

e-commerce / IT



retreading



automotive

tpms



wheels

tuning



workshop / service



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



media data 2019



AUTO
RÄDER
REIFEN

GUMMI
BEREIFUNG

plus spécial:

LKW_BUS

The trade magazine

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

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

schlütersche

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



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



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 questions 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:

95 (2019)

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

Schlütersche Verlagsgesellschaft mbH & Co. KG

Postal Address:

30130 Hannover

Address:

Hans-Böckler-Allee 7, D-30173 Hannover

**Editorial
department:**

Olaf Tewes (responsible)
phone: +49(0)511 8550-2313
mail: tewes@schluetersche.de

Kay Lehmkuhl
phone: +49(0)511 8550-2314
mail: lehmkuhl@schluetersche.de

Annika Lütkemeyer
phone: +49(0)511 8550-2315
mail: luetkemeyer@schluetersche.de

Distribution:

phone: +49(0)511 8550-2639
fax: +49(0)511 8550-2405
mail: vertrieb@schluetersche.de

Subscription prices:

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

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

Advertising offices for:**Italy:**

Quaini Pubblicità
Via Meloria, I-20148 Milano
phone: +39 (0)2/39216180
fax: +39 (0)2/39217082
mail: info@quaini-pubblicita.it

The Netherlands/Belgium:

Bruil & van de Staaij
Postbus 75, NL-7940 AB Meppel
phone: +31 (0)522/745871
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 188 mm (horizontal) x 272 mm (vertical),
4 columns, each 44 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/44 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 2017 – 30 June 2018)

Edition:	8,442	
Actual distributed edition:	8,353	
Subscription copies:	1,592	
Other copy sales:	158	
Free copies:	6,603	
Diffusion:	Germany:	7,232
	International:	1,121

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 xx/2019
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 issue.

* 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 Mail: anzeigendaten-gub@schluetersche.de

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



Sizes

Width x height in millimeters

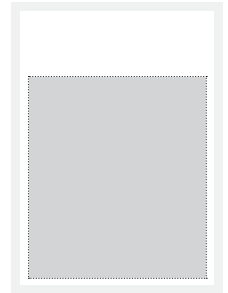
Format	kind	type area	bleed pages*
front cover page		194 x 220	not possible
2/1 page			420 x 297
1/1 page			210 x 297
1/2 page	upright		100 x 297
	horizontal		210 x 148
1/3 page	upright		68 x 297
	horizontal		210 x 102
1/4 page	2 columns		100 x 148
	horizontal		210 x 79
Classified advertisements			
1/8 page	upright	44 x 134	
	2 columns	92 x 65	
	horizontal	188 x 31	
1/16 page	upright	44 x 65	
	2 columns	92 x 30	
Further formats for the classified advertisements on request.			

*** Sizes additional
3 mm cut-off per side**

All other size
on request.

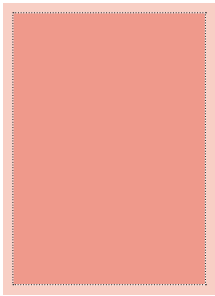
 type area
 bleed pages

front cover page
194 x 220

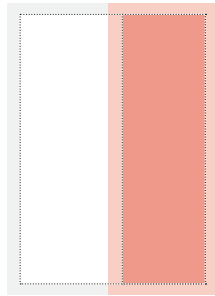


2/1 page
420 x 297

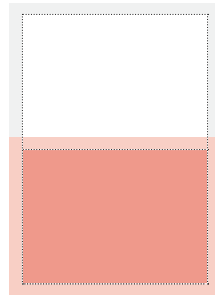




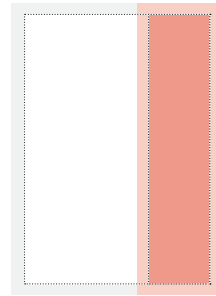
1/1 page
210 x 297



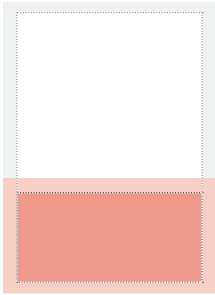
1/2 page
upright
100 x 297



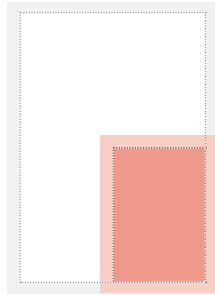
1/2 page
horizontal
210 x 148



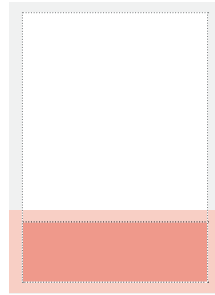
1/3 page
upright
68 x 297



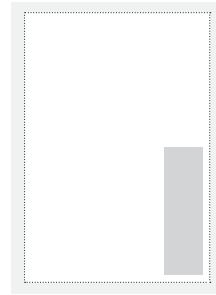
1/3 page
horizontal
210 x 102



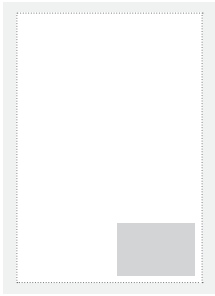
1/4 page
2 columns
100 x 148



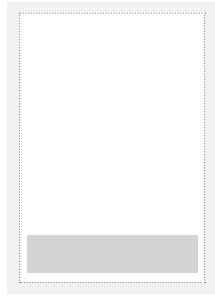
1/4 page
horizontal
210 x 79



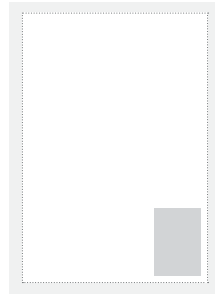
1/8 page
upright
44 x 134



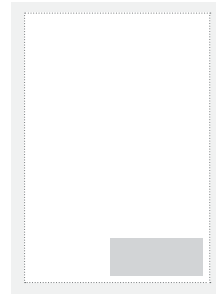
1/8 page
2 columns
92 x 65



1/8 page
horizontal
188 x 31



1/16 page
upright
44 x 65



1/16 page
2 columns
92 x 30

Issue	Date of publication	Advertising / copy deadline	Main topics	Fairs
01/2019 January	3 January 2019	10 December 2018	Agricultural tyres Reporting issue Essen Motor Show Market: light alloy wheels and rims locks Earthmoving and Industrial tyres Tyre logistics; Recycling/Disposal	AutoZum, Salzburg 16.-19.01.2019 Motorradradwelt Bodensee, Friedrichshafen 27.-29.01.2019
02/2019 February	1 February 2019	10 January 2019	Tyre market The Netherlands/Belgium Motorcycles tyres, scooter tyres Preview motorcycles spring fairs Retreading; Truck tyres, Van tyres, Bus tyres Workshop and storehouse mechanism TPMS; Car maintenance; Fleet management	IMOT, Munich 15.-17.02.2019 Motorräder, Dortmund 28.02.-03.03.2019
03/2019 March	1 March 2019	11 February 2019	Co-operations; Franchise Re-equipment: 2019 summer tyres (passenger car) Preview Automobil-Salon Geneva Market: light alloy wheels and rims locks Agricultural tyres; valves, balancing weight, etc. Optical tuning	tire technology expo, Hanover 05.-07.03.2019 Automobil-Salon Geneva 07.-17.03.2019
04/2019 April	1 April 2019	11 March 2019	Preview bauma; OTR tyres E-Commerce and IT-Solutions for the tyre trade Preview Tuning World Bodensee and Techno Classica; Market: Off-Road-tyres, 4x4, SUV, MPV, Van + Quad tyres TPMS; Innovative tyres - dry-running systems Reports Automobil-Salon Geneva; Oldtimer tyres	bauma, Munich 08.-14.04.2019 Techno Classica, Essen 10.-14.04.2019
05/2019 May	2 May 2019	10 April 2019	Preview Autopromotec 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 03.-05.05.2019 Autopromotec, Bologna 22.05.-26.05.2019
06/2019 June	3 June 2019	10 May 2019	Wide-base tyre market: UHP-tyres; Run-Flat-tyres Wholesale business; co-operations; channels of distribution Reporting issue Tuning World Bodensee Industrial tyres; Construction and Earthmoving tyres Tyre logistics; tyres repair Truck tyres, Van tyres, Bus tyres	Abenteuer & Allrad, Bad Kissingen 20.-23.06.2019

07/2019 July	1 July 2019	11 June 2019	Tyre market The Netherlands/Belgium Re-equipment: wheel systems; tire pressure monitoring systems Market: light alloy wheels and rims locks Transporter tyres; Agricultural tyres Material for tyre manufacturing Fleet management; Car service in the tyre trade	
08/2019 August	1 August 2019	10 July 2019	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 30.08.-08.09.2019
09/2019 September	2 September 2019	12 August 2019	Re-equipment: 2019/2020 winter tyres (passenger car) Preview IAA Cars and NUFAM Market: light alloy wheels and rims locks Tyre logistics; Fleet management Co-operations; Franchise; Workshop systems Recycling/Disposal	IAA Cars, Frankfurt 10.-22.09.2019 NUFAM, Karlsruhe 26.-29.09.2019
10/2019 October	7 October 2019	10 September 2019	Winter business: accessories, snow chains, cleansing agents, batteries, lubricants, etc. Preview Equip Auto Special tyres: Cart-, Quad- and plane tyres Reports IAA Cars	Equip Auto, Paris 15.-19.10.2019
Special issue October	7 October 2019	10 September 2019	Guide Truck & Bus tyres Re-equipment: 2019/2020 winter tyres Truck tyres, Van tyres, Bus tyres Retreading; Tyre service tools; TPMS Reports NUFAM	
 11/2019 November	4 November 2019	10 October 2019	Preview Agritechnica and 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	SEMA Show, Las Vegas 05.-08.11.2019 Agritechnica, Hanover 10.-16.11.2019 Solutrans, Lyon - 19.-23.11.2019
12/2019 December	2 December 2019	11 November 2019	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 29.11.-08.12.2019

(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.



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

1. Web-Adresse (URL):

www.gummibereifung.de

2. Brief description:

In the tyre-branch “AutoRäderReifen-Gummibereifung“ is well known for 95 years. Established and accepted as a print-magazine that deals with all relevant questions 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: anzeigendaten-gub@schluetersche.de

File format for the website (40 kb / 200 kb): .gif, .jpg / Flash or .html.

File format for the newsletter (max. 40 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	800.–	all subsites
Superbanner	728 x 90	600.–	all sites
Skyscraper	120 x 600	470.–	all subsites
Wide Skyscraper	160 x 600	490.–	all subsites
Fullsize Banner	468 x 60	470.–	all sites
Halfsize Banner	234 x 60	320.–	all sites
Rectangle	300 x 250	570.–	all sites
Button	120 x 90	195.–	all sites

* 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	420.–	between news
Medium Banner	700 x 240	500.–	between news
Big Banner	700 x 360	660.–	between news
Rectangle	300 x 250	570.–	Sidebar

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



Circulation: 8.500 copies
Frequency: 2 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!