

www.gummi-berufung.de

AUTO RÄDER REIFEN GUMMI BEREIFUNG



Media Information Online 2017

The Website for the tyre branch

1 Web address

www.gummibereifung.de

2 Characterization

For more than 90 years "AutoRäderReifen – Gummibereifung" is the leading periodical for the tyre branch in Europe. The print magazine deals with all relevant problems of the national and international tyre trade & industry. In the last years also the online presence www.gummibereifung.de develops to an important source of information. On a daily base our editors publish news of the tyre, wheel or automotive section and also detailed reports about several companies. Further services for our readers are a detailed business directory, trade fair schedule and an extensive tyre test database. Our website is supplemented by a job market, classified ads as well as pictures and video galleries.

3 Target groups

The website is addressed to decision makers and employees of the complete tyre and wheel industry, as well as auto dealers and garages. Also retreaders, waste management companies and the supply industry are addressed.

4 Publishing house

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

Office Bielefeld:
Niederwall 53, 33602 Bielefeld
phone +49(0)511 8550-0
www.gummibereifung.de
www.schluetersche.de

Data transfer:

mail anzeigendaten-gub@schluetersche.de
phone +49(0)511 8550-2311/-2312

Hits:

available on request

Access controll:

-

Contact

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1 Advertising formats

	Placement	Channel	Size (pixel)	Price in € per month
Background Image*	both-sided content feed	homepage	1920 x 1080	2,400.00
Billboard	below navigation bar	homepage	920 x 250	1,150.00
Halfpage Ad	right side	entire website except homepage	300 x 600	780.00
Superbanner/ Leaderboard	header	entire website except homepage	728 x 90	580.00
Skyscraper	right side	entire website except homepage	120 x 600	450.00
Wide Skyscraper	right side	entire website	160 x 600	470.00
Fullsize Banner	above news	entire website	468 x 60	460.00
Halfsize Banner	above news	entire website	234 x 60	310.00
Rectangle	sidebar	entire website	300 x 250	550.00
Button	between news	entire website	120 x 90	195.00

* also Wallpaper (Superbanner + Skyscraper) without background colouring on homepage possible.
All prices are exclusive of VAT.

2 Discount

Discounts based on the period of one year.

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

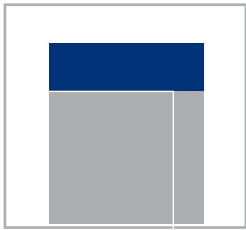
The discounts apply to banner and advertising in our newsletter, excepting links and videos.

3 Channels

- Homepage
- Nachrichten
- Branchenberichte
- Zeitschrift
- Anzeigenmarkt
- Reifentests
- Service

4 Terms of payment and bank details

8 Days after the invoice date 2 % Discount, otherwise 30 days without deduction. Bank withdrawal procedures possible. USt.-Ident-Nr. DE 115 697 748
Bank Details:
Commerzbank Hannover (BLZ 250 800 20),
Konto-Nr. 111 118 800
IBAN-Nr.: DE84 2508 0020 0111 1188 00,
BIC: DRESDEFF250



Billboard Ad
size: 920 x 250 Pixel
data volume: 60KB



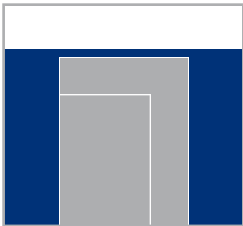
Halfpage Ad
size: 300 x 600 Pixel
data volume: 50KB



Ad Bundle/Ad Package
size: 728 x 90 Pixel,
200 x 600 Pixel, 300 x 250 Pixel
data volume: 150KB



Wallpaper
size: 728 x 90 Pixel
200 x 600 Pixel
data volume: 100KB



Background-Image
size: 1920 x 1080 x 24 Pixel
data volume: 200KB



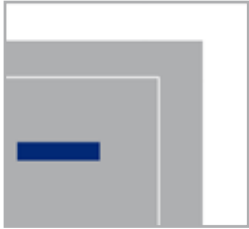
Superbanner/Leaderboard
size: 728 x 90 Pixel
data volume: 50KB



Skyscraper
size: 120 x 600 Pixel
data volume: 50KB

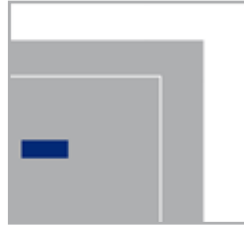


Wide Skyscraper
size: 160 x 600 Pixel
data volume: 50KB



Fullsize-Banner
size: 468 x 60 Pixel

data volume: 50KB



Halfsize-Banner
size: 234 x 60 Pixel

data volume: 50KB



Rectangle
size: 300 x 250 Pixel

data volume: 50KB



Button
size: 120 x 90 Pixel

data volume: 50KB

1 File format

Form of advertising	Format
Billboard Ad	GIF, JPG, Flash*, 3rd Party Tag
Halfpage Ad	GIF, JPG, Flash*, 3rd Party Tag
Wallpaper	GIF, JPG, Flash*, 3rd Party Tag
Superbanner/Leaderboard	GIF, JPG, Flash*, 3rd Party Tag
Skyscraper	GIF, JPG, Flash*, 3rd Party Tag
Wide Skyscraper	GIF, JPG, Flash*, 3rd Party Tag
Fullsize Banner	GIF, JPG, Flash*, 3rd Party Tag
Rectangle	GIF, JPG, Flash*, 3rd Party Tag
Button	GIF, JPG, Flash*, 3rd Party Tag

*Flash-Creatives: We also need a fallback picture (GIF or JPG).
3rd Party Tags, Impressionspixel and Click-Commands only
as .txt file.

Instead of using Flash, we recommend HTML5.

All necessary specifications for your banner, please visit:

<http://help.smartadserver.com/specifications/>

2 Submission of data via e-mail to anzeigendaten-gub@schluetersche.de

3 Term of delivery 5 weekdays before the campaign starts

4 Meta-Informationen Please add the following information in our e-mail:

- Name of customer
- Name of campaign
- Booking period
- Click-URL
- Contact person

5 Reporting

Upon request you will receive a reporting with AdClicks and AdImpressions.

6 Contact

Uta Haffert

phone +49(0)511 8550-2312

mail haffert@schluetersche.de

You are looking for professionals with profile?

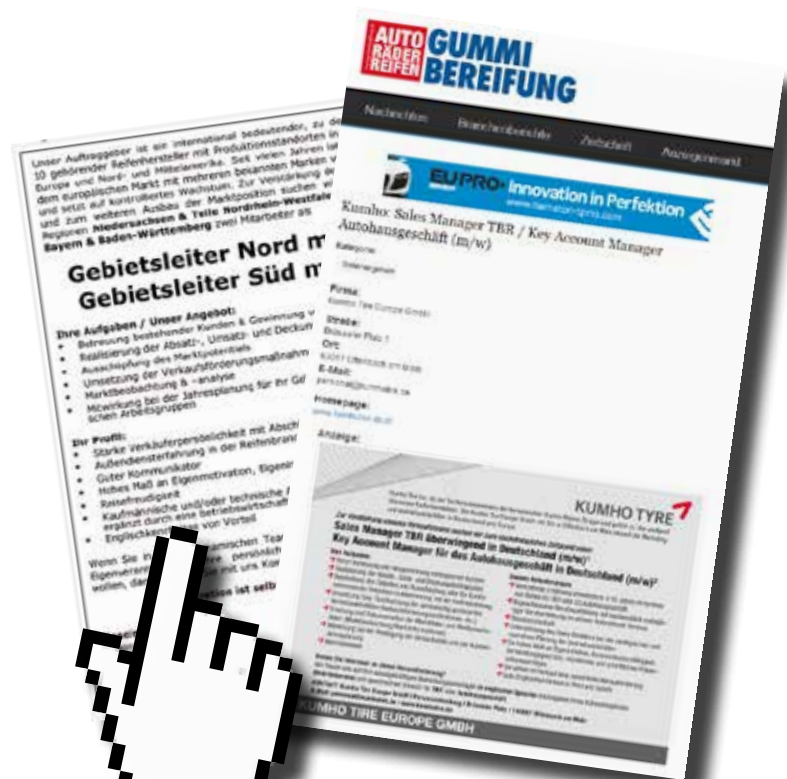
With a job opening in our job market section you will reach applicants from the whole tyre and wheel branch.

Our offer

- you will reach applicants from the whole tyre and wheel branch
- text or creative ad
- we link your job offer in our newsletter (twice a week)
- attractive combination with print is possible

Cost per month

from 299.00 €



Videos

Present your product and image videos on our website. Embedding via YouTube or special video player.

Prices and further information on request.

Links

Here your company will be found! With a link on our website our visitors -your customers- will find the way to your website.

The publication of your company logo and a contact e-mail will complete your entry. We publish your link under various categories for 12 months (runs until cancellation) for a price of 100.00 € per link and year.

Classified ads

You can also publish your classified ads exclusively online. Prices on request. All classified ads of the print magazine will be published also on the website - without additional costs.

Microsite

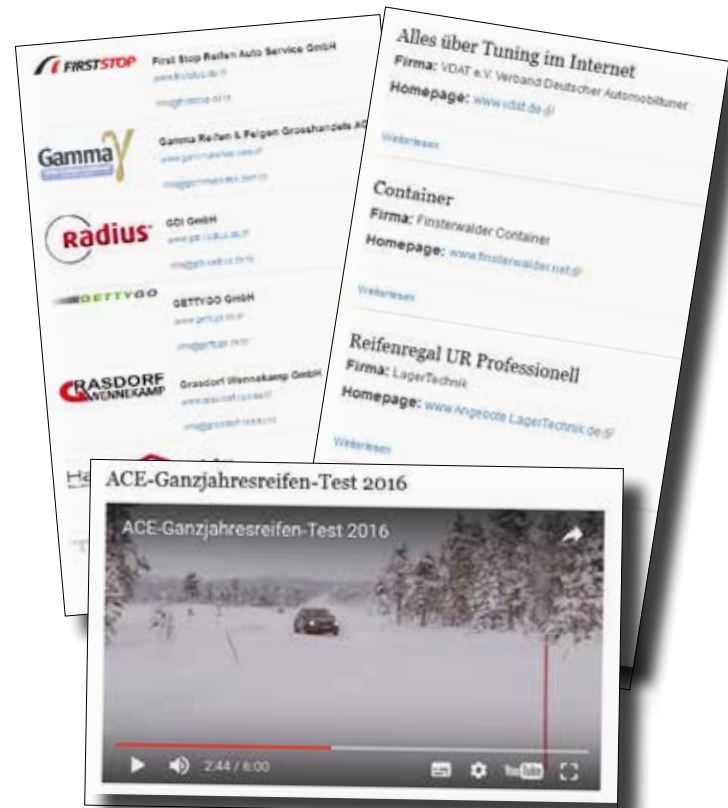
Make use of the good reputation of the magazine Gummibereifung and present your company and its products with a microsite on our website.

For the design of your microsite you can choose from a wide selection of tools, such as videos, polls, articles, image gallery, etc.

Further information and prices on request.

Your marketing campaign contains an online advertising form that is not listed here?

Please contact us! Together with you we will develop a solution for a successful campaign!



1 Name	Chefbrief Newsletter
2 Characterization	News and reports of the tyre, wheels and automotive branches.
3 Target groups	The newsletter is addressed to decision makers and employees of the complete tyre and wheel industry, as well as auto dealers and garages. Also retreaders, waste management companies and the supply industry are addressed.
4 Frequency	Twice a week (generally on Tuesdays and Thursdays)
5 Publishing House	Schlütersche Verlagsgesellschaft mbH & Co. KG
6 Advertising	Monika Grabe phone +49(0)511 8550-2311 mail grabe@schluetersche.de Uta Haffert phone +49(0)511 8550-2312 mail haffert@schluetersche.de
7 Subscriber	38.240 Subscriber (as per September 2016)



1 Prices and advertising format

advertising form	size (w x h)	Price €/month	Placement
Small Banner	700 x 120 pixel	400.00	between news
Medium Banner	700 x 240 pixel	480.00	between news
Big Banner	700 x 360 pixel	640.00	between news
Rectangle	300 x 250 pixel	550.00	Sidebar
Header	240 x 70 pixel	750.00	Header on top
Content Banner	300 x 430 pixel	850.00	beside content
Above Content	700 x 120 pixel	910.00	above content
Below Content	700 x 120 pixel	780.00	below content

All prices are exclusive of VAT.

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Bank Details:

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

3 Technical specifications JPG, GIF

