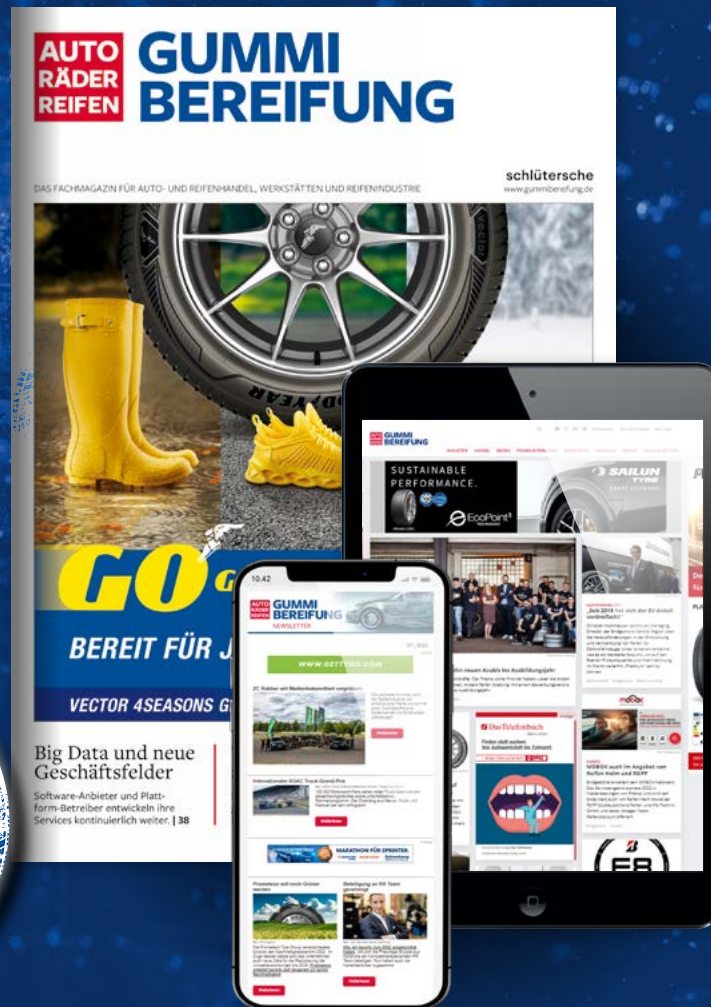


AUTO RÄDER REIFEN

GUMMI BEREIFUNG

No.1 – Germany's first
independent tyre trade
magazine

MEDIA DATA 2024



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At a Glance



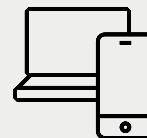
PRINT → The independent trade magazine for car and tyre dealers, workshops and the tyre industry publishes expert reports, information and trends on all relevant areas of the tyre industry and wholesale and retail trades, e.g. new tyre types, rims, tuning, accessories, workshop and IT solutions as well as management and law.



SONDERHEFTE → In spring (March) and autumn (September) **market reviews** provide information on seasonal tyres and include a comprehensive **tyre database**. In October, the **special issue** for the **truck and bus sector** gives an insight into the latest tyre treads as well as management concepts for commercial vehicles.



ONLINE → gummibereitfung.de is the reliable information source for the B2B tyre and wheel industry with daily news and an extensive archive. Newsletters and special editions present the latest developments in the market and offer effective digital advertising opportunities.



PRINT RUN

Ø 8,413

Copies per issue, as of July 2023, IVW-verified

PAGE IMPRESSIONS

Ø 48,900

Source Google Analytics,
monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS

~ 3,200

per mailing (as of July 2023)

Topics 2024

Issue	Deadline	Printing data deadline	Publication date	Topics		
1 – 2	17/01/24	18/01/24	08/02/24	<ul style="list-style-type: none"> • Tyres for agriculture • TPMS • Tyre logistics 	<ul style="list-style-type: none"> • Truck and bus tyres • Retreading • Recycling/disposal 	<ul style="list-style-type: none"> • OTR tyres: construction site, EM and industrial tyres • Market overview: motorbike tyres/scooter tyres, spring trade fairs • Preview Automobil-Salon Genf
3	13/02/24	14/02/24	06/03/24	<ul style="list-style-type: none"> • Tyre changes: car summer tyres • Wheel market + rim accessories 	<ul style="list-style-type: none"> • Workshop/storage facilities • Valves, balance weights, etc. 	<ul style="list-style-type: none"> • Collaborations, franchises and workshop systems, Car Care, Carservice at Tyre Retailers
Special issue	13/02/24	14/02/24	06/03/24	Summer Tyre Special (Supplement)	Overview of new and existing car summer tyres	
4	08/03/24	11/03/24	03/04/24	<ul style="list-style-type: none"> • Preview The Tire Cologne • E-mobility 	<ul style="list-style-type: none"> • Tyre Tests • TPMS; Oldtimer-Reifen 	<ul style="list-style-type: none"> • Market overview: off-road tyres, 4x4, SUV, van + quad tyres • eCommerce and IT solutions for the tyre trade
5	25/04.24	26/04/24	22/05/24	<ul style="list-style-type: none"> • Trade Fair Issue The Tire Cologne • Retreading • Recycling/disposal 	<ul style="list-style-type: none"> • Wheel market + rim accessories • Tuning trends • Shock absorbers, springs, suspensions 	<ul style="list-style-type: none"> • Workshop equipment for tyre service companies • Workshop and storage facilities
6	31/05/24	03/06/24	24/06/24	<ul style="list-style-type: none"> • Truck, lorry and bus tyres • Fleet management 	<ul style="list-style-type: none"> • Agricultural Tyres • Tyre logistics • Tyre repair 	<ul style="list-style-type: none"> • Whole Sale, Cooperations, Workshop-Systems • Wide Tyre-Market: UHP-Tyres
7 – 8	01/07/24	02/07/24	23/07/24	<ul style="list-style-type: none"> • All Season-Tires • Workshop-/Storagefacilities • RDKS 	<ul style="list-style-type: none"> • Transporter- and Camper-Tires • Wheel Market + Rim Accessories • Wheel Alignment, Dampers, Springs 	<ul style="list-style-type: none"> • OTR tyres: construction site, EM and industrial tyres • Retreading • E-Commerce and IT-Solutions for Tyre Retailers

Topics 2024

Issue	Deadline	Printing data deadline	Publication date	Topics		
Special issue	17/07/24	18/07/24	im August	100 Years AutoRäderReifen-Gummibereifung Milestones of the Tyre- and Wheelindustry		
9	14/08/24	15/08/24	05/09/24	<ul style="list-style-type: none"> • Tyre changes: car winter tyres • Wheel market + rim accessories 	<ul style="list-style-type: none"> • Tyre logistics • Recycling/disposal 	<ul style="list-style-type: none"> • Cooperations, Franchise- and Workshop-Systems • Preview automechanika und IAA Transportation
Special issue	14/08/24	15/08/24	05/09/24	Winter Tyre Special (Supplement)	Overview of new and existing car winter tyres	
10	13/09/24	16/09/24	08/10/24	<ul style="list-style-type: none"> • OTR tyres: construction site and EM tyres • Tyre Tests 	<ul style="list-style-type: none"> • Workshop equipment Tyreservice businesses • Reports automechanika and IAA Transportation 	<ul style="list-style-type: none"> • Ready for winter: accessories, snow chains, care products, batteries, lubricants, etc. • Special tyres: kart, quad, aircraft tyres
Special issue	13/09/24	16/09/24	08/10/24	Truck & Bus Tyres Special	<ul style="list-style-type: none"> • Fleet management • Digitalisation 	<ul style="list-style-type: none"> • Tyre changes: truck winter tyres – truck, lorry, bus tyres • Tyre service equipment; TPMS
11 - 12	29/10/24	30/10/24	21/11/24	<ul style="list-style-type: none"> • E-mobility • Digital Tyre-Technology • E-Commerce and IT-Solutions 	<ul style="list-style-type: none"> • Preview Essen Motor Show • Wheel Market + Rim Accessories; Tuning • Tyre logistics 	<ul style="list-style-type: none"> • Cooperations and Workshop-Systems • Whole Sale • Retreading

In each issue you will find the latest information on car and truck tyres as well as articles relating to the business sector and trade, new tyres, portraits, rims, tuning, automotive, workshop service, management, law and much more. Company portraits and an English section are also an integral part of every issue.

(Subject to change for reasons of topicality).

Target Groups

Tyre & wheel industry



Information on the latest political and economic developments in the German market provides executives from the global tyre and wheel industry and associated industries, such as retreading, waste disposal and the automotive service sector, with an important basis for their decisions.

Wholesale and retail tyre trade



Decision-makers from medium-sized wholesalers and the retail tyre trade receive information on the latest industry developments, new products and concepts. Regular special editions feature topics that are relevant to everyday business activities.

Suppliers

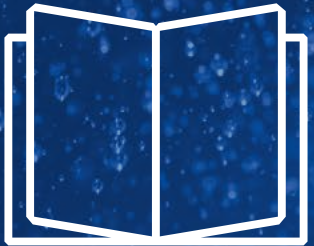


Managers in the parts and supplier industry for the tyre trade and the automotive sector receive information on the services offered by the tyre trade, allowing managers to further develop their product range. As a neutral trade publication, the magazine competently presents innovative products and trends.

Workshop equipment suppliers



Workshop equipment suppliers, equipment/machine manufacturers and suppliers of consumables use the trade publication as an information channel for specialist tyre dealers and workshop professionals. The editorial expertise of the product descriptions increases awareness within the target group.



Print



Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation).

Member of the BRV Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V., Bonn (German Tyre Retail and Vulcanisation Trade Association) VDAT Verband Deutscher Automobiltuner e.V., Roßbach/Wied (Association of German Automobile Tuners)

Copies per issue on an annual average
from 1 July 2022 to 30 June 2023

Frequency of publication: monthly
2024 = 14 issues
100th volume 2024
ISSN: 0017-5609

PRINT RUN

Ø 8,413

ACTUAL DISTRIBUTED
CIRCULATION

8,227

Our tip for all print products: use our sliding scale discounts!

if purchased within one insertion year
(Starts with the publication of the first
advertisement)

Frequency scale

3 times	5 %
6 times	10 %
9 times	15 %

OTHER COMBINATIONS on request

Scope, Circulation and Distribution Analysis

VOLUME	100th volume 2024		
SCOPE ANALYSIS	Total scope	1,362 pages =	100 %
	Editorial portion	1,097 pages =	80.54 %
	Advertising portion	265 pages =	19.46 %
	of those: Classified ads	41 pages =	15.47 %
	Bound inserts		-
	Supplements		18 items
	of those: Partial supplements		1 items

CONTENT ANALYSIS	Editorial	not applicable
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CIRCULATION MONITORING

⚠ Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. .

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2022 to 30 June 2023

Print run	8,413		
Actual distributed circulation	8,227		
	of those, abroad	580	
Sold circulation	1,224	of those, abroad	157
	- Subscribed copies	1,118	
	- Other sales	36	of those, for members
Free copies	7,003		
Remaining, archive and file copies	186		

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actually distributed circulation	
	%	Exemplare
Domestic:	92.95	7,647
Abroad:	7.05	580
Actual distributed circulation:	100	8,227

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Exemplare
Postcode area 0	8.51	651
Postcode area 1	5.59	427
Postcode area 2	9.75	746
Postcode area 3	11.42	873
Postcode area 4	12.10	925
Postcode area 5	11.81	903
Postcode area 6	9.43	721
Postcode area 7	11.44	875
Postcode area 8	9.96	762
Postcode area 9	9.99	764
INLAND	100	7,647

Advertisements

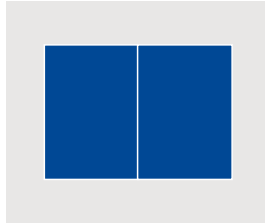
Title page



Type area: 194 × 180 mm

€ 5,850

2/1 page



Type area: 420 × 297 mm

€ 7,390

1/1 page



Type area: 210 × 297 mm

€ 4,590

Junior page



Bleed: 132 × 187 mm
Type area: 115 × 165 mm

€ 2,790

1/2 page landscape



Bleed: 210 × 148 mm
Type area: 175 × 121 mm

€ 2,450

1/2 page portrait



Bleed: 100 × 297 mm
Type area: 85 × 248 mm

€ 2,450

1/3 page landscape



Bleed: 210 × 102 mm
Type area: 175 × 79 mm

€ 1,750

1/3 page portrait



Bleed: 68 × 297 mm
Type area: 55 × 248 mm

€ 1,750

1/4 page landscape



Bleed: 210 × 79 mm
Type area: 175 × 58 mm

€ 1,550

1/4 page portrait



Bleed: 52 × 297 mm
Type area: 40 × 248

€ 1,550

1/4 page 2-column



Bleed: 100 × 148 mm
Type area: 85 × 121 mm

€ 1,550

Bleed plus 3 mm bleed overleaf

Special Placements and Classified Ads

SPECIAL PLACEMENTS

Titelseite	Inside front cover and inside back cover	Back cover
€ 5,850	€ 5,290	€ 5,390



CLASSIFIED ADS

Millimetre ads	s/w
per mm and column (column width 44 mm)	€ 1,98
reduced price for job offers*	€ 1,88
reduced price for job requests*	€ 1,40
box number fee incl. postage	€ 5,00

*No colour costs for job advertisements from the size of a 1/4 page!

TYPE AREA

188 mm wide x 272 mm high,
4 columns each 44 mm wide

SURCHARGES

Placement
Binding placement rules: 10% of
the advertisement price

Formats
Bleed: not applicable

Special Formats

Bound inserts



The bound insert is securely attached to the magazine and offers plenty of space for your information. The bound insert is delivered ready for use.

- ▶ two-sided, format 216 x 303 mm € 3,090
- ▶ four-sided, format 432 x 303 mm € 4,050
- ▶ six-page € 4,790
- ▶ eight-page € 5,590

Weight: 70–135 g/m² Delivery folded and untrimmed.

Only for total circulation.

Required delivery quantity: 8,500, for trade fair editions on request.

Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m², Single sheets larger than DIN A6 min. 115 g/m²

- ▶ up to 25 g weight, per thousand* € 300
- ▶ over 25 – 50 g weight, per thousand* ... € 340
- ▶ up 50–100 g weight, per thousand* € 390

Required delivery quantity: 8,500 copies

Partial inserts possible from 1,000 copies.

Submission of a sample required.

Affixed advertising material



Other special forms of advertising, such as: banderole, fold-out pages, production runs and off-prints etc. on request

Glued inserts are all affixed media, such as CDs, postcards, envelopes, booklets and product samples that are glued to the magazine. They are glued onto a carrier page, minimum format 1/1 page so that they can be removed by the readers. Affixed advertising material is only bookable in conjunction with a 1/1 advertising page. Submission of a sample required.

- ▶ Weight: up to 5 g plus gluing costs, per thousand € 100
- ▶ and additional distribution costs, per thousand* € 80

Bookable as standard for total circulation, partial circulation on request (minimum 8,500 copies).

* For inserts and glued inserts three millimetres or more in height plus postal charges.

Native Advertising: Print-Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your well-placed, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images. When it comes to the text, you can choose between** supplying the content yourself or having it professionally created or edited by our specialist editorial team.

Thinking across channels:

book a cross-media campaign with online and print advertorial!

*Additional ad formats available; prices on request.

Advertorial basis



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 4,590

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 6,190

Special publications



Special issues on tyre changeovers

The special publications published in **spring (March)** and **autumn (September)** analyse the professional, seasonal tyre changeover using market overviews.

HGV & bus tyres

A special issue is published for the **HGV and bus segment** in October. It offers an expert overview of the topic of **tyres and wheels** specifically for the **commercial vehicle sector** and their fleets.

The special issue **Lkw & Bus-Bereifung** is being published for the eleventh time now in an increased print run of **16,000 copies**. It offers **tyre retailers, forwarding agents, bus companies, fleet operators and workshop professionals** various topic areas related to **commercial vehicle tyres**. Alongside new treads, current **tyre technology** and **trends** from industry, information is also provided on retreading, disposal and the professional **workshop service** by mobility service providers. A greater focus is placed here on topics such as **digitalisation, alternative drive technologies** and **fleet management**.

Anniversary issue

In our **anniversary issue in August**, we present milestones in the **tyre and wheel sector**. We not only look back but also look ahead to the **future** of the tyre market with all its challenges.

The **diversity** of the tyre sector with its various segments is taken into account. Service providers within tyre retail and the concepts used play a major role here. **Technical change** within the vehicle industry and the high standards placed on tyre fitting are reflected in workshop equipment.

The anniversary issue of AutoRäderReifen-Gummibereifung provides **information, facts and technical trends** on all facets of a highly mobile sector.

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all of the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-gub@schluetersche.de.

For queries, phone +49 (0)511 8550-2522.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the deadline for the booked edition to cm@schluetersche.de.

1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

1/1-page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

2/1-page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates: <https://svg.to/print-advertorials>

DELIVERY ADDRESS FOR

SPECIAL FORMS OF ADVERTISING

Vogel Druck und Medienservice GmbH

Goods Receipt

Leibnizstrasse 5

97204 Höchberg

Acceptance times: Monday to Friday, 8 a.m. to 4 p.m

Delivery at the earliest 20 and at the latest 5 working days before the delivery date.

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:

Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX
All prices plus VAT.

Technical Specifications and Delivery

JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4, untrimmed: 216 mm wide x 303 mm high
Type area: 175 x 248 mm

PRINTING AND BINDING METHODS

Web offset printing, perfect binding

DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

PROOF

Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from www.fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Output profiles and paper classes for reference proofs as follows:
Cover: Paper grade 1, output profile ISOcoated_v2_eci.icc,
Content: Paper class 3A, output profile PSO_LWC_Improved_eci.icc

COLOURS

Printing colours (CMYK) according to ISO 12647-2 (PSO). Regarding conversion and control of the colour space (ICC colour management), special reference is made to the standard off-set profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org).

DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

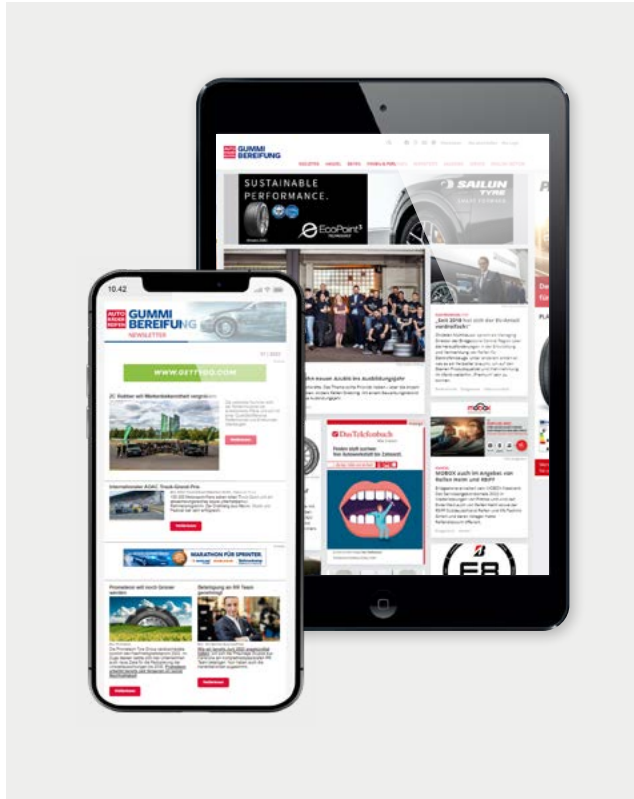
CONTACT

Service tel. +49 (0)511 8550-2522



Digital

Digital



PAGE IMPRESSIONS

Ø 48,900

Source Google Analytics,
monthly average 07/2022-06/2023

TOTAL USERS

Ø 21,100

Source Google Analytics,
monthly average 07/2022-06/2023

VISITS

Ø 30,100

Source Google Analytics,
monthly average 07/2022 - 06/2023

NEWSLETTER RECIPIENTS

~ 3,200

per mailing (as of July 2023)

Newsletter

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 150

Premium placement: € 290
per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 190

per dispatch

Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

€ 190

per dispatch

Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They contain 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 290

per dispatch

Standalone Newsletter



The standalone newsletter is structured to suit the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the complete newsletter is provided by the customer. Incl. one correction loop.

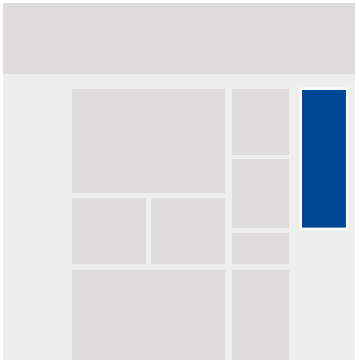
€ 1,850

per dispatch

Banners



Skyscraper



Eye-catching form of advertising that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

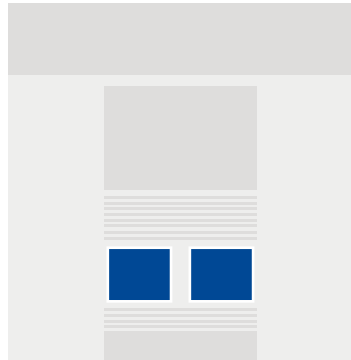
Standard: 120 x 600 px

Wide: 160 x 600 px

€ 790 per month

€ 890 per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px

€ 950

per month

Native Teaser



Authentically embedded advertising format within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

Image format 16:9 (1075 x 605 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

€ 1,050

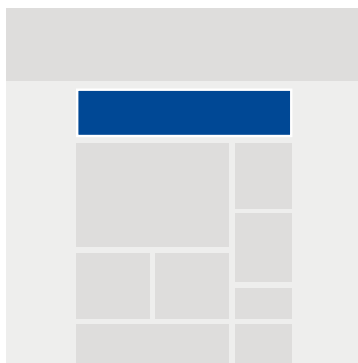
per month

Note for all banners: in rotation with max. 4 advertising formats

Banners



Billboard



Eye-catching advertising format directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size

1075 x 250 px
(alternatively 970 x 250 px)

€ 2,050
per month

Note for all banners: in rotation with max. 4 advertising formats

Wallpaper



Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes

728 x 90 px
120 x 600 px or 160 x 600 px

€ 2,150
per month

Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes

1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 2,150
per month

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look & feel of our media brand. This format is particularly suitable for attracting the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created** by our **specialist editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

Advertorial Basis



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement **€ 1,450**
- ▶ Reach boost incl. Runtime 1 month
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Advertorial Premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl. **€ 2,590**
- ▶ Labelled as an advertisement Runtime 1 month
- ▶ Reach boost incl.
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Native Advertising: Sponsored Article

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is a **beneficially placed text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article will be designed so you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

Sponsored Article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.

Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google etc.
- ▶ **Unlimited runtime;**
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

from 20 € per user (mimum purchase: 150 pcs.;
individually agreed upper limit possible)

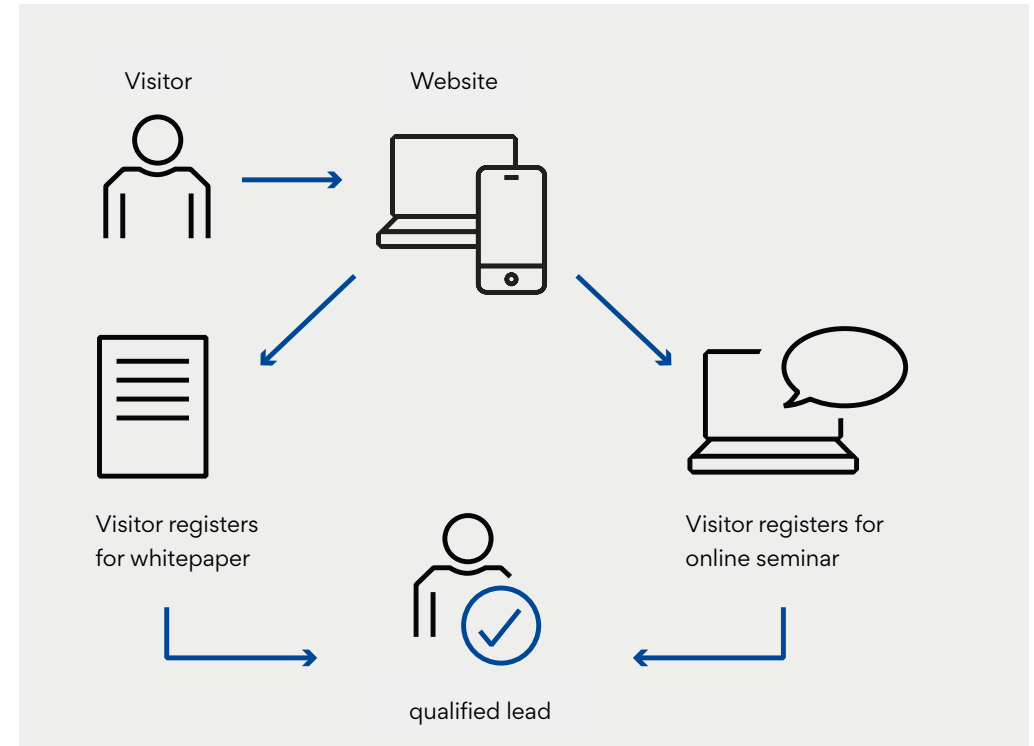
Lead Generation

Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group**:
We identify the appropriate **lead magnets (whitepaper or online seminar)**.
You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation



We offer three types of **lead generation**, individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare
a lead forecast for you.

Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 2,950 plus CpL*

Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 4,850 plus CpL*

Runtime 4 months

Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 6,290 plus CpL*

Runtime 4 months

*Cost per lead, individually agreed

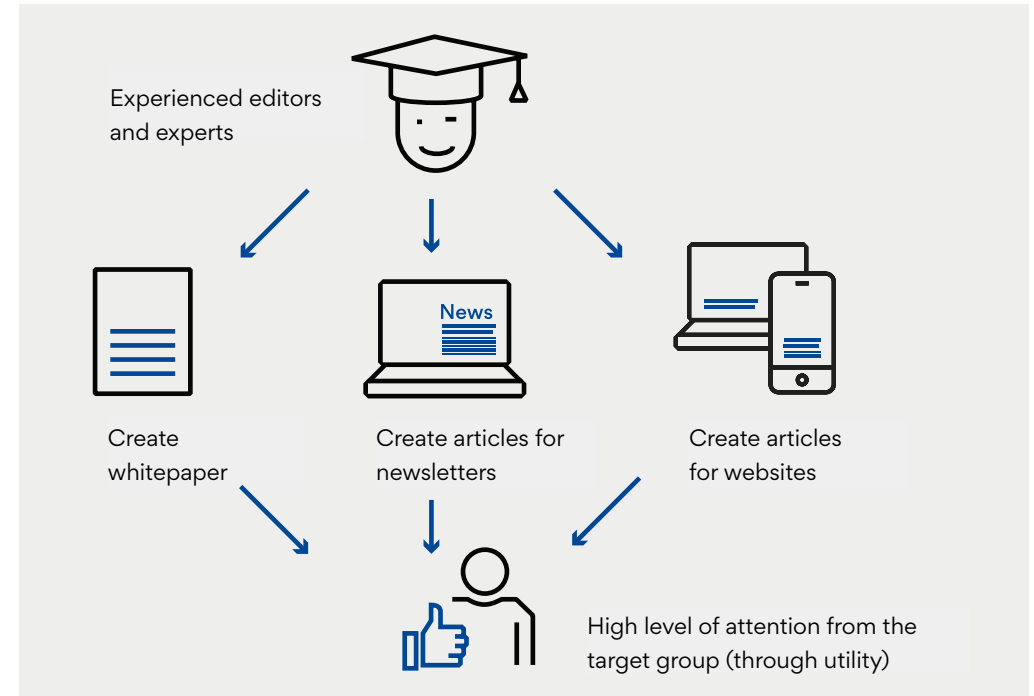
Content Creation

Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all of the agency work for** you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Articles for websites**



Price on request

Technical Specifications and Delivery

DELIVERY OF YOUR WEBSITE BANNER DATA

Please send the banners as PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400kB) at least 7 working days before the booked publication date to anzeigendaten-gub@schluetersche.de
For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERY OF YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 working days before the booked dispatch date to anzeigendaten-gub@schluetersche.de

DELIVERY OF YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 working days before the booked dispatch date to anzeigendaten-gub@schluetersche.de. Animated GIFs are also possible, but may not render correctly on all recipients.

DELIVERY OF YOUR ONLINE ADVERTORIAL

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-gub@schluetersche.de:

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as Word file: Overline (max. 30 characters), Title (max. 55 characters), teaser (max. 111 characters), Body text (max. 3,000 characters), if desired Captions (max. 255 characters each)
- ▶ Links to external pages or posts, YouTube videos or download material as desired

DELIVERY OF YOUR STANDALONE NEWSLETTER

Please send the following contents at least 10 working days before the booked dispatch date to anzeigendaten-gub@schluetersche.de:

- ▶ Subject line & headline: "Customer name: Headline" (max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + Link to the customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, optionally 1 additional image (600 px wide, max. 250 px high, JPG, PNG or GIF)
- or**
- ▶ Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short messages with article picture (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

Technical Specifications and Delivery

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-gub@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-gub@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 728 x 90 px px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px
(the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:

Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

We have even more to offer!
Discover the Schlütersche
media group portfolio.



Portfolio

Strong brands under one roof

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 Impressions¹
 6,100 Newsletter recipients²
 70,402 Readers³

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
 News 4 Vets
 Tierisch dabei
 Deutsches Tierärzteblatt
 Der praktische Tierarzt

www.vetline.de
tfa-wissen.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
 Die Schweizer Baustoffindustrie
 Steinbruch und Sandgrube
 Straßen und Tiefbau
www.baunetzwerk.biz

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
2 Newsletters
2 Magazines

Genau
 Norddeutsches Handwerk

www.handwerk.com

Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 Impressions¹
 14,400 Newsletter recipients²
 65,613 Readers³

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
 AutoRäderReifen-Gummibereifung
 bfp - FUHRPARK & MANAGEMENT
www.amz.de
www.gummibereifung.de
www.fuhrpark.de

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 Impressions¹
 13,500 Newsletter recipients²
 81,607 Readers³

6 Homepages

9 Newsletters

6 Magazines

8 LinkedIn profiles

Blech Protector
 K Zeitung Konstruktion und Entwicklung
 NC Fertigung International Aluminium Journal
www.aluminium-journal.de www.blechonline.de
www.k-zeitung.de www.ncfertigung.de
www.protector.de www.konstruktion-entwicklung.de

¹ Source Google Analytics, monthly cumulative average 07/2022-06/2023

² Cumulated per dispatch, as of July 2023

³ Cumulative printed copies per issue, as of June 2023

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Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



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Maintain contacts via social media profiles



Grow with your online ads

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Your all-inclusive experience

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- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



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Google Business



Newsletters



Online ads

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www.coco.one



Contact

We Are Here For You!



Monika Grabe
Media Consultant

monika.grabe@schluetersche.de
+49 (0)511 8550 2311



Uta Haffert
Media Consultant

uta.haffert@schluetersche.de
+49 (0)511 8550 2312



Olaf Tewes
Editor-in-Chief

olaf.tewes@schluetersche.de
+49 (0)511 8550 2313



Sanne von der Fecht
Editor

sanne.vonderfecht@schluetersche.de
+49 (0)511 8550 2639



Annika Lütkemeyer
Editor

annika.luetkemeyer@schluetersche.de
+49 (0)511 8550 2315

Contact



Editor and publisher

Schlütersche Fachmedien GmbH
A company of the Schlütersche
Mediengruppe
Postal address: 30130 Hannover
Address: Hans-Böckler-Allee 7
30173 Hannover
Phone +49 (0)511 8550-0
Fax +49 (0)511 8550-2600
www.schluetersche.de
www.gummibereifung.de

Bielefeld office

Mediaberatung/Media consulting
Hermannstraße 3
33602 Bielefeld
Phone +49 (0)511 8550-0
Fax +49 (0)511 8550-1100

Reader/subscription service

vertrieb@schluetersche.de
Phone +49 (0)511 8550-8822

International agencies

Italy
Mediapoint
Phone +39 (010) 5704948
E-mail roberto.gallino@mediapointsrl.it

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