you in regard to layout and text.

Format U2: 210 mm width x 297 mm height
Format open: 410 mm width x 297 mm height

Price: € 6.900,-
incl. production cost



Sachet

Still not the advertising form you are looking for? Attach a special gimmick and make the reader curious! Sachet for the entire circulation incl. shrink-wrapping starting from

Price: € 3.090,-



USB-Stick

USB Stick

Price: € 3.150,-

Your topic specific booklet



You would like to provide your (potential) customers with more than just information? The booklet is the ideal product, in regard to explaining more complex topics.

Format: A4
Paper cover: 200 g/m2 image print
Paper core: 100 g/m2 image print
Circulation: 10.000 copies in the supplement
PLUS 1.000 copies for your own use

20 pages **€ 15.800,-**
28 pages **€ 18.100,-**

Display Ads

This way you are visible for your target group on our platforms.



1) IAB Billboard

Price:

€ 320,- CPM

Format:

970 x 250 px

monthly

€ 1.920,-

2) Wallpaper

Price: € 360,- per month

Formats: Leaderboard

+ Wide Skyscraper

7) HalfPage Ad

Price:

€ 320,- CPM

Format:

300 x 600 px

monthly

€ 2.160,-

also **MOBILE!**

9) CMS Advertorial

see:

FOCUS ONLINE

3) IAB Wide Skyscraper

Price:

€ 260,- CPM

Format:

160 x 600 px

monthly

€ 1.560,-

4) Sidebar

Price:

€ 300,- CPM

Format:

dynamic, sticky

monthly

€ 1.800,-

also **MOBILE!**

8) IAB Medium Rectangle

Price:

€ 230,- CPM

Format:

300 x 250 px

monthly

€ 1.380,-

also **MOBILE!**

5) IAB Leaderboard

Price:

€ 270,- CPM

Format:

970 x 90 px

monthly

€ 1.620,-

6) Online-Advertorials

The ideal addition to your content marketing.

Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.200,-

The Whitepaper-platform

With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.

BASIC PACKAGE

E-Mail-Adresse
(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber



SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our AUTOSERVICE editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-



Augmented Reality enables experiences of your product!

With our new augmented reality tool you, we can create experiences of your product for your customers. Our technology functions without an app, just screen it with your phone and follow the instructions.

Suitable for every end product like online products like whitepapers or stories, print products or virtual exhibition stands.

Prices:

1 Object with info and soundbutton
€ 1.500,-

4 objects (1 QR-code) with the provision of a 3D-file.
€ 1.900,-

In case of no 3D-model being present, we are looking forward to creating it according to KV for you.



Newsroom



YOUR NEWSROOM

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

Total price per year:
€ 6.980,-

One whole year!

Top-banner in our newsletter are a very successful advertising means! And you can book your top-banner for an entire year and additionally change your subject four times during this period.

Prices from: **€ 3.300,-**

Videocontent

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

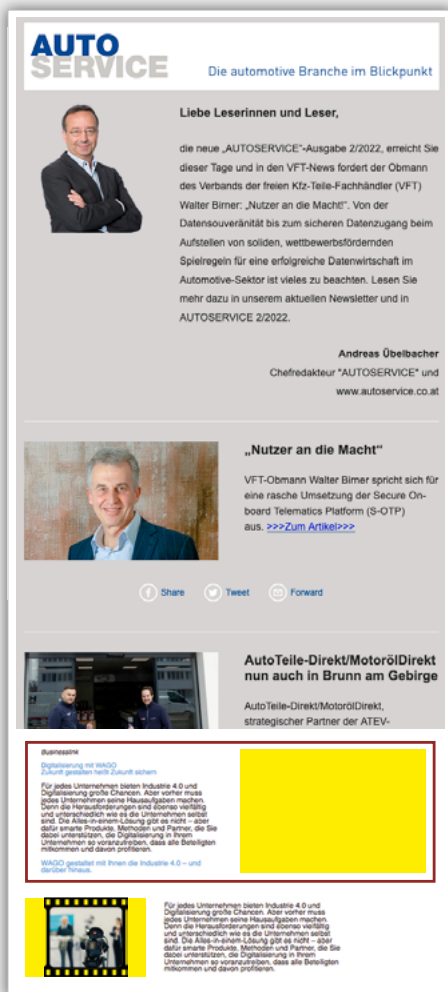


Our experienced videoteam supports you throughout the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- tutorials
- productvideos
- webinars
- eventvideos
- advertising trailers
- explanatory videos

Newsletter products

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.



Main newsletter „Weekly Briefing“

Frequency: 1x per week

Topics: Up-to-date news from the automotive sector

	Format	Price
IAB Medium Rectangle	300 x 250 px	€ 480,-
Business Link	300 characters + 1 image*	€ 480,-
Video Preview	300 characters	€ 480,-

*ideally portrait format



WEKA-Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance with your corporate identity.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431

MEE+YOO – the virtual platform for your content

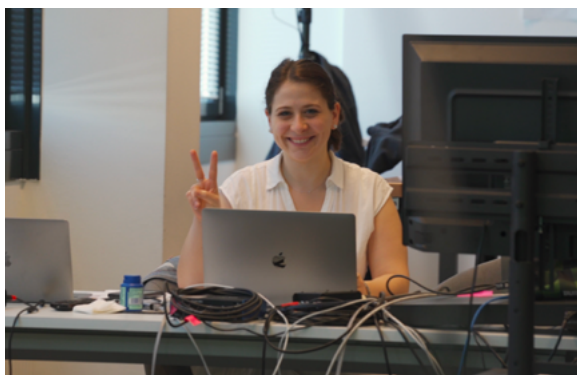
Our high-end product meetyoo, that has won multiple the German „Innovationspreis IT“ multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

Requests: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Phone: +43-1-97000-443

Webcast / Webinar

- Announcement of your webinar via business links in two newsletters
- Your webinar widget for announcement stays online for one month
- Your own landing page for registration of participants
- Conduct of your webinar using our Webinar-Software
- The slides and the youtube link with the webinar recording stays online on our website for three months. This guarantees further leads of interested readers.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431



Our congresses for your
lead(ing) success



www.autotesttag.at



AUSTRIAN
AUTOMOTIVE
BUSINESS SHOW

VIRTUAL EXPO & CONFERENCE

www.industriemedien.at/project/austrian-automotive-business-show/



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital is poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.