

The image shows the Axel Springer logo mounted on a glass facade of a building. The logo consists of the text 'axel springer' in a bold, lowercase, sans-serif font, followed by a square icon divided into four quadrants: blue (top-left), black (top-right), red (bottom-left), and green (bottom-right). The background shows the structural elements of the building's glass and metal frame.

axel springer

AUTO BILD
Ratecard No. 32

valid as of January 1st - 2015

AUTO BILD

Content



1. Short Portrait
2. Rates
3. Discounts
4. Ad Specials
5. Schedule
6. Details
7. Contact

AUTO BILD

Short Portrait



Portrait

AUTO BILD is the most popular and best-known German car magazine.*

Every Friday, AUTO BILD presents itself in four colours: sometimes hard on the metal with test and technology articles, sometimes beyond the bumpers with extensive service topics.

Unique characteristics

- Germany's Nr.1 car magazine
- Information and guidance on all car-related issues
- Factual but fun
- Authoritative and advisory

*According to a study by the TNS Emnid Insitute that was commissioned by Horizont.

AUTO BILD

Short Portrait

Category

- Car Magazine

Frequency

- weekly, Fridays

Contents

- 92 pages on average

Format

- 290 mm H x 225 mm W

Copy price

- € 1.80

First launch

- 1986



Circulation Figures (IVW III/2014)

| | |
|------------------------|---------|
| ▪ Print Run | 669,863 |
| ▪ Net Paid Circulation | 475,881 |
| ▪ Subscriptions | 112.020 |



Core Readers

- Male
- 18-39
- Car enthusiasts
- HHNI EUR 2,000+



Reach (MA II/2014) overall / men

| | |
|--------------|-------------------------|
| ▪ in 1 Mill. | 2,78 Mill. / 2,65 Mill. |
| ▪ in % | 3,9 / 7,7 |
| ▪ 1/1 4c. | 43.450 € |
| ▪ CPM | 15,60 € |

AUTO BILD

Ratecard 2015

| Formats | Type page | | Bleed * | | Price (€) average not bookable | Price zone 1 Jan.-Feb., June-Aug., Dec. | Price zone 2 March-May., Sep.-Nov. |
|---------------------------------|------------|-------------|------------|-------------|--------------------------------------|---|--|
| | width (mm) | height (mm) | width (mm) | height (mm) | | | |
| 1/1 | 208 | 270 | 225 | 290 | 43.450,- | 41.300,- | 45.600,- |
| 1/1+ interaktive Tablet Anzeige | | | | | 53.000,- | 50.850,- | 55.150,- |
| 3/4 hoch | 154 | 270 | 164 | 290 | 37.250,- | 35.300,- | 39.200,- |
| 2/3 hoch | 130 | 270 | 152 | 290 | 35.400,- | 33.350,- | 37.450,- |
| 1/2 hoch | 101 | 270 | 111 | 290 | 29.850,- | 28.050,- | 31.650,- |
| | quer | 208 | 130 | 225 | 141 | | |
| 1/3 hoch | 58 | 270 | 68 | 290 | 20.100,- | 18.850,- | 21.350,- |
| | quer | 208 | 82 | 225 | 93 | | |
| 1/4 hoch | 48,5 | 270 | 58 | 290 | | | |
| | quer | 208 | 61 | 225 | 72 | 15.700,- | 14.700,- |
| | 2-spaltig | 101 | 134 | 111 | 141 | | 16.700,- |
| Formats over gutter | | | | | | | |
| 2/1 | 431 | 270 | 450 | 290 | 86.900,- | 82.600,- | 91.200,- |
| 2/1+ interaktive Tablet Anzeige | | | | | 96.450,- | 92.150,- | 100.750,- |
| 1 1/2 | 323 | 270 | 333 | 290 | 73.300,- | 69.350,- | 77.250,- |
| 1 1/4 | 270 | 270 | 280 | 290 | 59.150,- | 56.000,- | 62.300,- |
| 2x 1/2 quer | 431 | 130 | 450 | 141 | 59.700,- | 56.100,- | 63.300,- |
| Special placements | | | | | | | |
| 2. und 4. Umschlagseite | 208 | 270 | 225 | 290 | 52.200,- | 49.600,- | 54.800,- |
| Erste 1/1 Seite im Heft | 208 | 270 | 225 | 290 | 47.850,- | 45.450,- | 50.250,- |
| Erste 2/1 Seite im Heft | 431 | 270 | 450 | 290 | 95.600,- | 90.900,- | 100.300,- |
| Opening Spread | | | | | | | |
| 2. Umschlagseite + Seite 3 | 431 | 270 | 450 | 290 | 108.650,- | 103.300,- | 114.000,- |

* Plus 5mm trimming on each side

AUTO BILD

Ratecard 2015 – Discounts

| Amount | | | |
|---------------|-----|----------------|-----|
| as of 3 pages | 3% | as of 12 pages | 12% |
| as of 6 pages | 5% | as of 18 pages | 15% |
| as of 9 pages | 10% | as of 24 pages | 18% |

Please have a look on our website for our technical details and general terms of business

<http://www.mediapilot.de/>

AUTO BILD

Ratecard 2015 - Ad Specials (I)

| Loose Inserts | | Bound Inserts | | Tip ins | | | |
|--|-----------------------------|---------------|----------------|------------------------------------|-----------|--------------------|-----------|
| Price per 1,000 | | | | Postcards/2-Page Printed Matter | Brochures | Product Samples | |
| a) for normal circulation without subscriptions | up to 20 g | EUR 75.-- | up to 4 pages | EUR 89.-- | EUR 41.-- | EUR 49.-- | EUR 48.-- |
| | up to 30 g | EUR 80.-- | up to 6 pages | EUR 99.-- | | | |
| | up to 40 g | EUR 90.-- | up to 8 pages | EUR 107.-- | | | |
| | | | up to 12 pages | EUR 112.-- | | | |
| | | | up to 16 pages | EUR 121.-- | | | |
| | higher weights upon request | | | | | | |
| b) for subscription circulation (including postal requirements) | up to 20 g | EUR 87.-- | up to 4 pages | EUR 95.-- | EUR 45.-- | EUR 61.-- | EUR 54.-- |
| | up to 30 g | EUR 92.-- | up to 6 pages | EUR 105.-- | | | |
| | up to 40 g | EUR 105.-- | up to 8 pages | EUR 119.-- | | | |
| | | | up to 12 pages | EUR 135.-- | | | |
| | | | up to 16 pages | EUR 156.-- | | | |
| | higher weights upon request | | | | | | |
| Rates might increase if the quality of the insert impedes processing, thus causing additional cost | | | | | | | |

AUTO BILD

Ratecard 2015 - Ad Specials (II)

| | | | | | |
|-------------------------|---|---|---------------|--------------|----------------------|
| Insertion possibilities | <p style="text-align: center;">Total circulation (except for subscriptions, reader circle, abroad circulation) Split runs feasible Subscriptions (can be booked only in total, no split runs feasible) Minimum circulation: upon request</p> | | | | |
| | The planned print run must be clarified prior to delivery | | | | |
| Minimum | 105 mm wide x 148 mm high | <p>DIN A6 (105/113 x 151 mm) to 210/218 x 283 mm maximum size, the beading remains. The bound-in insert must be delivered trimmed on the side and at the bottom. The format includes 3mm trim at the top.</p> <p>Please allow a distance of at least 8 mm from the trim for design features that must remain in tact. Other formats upon request.</p> | 60 mm x 80 mm | | |
| Maximum | <p>205 mm wide x 290 mm high</p> <p>Inserts featuring zigzag and 6 page window folds cannot be processed</p> | | 200 x 210 mm | 165 x 210 mm | depending on quality |
| Identification | - | <p>Bounds inserts that might not be recognized as advertising matter due to their special design will have to be identified as such by adding the word "advertisement". Final arrangements upon sample presentation.</p> | - | - | - |

AUTO BILD

Ratecard 2015 - Ad Specials (III)

| | Loose Inserts | Bound Inserts | Tip ins | | |
|--|--|--|---|-----------------------------|-----------------------------|
| | | | Post cards/2-Page Printed Matter | Brochures | Product Samples |
| Right of postponement | When the date of publication is established, the publisher reserves the right of postponing split run orders in favour of insertions covering total circulation or larger split run units. | | no right of postponement | | |
| Samples | 10 final copies should be sent to the publishers 6 weeks prior to first day of sale. | 10 final copies should be sent to the publishers 8 weeks prior to first day of sale. | As far as brochures and product samples are concerned acceptance of the order depends on the successful execution of a trial run. For this purpose, it will be necessary that the client supplies approximately 500 actual samples in their original packaging, | | |
| Paper Weight | - | 4 page bound insert as of 8 pages min: 80 g/m ² min: 60g/m ² | min: 115 g/m2 | - | - |
| Positioning of the Advertisement | - | - | | | |
| Distance from the gutter | | | laterally variable 15-65 mm | laterally variable 15-65 mm | laterally variable 15-65 mm |
| Distance from upper trim | | | At least 100 mm from the lower margin of the tip in | | |
| Distance from entire trim | | | At least 20 mm | | |
| Minimum Size of the Master Advertisement | | | 1/1 page | | |

AUTO BILD

Ratecard 2015 - Schedule

| | No. | First day of sale | Ad close & copy deadline |
|----------------|-----|-------------------|--------------------------|
| Januar | 1 | 02.01.2015 | 08.12.2014 |
| | 2 | 09.01.2015 | 16.12.2014 |
| | 3 | 16.01.2015 | 23.12.2014 |
| | 4 | 23.01.2015 | 30.12.2014 |
| | 5 | 30.01.2015 | 06.01.2015 |
| Februar | 6 | 06.02.2015 | 13.01.2015 |
| | 7 | 13.02.2015 | 20.01.2015 |
| | 8 | 20.02.2015 | 27.01.2015 |
| | 9 | 27.02.2015 | 03.02.2015 |
| März | 10 | 06.03.2015 | 10.02.2015 |
| | 11 | 13.03.2015 | 17.02.2015 |
| | 12 | 20.03.2015 | 24.02.2015 |
| | 13 | 27.03.2015 | 03.03.2015 |
| April | 14 | 02.04.2015 | 10.03.2015 |
| | 15 | 10.04.2015 | 17.03.2015 |
| | 16 | 17.04.2015 | 24.03.2015 |
| | 17 | 24.04.2015 | 31.03.2015 |
| Mai | 18 | 30.04.2015 | 07.04.2015 |
| | 19 | 08.05.2015 | 14.04.2015 |
| | 20 | 13.05.2015 | 20.04.2015 |
| | 21 | 22.05.2015 | 28.04.2015 |
| Juni | 22 | 29.05.2015 | 05.05.2015 |
| | 23 | 05.06.2015 | 12.05.2015 |
| | 24 | 12.06.2015 | 19.05.2015 |
| | 25 | 19.06.2015 | 26.05.2015 |
| | 26 | 26.06.2015 | 02.06.2015 |

| | No. | First day of sale | Ad close & copy deadline |
|------------------|-------|-------------------|--------------------------|
| Juli | 27 | 03.07.2015 | 09.06.2015 |
| | 28 | 10.07.2015 | 16.06.2015 |
| | 29 | 17.07.2015 | 23.06.2015 |
| | 30 | 24.07.2015 | 30.06.2015 |
| | 31 | 31.07.2015 | 07.07.2015 |
| August | 32 | 07.08.2015 | 14.07.2015 |
| | 33 | 14.08.2015 | 21.07.2015 |
| | 34 | 21.08.2015 | 28.07.2015 |
| | 35 | 28.08.2015 | 04.08.2015 |
| September | 36 | 04.09.2015 | 11.08.2015 |
| | 37 | 11.09.2015 | 18.08.2015 |
| | 38 | 18.09.2015 | 25.08.2015 |
| | 39 | 25.09.2015 | 01.09.2015 |
| Oktober | 40 | 02.10.2015 | 08.09.2015 |
| | 41 | 09.10.2015 | 15.09.2015 |
| | 42 | 16.10.2015 | 22.09.2015 |
| | 43 | 23.10.2015 | 29.09.2015 |
| November | 44 | 30.10.2015 | 06.10.2015 |
| | 45 | 06.11.2015 | 13.10.2015 |
| | 46 | 13.11.2015 | 20.10.2015 |
| | 47 | 20.11.2015 | 27.10.2015 |
| Dezember | 48 | 27.11.2015 | 03.11.2015 |
| | 49 | 04.12.2015 | 10.11.2015 |
| | 50 | 11.12.2015 | 17.11.2015 |
| | 51/52 | 18.12.2015 | 24.11.2015 |

Price zone 1

Price zone 2



AUTO BILD

Ratecard 2015 - Details

- **Technical specifications:**

The current and binding technical specifications can be found at: www.duon-portal.de

- **Delivery of advertisements:**

The reception of digital advertisements occurs via the DUON-Portal by the VDZ-publishers at: www.duon-portal.de
Support is available at: support@duon-portal.de or directly by phone: ++49 40 37 41 17-50

- **Conditions of payment:**

We kindly ask for prepayment and grant a 2% cash discount

- **For Hamburg and Berlin titles**

Axel Springer Media Impact GmbH & Co. KG
Deutsche Bank AG, Berlin
IBAN-Nr. DE 73100700000083474700
Swift-Code DEUTDEBB

AUTO BILD

Ratecard 2014 - Contact

Axel Springer AG - Axel Springer Media Impact - Director: Jean-Robert Mamin

Tel.: Tel: +33 (0) 1 45 19 58 71 (Paris) • +49 (0) 30 2591 72 572 (Berlin) • Fax: +49 (0) 30 2591 72 555 (Berlin) • e-mail: jr.mamin@axel-springer.fr

INTERNATIONAL SALES

Deutschland/Österreich/Schweiz

Alina Friede/Moritz Minkus
Axel Springer Media Impact GmbH & Co. KG
International Sales Axel-Springer-Straße
6510888 Berlin
Telefon: +49 (0) 30 25 91 7 25 61
Telefax: +49 (0) 30 25 91 7 25 55
E-Mail: alina.friede@axelspringer.de
moritz.minkus@axelspringer.de

Frankreich

Jean-Robert Mamin
Axel Springer Media France S.R.L à
Associé Unique93,
Avenue Charles de Gaulle
F-92521 Neuilly-sur-Seine Cedex
Telefon: +33 (0) 176 21 85 00
Telefax: +33 (0) 176 21 85 01
E-Mail: adsales.france@axelspringer.de

Italien

Cristiano Merlo
Axel Springer Media Italia S.r.l.
Via Leopardi N° 21
I-20123 Mailand
Telefon: +39 (0) 02 43 98 18 65
Telefax: +39 (0) 02 43 40 04 25
E-Mail: info@axelspringer.it

Großbritannien/Irland

Patricia Meier Woster
Axel Springer Media Impact UK Office
6th Floor, 120 Charing Cross Road
GB-London WC2H 0JR
Telefon: +44 (0) 20 78 36 43 13
Telefax: +44 (0) 20 78 36 53 64
E-Mail: adsales.uk@axelspringer.de

Europa/AMEA

(Afrika, Mittlerer Osten, Asien)

Robert Langenbach/Fellin Wolter
Axel Springer Media Impact GmbH &
Co. KG
International Sales
Axel-Springer-Straße 65
10888 Berlin
Telefon: +49 (0) 30 25 91-7 25 64/7 25 63
Telefax: +49 (0) 30 25 91-7 25 55
E-Mail: robert.langenbach@axelspringer.de
fellin.wolter@axelspringer.de

USA/Kanada/Latein Amerika

Michael Monheim
Axel Springer Group Inc.
286 Madison Avenue, Suite 2001
USA-New York, NY 10017
Telefon: +1 (0) 21 29 72 17 20
Telefax: +1 (0) 21 29 72 17 24
E-Mail: adsales.usa@axelspringer.de

Benelux Staaten

Anita Rodwell
Mediawire International
Plein 1945 nr. 27
1251 MA, Laren
The Netherlands
Telefon: +31 (0) 651 48 01 08
Telefax: +31 (0) 355 33 59 85
E-Mail: info@mediawire.nl

Spanien/Portugal

Maria Navarro
Publicitas International S.A.
Calle Serrano 43/45, 2 planta dcha.
E-28010 Madrid
Telefon: +34 (0) 91 323 79 11
Telefax: +34 (0) 91 323 79 23
E-Mail: adsales.spain@axelspringer.de

Japan

Yutaka Mogi
7-15-5 Ginza, Chuo-ku, Kyodo Bldg. 4F
104-0061 J – Tokyo
Japan
Telefon: +81 3 35 41 41 66
Telefax: +81 3 35 41 47 48
E-Mail: adsales.japan@axelspringer.de