

**AUTO
RÄDER
REIFEN**

**GUMMI
BEREIFUNG**

Media Information

2020

digital products

schlütersche



**WEB ADDRESS**

www.gummibereifung.de

CHARACTERIZATION

For 96 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.

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.

PUBLISHING HOUSE

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

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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
Background-Image	homepage: both-sided content feed	1920 x 1080 px	300 KB	€ 2,450.-
Billboard	homepage: below navigation bar	920 x 250 px	60 KB	€ 1,200.-
Halfpage Ad	entire website except homepage: right side	300 x 600 px	40 KB	€ 810.-
Superbanner/Leaderboard	entire website: header	728 x 90 px	40 KB	€ 610.-
Skyscraper	entire website except homepage: right side	120 x 600 px	40 KB	€ 480.-
Wide Skyscraper	entire website except homepage: right side	160 x 600 px	40 KB	€ 500.-
Fullsize Banner	entire website: above news	468 x 60 px	40 KB	€ 480.-
Halfsize Banner	entire website: above news	234 x 60 px	40 KB	€ 330.-
Rectangle	entire website: sidebar	300 x 250 px	40 KB	€ 580.-
Button	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

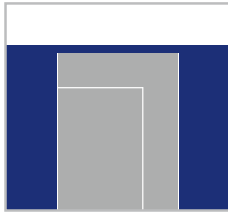
TERMS OF PAYMENT AND BANK DETAILS

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

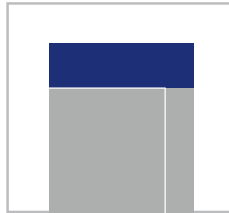
Bank Details:

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



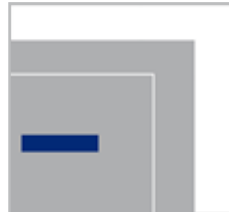
Superbanner/Leaderboard



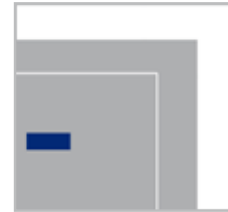
Skyscraper



Wide Skyscraper



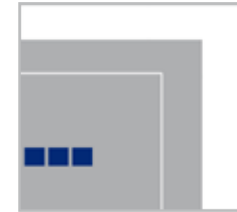
Fullsize-Banner



Halfsize-Banner



Rectangle



Button

SUBMISSION OF DATA

via e-mail to

anzeigendaten-gub@schluetersche.de

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
Job market	<p>Online job market: 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"> - you will reach applicants of the entire tyre and wheel industry - text or creative ad - we link your job offer in our newsletter (twice a week) - attractive combination with print is possible 	from € 299,- / month
Videos	product and image videos	upon request
Links	Linking under different headings with logo	€ 100,- per link and year, until cancellation
Microsite		upon request

All prices are exclusive of VAT.





NAME	AutoRäderReifen – Gummibereifung Newsletter
CHARACTERIZATION	News and reports of the tyre, wheels and automotive branches.
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.
FREQUENCY	Twice a week (generally on Tuesdays and Thursdays)
PUBLISHING HOUSE	Schlütersche Verlagsgesellschaft mbH & Co.KG Postal Adress: 30130 Hannover, Adress: Hans-Böckler-Allee 7, D-30173 Hannover www.schluetersche.de
CONTACT	Editorial department Kay Lehmkuhl, +49 (0) 511 8550-2314, lehmkuhl@schluetersche.de Daniel Willrich, +49 (0) 511 8550-2315, willrich@schluetersche.de Online Advertising Monika Grabe, +49 (0) 511 8550-2311, grabe@schluetersche.de Uta Haffert, +49 (0) 511 8550-2312, haffert@schluetersche.de
RECIPIENTS MARCH 2019	36.470



Advertising format	Placement	Size in pixel (width x height)	Data volume	Price in € per month
Small Banner	between news	700 x 120 px	40 KB	€ 430.-
Medium Banner	between news	700 x 240 px	40 KB	€ 510.-
Big Banner	between news	700 x 360 px	40 KB	€ 670.-
Rectangle	Sidebar	300 x 250 px	40 KB	€ 580.-
Header	Header on top	240 x 70 px	40 KB	€ 760.-
Content Banner	beside content	300 x 430 px	40 KB	€ 890.-
Above Content	above content	700 x 120 px	40 KB	€ 950.-
Below Content	below content	700 x 120 px	40 KB	€ 820.-
*Advertorial	special newsletter	2400 x 7600 px	2 MB	€ 1,450.-

* 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

25.934

Page Impressions

50.692

Survey period March 2019 /
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

3.852

Recipients

36.740

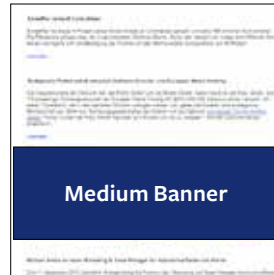
Opening rate

32,8 %

Click rate

Ø 9,5 %

Survey period March March 2019 / MailChimp



SUBMISSION OF DATA

via e-mail to

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
Advertorial / Standalone-Newsletter	<ul style="list-style-type: none">- Exclusive appearance- Undivided attention- Targeted: interested subscribers- High quality addresses	<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>€ 1,450.-</p> <p>Limited availability (1x per month), Send out date upon consultation.</p>

AUTOMOTIVE/MOBILITY

www.fuhrparkforum.de
www.fuhrpark.de
www.amz.de
www.nkwpartner.de
www.firmenwagenwissen.de
www.gummibereifung.de
www.nutzfahrzeuge-magazin.de

CRAFT

www.handwerk.com
www.holzhelden.de

CONSTRUCTION

www.baunetzwerk.biz

INDUSTRY

www.blechonline.de
www.ncfertigung.de
www.konstruktion-entwicklung.de
www.sicherheit.info
www.k-zeitung.de
www.alu-web.de

ENERGY

www.erneuerbareenergien.de

ANIMAL HEALTH

www.vetline.de
www.news4vets.at
www.tfa-wissen.de

CARE

www.pflegen-online.de

