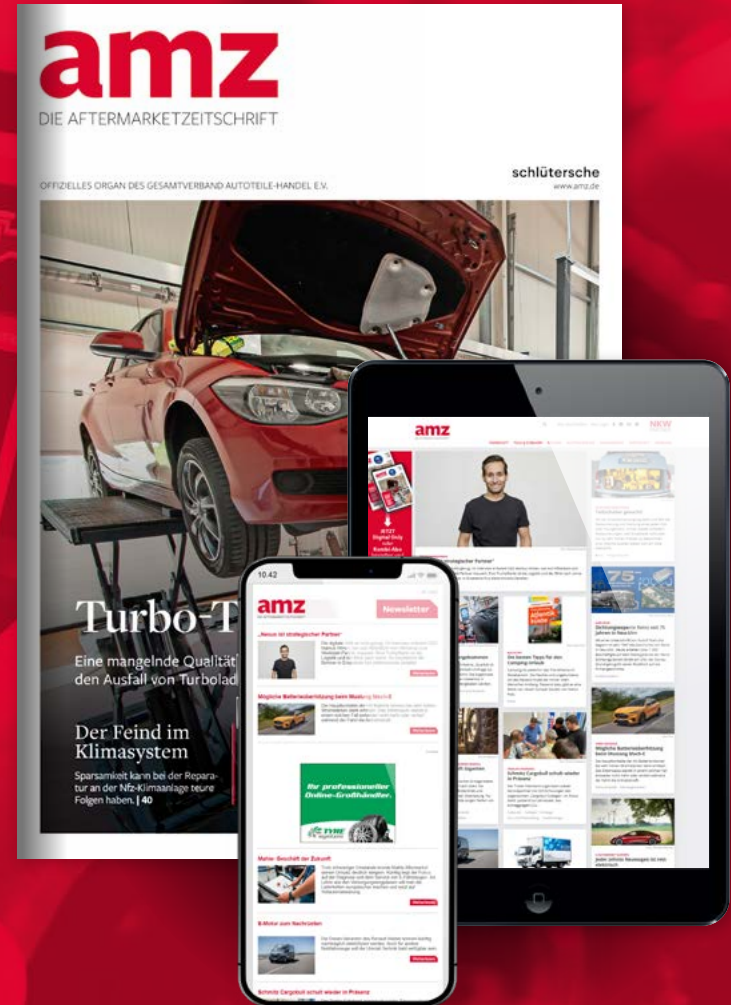


amz

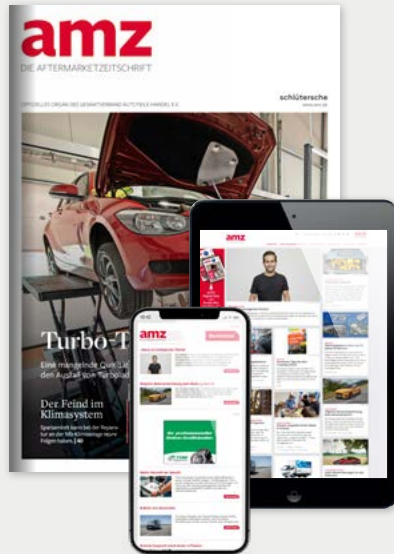
DIE AFTERMARKETZEITSCHRIFT

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

MEDIA DATA 2024



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At a Glance

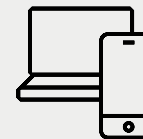


PRINT → As a **trade magazine**, amz informs the **automotive trade** and the **automotive parts trade** about innovations in **automotive technology, workshop technology and equipment**.



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	11/09/24	12/09/24	01/10/24	Wheels and tyres, parking heaters, drive technology, accessories business for commercial vehicle workshops
11-12	11/10/24	14/10/24	01/11/24	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

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

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

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
Total	100	26,651

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
Actual distributed circulation	100	26,651

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

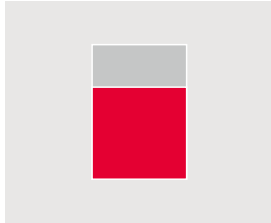
3.4. Target of the analysis: not applicable

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

3.7. Execution of the analysis: publisher

Advertisements

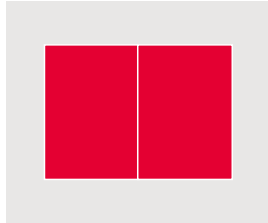
Title page



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/m²

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/m², Single sheets larger than DIN A6 min. 115 g/m²

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.

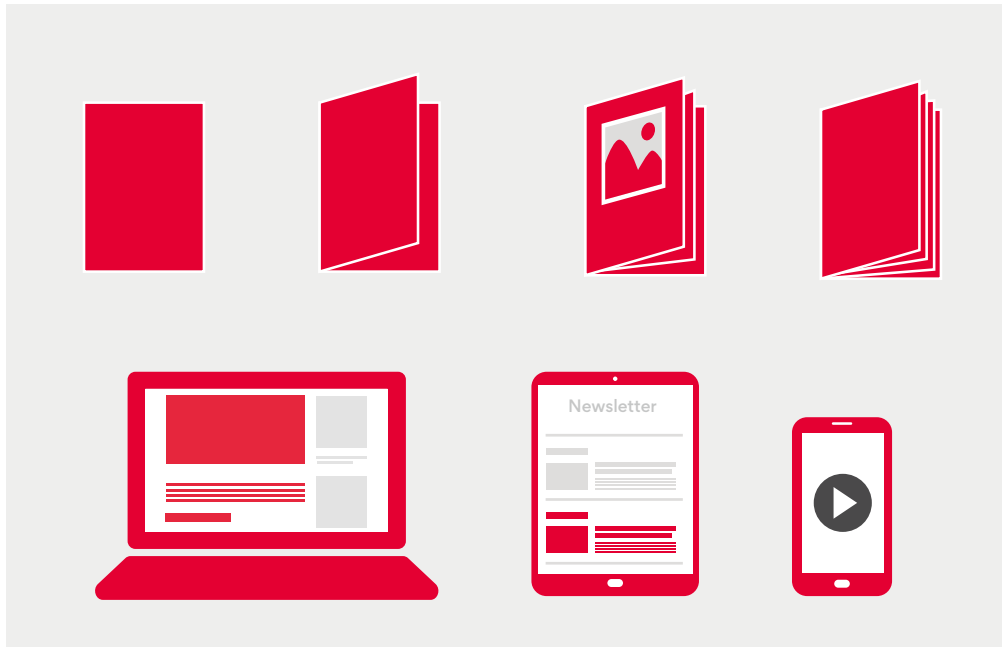
SPECIFICATION

- ▶ 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.

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.

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).

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) 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.

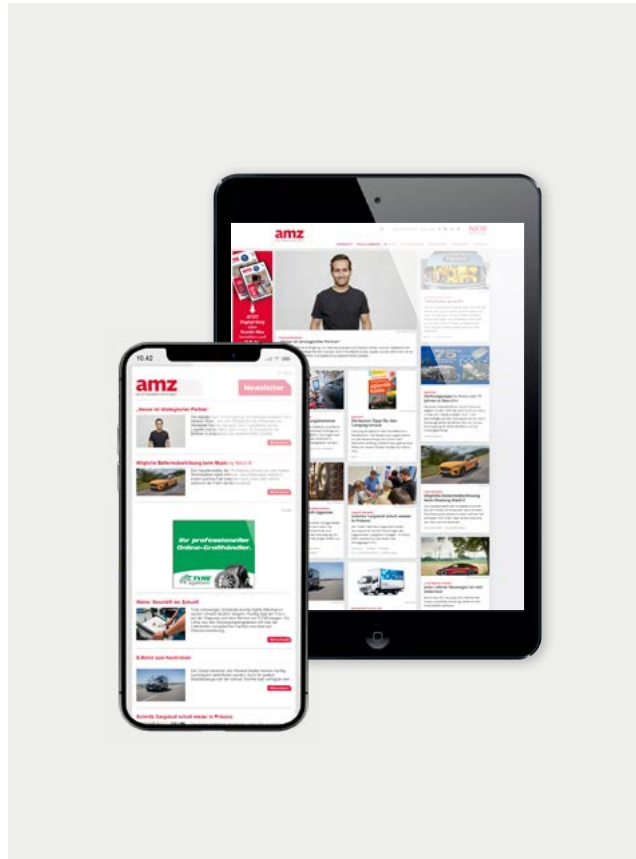
CONTACT

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

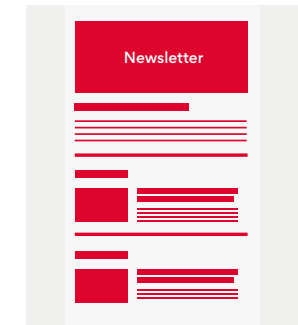
Text Ads



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



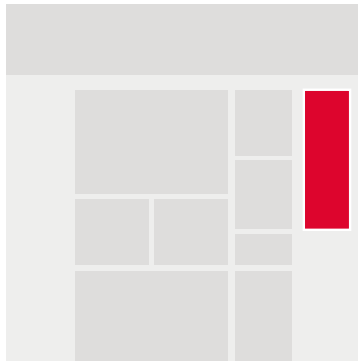
The standalone newsletter is structured to suit the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the complete newsletter is provided by the customer. Incl. one correction loop.

€ 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

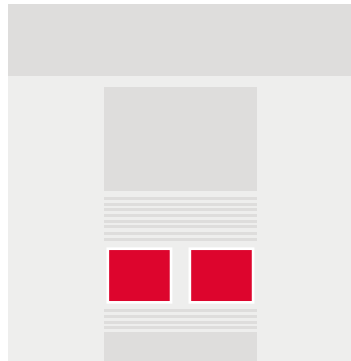
Standard: 120 x 600 px

€ 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

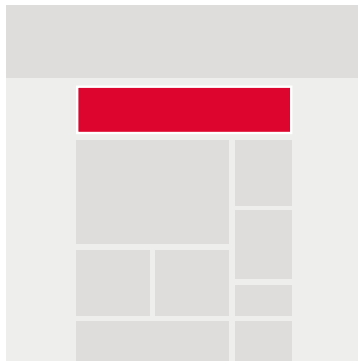
per month

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

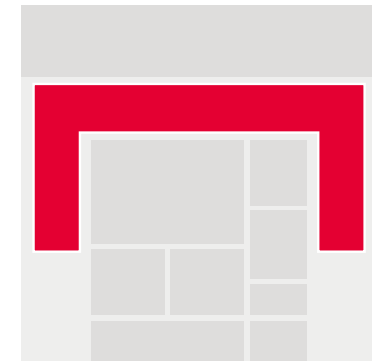


Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

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.

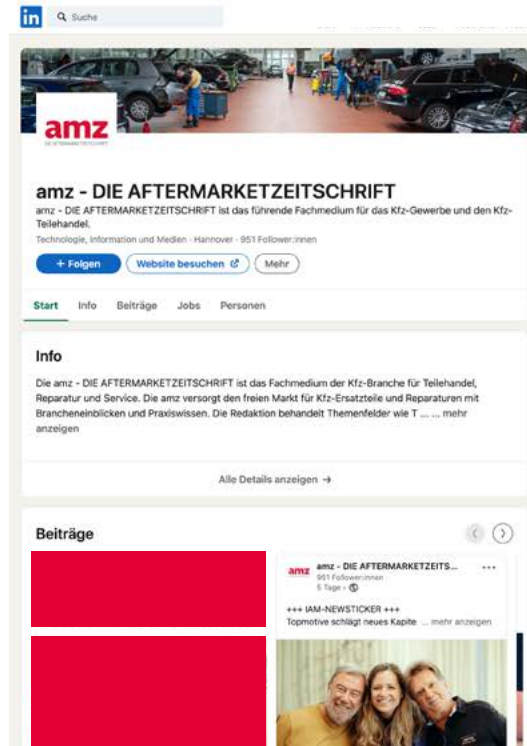
How it works

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)

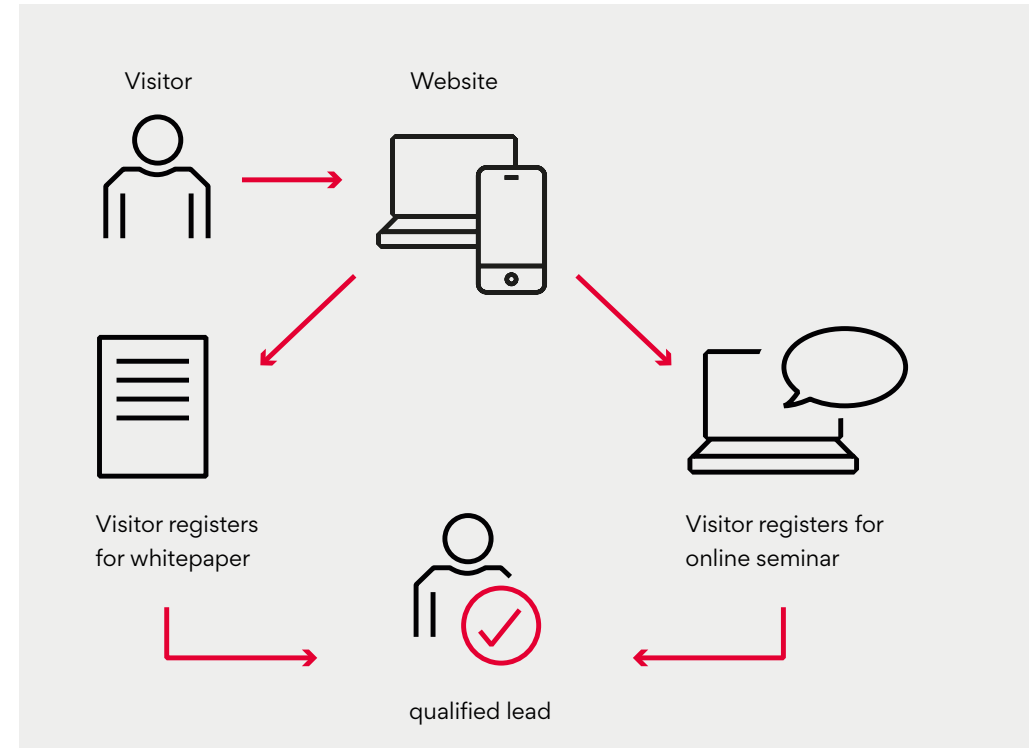
Lead Generation

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

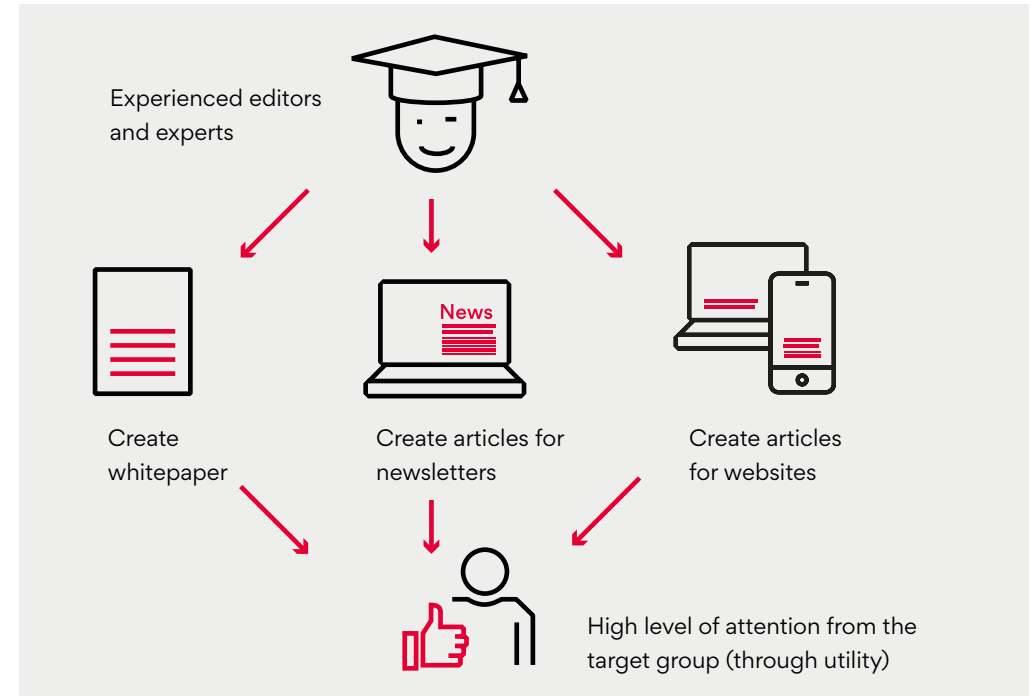
Content Creation

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-bnw@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-aub@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-aub@schluetersche.de.
Animated GIFs are also possible, however, they may not play correctly on all devices.

ANLIEFERUNG IHRES 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-bnw@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-aub@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-bnw@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-bnw@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 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

Everything for your online presence



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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



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We Are Here For You!



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