

**AUTO  
RÄDER  
REIFEN**

**GUMMI  
BEREIFUNG**

Media Information

**2019**

digital products

**schlütersche**



**WEB ADDRESS**

www.gummibereifung.de

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**CHARACTERIZATION**

For 95 years “AutoRäderReifen – Gummibereifung” is the leading periodical for the tyre branch in Europe. The print magazine deals with all relevant questions of the national and international tyre trade & industry. Over the last years the online presence www.gummibereifung.de has evolved to be an important and reliable source of information as well. 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.

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**TARGET GROUPS**

The website is addressed to decision makers and employees of the complete tyre and wheel industry, as well as car dealers and garages. Retreaders, car tyre disposal companies and the supply industry are also addressed.

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**PUBLISHING HOUSE**

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

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**CONTACT****Editorial department**

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**Online Advertising**

Monika Grabe, +49 (0) 511 8550-2311, grabe@schluetersche.de  
Uta Haffert, +49 (0) 511 8550-2312, haffert@schluetersche.de



Advertising format	Placement	Size in pixel (width x height)	Data volume	Price in € per month
<b>Background-Image</b>	homepage: both-sided content feed	1920 x 1080 px	300 KB	€ 2,400.–
<b>Billboard</b>	homepage: below navigation bar	920 x 250 px	60 KB	€ 1,150.–
<b>Halfpage Ad</b>	entire website except homepage: right side	300 x 600 px	40 KB	€ 800.–
<b>Superbanner/Leaderboard</b>	entire website: header	728 x 90 px	40 KB	€ 600.–
<b>Skyscraper</b>	entire website except homepage: right side	120 x 600 px	40 KB	€ 470.–
<b>Wide Skyscraper</b>	entire website: right side	160 x 600 px	40 KB	€ 490.–
<b>Fullsize Banner</b>	entire website: above news	468 x 60 px	40 KB	€ 470.–
<b>Halfsize Banner</b>	entire website: above news	234 x 60 px	40 KB	€ 320.–
<b>Rectangle</b>	entire website: sidebar	300 x 250 px	40 KB	€ 570.–
<b>Button</b>	entire website: between news	120 x 90 px	40 KB	€ 195.–

All prices are exclusive of VAT.

**DISCOUNT** 3 months 5 % 6 months 10 % 9 months 15 % 12 months 20 %

**ROTATION** max. 5 banners per space in rotation, Background-Image: exklusive placement

**CHANNELS** Homepage, Nachrichten, Branchenberichte, Zeitschrift, Anzeigenmarkt, Reifentests, Service, English Section

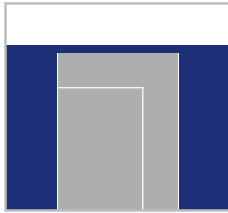
#### TERMS OF PAYMENT AND BANK DETAILS

8 Days after the invoice date 2 % Discount,  
otherwise 30 days without deduction.  
Bank withdrawal procedures possible.  
USt.-Ident-Nr.: DE 115 697 748

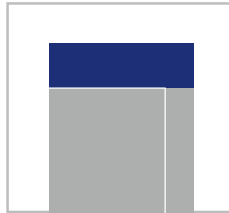
#### Bank Details:

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





Background-Image



Billboard Ad



Halfpage Ad



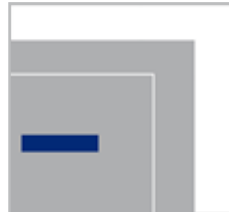
Superbanner/Leaderboard



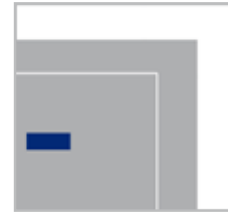
Skyscraper



Wide Skyscraper



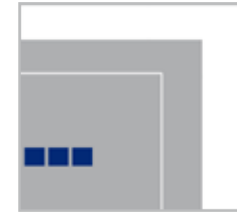
Fullsize-Banner



Halfsize-Banner



Rectangle



Button

**SUBMISSION OF DATA**

via e-mail to

[anzeigendaten-gub@schluetersche.de](mailto:anzeigendaten-gub@schluetersche.de)

Please upload HTML5 files additionally  
the following link:

<https://cloud.schluetersche.de/s/7mXtkjHcTXGTbym>

max. 400 KB

Please deliver all banner elements in a .zip file and  
integrate a fallback solution for incompatible browsers.

**TERM OF DELIVERY**

5 weekdays before the campaign starts

**META-INFORMATIONEN**

Please add the following information in our e-mail:  
Name of customer, Name of campaign, Booking period,  
Click-URL, Contact person

**REPORTING**

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



Advertising format	description	Price
<b>Job market</b>	<p><b>Online job market:</b> With a job opening in our job market section you will reach applicants of the entire tyre and wheel industry. Our offer</p> <ul style="list-style-type: none"> <li>- you will reach applicants of the entire tyre and wheel industry</li> <li>- text or creative ad</li> <li>- we link your job offer in our newsletter (twice a week)</li> <li>- attractive combination with print is possible</li> </ul>	from € 299,- / month
<b>Videos</b>	product and image videos	upon request
<b>Links</b>	Linking under different headings with logo	€ 100,- per link and year, until cancellation
<b>Microsite</b>		upon request

All prices are exclusive of VAT.





<b>NAME</b>	Chefbrief Newsletter
<b>CHARACTERIZATION</b>	News and reports of the tyre, wheels and automotive branches.
<b>TARGET GROUPS</b>	The newsletter is addressed to decision makers and employees of the complete tyre and wheel industry, as well as car dealers and garages. Retreaders, tyre disposal companies and the supply industry are also addressed.
<b>FREQUENCY</b>	Twice a week (generally on Tuesdays and Thursdays)
<b>PUBLISHING HOUSE</b>	Schlütersche Verlagsgesellschaft mbH & Co.KG Postal Adress: 30130 Hannover, Adress: Hans-Böckler-Allee 7, D-30173 Hannover www.schluetersche.de
<b>CONTACT</b>	<b>Editorial department</b> Kay Lehmkuhl, +49 (0) 511 8550-2314, lehmkuhl@schluetersche.de Annika Lütkemeyer, +49 (0) 511 8550-2315, luetkemeyer@schluetersche.de  <b>Online Advertising</b> Monika Grabe, +49 (0) 511 8550-2311, grabe@schluetersche.de Uta Haffert, +49 (0) 511 8550-2312, haffert@schluetersche.de
<b>RECIPIENTS JUNE 2018</b>	39.718



Advertising format	Placement	Size in pixel (width x height)	Data volume	Price in € per month
<b>Small Banner</b>	between news	700 x 120 px	40 KB	€ 420.-
<b>Medium Banner</b>	between news	700 x 240 px	40 KB	€ 500.-
<b>Big Banner</b>	between news	700 x 360 px	40 KB	€ 660.-
<b>Rectangle</b>	Sidebar	300 x 250 px	40 KB	€ 570.-
<b>Header</b>	Header on top	240 x 70 px	40 KB	€ 750.-
<b>Content Banner</b>	beside content	300 x 430 px	40 KB	€ 880.-
<b>Above Content</b>	above content	700 x 120 px	40 KB	€ 940.-
<b>Below Content</b>	below content	700 x 120 px	40 KB	€ 810.-
<b>*Advertorial</b>	special newsletter	2400 x 7600 px	2 MB	€ 1,350.-

\* not discountable!

All prices are exclusive of VAT. Agency commission: 15 %

**DISCOUNT**    3 months 5 %   6 months 10 %   9 months 15 %   12 months 20 %

#### 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

**Visits**

26.635

**Page Impressions**

48.895

Survey period March 2018 /  
Google Analytics**WEBSITE****TARGET GROUPS**

The newsletter is addressed to decision makers and employees of the complete tyre and wheel industry, as well as car dealers and garages. Retreaders, tyre disposal companies and the supply industry are also addressed.

**Subscribers**

3.896

**Recipients**

39.718

**Opening rate**

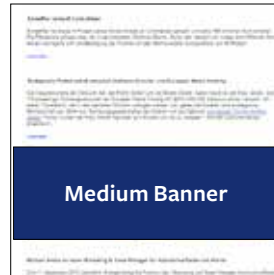
32,8 %

**Click rate**

Ø 9,6 %

Survey period March June 2018 / MailChimp





### SUBMISSION OF DATA

via e-mail to

[anzeigendaten-gub@schluetersche.de](mailto:anzeigendaten-gub@schluetersche.de)

Please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

### TERM OF DELIVERY

5 weekdays before the campaign starts

### META-INFORMATIONEN

Please add the following information in our e-mail:  
Name of customer, Name of campaign, Booking period,  
Click-URL, Contact person

### REPORTING

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

Advertising format	Description	Specifications	Price & Conditions
<b>Advertorial / Standalone-Newsletter</b>	<ul style="list-style-type: none"> <li>- Exclusive appearance</li> <li>- Undivided attention</li> <li>- Targeted: interested subscribers</li> <li>- High quality addresses</li> </ul>	<p>Ca. 3.000 characters incl. 3-4 pictures/graphics and Company Logo as well as 500 characters Company Introduction</p> <p>or:</p> <p>A ready image JPG format in size 2400 x 7600 px and 96 dpi resolution – max. 2 MB</p>	<p>€ 1,350.-</p> <p>Limited availability (1x per month), Send out date upon consultation.</p>

## **AUTOMOTIVE/MOBILITY**

[www.fuhrparkforum.de](http://www.fuhrparkforum.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)  
[www.amz.de](http://www.amz.de)  
[www.nkwpartner.de](http://www.nkwpartner.de)  
[www.firmenwagenwissen.de](http://www.firmenwagenwissen.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.nutzfahrzeuge-magazin.de](http://www.nutzfahrzeuge-magazin.de)

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## **CRAFT**

[www.handwerk.com](http://www.handwerk.com)  
[www.holzhelden.de](http://www.holzhelden.de)

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## **CONSTRUCTION**

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

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## **INDUSTRY**

[www.blechonline.de](http://www.blechonline.de)  
[www.ncfertigung.de](http://www.ncfertigung.de)  
[www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)  
[www.sicherheit.info](http://www.sicherheit.info)  
[www.k-zeitung.de](http://www.k-zeitung.de)  
[www.alu-web.de](http://www.alu-web.de)

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## **ENERGY**

[www.erneuerbareenergien.de](http://www.erneuerbareenergien.de)

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## **ANIMAL HEALTH**

[www.vetline.de](http://www.vetline.de)  
[www.news4vets.at](http://www.news4vets.at)  
[www.tfa-wissen.de](http://www.tfa-wissen.de)

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## **CARE**

[www.pflegen-online.de](http://www.pflegen-online.de)

