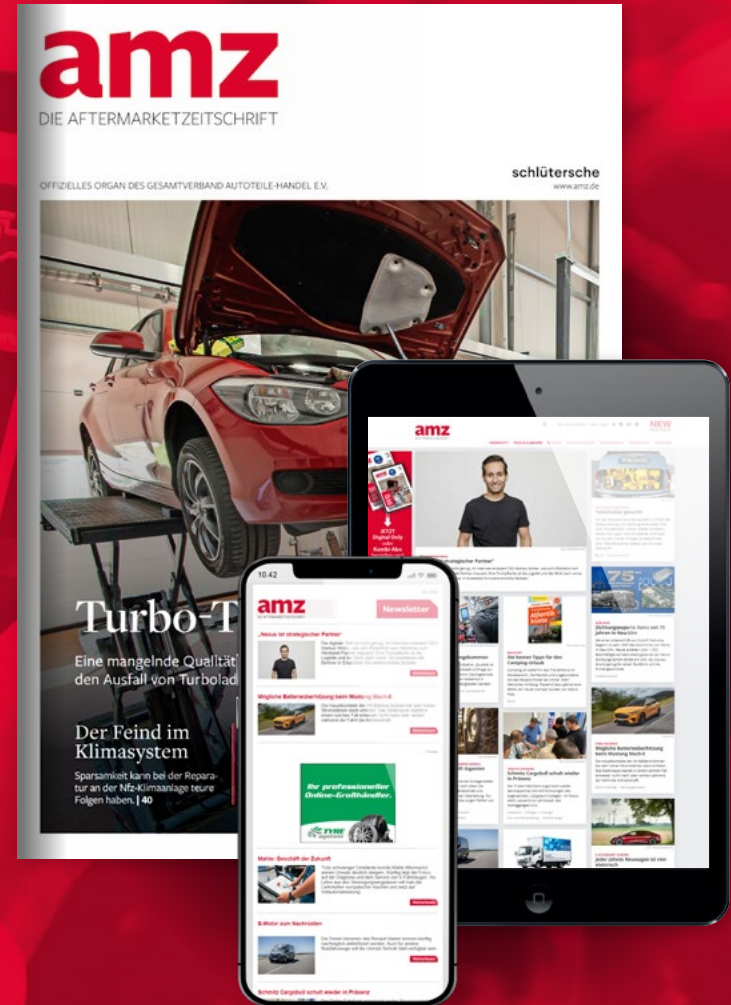


# amz

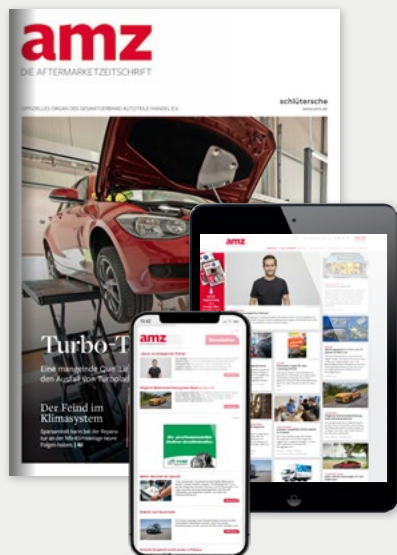
DIE AFTERMARKETZEITSCHRIFT

The automotive industry's  
trade magazine for the  
parts trade, technology,  
marketing and sales

MEDIA DATA 2024



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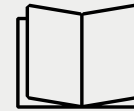
Contact

36

# At a Glance

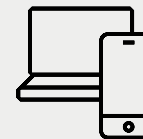


**PRINT** → As a **trade magazine**, amz informs the **automotive trade** and the **automotive parts trade** about innovations in **automotive technology, workshop technology and equipment**.



As the official journal of the **GVA** and the **working group NKW**, amz specifically targets and reaches decision-makers in the industry.

**ONLINE** → **amz.de** is the up-to-date **information portal** for the **Independent Automotive Aftermarket**.



The **newsletter** provides **independent garages, automotive parts dealers** and the **supplier industry** with **industry news** and **background reports** twice a week. As an advertiser on these digital channels, you have an effective, visible presence among your target group.

## PRINT RUN

Ø 27,100

monthly average 07/2022-06/2023

## PAGE IMPRESSION

Ø 56,400

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

## NEWSLETTER RECIPIENTS

~ 5,300

per dispatch (as of July 2023)

# Topics 2024

Issue	Deadline	Printing data deadline	Publication date	Topics
1 - 2	12/01/24	15/01/24	01/02/24	Brake technology, tools, filter technology, lifting platforms / lifting technology, accident damage processing
3	12/02/24	13/02/24	01/03/24	Engine / gearbox, classic cars / youngtimers, smart repair, assurance, caravans and motorhomes, frame and bodywork
4-5	12/03/24	13/03/24	03/04/24	Air-conditioning service, tyre special, diagnosis, lubricants and additives, tools for commercial vehicle workshops, washing technology and care, bodywork and paint
6	10/05/24	13/05/24	31/05/24	Additional business for commercial vehicle workshops, wear parts, occupational safety and environment protection, software, Load securing
7 - 8	13/06/24	14/06/24	03/07/24	Expert opinions and reports, exhaust gas aftertreatment, vehicle glas trade, remanufacturing, trailers + special bodies
9	13/08/24	14/08/24	02/09/24	Automechanika, new transport concepts, energy saving in the workshop, alternative drives
10	24/09/24	25/09/24	15/10/24	Wheels and tyres, parking heaters, drive technology, accessories business for commercial vehicle workshops
11-12	25/10/24	28/10/24	15/11/24	Batteries and chargers, chassis and steering, vehicle trade, building and furnishing, headlights and lighting, tuning and accessories

**Permanent topics:** product news for the workshop, market overview of parts and trade, maintenance and repair tips, trade fairs & events, industry news, Austrian news, tyres and their tools, light and heavy commercial vehicles

# Target Groups

## Decision-makers from workshops



There are over 52 million motor vehicles in Germany. These need to be maintained and repaired regularly. The approximately 22,000 independent motor vehicle workshops account for around one third of this repair and service work – and the trend is still rising.

## Decision-makers from the automotive parts wholesale trade



Independent automotive parts wholesalers ensure the supply of spare and wear parts to automotive workshops. The medium-sized industry consists of more than 2,000 companies in the independent automotive wholesale parts and retail trade.

## Managers from the automotive accessories and components industry



Car manufacturers produce only 20% of the components themselves. Around 80% are developed and manufactured by the supplier industry. amz provides information about innovations and aftermarket products from automotive suppliers.



# Print

# Print



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

Publication frequency: 10 per year  
112th volume 2024

PRINT RUN

Ø 27,100

ACTUAL DISTRIBUTED CIRCULATION

26,970

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

if purchased within  
12 months  
(insertion year)

**Frequency scale**  
3 times 5%  
6 times 10%  
9 times 15%

Supplements and technical costs are not discountable.  
For more extensive contracts, conditions on request.

**COMBINATIONS**

Advertise additionally in other publications from our company. You will achieve higher market penetration and benefit from discounts.

# Circulation and Distribution Analysis

**VOLUME** ..... 112th volume 2024

**CIRCULATION ANALYSIS**

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

<b>Print run</b> .....	27,100		
<b>Actual distributed circulation</b> .....	26,970	of those, abroad	319
<b>Paid circulation</b> .....	1,567	of those, abroad	44
- Subscribed copies .....	1,552	of those, for members	1,039
- Retail sales .....	-		
- Other sales .....	15		
<b>Free copies</b> .....	25,403		
<b>Remaining, archive and file copies</b> .....	130		

Economic area:	Share of actually distributed circulation	
	%	Copies
Domestic:	98.82	26,651
Abroad:	1.18	319
<b>Actual distributed circulation:</b>	<b>100</b>	<b>26,970</b>

Geographical distribution analysis



# Circulation and Distribution Analysis

## BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	8.27	2,203
Postcode area 1	4.70	1,253
Postcode area 2	9.68	2,579
Postcode area 3	10.61	2,827
Postcode area 4	13.45	3,585
Postcode area 5	10.64	2,836
Postcode area 6	7.36	1,961
Postcode area 7	15.05	4,011
Postcode area 8	9.63	2,566
Postcode area 9	10.61	2,829
<b>Total</b>	<b>100</b>	<b>26,651</b>

## DOMESTIC DISTRIBUTION BY NIELSEN REGIONS:

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	15.08	4,020
Nielsen region 2 (North Rhine-Westphalia)	20.83	5,551
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	13.08	3,487
Nielsen region 3b (Baden-Wuerttemberg)	17.77	4,737
Nielsen region 4 (Bavaria)	16.75	4,465
Nielsen region 5 (Berlin)	1.51	402
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	6.79	1,809
Nielsen region 7 (Thuringia, Saxony)	8.18	2,179
<b>Actual distributed circulation</b>	<b>100</b>	<b>26,651</b>

# Summary of the analysis method

## SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

### 1. Analysis method:

- Distribution analysis through file evaluation – full analysis

### 2. Description of the recipients at the time of data collection:

#### 2.1. Type of file:

The recipient file contains the addresses of all recipients.

Due to the postal information available, the file

can be sorted according to postcodes or recipients in Germany and abroad.

**2.2 Total number of recipients in the file:** ..... 51,499

**2.3 Total number of varying recipients:**..... 49,173

#### 2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation.** ..... 1,567

**of those: subscribed copies** ..... 1,552

Retail sales ..... 0

Other sales ..... 15

- Free copies. .... 25,403

**of those: permanent free copies** ..... 794

rotating free copies ..... 24,514

Promotional copies ..... 95

**Actual distributed circulation** ..... 26,970  
of those, domestic ..... 26,651  
of those, abroad ..... 319

### 3. Description of the analysis

#### 3.1. Population (proportion studied)

Population (actual distributed circulation) ..... 26,970 = 100%

of those, not included in the analysis: ..... 130 = 0.48%

- Retail sales ..... 0

- Other ..... 35

- Promotional copies ..... 95

Of the actually distributed circulation,

the analysis represents ..... 26,840 = 99.52%

**3.2. Date of file evaluation:** ..... 20/07/23

#### 3.3. Description of the database:

The analysis is based on the complete file. The distribution percentages for Germany and abroad were determined according to the actually distributed circulation on an average annual basis in line with AMF, Item 17.

**3.4. Target of the analysis:** ..... not applicable

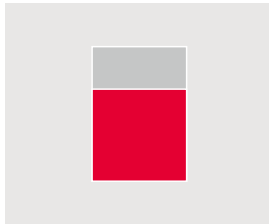
**3.4. Target of the analysis:** ..... not applicable

**3.6. Analysis period:** ..... 01/07/2022 to 30/06/2023

**3.7. Execution of the analysis:** ..... publisher

# Advertisements

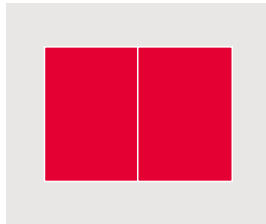
Title page



Cover: 194 x 180 mm

€ 13,150

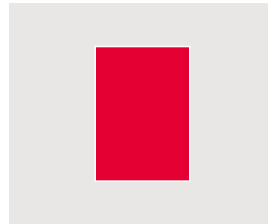
2/1 page



Bleed: 420 x 297 mm

€ 19,150

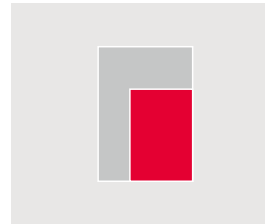
1/1 page



Bleed: 210 x 297 mm

€ 9,590

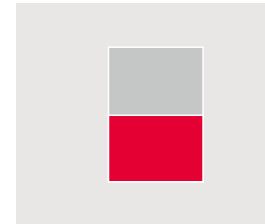
Junior page



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

€ 6,390

1/2 page landscape



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

€ 4,990

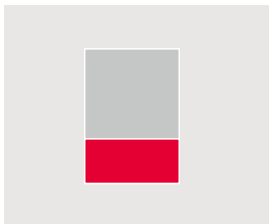
1/2 page portrait



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

€ 4,990

1/3 page landscape



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

€ 3,390

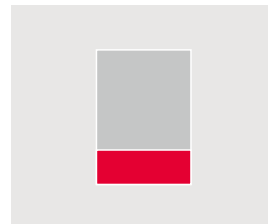
1/3 page portrait



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

€ 3,390

1/4 page landscape



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

€ 2,650

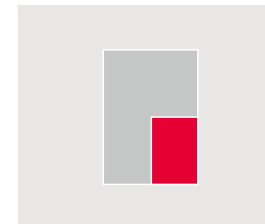
1/4 page portrait



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

€ 2,650

1/4 page 2-column



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

€ 2,650

1/8 page 2-column



Bleed: 100 x 79 mm  
Type area: 85 x 58 mm

€ 1,390

**Bleed plus 3 mm bleed overleaf**

# Classified Ads

## CLASSIFIED ADS

### Prices for classified/job advertisements

Price per mm (1 column, 44 mm wide b/w)

Sales, vacancies, miscellaneous . . . . . € 3,70

Job requests up to 50 mm/1 column, b/w . . . . . free

Other formats. . . . . on request

Domestic box number fee . . . . . € 10,50

International box number fee . . . . . € 16,00

Other paper weights on request

## PLACEMENT SURCHARGES

Title page\* . . . . . € 13,150

Inside front cover, 4c . . . . . € 9,890

Inside back cover, 4c . . . . . € 9,890

Back cover, 4c . . . . . € 9,890

Ads across the gutter . . . . . 10% surcharge

\*Confirmed title pages cannot be cancelled.

# Special Formats

## Bound inserts



Scope: 4-8 pages, wire stitching

Weight: 70-130 g/m<sup>2</sup>

Format: 213-221 x 315 mm

Special formats on request

Submission of a sample required.

Exclusive placement in the centre of the magazine. The bound insert is firmly attached to the magazine and offers plenty of space for your information. The bound insert is delivered ready for use. Special formats on request. A sample must be submitted when placing the order. Delivery in untrimmed format:

Please send bound inserts in an untrimmed format of 216 mm width and 305 mm height (perfect binding).

- ▶ two-page ..... from € 6,550
- ▶ four-page ..... from € 9,225
- ▶ six-page ..... from € 11,725
- ▶ eight-page ..... from € 14,350

## Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m<sup>2</sup>, Single sheets larger than DIN A6 min. 115 g/m<sup>2</sup>

Prices for heavier inserts and split runs on request and with possible postage charges. Submission of a sample required.

€ 280/thousand

## Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Submission of a binding sample required.

Up to 5 g and only in conjunction with 1/1 advertising page, plus adhesive costs and additional distribution costs. Binding sample required. Bookable as standard for total circulation, partial circulation on request.

€ 96/thousand

# 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 basic



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\*: € 9,590

## 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.

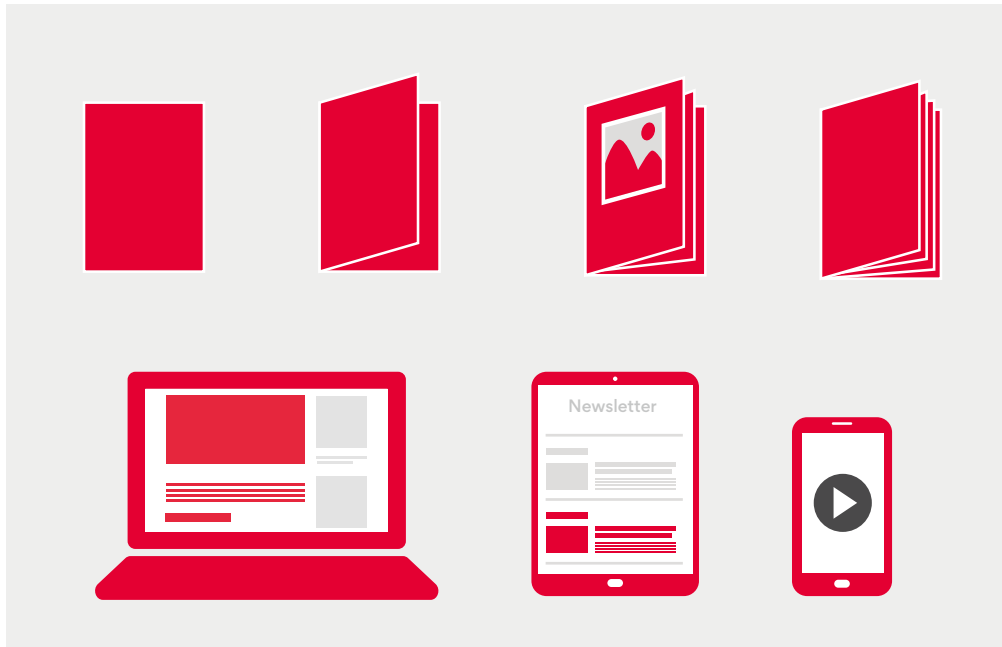
### SPECIFICATION

- ▶ 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\*: € 11,250

# 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-amz@schluetersche.de](mailto:anzeigendaten-amz@schluetersche.de).

For queries, phone +49 (0)511 8550-2521.

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 ADVERTORIALS

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the deadline for the booked issue to [cm@schluetersche.de](mailto: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 ADVERTISING FORMATS

Dierichs Druck+Media GmbH & Co. KG  
Warenannahme/Tor 2

Frankfurter Straße 168, 34121 Kassel

Receiving hours: Monday to Friday, 7:00 a.m. to 6:00 p.m.  
or by special arrangement.

Goods receiving, phone +49 (0)561 60280-362

## TERMS OF PAYMENT

### Account information:

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

## BANK DETAILS

### Bank details

Commerzbank Hannover  
IBAN: 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

## PRINTING AND BINDING METHODS

Web offset printing, saddle stitching.

## 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.

## 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 offset profiles of the ECI (obtain the package "ECI\_Offset\_2009" free of charge at [www.eci.org](http://www.eci.org)).

## PROOF

Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdm). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from [www.fogra.org](http://www.fogra.org)) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

## 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

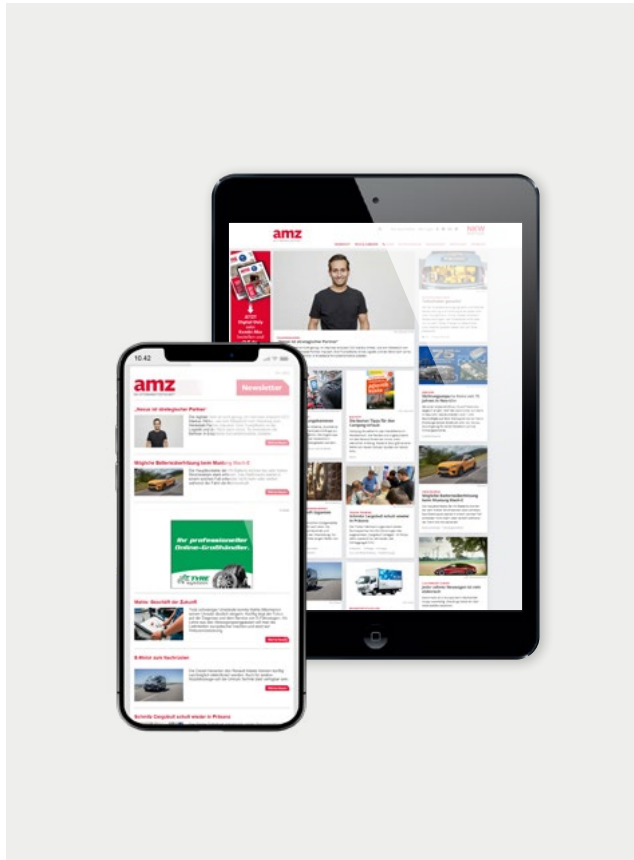
Service tel. +49 (0)511 8550-2521



# Digital



# Digital



## PAGE IMPRESSIONS

Ø 56,400

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

## TOTAL USERS

Ø 32,800

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

## VISITS

Ø 41,400

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

## NEWSLETTER RECIPIENTS

~ 5,300

per mailing (as of July 2023)

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

if purchased within  
12 months  
(insertion year)

### Frequency scale

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

Supplements and technical costs  
are not discountable.  
For more extensive contracts,  
conditions on request.

## COMBINATIONS

Advertise additionally in other publications from our company. You will achieve higher market penetration and benefit from discounts.

# 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

**€ 650**  
**Premium placement: € 890**  
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

**€ 750**  
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

**€ 790**  
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.

**€ 850**  
per dispatch

## Standalone Newsletter



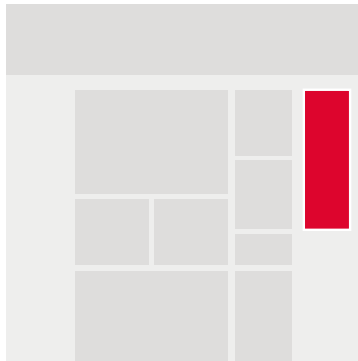
The standalone newsletter is structured to suit the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the complete newsletter is provided by the customer. Incl. one correction loop.

**€ 4,190**  
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

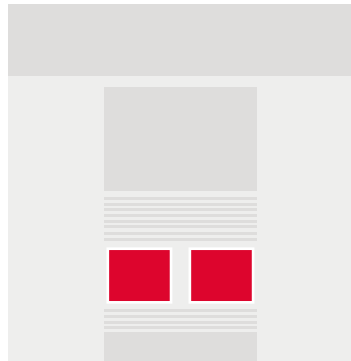
Standard: 120 x 600 px

€ 2,190 per month

Wide: 160 x 600 px

€ 2,290 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

€ 2,390

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

€ 2,490

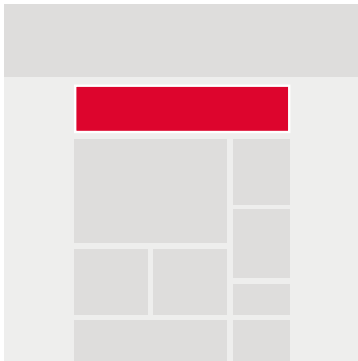
per month

**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**  
1,075 x 250 px  
(alternatively 970 x 250 px)

**€ 2,490**  
per month

## Wallpaper

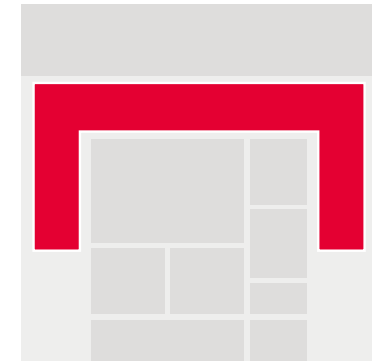


Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

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

**€ 3,790**  
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.

**Size**  
1,125 x 270 px or 1,125 x 90 px  
120 x 600 px or 160 x 600 px

**€ 3,790**  
per month

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

# 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.

# Social Media LinkedIn

**Accurate and contemporary:** Present yourself on one of the most up-to-date and valuable information platforms for your target group.

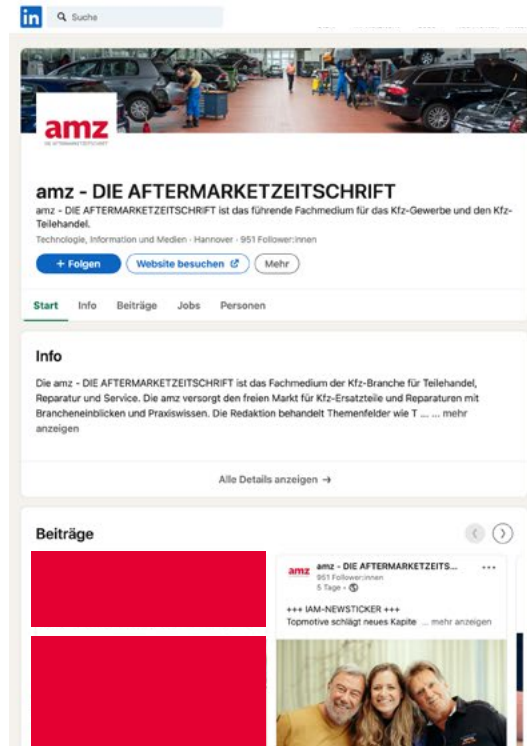
## How it works

We publish your post as a sponsored article on our LinkedIn channel. Our followers then see your post in their timeline and you reach the target group that is relevant to you.

**In addition, we increase your reach** and target your post as an ad to other LinkedIn users.

## Your advantages

Your LinkedIn ad remains as a post in the timeline and can be found in the **long term**.  
We forecast reach between **3,000 and 5,000 impressions**



## Specifications

You deliver:

**1 - 3 images** (optimal image resolution 1200 x 627px)

Post text up to 1,300 characters (incl. hashtags)

**3 - 4 hashtags**

Optional: desired links for image and text (persons/companies)

## Key Facts

- ✓ Our brand publishes your post
- ✓ Additional reach boost

€ 890

Preis pro Post



# 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 basic



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 **€ 2,990**
- ▶ 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. **€ 4,750**
- ▶ 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 10 € per user (minimum purchase: 300 pcs.; individually agreed upper limit possible)

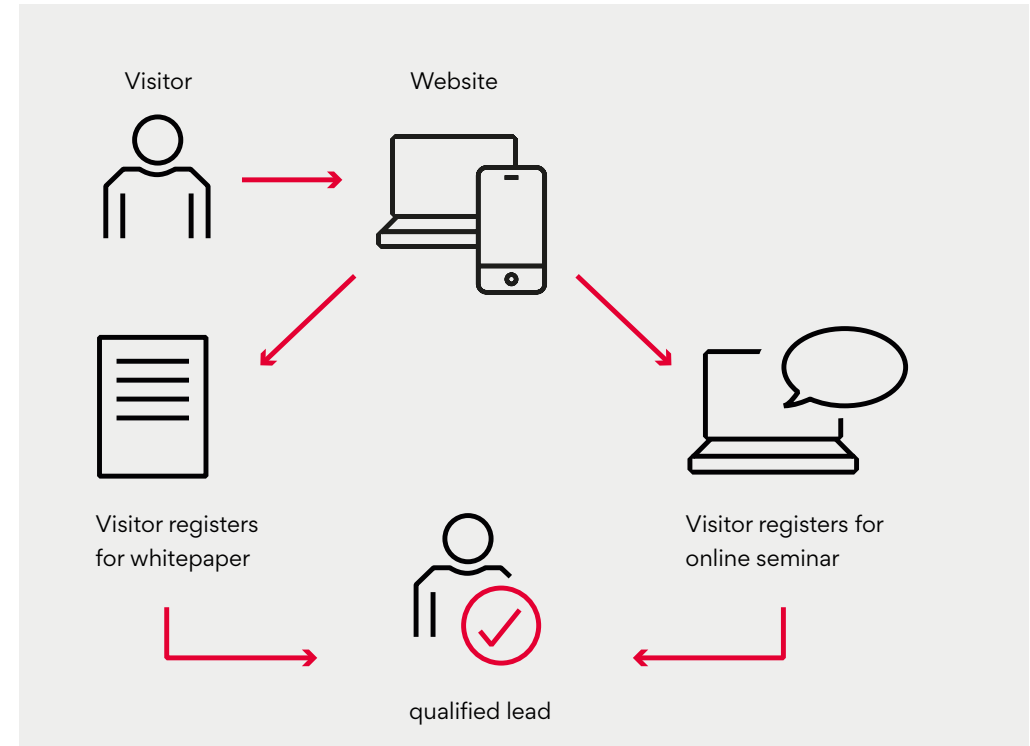
# Lead Generation

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 € 3,350** 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 € 5,490** 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 € 7,150** plus Cpl\*  
Runtime 4 months

\*Cost per lead, individually agreed

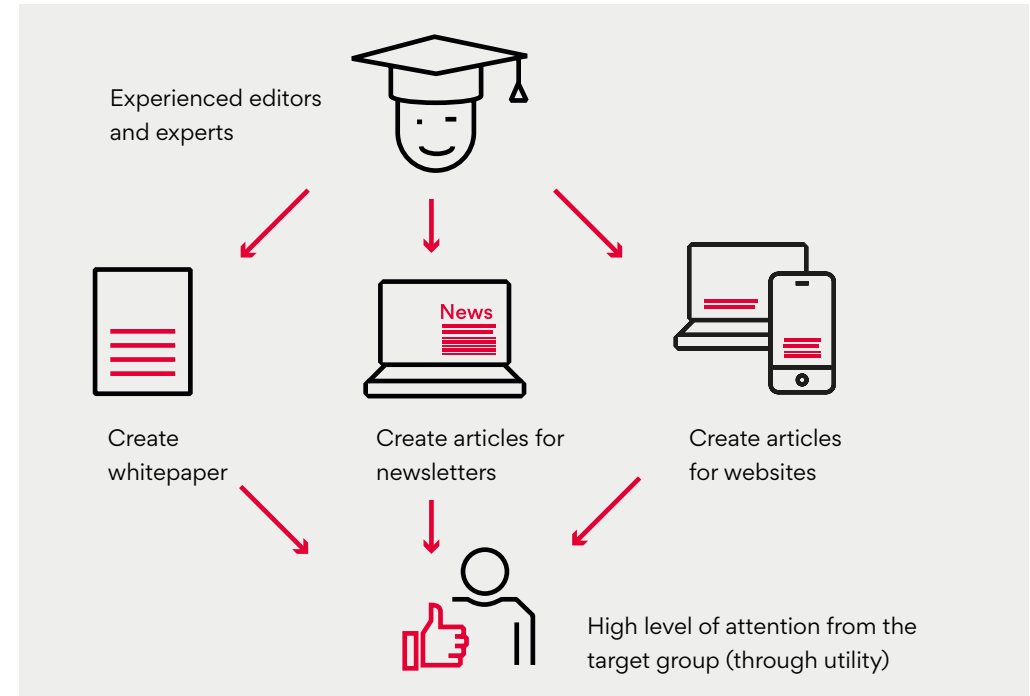
# Content Creation

## 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

# Podcast – amz On Air

Present yourself as a sponsor of  
amz On Air – the aftermarket podcast!

The amz editorial team prepares podcast topics exclusively for listeners from the industry. With podcasts, the attention of the target group is particularly high – present yourself in this environment now.



Price on request

# Technical Specifications and Delivery

## DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to [anzeigendaten-amz@schluetersche.de](mailto:anzeigendaten-amz@schluetersche.de)

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

## DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to [anzeigendaten-amz@schluetersche.de](mailto:anzeigendaten-amz@schluetersche.de)

## DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to [anzeigendaten-amz@schluetersche.de](mailto:anzeigendaten-amz@schluetersche.de).  
Animated GIFs are also possible, however, they may not play correctly on all devices.

## DELIVERING YOUR ONLINE-ADVERTORIALS

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-amz@schluetersche.de](mailto:anzeigendaten-amz@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 a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

## DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to [anzeigendaten-amz@schluetersche.de](mailto:anzeigendaten-amz@schluetersche.de):

- ▶ Subject line & headline: “Customer-Name: Headline” (total max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (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 articles with article image (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-amz@schluetersche.de](mailto:anzeigendaten-amz@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-amz@schluetersche.de](mailto:anzeigendaten-amz@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, 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 ..... Impressions<sup>1</sup>  
6,100..... Newsletter recipients<sup>2</sup>  
70,402 ..... Readers<sup>3</sup>

**2** Homepages  
**2** Newsletters  
**5** Magazines

Kleintierpraxis  
News 4 Vets  
Tierisch dabei

Deutsches Tierärzteblatt  
Der praktische Tierarzt

[www.vetline.de](http://www.vetline.de)  
[tfa-wissen.de](http://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 ..... Impressions<sup>1</sup>  
8,500..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**4** Newsletters  
**4** Magazines

Asphalt & Bitumen  
Die Schweizer Baustoffindustrie  
Steinbruch und Sandgrube  
Straßen und Tiefbau

[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Trade

With our media, we offer tradespeople valuable practical knowledge. Readers<sup>3</sup> and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 ..... Impressions<sup>1</sup>  
8,500 ..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**2** Newsletters  
**2** Magazines

Genau  
Norddeutsches Handwerk

[www.handwerk.com](http://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 ..... Impressions<sup>1</sup>  
14,400.... Newsletter recipients<sup>2</sup>  
65,613 ..... Readers<sup>3</sup>

**3** Homepages  
**3** Newsletters  
**3** Magazines

amz - Die Aftermarketzeitschrift  
AutoRäderReifen-Gummibereifung  
bfp - FUHRPARK & MANAGEMENT

[www.amz.de](http://www.amz.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.fuhrpark.de](http://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 ..... Impressions<sup>1</sup>  
13,500 ..... Newsletter recipients<sup>2</sup>  
81,607 ..... Readers<sup>3</sup>

**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](http://www.aluminium-journal.de) [www.blechonline.de](http://www.blechonline.de)  
[www.k-zeitung.de](http://www.k-zeitung.de) [www.ncfertigung.de](http://www.ncfertigung.de)  
[www.protector.de](http://www.protector.de) [www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)

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

<sup>2</sup> Cumulated per dispatch, as of July 2023

<sup>3</sup> Cumulative printed copies per issue, as of June 2023

# Everything for your online presence



*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.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

*We have everything you need*

## Your all-inclusive experience

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



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

[www.coco.one](http://www.coco.one)



# Contact

# We Are Here For You!



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## Print data

Simply upload the data to the AdPortal independently, track the current status and make adjustments.

Send questions about the AdPortal to [anzeigendaten@schluetersche.de](mailto:anzeigendaten@schluetersche.de) or call +49 (0)511 8550-2522.

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All prices plus VAT.

[Our GTC](#)