

e-commerce / IT



retreading



automotive

tpms



wheels

tuning



workshop / service



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



media data 2020



**AUTO
RÄDER
REIFEN**

**GUMMI
BEREIFUNG**

plus special:

**LKW & BUS
BEREIFUNG**

The trade magazine

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

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

schlütersche

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

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:

96 (2020)

Web address (URL):

www.gummibereifung.de

Publisher:

Schlütersche Verlagsgesellschaft mbH & Co. KG

Postal Address:

30130 Hannover

Address:

Hans-Böckler-Allee 7, D-30173 Hannover

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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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**The General Terms and Conditions
(AGB) can be found at
<http://schluetersche.de/AGB>**

Advertisement basic rates (quoted in euros)

Advertisements in the editorial part:

size	b/w	2-C	3-C	4-C
1/1 page	2,760.-	3,250.-	3,740.-	4,230.-
Junior Page	1,610.-	1,900.-	2,190.-	2,480.-
1/2 page	1,380.-	1,670.-	1,960.-	2,250.-
1/3 page	865.-	1,110.-	1,355.-	1,600.-
1/4 page	690.-	935.-	1,180.-	1,425.-

Cover pages 4-coloured

front cover page	5,300.-
inside front cover page	4,800.-
inside back cover page	4,800.-
outside back cover page	4,900.-
front cover supplement	4,950.-

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

Page size 175 mm (horizontal) x 248 mm (vertical),
4 columns, each 40 mm wide

Classified advertisements:

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

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 2018 – 30 June 2019)

Edition:	8,217	
Actual distributed edition:	8,159	
Subscription copies:	1,527	
Other copy sales:	157	
Free copies:	6,475	
Diffusion:	Germany:	6,627
	International:	1,532

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/2020

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 5.
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: marketing-gub@schluetersche.de

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 8550-2521/-2522

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).

Sizes

Width x height in millimeters

Format	kind	type area	bleed pages*
front cover page		194 x 220	–
1/1 page		–	216 x 303
Junior Page		115 x 165	138 x 193
1/2 page	horizontal	175 x 121	216 x 154
	upright	85 x 248	106 x 303
1/3 page	horizontal	175 x 79	216 x 108
	upright	55 x 248	74 x 303
1/4 page	horizontal	175 x 58	216 x 85
	upright	40 x 248	58 x 303
	2 columns	85 x 121	106 x 154
Further formats on request.			

Size of the magazine

210 mm wide x 297 mm high, DIN A 4

Type area

175 mm wide x 248mm high, 4 columns per 40 mm wide

* incl. 3 mm cut-off per side

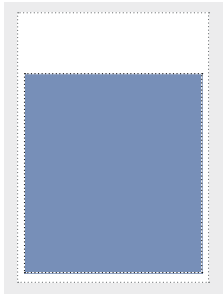
Classified advertisements

Breite x Höhe in Millimetern

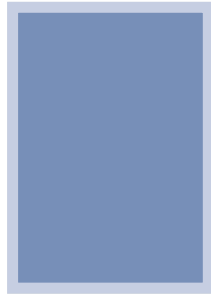
Format	Art	Satzspiegel
1/2 page	4 columns	188 x 134
1/4 page	2 columns	92 x 134
1/4 page	4 columns	188 x 65
1/8 page	2 columns	92 x 65
1/8 page	4 columns	188 x 32
Further formats on request.		

Type area

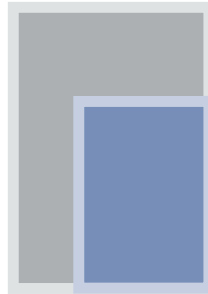
188 mm wide x 272 mm hoch,
4 columns per 44 mm wide



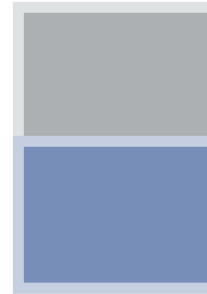
front cover page
S: 194 x 220 mm



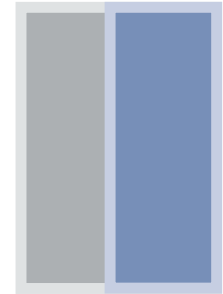
1/1 page
S: –
A: 216 x 303 mm



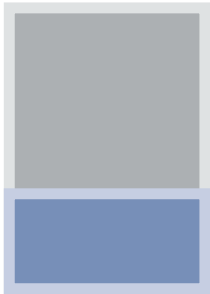
Junior Page
S: 115 x 165 mm
A: 138 x 193 mm



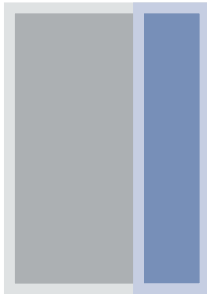
1/2 page horizontal
S: 175 x 121 mm
A: 216 x 154 mm



1/2 page upright
S: 85 x 248 mm
A: 106 x 303 mm



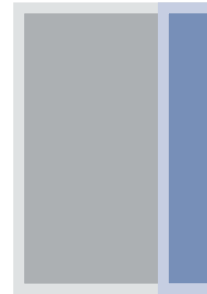
1/3 page horizontal
S: 175 x 79 mm
A: 216 x 108 mm



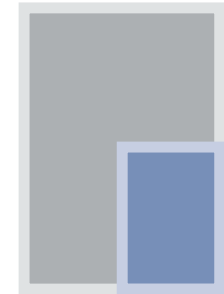
1/3 page upright
S: 55 x 248 mm
A: 74 x 303 mm



1/4 page horizontal
S: 175 x 58 mm
A: 216 x 85 mm



1/4 page upright
S: 40 x 248 mm
A: 58 x 303 mm



1/4 page 2 columns
S: 85 x 121 mm
A: 106 x 154 mm

S = type area

A = bleed pages incl. 3 mm cut-off per side

Issue	Date of publication	Advertising deadline	copy deadline	Main topics	Fairs
01/2020 January	3 January 2020	6 December 2019	16 December 2019	Agricultural tyres Reporting issue Agritechnica and Essen Motor Show Market: light alloy wheels and rims locks Truck tyres, Van tyres, Bus tyres Tyre logistics; Recycling/Disposal	Vienna Autoshow 16.-19.01.2020 Motorradradwelt Bodensee, Friedrichshafen 24.-26.01.2020
02/2020 February	3 February 2020	13 January 2020	21 January 2020	Tyre market The Netherlands/Belgium Motorcycles tyres, scooter tyres Preview motorcycles spring fairs Retreading; Earthmoving and Industrial tyres Workshop and storehouse mechanism TPMS; Car maintenance; Fleet management	IMOT, Munich 14.-16.02.2020 tire technology expo, Hanover 25.-27.02.2020
03/2020 March	2 March 2020	10 February 2020	18 February 2020	Co-operations; Franchise Re-equipment: 2020 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 05.-08.03.2020 Automobil-Salon Geneva 05.-15.03.2020 e-mobility-world, Friedrichshafen 18.-25.03.2020
04/2020 April	1 April 2020	11 March 2020	19 March 2020	E-Commerce and IT-Solutions for the tyre trade Preview Tuning World Bodensee Market: Off-Road-tyres, 4x4, SUV, MPV, Van + Quad tyres TPMS; Innovative tyres - dry-running systems Oldtimer tyres Reports Automobil-Salon Geneva and Techno Classica	Techno Classica, Essen 25.-29.03.2020
05/2020 May	4 May 2020	8 April 2020	20 April 2020	Preview 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 30.04.-03.05.2020
06/2020 June	2 June 2020	8 May 2020	18 May 2020	Show issue THE TIRE COLOGNE Wide-base tyre market: UHP-tyres; Run-Flat-tyres Wholesale business; co-operations; channels of distribution Industrial tyres; Construction and Earthmoving tyres Tyre logistics; tyres repair Truck tyres, Van tyres, Bus tyres	THE TIRE COLOGNE, Cologne 09.-12.06.2020 Abenteuer & Allrad, Bad Kissingen 11.-14.06.2020

07/2020 July	6 July 2020	15 June 2020	23 June 2020	1st reporting issue THE TIRE 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	Truck Grand Prix, Nürburgring 17.-19.07.2020
08/2020 August	3 August 2020	13 July 2020	21 July 2020	2nd reporting issue THE TIRE All-season tyres Axle measurement, shock absorbers, springs E-Commerce and IT-Solutions for the tyre trade Workshop and storehouse mechanism; Tuning trends Retreading	steinexpo, Homburg 26.-29.08.2020 Caravan Salon, Düsseldorf 28.08.-06.09.2020
09/2020 September	1 September 2020	11 August 2020	19 August 2020	Re-equipment: 2020/2021 winter tyres (passenger car) Preview automechanika REIFEN and IAA Commercial Market: light alloy wheels and rims locks Tyre logistics; Fleet management Co-operations; Franchise; Workshop systems Recycling/Disposal	automechanika REIFEN, Frankfurt 08.-12.09.2020 IAA Commercial vehicles, Hanover 23.09.-01.10.2020
10/2020 October	8 October 2020	17 September 2020	25 September 2020	Winter business: accessories, snow chains, cleansing agents, batteries, lubricants, etc. INTERMOT Special tyres: Cart-, Quad- and plane tyres Reports automechanika REIFEN	INTERMOT, Cologne 07.-11.10.2020
Special issue October LKW & BUS BEREIFUNG	8 October 2020	17 September 2020	25 September 2020	Guide Truck & Bus tyres Re-equipment: 2020/2021 winter tyres Truck tyres, Van tyres, Bus tyres Retreading; Tyre service tools; TPMS; Reports IAA	
11/2020 November	3 November 2020	13 October 2020	21 October 2020	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	SEMA Show, Las Vegas 03.-06.11.2020 Eicma Moto, Milan November 2020
12/2020 December	1 December 2020	10 November 2020	18 November 2020	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 27.11.-06.12.2020

(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 a special issue for the truck section as well as supplements for the seasonal tyre changeover in March and September.



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

1. Web-Adresse (URL):

www.gummibereifung.de

2. Brief description:

In the tyre-branch “AutoRäderReifen-Gummibereifung“ is well known for 96 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 a 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:

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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	2,450.–	homepage
Billboard	920 x 250	1,200.–	homepage
Halfpage Ad	300 x 600	810.–	all subsites
Superbanner	728 x 90	610.–	all sites
Skyscraper	120 x 600	480.–	all subsites
Wide Skyscraper	160 x 600	500.–	all subsites
Fullsize Banner	468 x 60	480.–	all sites
Halfsize Banner	234 x 60	330.–	all sites
Rectangle	300 x 250	580.–	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	430.–	between news
Medium Banner	700 x 240	510.–	between news
Big Banner	700 x 360	670.–	between news
Rectangle	300 x 250	580.–	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

cross-media

with AutoRäderReifen – Gummibereifung

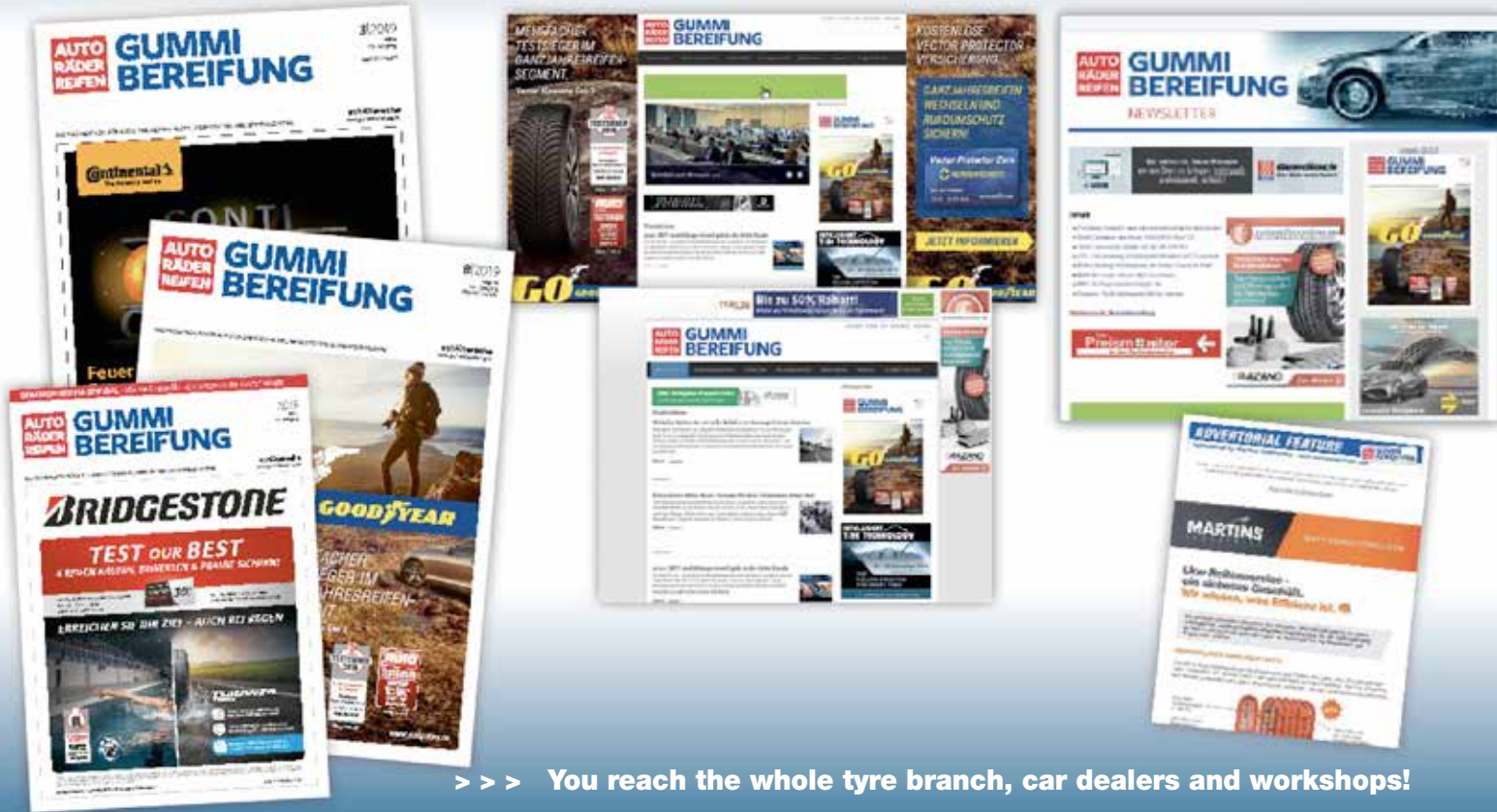
print



website



newsletter



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