

2014

MEDIA KIT 2014

The Only One Professional Magazine for Car
Dealers' Management in China

About Springer

Springer Fachmedien München GmbH is part of the well-known German Springer Science+Business Media group with more than 170 years media experience. It is a trusted local-language publisher in Europe for professionals working in the automotive and transport sectors.

By numbers of different B2B magazines such as AUTOHAUS, asp Auto Service Praxis, Autoflotte, GW-trends and Tankstellenmarkt Springer Fachmedien München GmbH is taking a leading role in the automotive industry media of Germany or even Europe. Decision makers within the automotive industry and automobile trade already rate AUTOHAUS as an useful instrument to be informed about the current market situation, future trends and business development strategies.

About Messe Frankfurt

Messe Frankfurt Exhibition GmbH, located in Frankfurt, Germany, is one of the world's leading trade fair organizers which has built up a global network over more than 150 countries comprising 28 subsidiaries, 5 branch offices and 52 foreign representatives. There are more than 100 industry exhibitions hold around the world every year. Automechanika, the greatest exhibition for the automotive aftersales industry, was launched in 1971. It is organized 12 times a year in 11 countries. In 2009, Messe Frankfurt Exhibition GmbH established Messe Frankfurt New Era Business Media Ltd. in Hong Kong to promote business in B2B media industry.

AUTOHAUS CHINA

AUTOHAUS CHINA as a subsidiary of the leading German B2B car magazine AUTOHAUS is developed and published by Messe Frankfurt New Era Business Media Ltd. and Springer Fachmedien München GmbH.

Combining Springer's competence and experience in publishing and the industry resources of Messe Frankfurt, AUTOHAUS CHINA provides comprehensive and professional information for the decision makers and senior management of car dealers, car manufacturers, industry associations, financial companies as well as for the automotive aftersales market.

AUTOHAUS CHINA focuses on topics such as automobile sales, sales management, automobile finance, aftersales maintenance, etc.

Publication frequency:	monthly, 12 issues per year
Homepage:	www.autohauschina.com
ISSN:	2305-5480
Print run:	20,000 copies
Magazine size:	210mm (width) x 279mm (height)
Publication distribution:	China National Publications Import and Export Corporation

Publisher



Messe Frankfurt New Era Business Media
Room 3506, China Resources Building
26 Harbour Road
Wanchai, Hong Kong
Tel: +852 2802 7728
Fax: +852 2598 8771
info@autohauschina.com



Springer Fachmedien München GmbH
Aschauer Straße 30
81549 München, Germany
Tel: +49 89 203043 1242
www.springerfachmedien-muenchen.de

Domestic Sales Agent

Messe Frankfurt New Era Advertising (Shenzhen) Co., Ltd.
1804 Building C Dongfang Xin Tiandi Caitian Road, Futian District,
Shenzhen 518026, China
Post Code: 518026
Tel: +86 755 8283 4006 Ext. 102
Fax: +86 755 2397 4115

Shanghai Agent

Room 1503, 15th floor, Pacific Financial building
No.488, Yincheng Middle Road, Pudong New Area, Shanghai, China
Post Code: 200120
Tel: +86 21 6160 8531
Fax: +86 21 5876 9332

Beijing Agent

Room 1721, Guanghuachangan Building 2#
No.7, Jianguo Gate Street, Dongcheng Area, Beijing, China
Post Code: 100005
Tel: +86 10 6517 1388 Ext. 887
Fax: +86 10 6510 2799

Distribution

Subscription: 2,000 copies/issue

Distribution display: 18,000 copies/issue

Actual distribution circulation: 80,000 persons/issue

Circulation area: China

Multi-channel Display

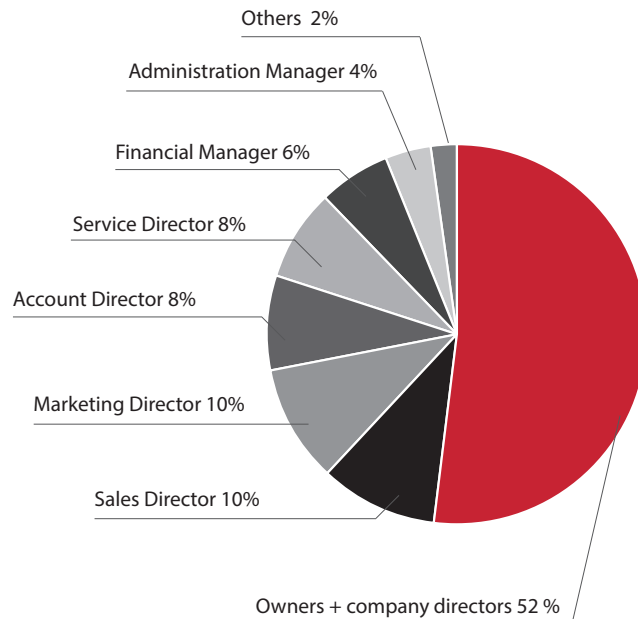
1. 4S-shops
2. Car dealership groups
3. Auto parts sales networks
4. Car workshops, Car reconditioning shops
5. Dealer associations
6. Banks, Financial companies
7. Industry fairs & exhibitions
8. Airport lounges



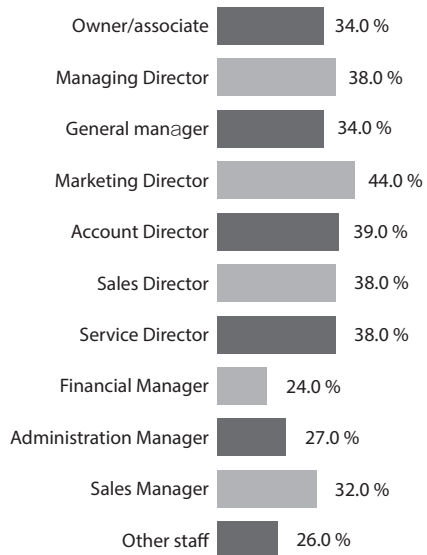
Enterprise Nature

Enterprise nature	Occupancy	Distributed circulation
Car dealer	54.0 %	18,900
Car manufacturer	13.9 %	4,860
After sales market	26.3 %	9,220
Automobile finance	2.2 %	780
Auto industry association	1.4 %	480
Academies, professional institutions	0.8 %	280
Others	1.4 %	480
Overall distributed circulation	100.0 %	35,000

Reader's Position

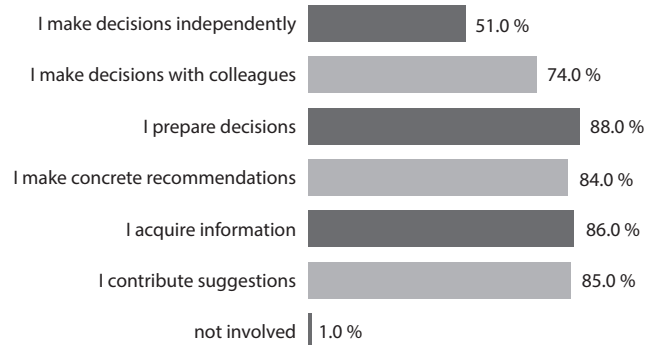


Position Analysis for Further Readers



The main score of 2.5 further readers offers additional advertising exposure.

Role of Further Readers



97 % of AUTOHAUS CHINA readers play a key role in investment decisions.

Investigation Data

Accumulated nearly 200,000 domestic automobile industry data screening

by Messe Frankfurt New Era Business Media.

News Focus

Reports current important events which are of interest for the automotive industry.

Automobile Industry

In interviews the senior management of car manufacturers explains brand development strategy, operating status, policy changes.

Automobile Dealership Management

Focuses on car distribution portraits of successful dealers and interviews with trading experts provide comprehensive information about how to manage the business.

Financial Service

Introductions on new financial services, the relevant financial management skills, etc. are a helpful support for the target readers to get professional financial know-how.

Market Information

Collecting and analysing data of car dealerships, car sales, acceptance of financing and leasing, figures about aftersales service, this rubric reveals valuable facts and figures.

Law & Taxation

Famous lawyers or CTA and other experts comment on law & taxation related to automobile distribution, controlling and business management.

After sales

Focuses on the automotive aftermarket and its key players to seize trends and developments in the fields of car maintenance, workshop equipment and car modification.

Car Dealer Management

After Sales

Exhibitions

No. 1 Issue

AD: 15.12.13

PD: 20.12.13

PB: 25.12.13

2014 franchise dealer network planning

Cleaning & care
Workshop equipment

Automechanika Shanghai

No. 2 Issue

AD: 15.01.14

PD: 20.01.14

PB: 25.01.14

New car sales
Tyre marketing

Wear and Spare parts
Tyre service

No. 3 Issue

AD: 15.02.14

PD: 20.02.14

PB: 25.02.14

Used car sales
Fleet management

Service process
Air-conditioning

China International Automotive Aftermarket Industry and Tuning (Guangzhou) Trade Fair

No. 4 Issue

AD: 15.03.14

PD: 20.03.14

PB: 25.03.14

IT system
Internet marketing

Shock Absorber, suspension
Electric/electronic systems

No. 5 Issue

AD: 15.04.14

PD: 20.04.14

PB: 25.04.14

Dealership construction

Engines, transmissions
Brakes

The 13th Auto Beijing Exhibition

No. 6 Issue

AD: 15.05.14

PD: 15.05.14

PB: 25.05.14

Car parts and components sales
Workshop management

Oil & lubricant
Bearings & accessories

19 China Int'l Expo for Auto Electronics accessories, Tuning & Car care production

Car Dealer Management

After Sales

Exhibitions

No. 7 Issue

AD: 15.06.14

PD: 20.06.14

PB: 25.06.14

Cost control

Car auction

Work clothes

Lighting, lighting accessories

China International Auto Aftermarket Fair

No. 8 Issue

AD: 15.07.14

PD: 20.07.14

PB: 25.07.14

After sales services

4S warehouse, logistics

Electrical systems, motor control

Exhaust system

No. 9 Issue

AD: 15.08.14

PD: 20.08.14

PB: 25.08.14

Bank & finance

Cleaning & care

Inspection service

China International Automotive Aftermarket Show

No. 10 Issue

AD: 15.09.14

PD: 20.09.14

PB: 25.09.14

Car guarantee & insurance

Engines, transmissions

Brakes

Chengdu International Automobile Exhibition

No. 11 Issue

AD: 15.10.14

PD: 20.10.14

PB: 25.10.14

HR management

Customer satisfaction

Wear and Spare parts

Tyre service

No. 12 Issue

AD: 15.11.14

PD: 20.11.14

PB: 25.11.14

Automechanika exhibitors

Car and environment

Workshop equipment

Special section: New products in Automechanika

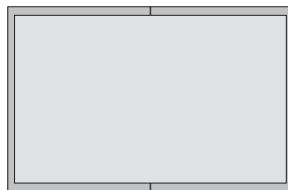
Guangzhou International Automobile Exhibition

Formats



Front Cover

210 x 148 mm**



2/1 Page over binding

388 x 240 mm
420 x 279 mm*



1/1 Page

175 x 240 mm
210 x 279 mm*



1/2 Page upright

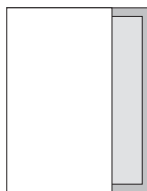
85 x 240 mm
101 x 279 mm*



1/2 Page horizontal

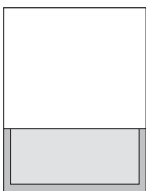
175 x 117 mm
210 x 137 mm*

Main magazine
in type area (width x height)
at gate (width x height)



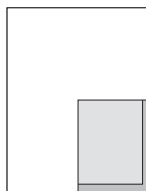
1/3 Page upright

55 x 240 mm
63 x 279 mm*



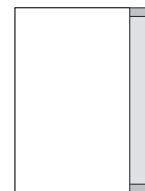
1/3 Page horizontal

175 x 76 mm
210 x 86 mm*



1/4 Page bloc

85 x 117 mm
101 x 137 mm*



1/4 Page upright

40 x 240 mm
46 x 279 mm*



1/4 Page horizontal

175 x 56 mm
210 x 63 mm*

Main magazine
in type area (width x height)
at gate (width x height)

* +3 mm bleed on outer edge
** +4 mm bleed on outer edge

AUTOHAUS CHINA Advertising Rates

Format	Position	Price / per issue (RMB)
Full page 4-color	Cover page	65,970
	Back cover page	45,310
	Inside front cover	36,480
	Inside back cover	28,860
	Inside regular	23,040
Spread page 4-color	Cover spread page	118,950
	First spread page	72,960
	Regular spread page	58,560
1/2 page 4-color		12,280
1/3 page 4-color		9,820
1/4 page 4-color		7,810
Special production	Company special report 4 P	56,080
	Service /Product report 2 P	28,480

Remark:

Discount: 2-3 issues 20%
4-6 issues 25%
12 issues 35%

No fixed position for the inside regular page, first come first serve.

The advertising design expense is not included in the price list. The customer needs to provide the design files in CMYK and resolution of 300 dpi or more.

Only serial issues can be accepted for the special production.



Newsletter – The direct link to the customer

Publication frequency: Update weekly, pass on the industry news on time

Recipients: Send to 35,000 email registrants, cover a number of target population in an accurate way

Effect Tracking: Each link-click of column can be obtained by background system on the comprehensive monitoring and evaluation of the target group

Format for Newsletter	No.	Pixel	Pixel CPT in RMB
Text display + image or logo tall or cross / full size banner	1	650 x 150	7,500
Medium rectangle	2	300 x 250	6,000
Text display + logo small	3	300 x 115	4,800



刘玉峰

广告销售经理
法兰克福新时代广告（深圳）有限公司
电话：+86 755-82834006-102
传真：+86 755-23974115
Fiker.Liu@newera.messefrankfurt.com

Fiker Liu
Advertising Sales Manager
Messe Frankfurt New Era Advertising (Shenzhen)
Co Ltd
Tel: +86 755-82834006 Ext. 102
Fax: +86 755-23974115
Fiker.Liu@newera.messefrankfurt.com



李兵

广告销售经理
法兰克福新时代广告（深圳）有限公司
电话：+86 10 6517 1388 分机 887
传真：+86 10 6510 2799
alex.li@newera.messefrankfurt.com

Alex Li
Advertising Sales Manager
Messe Frankfurt New Era Advertising (Shenzhen)
Co Ltd
Tel: +86 10 6517 1388 Ext. 887
Fax: +86 10 6510 2799
alex.li@newera.messefrankfurt.com



洪露

发行经理
法兰克福新时代广告（深圳）有限公司
电话：+86 755-82834006-106
传真：+86 755-23974115
Lu.Hong@newera.messefrankfurt.com

Lu Hong
Circulation Manager
Messe Frankfurt New Era Advertising (Shenzhen)
Co Ltd
Tel: +86 755-82834006 Ext. 106
Fax: +86 755-23974115
Fiker.Liu@newera.messefrankfurt.com



周虹

行政主任
法兰克福新时代广告（深圳）有限公司
电话：+86 755-82834006-101
传真：+86 755-23974115
jojo.zhou@newera.messefrankfurt.com

Jojo. Zhou
Administration Officer
Messe Frankfurt New Era Advertising (Shenzhen)
Co Ltd
Tel: +86 755-82834006 Ext. 101
Fax: +86 755-23974115
jojo.zhou@newera.messefrankfurt.com



Michael Harms
Advertising Sales Manager
Springer Automotive Media
Springer Fachmedien München GmbH
Tel: +49 89 203043 1242
Fax: +49 89 203043 1240
michael.harms@springer.com

我们非常乐意为您提供专业建议和相关咨询服务。
We are very glad to provide professional advice for you.



The Only One Professional Magazine for Car Dealers' Management in China

AUTOHAUSCHINA
powered by
automechanika
汽车经销商