

e-commerce / IT



retreading



automotive

tpms



wheels

tuning



workshop / service



tyres: passenger car, truck, agricultural,
EM and industrial, motorcycle



media data 2018



AUTO RÄDER REIFEN **GUMMI BEREIFUNG**

plus specials:



The trade magazine

for car and tyre dealers,
workshops and the tyre industry.

All about retreading, disposal, wheels,
rims and accessories.

 schlütersche
Verlagsgesellschaft mbH & Co. KG

With **AUTO RÄDER REIFEN** **GUMMI BEREIFUNG** on the passing lane!

AUTO RÄDER REIFEN **GUMMI BEREIFUNG** 04 | 2017
ISSN 0931-7409 Nr. 3371

50 JAHRE UNIROYAL

WU reifen: Sie entscheiden, Ihre Kunden gewinnen.
Verkauf von 9 x 1.000 €
Sonderpreis bei jedem neuen oder Vorjahresmodell.
Aktionen und Preise ab 30.05.2017 bis 31.08.2017

Zufrieden oder Geld zurück!
Kaufdatum - nur für Kunden, die das Produkt ab dem Kaufdatum verwenden.
www.wu-reifen.de

IN DIESEM NUMMEREN
BEREITET

Quality Services
Kaufkraft 2017 5.31

Reifen
Reifen und Luft 3.35

Reifen
Reifen 1.34

Facts, tips, trends and essential information for the whole tyre branch, car dealers and workshops.

LKW & BUS Bereifung Gegen 100 Werte
BRIDGESTONE
Spezial- und Spezialreifen für den LKW- und Busverkehr
SPECIAL CARE

AUTO RÄDER REIFEN GUMMI BEREIFUNG
Spezial- und Spezialreifen für den PKW- und LKW-Verkehr
THE LEGEND OF DRIVENESS
350 NEXEN TIRE

Tyres, wheels, tuning and accessories – always up to date!

Special editions for the truck sector and the re-equipment passenger cars.

Brief description:

AutoRäderReifen-Gummibereifung is the leading periodical for the tyre branch in Europe. It deals with all relevant problems of the national and international tyre trade & industry, garages & workshops, wheels & rims, tpms, tuning, new technology and management. AutoRäderReifen-Gummibereifung presents detailed market overviews, technical innovations, informative company portraits and indispensable service features such as an exhibition calendar. The trade magazine has a regular english section in each edition.

Frequency**of publication:**

monthly

Volume:

94 (2018)

Web address (URL):www.gummibereifung.de**Publisher:**

Schlütersche Verlagsgesellschaft mbH & Co. KG

Postal Address:

30130 Hannover

Address:

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Subscription prices:

€ 157.80 per year including shipping costs
€ 12.00 per issue plus shipping costs
€ 85.90 e-paper subscription

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mail: grquaini@tin.it

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Bruil & van de Staaij
Postbus 75, NL-7940 AB Meppel
phone: +31 (0)522/261303
fax: +31 (0)522/257827
mail: sales@bruil.info

Advertisement basic rates (quoted in euros)

Advertisements in the editorial part:

size	b/w	2-C	3-C	4-C
1/1 page	2,740.-	3,230.-	3,720.-	4,210.-
2/1 page	5,480.-	6,225.-	6,970.-	7,715.-
1/2 page	1,370.-	1,660.-	1,950.-	2,240.-
1/3 page	860.-	1,105.-	1,350.-	1,595.-
1/4 page	685.-	930.-	1,175.-	1,420.-

Cover pages 4-coloured

front cover page	5,250.-
inside front cover page	4,750.-
inside back cover page	4,750.-
outside back cover page	4,850.-
front cover supplement	4,900.-

Magazine size size A4, 210 mm (horizontal) x 297 mm (vertical)

Page size 185 mm (horizontal) x 268 mm (vertical),
4 columns, each 43 mm wide

Classified advertisements:

Size	b/w
1/2 page	1,048.-
1/3 page	698.-
1/4 page	524.-
1/8 page	262.-
1/16 page	131.-

Online presence inclusive!

**Classified advertisements are published
on www.gummibereifung.de**

**No additional charges for colour on
job market adverts.**

per millimetre line the width of 1 column/43 mm	€ 1,98
reduced price for job offers	€ 1,88
reduced price for job applications	€ 1,40

Reduction of prices

3 ads – 5% – 1 page	12 ads – 15% – 6 pages
6 ads – 10% – 3 pages	24 ads – 20% – 12 pages

Discounts based on the period of one year.

Terms of payment

8 Days after the invoice date 2 % Discount, otherwise 30 days without deduction.

Bank withdrawal procedures possible. USt.-Ident-Nr. DE 115 697 748

Account details

Commerzbank Hannover (BLZ 250 800 20)

Konto-Nr. 111 118 800

IBAN-Nr.: DE84 2508 0020 0111 1188 00, BIC: DRESDEFF250

Distribution Audited by IVW (1 July 2016 – 30 June 2017)

Edition:	8,209	
Actual distributed edition:	8,031	
Subscription copies:	1,652	
Other copy sales:	171	
Free copies:	6,208	
Diffusion:	Germany:	7,102
	International:	929

Inserts**Bound-in inserts**

Two-page	€ 2,960.-
Four-page	€ 3,900.-

To be supplied folded and untrimmed

in format: 2-page = 303 x 216 mm, 4-page = 303 x 432 mm,

Discounts as per quantity scale (1 insert corresponds to one page)

Loose inserts

up to 25 g in weight	€ 295.- per thousand*
over 25 g, up to 50 g	€ 335.- per thousand*

plus postal charges (no binding possible)

Max. format 294 mm height x 205 mm width

Address to which inserts are to be sent

Grafisches Centrum Cuno GmbH & Co. KG,
Gewerbering West 27, 39240 Calbe
Delivery note: Gummibereifung, issue .../2017
Delivery free printing

Inserts, inserts or bound inserts must be flawless processed 14 days before publication of the book free at home Printing shop. The delivery must include a delivery note with details to Edition and edition.

* For inserts and inserts from three millimeters height plus postage.

Technical specifications

Trimming:	Trimming allowance 3 mm for each trimmed side
Binding:	Threadless binding
Print:	Offset
Colour profile:	ISO coated V2
Copy:	Exclusively data via E-Mail or on data media with proof. No warranties can be given regarding the colour reproduction of colour advertisements supplied without colour proofs or scales. Responsibility for the correctness of the contents and for colour and tone values lies with the client.
Submission of data:	For further details regarding the submission of data, see on page 12.
Copy deadlines:	See closing dates for advertisements on pages 8/9.
Address for copy submission:	AutoRäderReifen – Gummibereifung Advertising department Office Bielefeld Niederwall 53, 33602 Bielefeld, Germany

Schlütersche Verlagsgesellschaft mbH & Co. KG, 30130 Hannover, Office Bielefeld · phone +49(0)511 8550-0 · Mail auftraege-kfz@schluetersche.de

Size of the magazine 210 mm wide x 297 mm high, DIN A 4
Type area 185 mm wide x 268 mm high,
 4 columns per 43 mm wide

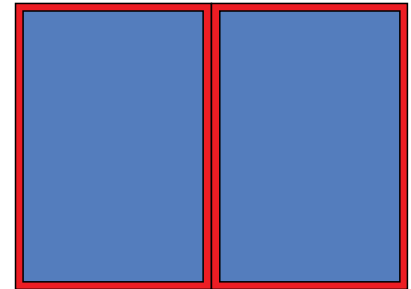
Sizes

Width x height in millimeters

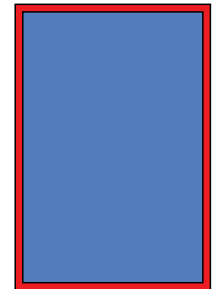
Format	kind	type area	bleed pages*
front cover page		145 x 183	not possible
2/1 page		392 x 268	420 x 297
1/1 page		185 x 268	210 x 297
1/2 page	upright	90 x 268	104 x 297
	horizontal	185 x 132	210 x 147
1/3 page	upright	58 x 268	72 x 297
	horizontal	185 x 86	210 x 105
1/4 page	upright	43 x 268	57 x 297
	2 columns	90 x 132	104 x 147
	horizontal	185 x 64	210 x 78
1/8 page	upright	43 x 132	
	2 columns	90 x 64	
	horizontal	185 x 30	
1/16 page	upright	43 x 64	
	horizontal	90 x 30	

* Sizes additional 3 mm cut-off per bled side

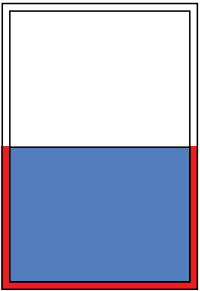
All other size on request.



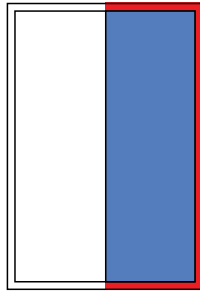
2/1 page



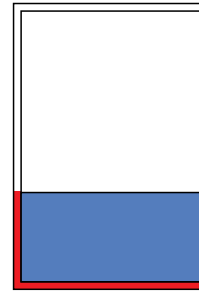
1/1 page



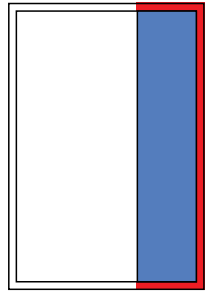
1/2 page horizontal



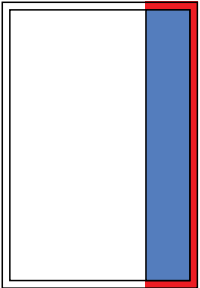
1/2 page upright



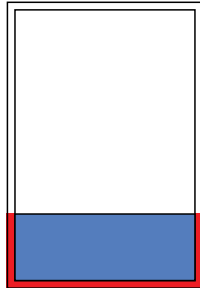
1/3 page horizontal



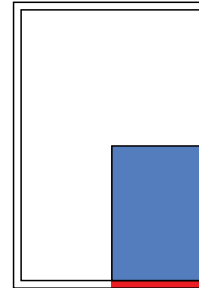
1/3 page upright



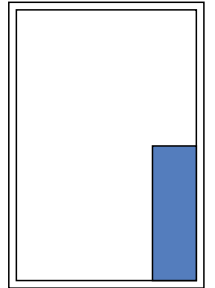
1/4 page upright



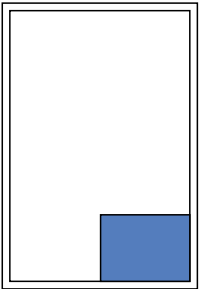
1/4 page horizontal



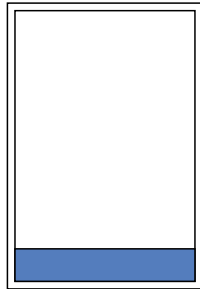
1/4 page 2 columns



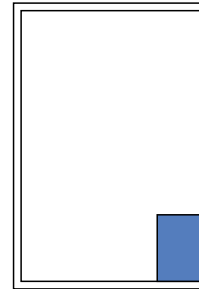
1/8 page upright



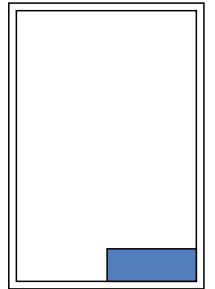
1/8 page 2 columns



1/8 page horizontal



1/16 page upright



1/16 page horizontal

Issue	Date of publication	Advertising / copy deadline	Main topics	Fairs
01/2018 January	4 January 2018	11 December 2017	Tyres of the agriculture Reporting issue Essen Motor Show and Agritechnica Market: light alloy wheels and rims locks Truck tyres, Van tyres, Bus tyres Tyre logistics; Recycling/Disposal	Vienna Autoshow, Wien 11.-14.01.2018 Motorradradwelt Bodensee, Friedrichshafen 26.-28.01.2018
02/2018 February	1 February 2018	10 January 2018	Tyre market The Netherlands/Belgium Motorcycles tyres, scooter tyres Preview motorcycles spring fairs Retreading; EM- and Industrial tyres Workshop and storehouse mechanism Car maintenance; Fleet management	IMOT, Munich 16.-18.02.2018 tire technology expo, Hanover 20.-22.02.2018
03/2018 March	1 March 2018	12 February 2018	Co-operations; Franchise Re-equipment: 2018 summer tyres (passenger car) Preview Automobil-Salon Geneva Market: light alloy wheels and rims locks Agricultural tyres; valves, balancing weight, etc. Optical tuning	Motorräder, Dortmund 01.-04.03.2018 Automobil-Salon Geneva 08.-18.03.2018 Techno Classica, Essen 21.-25.03.2018
04/2018 April	4 April 2018	12 March 2018	Preview THE TIRE COLOGNE E-Commerce and IT-Solutions for the tyre trade Preview Tuning World Bodensee; Oldtimer tyres Market: Off-Road-tyres, 4x4, SUV, MPV, Van + Quad tyres TPMS; Innovative tyres - dry-running systems Reporting issue Automobil-Salon Geneva	MobilTec, Hanover 23.-27.04.2018
05/2018 May	16 May 2018	16 April 2018	Show issue THE TIRE COLOGNE Under-carriage, shock absorbers, springs Market: light alloy wheels and rims locks Retreading; Recycling/Disposal Workshop equipment for tyre service business; Tuning trends Workshop and storehouse mechanism	Tuning World Bodensee, Friedrichshafen 10.-13.05.2018 THE TIRE COLOGNE, Cologne 29.05.-01.06.2018
06/2017 June	19 June 2018	15 May 2018	1st reporting issue THE TIRE Wide-base tyre market: UHP-tyres; Run-Flat-tyres Wholesale business; co-operations; channels of distribution Tyre logistics; tyres repair Reporting issue Tuning World Bodensee Industrial tyres, EM-tyres; workshop systems	Abenteuer & Allrad, Bad Kissingen 31.05.-03.06.2018 CeBIT, Hanover 11.-15.06.2018

07/2018 July	5 July 2018	11 June 2018	2nd reporting issue THE TIRE Tyre market The Netherlands/Belgium Re-equipment: wheel systems, tire pressure monitoring systems Market: light alloy wheels and rims locks Agricultural tyres; Material for tyre manufacturing Transporter tyres; Fleet management; Car service in the tyre trade	
08/2018 August	1 August 2018	10 July 2018	All-season tyres Axle measurement, shock absorbers, springs E-Commerce and IT-Solutions for the tyre trade Workshop and storehouse mechanism; Tuning trends Retreading	Caravan Salon, Düsseldorf 24.08.-02.09.2018
09/2018 September	3 September 2018	10 August 2018	Re-equipment: 2018/2019 winter tyres (passenger car) Preview automechanika and REIFEN Preview IAA Commercial vehicles Market: light alloy wheels and rims locks Co-operations; Franchise; Workshop systems Recycling/Disposal; Tyre logistics; Fleet management	automechanika, Frankfurt 11.-15.09.2018 REIFEN, Frankfurt 11.-15.09.2018 IAA Commercial vehicles, Hanover 20.-27.09.2018
10/2018 October	8 October 2018	10 September 2018	Winter business: accessories, snow chains, cleansing agents, batteries, lubricants, etc. INTERMOT Special tyres: Cart-, Quad- and plane tyres Reporting issue automechanika	INTERMOT, Cologne 03.-07.10.2018 SEMA Show, Las Vegas 30.10.-02.11.2018
Special issue October	8 October 2018	10 September 2018	Guide Truck & Bus tyres Re-equipment: 2018/2019 winter tyres Truck tyres, Van tyres, Bus tyres Retreading; Tyre service tools; TPMS Reports IAA Commercial vehicles	
 11/2018 November	2 November 2018	10 October 2018	Preview Essen Motor Show Tuning: under-carriage, low lyings, shock absorbers, springs Market: light alloy wheels and rims locks TPMS (tire pressure monitoring system) Tyre market The Netherlands/Belgium	Eicma Moto, Milan 09.-12.11.2018
12/2018 December	4 December 2018	12 November 2018	E-Commerce and IT-Solutions for the tyre trade Industrial chains – Tyre centers Survey of workshop systems "Green tyres"; Tuning Retreading; Fleet management	ESSEN MOTOR SHOW 30.11.-09.12.2018

(subject to alterations)

In each issue there are current information about passenger car and truck tyres as well as additional reports of the categories manufacturing and trade, new tyres, wheels, tuning, automotive, workshop-service, management, law, etc. Company profiles, innovative products in detail and an English-Section are also fixed component parts of each edition. In addition we publish special issues for the truck section and the workshop market as well as supplements for the seasonal tyre changeover in March and September.

1. Web-Adresse (URL):

www.gummibereifung.de

2. Brief description:

In the tyre-branch “AutoRäderReifen-Gummibereifung“ is well known for more than 90 years. Established and accepted as a print-magazine that deals with all relevant problems of the national and international tyre trade and industry. Written by experts for professionals “AutoRäder-Reifen-Gummibereifung” presents detailed market overviews, technical innovations, informative company portraits and indispensable service features such as an exhibition calendar.

The website www.gummibereifung.de is equivalent to the print-magazine. Current news of the tyre-, wheels- and automobile-branch are daily published on the news-section. Additional services such as branch-links, online job market, an exhibition calendar and test results complete the extensive range of information.

Twice a week an e-mail-newsletter for the decision maker of the branch is published.

3. Target groups:

The complete tyre- and wheel-branch, retreading and disposal business, supplying industry and car dealership and garages.

4. Publishing house:

Schlütersche Verlagsgesellschaft mbH & Co. KG
Postal Address: 30130 Hannover
Address: Hans-Böckler-Allee 7, D-30173 Hannover
www.schluetersche.de

5. Contact:

Monika Grabe

phone: +49(0)511 8550-2311; mail: grabe@schluetersche.de

Uta Haffert

phone: +49(0)511 8550-2312; mail: haffert@schluetersche.de

6. View control: –**7. Page hits:** Available on request**8. Data delivery:**

At least a week before the ad is scheduled to run, please deliver via e-mail to: anzeigen@bva-bielefeld.de

File format for the website (max. 200 kb): .gif, .jpg, Flash or .html.

File format for the newsletter (max. 200 kb): .gif or .jpg

For Flash versions: please provide the Flash version and information regarding action script, GIF or JPG as a fall-back in the format of the booked ad for users who do not have installed Flash; click target code* Instead of Flash we recommend html5. You can find further information about ad requirements on www.gummibereifung.de

*The code is needed so that click targets report the banner as a parameter, which enables the clicks on the banner to be counted.

9. External ad-server use:

Possible after agreement

10. Form of advertising and rates:

The advantage of online-advertising:

- fast and direct communication with your targeting group
- increase in traffic at your homepage
- utilisation of synergetic (classified advertisements print and online)

10.1. Banner

Form of advertising	Format (w x h)	Price per month starting from	Placing
Background-Image*	1920 x 1080	2,400.–	homepage
Billboard	920 x 250	1,150.–	homepage
Halfpage Ad	300 x 600	790.–	all subsites
Superbanner	728 x 90	590.–	all subsites
Skyscraper	120 x 600	460.–	all subsites
Wide Skyscraper	160 x 600	480.–	all subsites
Fullsize Banner	468 x 60	470.–	all subsites
Halfsize Banner	234 x 60	320.–	all subsites
Rectangle	300 x 250	560.–	all subsites
Button	120 x 90	195.–	all subsites

* also Wallpaper (Superbanner + Skyscraper) without background colouring on homepage possible.

We publish your advert on different subsites in rotation with other banner. You need new advertising material? Our layout department will be pleased to assist you. The design of a static banner is for free, the design of an animated banner we will invoice at costs. The hourly wage of our designer is 90.00 €.

10.2 Newsletter

You can also place your advertisement in our newsletter published twice a week.

Form of advertising	Format (w x h)	Price per month starting from	Placing
Small Banner	700 x 120	410.–	between news
Medium Banner	700 x 240	490.–	between news
Big Banner	700 x 360	650.–	between news
Rectangle	300 x 250	560.–	Sidebar
text display	700 x 120	250.–	between news

For the special placements on the head of the newsletter we charge an additional rate as well as for advertorial features. Prices on request.

10.3 Links

Here you will be found! Guide your customer with a link the way to your website! The publication of your company logo and your contact-email-address complete your entry. We publish your link under different categories for 12 months (then until cancelled) for the price of 100.00 € per link and year. Deadline for your order is the 25th of the previous month. You can find detailed information on our website www.gummibereifung.de

10.4 Classified advertisements

Without additional costs all classified adverts of the print magazine are also published on our website for the same duration. It is also possible to publish classified adverts exclusively online. Prices on request.

10.5 Videos

At our online presence of “AutoRäderReifen-Gummibereifung” we are able to publish videos under the section Videos. Contact us, if you want to present your image video on our website. Prices and more information on request.

11. Discounts

Discounts based on the period of one year.

3 months	5% discount
6 months	10% discount
9 months	15% discount
12 months	20% discount

The discounts apply to banner and advertising at our newsletter, excepting links and videos.

12. Terms of payment

8 Days after the invoice date 2 % Discount, otherwise 30 days without deduction.

Bank withdrawal procedures possible. USt.-Ident-Nr. DE 115 697 748

Account details:

Commerzbank Hannover (BLZ 250 800 20), Konto-Nr. 111 118 800
IBAN-Nr.: DE84 2508 0020 0111 1188 00, BIC: DRESDEFF250

1. Journal format

210 mm (width) x 297 mm (height), DIN A 4
Uncut: 216 mm (width) x 303 mm (height)

2. Printing and binding methods

Sheet off-set printing, adhesive binding

3. Data transfer and contact

E-Mail: anzeigendaten-gub@schluetersche.de

For larger amounts of data, the delivery is via NextCloud;
please notify in advance.

For queries: phone +49(0)511 8550-2311/-2312

When transferring the data, please use filename journal_issue_advertiser and also send the exact work order information as well as revision-level colour printouts of the advertisement.

4. Data format

PDF/X-3 data files should be sent. Open-format data files (e.g. InDesign, QuarkXpress, etc.) should be avoided. The file must be printable; i.e. all the texts should be embedded. Halftone images require a resolution of 300 dpi, line art at least 600 dpi.

5. Setting costs

We are happy to help you in the design of your advertisement. The setting and/or correction work will be charged at cost price; a discount is not possible.

6. Colours

Printing colours (CMYK colour model) according to ISO 12647-2 (PSO). The Standard-Offset Profile of the ECI (ECI_Offset_2009 available free of charge at www.eci.org) should be used as a reference for the conversion and control of the colour space (ICC-Colour Management).

7. Proofs

Full-colour test prints should be printed according to the Media Standard Print guidelines of the German Printing and Media Industries Association [*Bundesverband Druck und Medien*] and sent to ensure colour authenticity. Digitally produced test prints must contain the FOGRA media wedge to ensure colour fidelity (available for a fee from www.fogra.org). Proofs must contain an official print control strip. Output profile and paper grades for reference proof prints are as follows:
Cover:

Paper grade 1 (FOGRA 39), output profile ISOcoated_v2_eci.icc,
Contents:

Paper grade 3A (FOGRA 45), output profile PSO_LWC_Improved_eci.icc

8. Data archiving

The data will be archived for 1 year; unchanged repetitions of the advertisement are therefore usually possible. However, we cannot guarantee that your data will be preserved.

9. Warranty

The client is responsible for the punctual delivery of the advertisement text and flawless print documents. If the print documents are not flawless, the publishers will print the advertisement in the quality which is possible with the submitted print document (see also Sections 4 and 6).

Job market

The job market of the magazine **AutoRäderReifen-Gummibereifung** means efficient & targeted personnel recruitment. With 12 issues per year, the online presence and an e-newsletter twice a week the leading periodical is always up to date.

With a job opening in our job market section you will reach applicants from the whole tyre and wheel branch.

By placing a printed advertising in the magazine, an online ad is included for the duration of eight weeks on www.gummibereifung.de and also a hyperlink in the e-newsletter. There are no additional charges for colour on job market adverts!

With pleasure we will advise and assist you with your job hunting. Your contact in the advertising department:

Monika Grabe phone: +49(0)511 8550-2311
mail: grabe@schluetersche.de

Uta Haffert phone: +49(0)511 8550-2312
mail: haffert@schluetersche.de



The market at a glance



Circulation: 26.680 copies
Frequency: 10 x per year
www.amz.de



Circulation: 22.085 copies
Frequency: 4 x per year
www.nkwpartner.de



Circulation: 50.135 copies
Frequency: 10 x per year
www.fuhrpark.de



Circulation: 100.000 copies
Frequency: 4 x per year
www.amz-autohelden.de



Circulation: 8.500 copies
Frequency: 12 x per year
www.gummibereifung.de



Circulation: 17.000 copies
Frequency: 1 x per year



cross-media

with AutoRäderReifen – Gummibereifung

print



website



newsletter



>>> You reach the whole tyre branch, car dealers and workshops!