Media Data
2022

KFZ wirtschaft

DER FUHRPARK

Der Wirtschaftsverlag | BUSINESS-TO-BUSINESS COMMUNICATIONS
**Specialist Training**

Every year, in our modern training workshops, hundreds of automotive specialists complete advanced courses for the issue of §57a assessments. Our cooperation partner is the Vienna Guild of Automotive Technicians.

**Webinars**

Since 2020 our advanced official and mandatory §57a training courses have been available as Webinars in distance learning format.

**E-Mobility**

In our High Voltage Programmes we impart applicable knowledge for modern technology and safety in the field of Electro Mobility.

**KFZwirtschaft**

“KFZwirtschaft” is the most widely read specialist magazine in the Austrian Automobile Branch. With a print run of 9,100 we reach virtually all Austrian workshop and advertising customers within your target group. Apart from its broad reach, this traditional magazine scores with indispensable professional information for repair and industrial companies in the Vehicle Trade, as well as top value editorial content, interviews and reports.

**Der Fuhrpark**

“Der Fuhrpark” (The Vehicle Fleet) is a richly designed magazine that focusses on all aspects of mobility which are relevant for large, middle-sized and small companies. Themes range from managerial limousines to local transport vehicles and heavy trucks for building sites and long haulage. “Der Fuhrpark” appears 3 times a year and is sent directly to all vehicle fleet managers. It is distributed also as an insert in all specialist publications of our house.

**Digital**

We, the publishers, have a strong digital focus — a strategy that has resulted in impressive growth rates: up to 160,000 page calls (+ 41%*) in 2021. The KFZwirtschaft Newsletter has a convincing opening rate of about 25% and a CTOR (click-to-open-rate) of more than 30%.

**EBV**

The Electronic Test Administration (EBV) software for §57a assessments has been market leader for more than 20 years. More than 5,000 companies rely on it.

**Deficiency Catalogue Abo**

The Deficiency Catalogue provides a comprehensive overview of §57a assessment areas and scrutiny requirements. Thanks to prompt additions and revisions you are always up to date with the Deficiency Catalogue Abo.

**Trial Drives**

The Digital Trial Drive Application enables simple administration of “Blue Plates” (trade/test plates). Users save time and avoid unnecessary day-to-day paperwork.

* 1. HJ 2021
The Medium

Editorial Policy
KFZwirtschaft — expert know-how for the whole Automotive Branch.

KFZwirtschaft is by far the most widely read Austrian specialist magazine for the whole Automotive Branch. Workshop owners, car dealers and importers, automotive and coachwork technicians as well as industrial companies keep themselves informed each month about Technology, Economics and Branch Politics. In service orientated contributions, interviews and reports „KFZwirtschaft“ imparts applicable knowledge for entrepreneurial success.

The magazine’s Advertising Clients reach their target groups in the country’s verifiably most widely read publication. An advertisement in KFZwirtschaft acquires a particular value within the serious framework of a medium with a rich editorial tradition. Competence and thematic leadership have elevated KFZwirtschaft to the most informative and widely read specialist publication. Our monthly magazine is thus the most efficient advertising medium for the whole branch.

Regular Columns
Statistics · Oldtimers · Service · Stories · Vehicles and Technology · Firms and Facts · New Products · Professional Associations

Special Themes
Workshop Equipment and Planning · Tires · Paint · Financial Services · EDP and IT · Spare Parts Trade · Storage Technology · Communications · Rational Repair Methodology · Car Care · Environmental Technology · Oil Management

Readership
Mechanics, Vehicle Electricians, Panel Beaters, Coachwork Painters, Bodywork Builders, Vulcanizers, Workshop Outfitters, Automobile and Tire Importers, Dealers (new and second hand vehicles, cars, trucks, busses, caravans and camping vans), 2-Wheelers and Accessories, Tires, Car and Motorcycle Parts and Accessories, Fuel Stations, the Automotive Industry, the Tire Industry, the Supplier Industry, Civil Servants and Authorities.
Basic Information

**Circulation**
Total print run: 9,120 Exemplare (2. HY 2021)

**Frequency**
10 x per year

**Magazine Format**
210 mm wide x 297 mm high, DIN A4
Print space: 185 mm x 255 mm

**Print and Binding Method**
Offset, stapled binding. The publisher claims no liability for tone value deviation within the tolerance range.

**Pre-print Data**
Transfer of digital data via E-Mail (anzeigenservice@wirtschaftsverlag.at) possible. Please look up the detailed Technical Data, below.

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**Conditions of Payment**
Invoices are to be paid in full within 30 days.

**Bank Details**

**Advertisements**
Bank Austria, IBAN AT51 1100 0042 4057 1200, BIC BKAUATWW

**Subscriptions**
Bank Austria, IBAN AT17 1100 0095 23298900, BIC BKAUATWW

Media data 2022. Subject to changes, errors, misprints and typesetting errors.

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Technical Data

**General Information**

**Technical Criteria for Data**
Please make sure to include in your advertising order the name of every file. Files which are infected by a virus will be deleted by the publisher.

**Data Format**
PDF-files for the intended edition, optimized for print to the „PDF/X-4:2008“ standard;
Colour profile for coated papers (flatbed offset): ISO Coated v2 (ECI).

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**Criteria for Processing**
1. No spot colours (e.g. HKS, Pantone), please convert all RGB or indexed colours to CMYK (Euro Scale) process colours.
2. All fonts must be embedded.
3. Pictorial elements should ideally be positioned with 300 dpi; linework should be positioned with 1200 dpi resolution.

**Requirements for digital transmission of advertising print files**
The publisher claims no liability for any errors occurring in the production of an advertisement that was passed on with open files by the contracted partner.
Should the above mentioned criteria not be met, any extra time required to complete the work order will be registered and charged to the client. This also applies to the reworking of data and / or advertising designed at the customer’s request by the publisher.
# Advertising Pricelist

**Number 37**  
valid from ab 1. 1. 2022

<table>
<thead>
<tr>
<th>Formats and Prices</th>
<th>Format</th>
<th>Print Area (W x H in mm)</th>
<th>With Bleed* (W x H in mm)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title Page</strong></td>
<td>–</td>
<td>210 x 180</td>
<td>–</td>
<td>€ 7.060,–</td>
</tr>
<tr>
<td><strong>2nd Coverpage</strong></td>
<td>–</td>
<td>210 x 297</td>
<td>–</td>
<td>€ 6.080,–</td>
</tr>
<tr>
<td><strong>4th Coverpage</strong></td>
<td>–</td>
<td>210 x 297</td>
<td>–</td>
<td>€ 6.490,–</td>
</tr>
<tr>
<td><strong>1/1 Page</strong></td>
<td>185 x 255</td>
<td>210 x 297</td>
<td>–</td>
<td>€ 5.760,–</td>
</tr>
<tr>
<td><strong>Juniorpage</strong></td>
<td>135 x 185</td>
<td>–</td>
<td>–</td>
<td>€ 4.880,–</td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>vertical 90 x 255</td>
<td>99 x 297</td>
<td>185 x 125</td>
<td>€ 3.420,–</td>
</tr>
<tr>
<td></td>
<td>horizontal 185 x 125</td>
<td>210 x 140</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>1/3 Page</strong></td>
<td>3 columns 185 x 80</td>
<td>–</td>
<td>210 x 100</td>
<td>€ 2.820,–</td>
</tr>
<tr>
<td></td>
<td>2 columns 122 x 125</td>
<td>–</td>
<td>70 x 297</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>1 columns 59 x 255</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>1 columns 44 x 255</td>
<td>–</td>
<td>44 x 125</td>
<td>€ 2.180,–</td>
</tr>
<tr>
<td></td>
<td>2 columns 90 x 125</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>4 columns 185 x 60</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>1/8 Page</strong></td>
<td>1 columns 44 x 125</td>
<td>–</td>
<td>44 x 125</td>
<td>€ 1.450,–</td>
</tr>
<tr>
<td></td>
<td>2 columns 90 x 60</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>4 columns 185 x 28</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

The illustrations show the print area.  
* plus 3 mm bleed, depending on placement.

## Placement
- Other binding placement .................. 20%

## Formats
- Waistband print ............................ 20%

## Color surcharges
- Spot and special colors made from the Euroscale are achievable .................. € 410,–
- Spot and special colors that are not can be achieved from the Euroscale ........ € 570,–

## Estates
- if accepted within one year
  - Bulk discount from 3 advertisements ...... 5%
  - from 6 advertisements ...... 8%
  - from 9 advertisements ...... 10%

With the exception of supplements.

All prices are in Euros, subject to a surcharge of 5% Advertising Tax (except for print / production costs and online) and 20% VAT.
Special Advertising Forms

Supplements
Supplements provided by client, inserted loosely, maximum size 205 x 290 mm.
Per 1,000 inserts up to a weight of
10 grams ........................................ € 290,—
20 grams ........................................... € 320,—
40 grams ........................................... € 420,—
20 grams stapled ................................. € 430,—
40 grams stapled ................................. € 490,—
There are no rebates on supplement prices!
Delivery and customs costs are billed to the client.
Changes in price reserved, in accordance with relevant post tariffs.
Special formats on request.

Tip-on–Card
DIN A6, positioned on a
1/1 advertisement per 1,000 cards .......... € 310,—
Bookable only in combination with an advertisement. Cards provided by the client or production costs on enquiry. Tip-on-Card on the magazine cover or other formats: on enquiry.

Market leader print & online
Your print entry with logo and contact details will be published in 10 issues under the desired heading in the market leader. Your contact details will be published online with your logo, a link to your website, a mailto feature, a Google Maps entry and a brief description of your company and your services in the desired categories.

60 x 35 mm/Abo ................................. € 2,287,—
60 x 50 mm/Abo ................................. € 3,090,—

Other forms of advertising
We are happy to help!
Ingrid Horvath
T +43 1 54664 224
M +43 676 88465224
E i.horvath@wirtschaftsverlag.at

Philipp Phillips
T +43 1 54664 221
M +43 676 88465221
E p.phillipeck@wirtschaftsverlag.at

Banderole
The banderole envelopes the magazine and offers secure contact with advertising material. ......................... € 4,760,—
Banderole provided or production costs on request.

Delivery address for print material
Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43–45
Austria, EU
Supplements must reach the printer’s by the deadlines determined on page 7.

Alle angegebenen Preise sind in Euro, zuzüglich 5% Mehrwertsteuer.

(Entfaltet bei Druck-/Produktionskosten und online)
Advertorial

Advertising message in journalistic style
Communicate your marketing message with an illustrated article in journalistic style. Present your company as a leading expert or describe an innovative product development in detail. You provide text and pictorial content, we design your contribution in the magazine’s corporate design. If you wish, our specialized journalists are happy to help with the formulation of copy and the choice of graphic elements (price on enquiry).

Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Visual Material</th>
<th>Titel</th>
<th>Introduction</th>
<th>Body Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2 elements</td>
<td>max. 25 ch</td>
<td>max. 140 ch</td>
<td>max. 2.500 ch</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1 element</td>
<td>max. 40 ch</td>
<td>non</td>
<td>max. 1.800 ch</td>
</tr>
</tbody>
</table>

In accordance with §26 Media Law an Advertorial has to be declared as a paid insertion. Prices are laid out in our Advertising Tariff List. One round of correction is included in the price. Should delivered material not conform to publication guide lines, replacement material will be requested. If necessary, after prior consultation, revisions can be carried out by our staff (up to a maximum invoice value of € 500,-). The number of characters (ch. in the table above) includes spaces. Text should be delivered as a Word document. Photo formats: JPEG, PNG, TIFF, PSD in 300 dpi resolution. Graphic elements should be delivered as vector documents.
# Dates and Themes Schedule 2022

<table>
<thead>
<tr>
<th>Edition</th>
<th>Order by</th>
<th>Print Material deadline</th>
<th>Publishing date</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1−2</td>
<td>24.01.2022</td>
<td>31.01.2022</td>
<td>15.02.2022</td>
<td>IT in Showroom and Workshop</td>
</tr>
<tr>
<td>3</td>
<td>14.02.2022</td>
<td>21.02.2022</td>
<td>08.03.2022</td>
<td>Tires and Rims&lt;br&gt;The most exciting innovations of 2022</td>
</tr>
<tr>
<td>4</td>
<td>22.03.2022</td>
<td>29.03.2022</td>
<td>13.04.2022</td>
<td>Lubricants and Auxiliary Materials&lt;br&gt;Battery Technology&lt;br&gt;Martin Protection</td>
</tr>
<tr>
<td>5</td>
<td>20.04.2022</td>
<td>27.04.2022</td>
<td>12.05.2022</td>
<td>Paint Special&lt;br&gt;Tire Cologne Preview (24−26.05.2022)&lt;br&gt;Car Wash Bays and Car Conditioning</td>
</tr>
<tr>
<td>6</td>
<td>18.05.2022</td>
<td>25.05.2022</td>
<td>13.06.2022</td>
<td>Batteries and Loading Technology&lt;br&gt;Used Cars</td>
</tr>
<tr>
<td>7−8</td>
<td>21.06.2022</td>
<td>28.06.2022</td>
<td>13.07.2022</td>
<td>Financial and Insurance Services&lt;br&gt;Diagnostics and Climate Technology</td>
</tr>
<tr>
<td>9</td>
<td>12.08.2022</td>
<td>22.08.2022</td>
<td>06.09.2022</td>
<td>Preview Automechanika (13−17.09.2022)&lt;br&gt;Lubricants and Auxiliary Materials</td>
</tr>
<tr>
<td>10</td>
<td>19.09.2022</td>
<td>26.09.2022</td>
<td>11.10.2022</td>
<td>E-Mobility Special&lt;br&gt;Tires and Rims</td>
</tr>
<tr>
<td>11</td>
<td>14.10.2022</td>
<td>21.10.2022</td>
<td>09.11.2022</td>
<td>Paint Special&lt;br&gt;Car Wash Bays and Car Conditioning</td>
</tr>
<tr>
<td>12</td>
<td>21.11.2022</td>
<td>28.11.2022</td>
<td>14.12.2022</td>
<td>Additional Income&lt;br&gt;Tire Storage&lt;br&gt;Recharging Stations&lt;br&gt;Car Care and Car Service</td>
</tr>
</tbody>
</table>

Themes included in all Issues:

- Workshop Outfitting
- Diagnosis
- Turbo Technology and Spare Parts
- Tires and Rims
- Lubricants
- E-Mobility and Infrastructure
- Workplace Safety
- New Business Areas
- Brakes and Brake Testing
- Battery and Recharging Technology
- E-Bicycles

We have highlighted your advertising topics in color:

- **Specials**
- **Fair/Symposium**

Themes included in all Issues:

- Workshop Outfitting
- Diagnosis
- Turbo Technology and Spare Parts
- Tires and Rims
- Lubricants
- E-Mobility and Infrastructure
- Workplace Safety
- New Business Areas
- Brakes and Brake Testing
- Battery and Recharging Technology
- E-Bicycles

Distribution up to 5 workdays after publication date.
Newsletter
Classic Advertising Formats

With our Newsletter you reach your target group! Optimized for mobile viewing, our Newsletter displays perfectly on any screen.

Make use of our Newsletter to convey legally conform messaging to your target group.

The recipients of our Newsletter have given us explicit permission to communicate with them by eMail. A high call-up rate speaks for the high quality of our address data base.

**Publication Interval:** 48 per year  
**Opening Rate:** 24,6% (May 2021)  
**Recipients:** 6.822 (August 2021)

<table>
<thead>
<tr>
<th>Newsletter Advertising</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullbanner</td>
<td>468 x 60 px</td>
<td>€ 250,–</td>
</tr>
</tbody>
</table>
| Reach the target group of your choice by inserting a classical advertisement.  
Data Format: JPG |
| Mobile Banner          | 300 x 50 px | |
| Content Ad             | 300 x 250 px | € 410,– |
| also known as Medium Rectangle, positioned next to editorial content.  
Data Format: JPG |
| Mobile Content Ad      | 300 x 250 px | |

**Delivery of Online Material**

Online Advertising Formats are regulated by IAB Standards for Advertising Material. Please bear in mind a minimum processing time of 3 workdays for standard material and 5 workdays for special formats. Online Banners should not exceed 150 kb of data, Mobile Banners are limited to 80 kb. Please send your advertising data by eMail to anzeigenservice@wirtschaftsverlag.at

**Invoicing**

Newsletter prices valid per edition, subject to a surcharge of 20% VAT.
Newsletter

Individual Advertising Formats

Our Advertorial and Sitelink packages guarantee high digital connection to your target group. You reach all Newsletter readers and visitors to our Website, where your advertising material is positioned for one month.

**Sitelink**
The Sitelink consists of a short text and one visual element. It links readers from our Newsletter and our Website directly to your Landing Page.

€ 1.190,–

- Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch,
- Link Text
- + Link to your Landing Page

**Advertorial**
A click on the Teaser in the Newsletter or on our Homepage links your customer to a full view of your Advertorial, which is presented within an editorial environment.

€ 1.600,–

- Teaser: Visual 230 x 170 px (JPG), Headline up to 50 characters, Text up to 190 ch
- + Full View: max. 3 Visuals, Headline up to 100 characters, Text up to 1500 ch, optional further links

**Exclusive-Newsletter**
As an Exclusive Client you give your company the space it deserves. The Newsletter is designed for you as a prominently placed, full view medium for your marketing communication. It is linked to our readers via Advertorial or Sitelink. Our editorial staff provides suitable additional content in order to enhance readers' attention and interest.

€ 2.010,–

**Sitelink**
Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch,
- Link Text
- + Link to your Landing Page

**Advertorial**
Teaser: Visual 480 x 220 px (JPG), Headline up to 50 characters, Text up to 700 ch
- + Full View: max. 3 Visuals, Headline up to 100 characters, Text up to 1500 ch, optional further links

All character specifications are to be considered including spaces.
Online Advertising | KFZwirtschaft – www.kfz-wirtschaft.at

kfz-wirtschaft.at is one of the leading websites for decision makers and employees of the Austrian Automotive Branch.

Your advertising is effective within a mix of latest news, thoroughly researched in-depth articles, market overviews and vehicle tests – tailored exactly to your specific target group.

Average monthly data (time frame: 01-06/21, source: Google Analytics):

**Page Impressions:** 26 000  |  **Visits:** 15 500  |  **Unique-Clients:** 12 000

**Classic Advertising Formats**

Banner Formats are deployed in rotation with inserts from a maximum of three other advertisers. A fixed placement (surcharge 20%, valid for one month) is possible.

**NEW: Programmatic Advertising**

We offer Individual Deals which can assist you in simplifying the implementation of your campaigns. With Programmatic Advertising you can minimize the effort required for dealing with the disposition and coordination of your Online Campaigns. By utilizing your Demand-Site-Platform (DSP) you can deliver advertising material for our Branch Websites with speed, efficiency and flexibility.

Further Information on Individual Deals is available on enquiry.

<table>
<thead>
<tr>
<th>Display Advertising</th>
<th>Size</th>
<th>Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>1024 x 250 px + Mobile Banner 300 x 50 px</td>
<td>€ 1 300,–</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90 px + Mobile Banner 300 x 50 px</td>
<td>€ 950,–</td>
</tr>
<tr>
<td>Content Banner</td>
<td>300 x 100 px + Mobile Banner 300 x 250 px</td>
<td>€ 700,–</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 px + Mobile Content Ad 300 x 250 px</td>
<td>€ 950,–</td>
</tr>
<tr>
<td>Video Content Ad</td>
<td>300 x 250 px + Mobile Content Ad 300 x 250 px</td>
<td>€ 1 400,–</td>
</tr>
<tr>
<td>Sitebar</td>
<td>1.2 dynamic min. 300 x 600 px, max. 450 x 900 px + Mobile Understitial 320 x 480 px</td>
<td>€ 1 200,–</td>
</tr>
</tbody>
</table>
### Online Advertising | KFZwirtschaft – www.kfz-wirtschaft.at

#### Display Advertising

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rotation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Ad</td>
<td>300 x 600 px</td>
<td>+ Mobile Understitial</td>
<td>€ 1100,–</td>
</tr>
<tr>
<td></td>
<td>+ Mobile Understitial</td>
<td>320 x 480 px</td>
<td></td>
</tr>
<tr>
<td>Data Format:</td>
<td>HTML5, JPG, GIF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>+ Mobile Understitial</td>
<td>€ 950,–</td>
</tr>
<tr>
<td></td>
<td>+ Mobile Understitial</td>
<td>320 x 480 px</td>
<td></td>
</tr>
<tr>
<td>Data Format:</td>
<td>HTML5, JPG, GIF</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| L-Ad               | Superbanner or Billboard
|                    | + Sitebar or Half-page Ad or Skyscraper
|                    | + Mobile Understitial | 320 x 480 px          | € 1690,– |
| Data Format:       | see standard advertising forms |                       |         |

#### Individual Advertising Solutions

Apart from standard advertising formats, we can also offer you additional variations, enabling you to reach your clients exactly where their interests coincide with your offers.

Prices are valid for one month. All prices are in Euros, subject to a surcharge of 20% VAT.

#### Content Marketing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rotation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitelink</td>
<td>Teaser (Pic + Text) + external link</td>
<td></td>
<td>€ 900,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>Teaser (Pic + Text) + interner link to Article</td>
<td></td>
<td>€ 1000,–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Theme [minimum 3 months]</td>
<td>Special Theme Teaser + internal link to Article</td>
<td></td>
<td>€ 1250,–</td>
</tr>
</tbody>
</table>
The Medium

Editorial Policy
Der Fuhrpark (The Vehicle Fleet) is our Specialist Magazine for the successful management of vehicle fleets. The themes range from an overview of all established finance and insurance models to innovations and application areas for alternative drives, fleet trials and day to day legal knowhow. From now on „Der Fuhrpark“ is published in a new combination form with the categories Cars, Commercial Vehicles and Trucks. Each magazine covers the whole range of automotive categories. The magazine is published three times a year.

This product profits not only from its high quality editorial content, but also from the distribution concept. Our publishing company forms a Media House with numerous magazines for many and varied target groups and branches. Direct Distribution in combination with our established media guarantees direct interaction with the decision makers and managers of vehicle fleets. High Attention Levels are achieved by either Foliating „Der Fuhrpark“ back-to-back to appropriate Branch Magazines or by personalized Direct Mailing - thus guaranteeing maximum attention.

Regular Columns
- Model Overview and New Launches
- Vehicle Tests
- The Green Fleet, Brand Management, Alternative Drives
- Financial Partners
- Insurance Models
- Fuel Card Management
- Tires and Wheels
- Lubricants
- Smart Repair
- Fleet Controlling, Car Sharing, Law and Knowledge
- Everything Online: Mobile Fleet Management
- Superstructures, Tail Lifts and Transport Security
- Truck Accessories
- Disposal and Community Issues

Readership
- Decision Makers in Austrian Companies with Vehicle Fleets
- Industrial Companies
- Service and Trade Companies
- Fleet Managers

Frequency
3x per year

Print Run
50,000 copies

Magazine Format
197 mm wide x 270 mm high
Print space: 170 mm x 230 mm
Advertising Pricelist

Number 01 valid from 1. 1. 2022

Formats and Prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Print Area (W x H in mm)</th>
<th>With Bleed* (W x H in mm)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>double page</td>
<td>–</td>
<td>394 x 270</td>
<td>€ 14.384,–</td>
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<tr>
<td>1/1 page</td>
<td>–</td>
<td>197 x 270</td>
<td>€ 8.990,–</td>
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<tr>
<td>1/2 page</td>
<td>vertical</td>
<td>95 x 270</td>
<td>€ 4.995,–</td>
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<tr>
<td></td>
<td>horizontal</td>
<td>197 x 130</td>
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</tr>
<tr>
<td>1/4 page</td>
<td>vertical</td>
<td>95 x 125</td>
<td>€ 2.650,–</td>
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<tr>
<td></td>
<td>horizontal</td>
<td>197 x 60</td>
<td></td>
</tr>
</tbody>
</table>

The illustrations show the print area.
* plus 3 mm bleed, depending on placement.

Placement
- Other binding placement .................. 20 %
- Waistband print .......................... 20 %

Color surcharges
- Spot and special colors made from the Euroscale are achievable ............... € 400,–
- Spot and special colors that are not can be achieved from the Euroscale ....... € 550,–

Special Advertising Forms

Increase your advertising effectiveness through special forms of advertising such as a flap, banderole, inserts or a tip-on card.
Price on request.

We are happy to help!
Ingrid Horvath
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M +43 676 88465224
E i.horvath@wirtschaftsverlag.at

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E p.phillipeck@wirtschaftsverlag.at

Delivery address for print material
Druckerei Ferdinand Berger & Söhne GmbH,
A-3580 Horn, Wiener Straße 80

All prices are in Euros, subject to a surcharge of 5% Advertising Tax (except for print / production costs and online) and 20% VAT.
Advertising message in journalistic style

Communicate your marketing message with an illustrated article in journalistic style. Present your company as a leading expert or describe an innovative product development in detail. You provide text and pictorial content, we design your contribution in the magazine’s corporate design. If you wish, our specialized journalists are happy to help with the formulation of copy and the choice of graphic elements (price on enquiry).

Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Visual Material</th>
<th>Titel</th>
<th>Introduction</th>
<th>Body Copy</th>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2 elements</td>
<td>max. 25 ch</td>
<td>max. 140 ch</td>
<td>max. 2,000 ch</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1 element</td>
<td>max. 40 ch</td>
<td>non</td>
<td>max. 900 ch</td>
</tr>
</tbody>
</table>

In accordance with §26 Media Law an Advertorial has to be declared as a paid insertion. Prices are laid out in our Advertising Tariff List. One round of correction is included in the price. Should delivered material not conform to publication guide lines, replacement material will be requested. If necessary, after prior consultation, revisions can be carried out by our staff (up to a maximum invoice value of € 500,-). The number of characters (ch. ‘in the table above) includes spaces. Text should be delivered as a Word document. Photo formats: JPG, PNG, TIFF, PSD in 300 dpi resolution. Graphic elements should be delivered as vector documents.
## Dates and Themes Schedule 2022

<table>
<thead>
<tr>
<th>Edition</th>
<th>Order by</th>
<th>Print Material deadline</th>
<th>Publishing date</th>
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<tr>
<td>1</td>
<td>30.03.2022</td>
<td>06.04.2022</td>
<td>26.04.2022</td>
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<tr>
<td>2</td>
<td>10.05.2022</td>
<td>17.05.2022</td>
<td>07.06.2022</td>
</tr>
<tr>
<td>3</td>
<td>13.09.2022</td>
<td>20.09.2022</td>
<td>07.10.2022</td>
</tr>
</tbody>
</table>

Distribution up to 5 workdays after publication date.
Online Werbung

Newsletter
Classic advertising formats

NOW NEW! Reach your target group on the dot!
Use our Newsletter to communicate your message legally to the target group. Our Newsletter is formatted for optimal reception on all devices.

Newsletter for the Target Group Private Cars
Publication Date: available on request 
Opening Rate: 33,6 % (o May 2021) 
Recipients: 22 100 (status May 2021)

Newsletter for the Target Group Commercial Vehicles / Trucks
Publication Date: available on request 
Opening Rate: 31,1 % (o May 2021) 
Recipients: 18 895 (status May 2021)

Newsletter Advertising

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price PKW</th>
<th>Price NFZ/LKW</th>
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</thead>
<tbody>
<tr>
<td>Fullbanner</td>
<td>468 x 60 px</td>
<td>€ 4 035,–</td>
<td>€ 3 449,–</td>
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<tr>
<td></td>
<td>Mobile Banner</td>
<td>300 x 50 px</td>
<td></td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250 px</td>
<td>€ 4 035,–</td>
<td>€ 3 449,–</td>
</tr>
<tr>
<td></td>
<td>Mobile Content Ad 300 x 250 px</td>
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<td></td>
</tr>
<tr>
<td>Sitelink</td>
<td>Image 230 x 170 px (JPG), 50 characters, Link Text</td>
<td>€ 4 586,–</td>
<td>€ 3 928,–</td>
</tr>
<tr>
<td></td>
<td>190 characters, Link zu Ihrer Landingpage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Example Sitelink or Advertorial Teaser

All character specifications are to be considered including spaces.

Delivery of Online Material
Online Advertising Formats are regulated by IAB Standards for Advertising Material. Please note a minimum lead time of 5 working days when delivering the advertising material. Online Banners should not exceed 150 kb of data, Mobile Banners are limited to 80 kb. Please send your advertising data by eMail to anzeigenservice@wirtschaftsverlag.at

Invoicing
Newsletter prices valid per edition, subject to a surcharge of 20% VAT.

We will be happy to advise you.
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Digital Knowledge Transfer

E-Learning
E-Learning is an attractive form of Knowledge Transfer, ideally suited to the conveyance of Product Advantages. Utilizing exciting E-Learning formats, your sales department can transport information about Complex Products interactively. This is where Advertising and E-Learning meet and join forces. The result: AdverLearning.

In addition we offer the opportunity to advertise your AdverLearning or Webinar Events by informing potential participants through our Branch Media. Additional information and prices are available on enquiry.

Webinar
Today Webinars are an interactive form of Knowledge Transfer in Realtime. From the moderation by our Editorial Specialists to Technical Support — we make sure that your Webinar is successful.

Our Portfolio offers your company Online Training in Workplace Safety and more. The Authorities require that employees be sufficiently and regularly schooled on Safety and Health Protection Issues. The Wirtschaftsverlag Academy cooperates with international Safety Experts and Didactic Specialists to develop a comprehensive Digital Training Programme which provides straightforward support for Instructors.

Here are a few examples from our Theme Palette:
Light and Severe Falls, Fire Prevention, Dangerous Work Materials, Thermic Dangers, Ergonomics - Lifting and Carrying, Fork Lift Trucks, and many more. Additional information and prices are available on enquiry.
## Contact

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### Subscription Service

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E aboservice@wirtschaftsverlag.at

### Data Protection

Please contact datenschutz@wirtschaftsverlag.at with queries on data protection.

### General Terms & Business Conditions

All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which can be consulted on www.wirtschaftsverlag.at/ab
Our Media

ÖSTERREICHISCHE BAUZEITUNG
The leading fortnightly Specialist Magazine for the entire Building Branch.
Publication: 20 x per year
Print Run: 10,500 (2. HY 2021)

COLOR
The Specialist Magazine for Floors, Walls and Ceilings.
Publication: 4 x per year
Print Run: 7,400

DACH WAND
Austria's Specialist Magazine for professionals in Roofing, Roof Cladding, Sealing and Wood Construction.
Publication: 6 x per year
Print Run: 4,100

DIE WIRTSCHAFT
The service magazine for entrepreneurs and managers. Reaches the interests and interests of companies (SMEs) and their decision-makers seamlessly and without wastage.
Publication: 6 x per year
Print Run: 23,500

GEBÄUDE INSTALLATION
Publication: 10 x per year
Print Run: 11,000 (2. HY 2021)

GLAS
Austria's Specialist Magazine for the Glass Processing Trade.
Publication: 6 x per year
Print Run: 1,200

KFZ WIRTSCHAFT
The competent and renowned specialist magazine with specific themes for the branch. With total reach within the home market. Readers from areas such as sales, car mechanics and the automotive industry are provided with practice orientated information.
Publication: 10 x per year
Print Run: 9,120 (2. HY 2021)

METALL
The Specialist Magazine for the Metal Processing Trade.
Publication: 10 x per year
Print Run: 12,500 (2. HY 2021)

ÖSTERREICHISCHE BAUZEITUNG
The leading fortnightly Specialist Magazine for the entire Building Branch.
Publication: 20 x per year
Print Run: 10,500 (2. HY 2021)

ÖGZ
Leading professional medium for the hotel, hospitality and tourist trades. Up to date editions twice per month with all relevant branch information.
Publication: 10 x per year
Print Run: 21,571 (2. HY 2021)

TISCHLER JOURNAL
The Specialist Magazine for Carpentry
Publication: 10 x per year
Print Run: 7,960 (2. HY 2021)

TRAFIKANTEN ZEITUNG
Austria’s leading professional medium for independent and contracted tobacconists and dealers.
Publication: 10 x per year
Average Print Run: 8,860