

# Media kit 2024

Rate list no. 17  
Valid from 1 January 2024



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HUSS-VERLAG GmbH  
80912 Munich, Germany

**huss**



**Tobias Schweikl**  
editor-in-chief  
PROFI Werkstatt

## Dear media decision-makers

The trade magazine PROFI Werkstatt is an important source of information and a decision-making aid for workshop managers and professionals in the commercial vehicle aftermarket. We provide practical and reader-oriented information on how workshop operations can be organised both economically and future-proof in these turbulent times. We reach out to our readers through a wide variety of channels:

### In print, online and hybrid

As a magazine, PROFI Werkstatt focuses on the workshop environment in the commercial vehicles sector four times a year. We report in great depth and with plenty of background information on the technology, maintenance and servicing of vans, trucks and buses.

Online, we focus on current news and key industry dates that our readers can access and read about on a daily basis. Alternatively, our readers can have these reports delivered free of charge in condensed form via a weekly newsletter.

Our "PROFI Werkstatt Branchenguide" (Industry Guide) is a hybrid communication tool. Clearly structured in the categories Workshop Equipment, Spare Parts & Accessories, Vehicle Chemicals & Paints, Tyres & Wheels, Service, Miscellaneous, and Wholesale, relevant brands and companies have the opportunity to present themselves in the Industry Guide with a company profile and their portfolio. In printed form, the Industry Guide is included on an annual basis as an insert in issue 1/24 of PROFI Werkstatt with a print run of 7,500 copies! Online, the company entry is visible all year round, updated daily and with backlinks at [www.profi-werkstatt.net](http://www.profi-werkstatt.net).

### Readers' Choice Best PROFI Werkstatt Brand Awards

Live at the Automechanika 2024 in Frankfurt, we will once again be presenting the Readers' Choice Best PROFI Werkstatt Brand Awards this year. In the 2022 poll, 4,555 participants voted for their favourite brands in the workshop environment in 24 categories, in fact on just about every aspect from A to Z.

We are convinced that PROFI Werkstatt is an indispensable source of information for commercial and municipal companies with their own workshops, for both independent and brand-affiliated commercial vehicle workshops as well as for the spare parts trade in the OEM and aftermarket environment. Be a part of it!

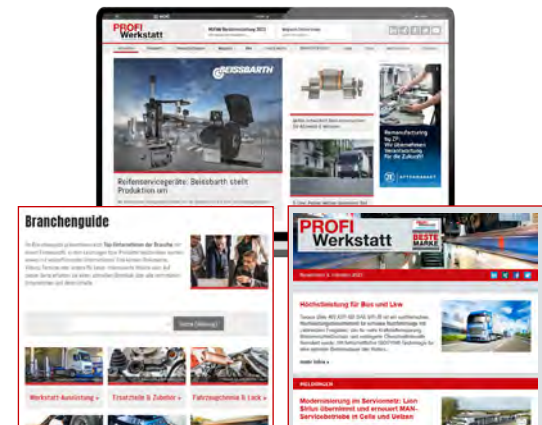
Kind regards  
Tobias Schweikl  
[tobias.schweikl@hussverlag.de](mailto:tobias.schweikl@hussverlag.de)

## Print



## Online

[www.profi-werkstatt.net](http://www.profi-werkstatt.net)



- 1 **Title:** PROFi Werkstatt
- 2 **Brief description:** With its in-depth analyses and reports, PROFi Werkstatt provides comprehensive information on the commercial vehicle repair market and the spare parts sector.  
www.profi-werkstatt.net
- 3 **Target group:** Decision-makers in commercial vehicle workshops, private companies, municipal authorities, brand-related workshops and spare parts retailers in the original equipment and aftermarket business.
- 4 **Frequency of publication:** 4 times per year + 1 special edition
- 5 **Magazine size:** 210 x 297 mm, A4
- 6 **Year of issue:** 17th year of issue 2024
- 7 **Purchase price:** Annual subscription in Germany €42  
(including VAT plus €5.10 postage costs)  
Single issue price €10  
(including VAT plus €3 postage costs)  
ISSN number 2195-2604
- 8 **Body:** –
- 9 **Memberships:** –
- 10 **Publishing company:** HUSS-VERLAG GmbH  
**Phone:** +49 89 32391-0  
**Fax:** +49 89 32391-163  
**Internet:** www.huss.de
- 11 **Publishers:** Christoph Huss, Wolfgang Huss
- 12 **Advertising and sales:** Eberhard Göhrum -257 (responsible)  
eberhard.goehrum@hussverlag.de  
Readers service -313  
leserservice@hussverlag.de
- 13 **Editorial team:** Tobias Schweikl -493 (responsible)

- 14 **Volume analysis:** 2022 = 4 issues  
**Total no. of pages:** 212 pages = 100.00%  
**Editorial section:** 156 pages = 73.58%  
**Advertising section:** 56 pages = 26.42%  
of which: Occasional ads –  
Bound inserts –  
Publisher's advertising 18 pages =  
**Inserts:** 0

15 **Content analysis of editorial section: 2022 = 156 pages**

15a	Topics	Pages	%
	Workshop portraits	26.5	16.99
	Workshop equipment	3.5	2.24
	Spare parts, parts retail, commercial vehicle technology	16.5	10.58
	Market developments (news, trade fairs, events)	56.2	36.03
	Market developments (interviews)	3.9	2.50
	Cleaning (vehicles, workshops)	1.8	1.15
	Technology (telematics, connectivity, digitalisation)	6.8	4.36
	Management (legal, software, further training)	4.2	2.69
	Alternative powertrains	18.2	11.67
	Other	18.4	11.79
	<b>Total</b>	<b>156</b>	<b>100.00</b>

16 **Circulation control:**



The German  
Audit Bureau  
of Circulation (IVW)

17 **Circulation analysis:** Number of copies per issue on an annual average  
from 1 July 2022 to 30 June 2023

<b>Copies printed:</b>	7,500		
<b>Copies actually distributed:</b>	<b>7,063</b>	Of which abroad:	71
Copies sold:	410	Of which abroad:	5
– Subscription copies, other sales:	410	Of which member copies:	–
– Retail sales: –			
<b>Free copies:</b>	6,653		66
<b>Remaining, archive and sample copies:</b>	437		

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.00	6,992
Abroad	1.00	71
<b>Copies actually distributed</b>	<b>100.00</b>	<b>7,096</b>

**Structure of circulation in Germany by postal zone:**

Percentage of actual distribution in Germany

Postal zone 0	9.21 %	644 copies
Postal zone 1	6.61 %	462 copies
Postal zone 2	11.97 %	837 copies
Postal zone 3	11.68 %	816 copies
Postal zone 4	11.48 %	803 copies
Postal zone 5	10.72 %	750 copies
Postal zone 6	7.88 %	551 copies
Postal zone 7	10.09 %	705 copies
Postal zone 8	9.81 %	686 copies
Postal zone 9	10.56 %	738 copies

Number of copies actually distributed in Germany **6,992 copies**

**Summary of the data collection method 2 + 3-E**

- Method of analysis:** Circulation and distribution analysis  
Basis: Recipient log file with total population of 10,544  
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2022 to 30 June 2023).

The analysis represents the total population of the copies actually distributed of 10,544 (i.e. 100 %).

- Time period of the analysis:** July 2023
- Analysis conducted by:** HUSS-VERLAG GmbH

19 **Sectors, branches of industry, technical fields, professional categories:**

1.1 **Sectors, branches of industry:**

No. of the classification WZ 2008, as at 2009	Readership groups (according to Classification of Economic Activities)	Number of copies
45.19	Retail and sale of parts for vehicles of more than 3.5 tonnes' total weight	2,919
45.20.4	Maintenance and repair of vehicles of more than 3.5 tonnes' total weight	1,542
52.29.1	Freight forwarders with in-house commercial vehicle workshop	895
49.39.1	Omnibus companies with their own in-house workshop	897
49.31.0	Municipal vehicle fleets, highway and road maintenance units with in-house commercial vehicle workshop, German armed forces	810
	Remaining, sample and trade fair copies	437
	Copies printed	7,500

1.2 **Size of the business unit, freight forwarders with  
in-house commercial vehicle workshop**

Number of employees	Number
1 – 19	123
20 – 199	631
More than 200	121
No information	20

1.3 **Size of the business unit, omnibus companies  
with own in-house workshop**

Number of employees	Number
1 – 19	387
20 – 199	413
More than 200	49
No information	48

1.4 **Fleet structure of omnibus companies  
with in-house workshop**

Number of buses	Number
1 – 10	281
11 – 50	476
More than 50	111
No information	29

For a summary of the data collection method for the readership structure analysis, please see page 4.



1 **Circulation:**  
Copies printed 7,500  
(IVW II/2023)

2 **Magazine size:**  
210 mm wide x 297 mm long, A4

**Type area:**  
185 mm wide x 270 mm long

3 **Printing and binding process, print documents:**  
Sheet offset (Euro scale)  
Stapled

**Digital advertisements – print documents**

**Data format:** Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

**Colour space:** Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black. Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

**Profiles:** ISOcoated\_v2\_300\_eci.icc or ISOcoated\_v2\_eci.icc can be downloaded at: [www.eci.org](http://www.eci.org).

**Proof:** An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof.  
A colour proof can only serve for checking purposes.

**Data transmission** up to 5 MB via e-mail to:  
[anzeigen@profi-werkstatt.net](mailto:anzeigen@profi-werkstatt.net), otherwise via FTP (on request)

**Preparation of print documents** on request (at cost price)

4 **Deadlines:** See deadline and topic schedule on page 9  
**Frequency of publication:** 4 times per year + 1 special edition

5 **Publishing company:** HUSS-VERLAG GmbH  
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany  
Postal address: 80912 Munich, Germany  
Internet: [www.profi-werkstatt.net](http://www.profi-werkstatt.net)  
Ad scheduling: Lydia Hällmeyer, Phone +49 89 32391-286, fax -163  
E-mail: [anzeigen@profi-werkstatt.net](mailto:anzeigen@profi-werkstatt.net)

6 **Conditions of payment:**  
2 % discount for payment within 5 days, or net payment within 14 days without discount.

**Bank details:**  
Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10  
**SWIFT code:** DEUTDEMMXXX  
**IBAN:** DE45 7007 0010 0021 3132 00  
**BIC:** DEUTDEMMXXX

7 **Advertising formats and rates:**  
Rates do not include VAT.

Format	Width x length (in mm)			Rate 4c
	Vertical	Standard	Horizontal	
<b>1/1 page</b>	185 x 270			€4,280
<b>Junior page</b>		137 x 185		€2,380
<b>1/2 page</b>	90 x 270		185 x 128	€2,380
<b>1/3 page</b>	58 x 270		185 x 85	€1,780
<b>1/4 page</b>	43 x 270	90 x 128	185 x 62	€1,180
<b>1/8 page</b>	43 x 128	90 x 62	185 x 30	€850

Other formats available on request

## 8 Surcharges:

### 8.1 Colour surcharges: –

Special colours on request

### 8.2 Preferential placements:

Image on cover page	€4,980
4th cover page (4c)	€4,390
2nd and 3rd cover pages (4c) each	€4,280
Editorial (1/3 page vertical, right)	€1,780
1/2 page vertical next to table of contents	€2,380
Other binding placement rules: from 1/2 page and larger	
10% surcharge on basic price in each case	

### 9 Half-cover flap (title)

Space at front, 105 mm x 210 mm long

Space inside, 105 mm x 297 mm long

Rate for half-cover flap €4,980

### 10 Classified ads, marketplace:

Number of columns: 4, column width: 43 mm

- Job vacancies: €0.90 per mm and column
- Job requests €0.90 per mm and column
- Purchases/Sales/Miscellaneous:(b/w mm rate): €0.90 per mm and column

### 11 Special forms of advertising:

Rates and surcharges for special forms of advertising available on request

### 12 Discounts: When booking within one year

Frequency discount	Quantity discount
3 advertisements 3%	2 pages 5%
6 advertisements 5%	4 pages 10%
8 advertisements 8%	6 pages 15%

### 13 Bound inserts:

Rates on request

Required delivery amount: 7,650 copies

### 14 Inserts\*: not discountable

Loosely inserted, maximum size 200 x 280 mm

Rates up to 25 g total weight: €240 per thousand copies

26 to 50 g total weight: €360 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 7,650 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

### 15 Glued-on advertising material, (postcards, CD/DVDs, booklets)

#### mechanically glued\*:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 7,650 copies

Higher weights and other forms of advertising as well as product samples on request.

Glued-on advertising material only in combination with a supporting advertisement.

### 16 Delivery address for items 13 – 15:

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168

34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For PROFI Werkstatt issue no. xx/2024

Delivery deadline: 1 week after advertising deadline

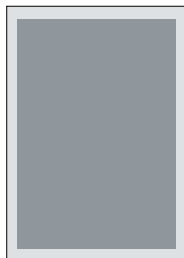
\*For further information and technical data, please see information sheet "Inserts, glued-on advertising material", page 12

Rates do not include VAT.



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

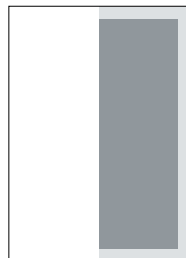
[www.huss-adressen.de](http://www.huss-adressen.de) Consultation: +49 89 323 91 – 319



**1/1 page**

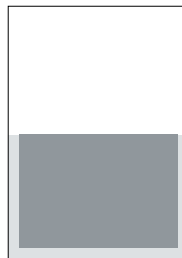
In type area  
In bleed  
4c rate

185 x 270 mm  
210 x 297 mm\*  
€4,280



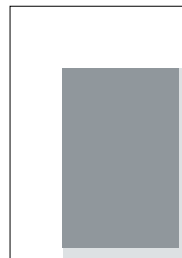
**1/2 page vertical**

90 x 270 mm  
103 x 297 mm\*  
€2,380



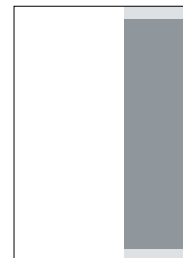
**1/2 page horizontal**

185 x 128 mm  
210 x 144 mm\*  
€2,380



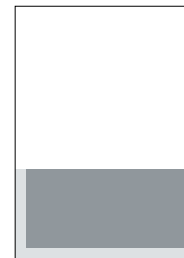
**Junior page**

137 x 185 mm  
150 x 201 mm\*  
€2,280



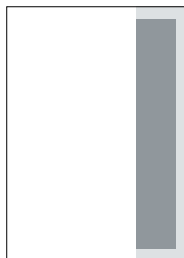
**1/3 page vertical**

58 x 270 mm  
71 x 297 mm\*  
€1,780



**1/3 page horizontal**

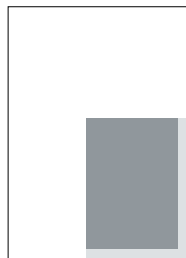
185 x 85 mm  
210 x 101 mm\*  
€1,780



**1/4 page vertical**

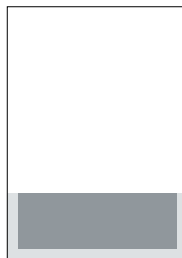
In type area  
In bleed  
4c rate

43 x 270 mm  
56 x 297 mm\*  
€1,180



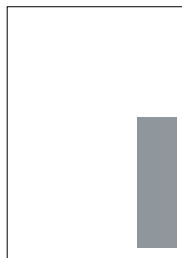
**1/4 page standard**

90 x 128 mm  
103 x 144 mm\*  
€1,180



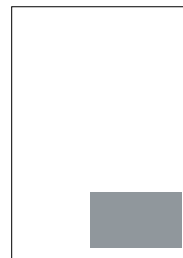
**1/4 page horizontal**

185 x 62 mm  
210 x 78 mm\*  
€1,180



**1/8 page vertical**

43 x 128 mm  
—  
€850



**1/8 page standard**

90 x 62 mm  
—  
€850



**1/8 page horizontal**

185 x 30 mm  
—  
€850

Rates do not include VAT. Formats: Width x length \*Plus 3 mm trim on each outer edge **NEW!** Half-cover flap (please see page 7)

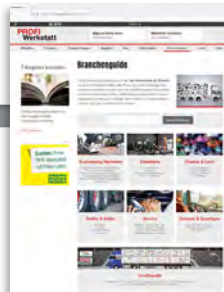


Issue	Advertising deadline	Print document deadline	Editorial focus	Events, trade fairs
<b>1</b> with industry guide (magazine-in- magazine)	<b>28.02.</b>	<b>25.03.</b>	<ul style="list-style-type: none"> <li>• Mobile and stationary axle alignment systems: new technologies, maintenance and service</li> <li>• Filter special: Latest news on filter technology</li> <li>• Always clean: mobile and stationary commercial vehicle washing systems</li> <li>• Tools news: Special-purpose tools and new equipment for commercial vehicle workshops</li> <li>• High ambitions: Tail lifts, pit lifts and compressed air technology</li> </ul>	<b>Eisenwarenmesse,</b> Cologne, 3 – 6 March  <b>UNITY EXPO,</b> Stuttgart, 14 – 16 May
<b>Magazine-in-magazine BRANCHEN-GUIDE 2024</b>			• Company portraits and service overview for commercial vehicle workshops print and online	
<b>2</b>	<b>30.04.</b>	<b>27.05.</b>	<ul style="list-style-type: none"> <li>• Spare and replacement parts from systems suppliers</li> <li>• Who supplies what? Commercial vehicle parts business</li> <li>• Vehicle washing systems, cleaning and care</li> <li>• Extremely rugged use: Axles, brakes and retarders</li> <li>• Tire special: Technology, retreads, balancing, fitting, repairing</li> </ul>	<b>The Tire Cologne,</b> Cologne, 04 – 06 June  <b>ADAC Truck-Grand- Prix,</b> Nürburgring, 11 – 14 July
<b>3</b>	<b>30.07.</b>	<b>26.08.</b>	<ul style="list-style-type: none"> <li>• EDP and IT in commercial vehicle workshops; workshop software</li> <li>• Lubricants and oils</li> <li>• Vehicle diagnosis in practice</li> <li>• Air conditioning special: Air conditioning service, technology, stationary systems</li> <li>• Calibration of driver assistance systems</li> </ul>	<b>automechanika,</b> Frankfurt, 10 – 14 Sept.  <b>IAA TRANSPORTATION,</b> Hanover, 17 – 22 Sept.
<b>Special edition Beste Marke 2024 (page 11)</b>			• All results from the reader's choice "Beste PROFI Werkstatt-Marke 2024" in cooperation with Messe Frankfurt	
<b>4</b> with wall calendar	<b>28.10.</b>	<b>18.11.</b>	<ul style="list-style-type: none"> <li>• Mobile on the road: Vehicle enlargements and equipment</li> <li>• Start your engines: Commercial vehicle batteries, electronics, electric and hybrid drivetrains</li> <li>• Vehicle cleaning and care</li> <li>• Winter service: Batteries, auxiliary heaters, snow chains, winter tyres</li> <li>• Latest news on lighting technology</li> </ul>	



**Recurring topics:** • Workshop portraits • Wear parts • Spare parts • Workshop equipment  
• Commercial vehicle news

Changes may be made at short notice. Print document deadline = advertising deadline



## PROFI Werkstatt Industry Guide 2024

Company profiles and service overview of important workshops - print and online!

3rd edition 2024/2025

### Brief description:

Clearly structured in the categories Workshop Equipment, Spare Parts & Accessories, Vehicle Chemicals & Paints, Tyres & Wheels, Service, Miscellaneous and Wholesale, all relevant top brands and companies have the opportunity to present themselves in the Industry Guide with a company profile and their portfolio.

Reach out effectively to your target group in printed form with this magazine-in-magazine in PROFI Werkstatt with a circulation of 7,500 copies!

In addition, your company profile at: [www.profi-werkstatt.net](http://www.profi-werkstatt.net) provides you with an ideal opportunity to expand your customer base.

Your online entry includes in detail:

- General contact information (logo, address, contact and web address)
- Three individual areas for company information
- Up to five contacts with contact details and links to their social media profiles
- Up to five videos (via Youtube link)
- Post your own news with images and text in the look and feel of an editorial message
- Image gallery with up to twenty images
- Up to three dates to events where your company can be found
- Upload white paper or documents as PDF for download
- Location information with map representation of the company
- Link to sign up for your company newsletter
- Instructions on how to maintain the profile by customers themselves
- Your profile/content will be found via general website search, industry guide index and search, and throughout the editorial section
- Evaluation/statistics on request at the end of the term

### Our USP – your online-advantage:

As a partner in the industry guide, you will receive a login to your microsite at [www.profi-werkstatt.net](http://www.profi-werkstatt.net). In this way, you can inform readers in detail, up-to-date, uncomplicated and quickly about your company yourself. You can incorporate contact persons, texts, images, documents, videos, news, appointments, galleries, Twitter or RSS feeds, social media profiles and links.

By preparing your company data, we ensure that your entry in the online industry guide is also optimally positioned in the most important internet search engines. In addition, you not only increase the traffic, but also improve the SEO parameters of your company website through the backlinks from PROFI Werkstatt.

<b>Target groups:</b>	Workshops and the commercial vehicles aftermarket
<b>Circulation:</b>	7.500 copies
<b>Size:</b>	DIN A4, 210 x 297 mm
<b>Date of publication:</b>	25th March 2024 as magazine-in-magazine in PROFI Werkstatt 1/2024
<b>Advertising deadline:</b>	28th February 2024
<b>Service provided:</b>	Printed entry in the PROFI Werkstatt Industry Guide, including one year online at <a href="http://www.profi-werkstatt.net">www.profi-werkstatt.net</a> with linking

### Advertising formats and rates:

Rates do not include VAT.

*Statistics: Logo deliveries on [profi-werkstatt.net](http://profi-werkstatt.net) are around 100K per partner, calls to microsites average 300 direct calls.*

Price	Type of ad	Subsequent year discount
€ 980,-	per profile (print and online)	€ 850,-
€ 750,-	Print only Entry in annual issue	€ 700,-
€ 550,-	Online entry only	€ 500,-

## PROFI Werkstatt wall calendar 2025



**Date of publication:** 18th November 2024,  
insert in  
PROFI Werkstatt 4/2024

**Advertising deadline:** 28th October 2024

**Circulation:** 7,500 copies

**Size:** 820 x 580 mm

### Advertising options:

1 field	75 x 75 mm	€380
2 fields	75 x 155 mm	€680
	155 x 75 mm	€680
4 fields	155 x 155 mm	€1,280

Rates do not include VAT.

### Design examples (reduced size)



(1 field)

(2 fields)



(4 fields)



## Special edition Beste PROFI Werkstatt-Marke 2024

In collaboration with Messe Frankfurt (automechanika), HUSS-VERLAG features the best brands in the commercial vehicles aftermarket. The results of this reader survey will be published in detail in our special edition: **Best PROFI Werkstatt Brand 2024**.

**Reader target group:** Commercial vehicle workshop managers who make decisions on acquisitions, purchases and investments

**Publication date:** 10th September 2024

**Advertising deadline:** 12th August 2024

**Circulation:** 7,500

**Format:** 210 x 297 mm, DIN A4

### Advertising formats and rates:

Rates do not include VAT.

Format	Width x length (in mm)	vertical	norm	horizontal	4c
<b>1/1 page</b>	185 x 270				€ 4,280
<b>Junior Page</b>		137 x 185			€ 2,380
<b>1/2 page</b>	90 x 270			185 x 128	€ 2,380
<b>1/3 page</b>	58 x 270			185 x 85	€ 1,780
<b>1/4 page</b>	43 x 270	90 x 128		185 x 62	€ 1,180
<b>1/8 page</b>	43 x 128	90 x 62		185 x 30	€ 850

**14 Inserts:**

Before accepting and confirming the order we require a binding sample showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns **of advertisers**. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

**Technical information:**

Inserts will be inserted loosely.

**Maximum size:** 200 x 280 mm

Inserts must be designed so that no additional processing is necessary. Any complications and additional work (e.g. folding) will be charged separately.

Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the postal service.



**Fees for inserts:**

Up to 25 g total weight €240 per thousand copies

Higher weights on request

Partial insert surcharge per postal zone split €50

Partial inserts (by postal zone) on request

**Circulation charged:** 7,500 copies

**Required delivery amount:** 7,650 copies

**Delivery date:** Up to 3 days after the advertising deadline.

Other special forms of advertising available on request.

Rates do not include VAT.

**15 Glued-on advertising material, postcards (CD/DVDs, booklets)**

**mechanically glued:**

Before accepting and confirming the order we require a sample of the advertisement (layout sample) with a glued-on postcard. Product samples can only be accepted upon presentation of a binding sample and with the prior agreement of the post office, which the publisher must obtain in advance.

**Sizes:** The regulations for postcards are applicable.

**Minimum size:** 140 x 90 mm (width x length)

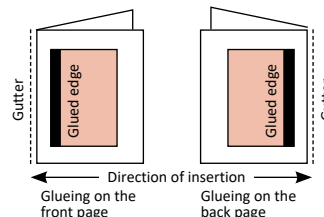
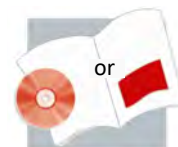
**Maximum size:** 235 x 125 mm (width x length)

**Glueing charges:** Up to 25 g €100 per thousand  
From 26 g to 50 g €150 per thousand

Any complications will be charged separately.

**Required delivery amount:** 7,650 copies

**Delivery date:** Up to 3 days after the advertising deadline.



**Technical specifications:**

For glued-on postcards or goods samples, the glued edges should be placed towards the gutter.

**16 Postal address:**

Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168, 34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For PROFI Werkstatt issue no. xx/2024

- 1 **Web address (URL):** [www.profi-werkstatt.net](http://www.profi-werkstatt.net)
  - 2 **Brief description:** [profi-werkstatt.net](http://profi-werkstatt.net) is a website that provides news, specialised articles, photo series, dates and trends regarding special topics relating to commercial vehicle workshops.
  - 3 **Target group:** Independent and brand-related commercial vehicle workshops, companies and municipal authorities with in-house vehicle workshops, and parts retailers for original and aftermarket equipment.
  - 4 **Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 Munich, Germany
  - 5 **Contact:** Eberhard Göhrum, Phone +49 89 32391-257, fax -163  
E-mail: [eberhard.goehrum@hussverlag.de](mailto:eberhard.goehrum@hussverlag.de)
  - 6 **Access control:** Revive, Matomo
  - 7 **Accesses:** Monthly average (publisher information)  
**Page impressions:** 17,932  
**Visits:** 11,659  
**Unique users:** 10,618
  - 8 **Data delivery:** Three working days before placement to: [anzeigen@profi-werkstatt.de](mailto:anzeigen@profi-werkstatt.de) as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a maximum size of 200 KB (HTML5 subload up to max. 500 KB). Please do not send Flash banners, as they are no longer displayed by current browsers.
  - 9 **Use of external ad server:** Revive
  - 10 **Forms of advertising and rates:** See table on the right
  - 11 **Discounts:** On request
  - 12 **Conditions of payment:** 2 % discount for payment within 5 days, or net payment within 14 days without discount.  
**Bank details:** Deutsche Bank, Munich  
Account no. 0 213 132 00, bank code 700 700 10  
IBAN: DE45 7007 0010 0021 3132 00  
BIC: DEUTDEMMXXX, SWIFT code: DEUTDEMMXXX
- Rates do not include VAT.

	Form of advertising	Format (W x L)	Placement	Rate for 1 month
	<b>Billboard</b>	up to max. 980 x 300 (or standard 850 x 250) pixels + mandatory in addition mobile variant up to max 360 x 225 (standard 300 x 100)	Directly below the main navigation	€ 900 (13,000 Pls)
	<b>Half-page right (sticky)</b>	300 x 600 pixels	Outside right or mobile content below	€ 750 (13,000 Pls)
	<b>Skyscraper (sticky)</b>	160 x 600 pixels	Outside right or mobile content below	€ 550 (13,000 Pls)
	<b>Half-page left (sticky)</b>	300 x 600 pixels	Left sidebar	€450 (13,000 Pls)
	<b>Rectangle</b>	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€450 (13,000 Pls)
	<b>Large mobile (or half-banner)</b>	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€400 (13,000 Pls)

We will be happy to inform you about further offers for forms of advertising such as **online advertorials (native advertising, content marketing)**, **extending your reach (re-targeting)** or **native text ads (native advertising, lead generation)**, etc.

We can help you select the form of advertising most suitable for your needs and also design your banner if required.

# 1 **PROFI Werkstatt newsletter**

- 2 **Brief description:** The PROFI Werkstatt newsletter reports weekly on technology, maintenance and various services for vans, trucks and buses.
- 3 **Target group:** Decision-makers in workshops, equipment suppliers, parts retailers and after-sales suppliers
- 4 **Publishing company:** HUSS-VERLAG GmbH; Postal address: 80912 Munich, Germany
- 5 **Contact:**  
Eberhard Göhrum (responsible), Phone +49 89 32391-257, Fax: -163, eberhard.goehrum@hussverlag.de  
Internet: www.profi-werkstatt.net
- 6 **Access control:** Newsletter system: Episerver
- 7 **Subscribers:** 1,705 (publisher information)
- 8 **Data delivery:** At least 7 days before publication by e-mail to: anzeigen@profi-werkstatt.net; GIF (not animated), JPG, text 350 keystrokes + image, text only 500 keystrokes (each including headline and spaces) + image with max. 240 x 160 pixels
- 9 **Forms of advertising and rates** (per placement):

Type of ad / Size (W x L)	Text	Rate*
<b>Full banner</b>		
468 x 60 pixels		€350
<b>Graphic banner</b>		
up to max. 620 x 170 pixels		€400
<b>Text banner without image</b>	500 keystrokes	€400
<b>Text banner with image</b> (max. 240 x 160 pixels)	350 keystrokes	€400

- 10 **Frequency of publication:** Weekly, every wednesday
- 11 **Discounts:** After consultation
- 12 **Conditions of payment:** 2 % discount for payment within 5 days, or net payment within 14 days without discount.

**Bank details:** Deutsche Bank, Munich, Account no. 0 213 132 00, bank code 700 700 10  
IBAN: DE45 7007 0010 0021 3132 00  
BIC: DEUTDEMMXXX  
SWIFT code: DEUTDEMMXXX

Rates do not include VAT.

*Full  
Banner*

*Graphic  
banner*

*Text banner  
with image*

*Text banner  
without image*





# General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in the contract.
- 3. Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contractual individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher is entitled to refuse advertisement orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order immediately, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements** will be carried out in specified positions and/or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal admissibility of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection including the cost of legal proceedings and the costs of legal defence. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
- Transfer of risk** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.
- If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
- Return of print documents:** Print documents which are not returned to the customer if specifically requested. The mandatory retention period for print documents exceeds six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.
- Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a sample is different from the size of the material ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
- Proof copies** will only be supplied if explicitly required. The publisher takes into account all error corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print without alterations is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
- Print samples or online advertising transmitted paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail), the following additional provisions shall apply:
- File formats:** In the case of digital transfer, if two or more related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files of which the publisher cannot change the content. The publisher has the right to refuse to accept open files (e.g. files stored under 'Corel Draw, QuarkXPress, Freehand'). The publisher accepts no liability for the incorrect publishing of printed advertisements that were sent in open files.
- Online advertising** may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
- Colour advertisements:** The customer is responsible to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium weight order in order to print a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
- Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- Box number advertisements:** The publisher reserves the right to keep for collection for a period of four weeks or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 12. Calculation of purchase costs:** The purchase costs of advertisements are calculated on the basis of the rates list and the actual circulation.
- 13. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, or for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
- 14. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the actual and the discounted price in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.

- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differing rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the contract is less than 40% of the total average circulation of the previous insertion year according to IVW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 4 days of printing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
- 20. In the event of late payment** or deferment of payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment delays for commercial transactions may not exceed 60 days, unless these payments are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.  
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of defective printing. The publisher applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impact on the advertising. The publisher is not liable for any damage in accordance with the law of tort, even if the publisher is not possible to prevent a wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service implemented within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay the media service. If service is implemented during the period or the average length of the insertion period, the publisher is not liable for any damage. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22. a)** Regardless of the legal grounds on which they are based, including tort, the publisher is **only liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (contractual obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.  
**b)** If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.  
**c)** If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.  
**d)** The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.  
**e)** Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.  
**f)** The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.  
**g)** The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.  
**h)** The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.  
**i)** The publisher does not accept liability for errors in the reproduction of any text or image that are not caused by the publisher. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.  
**j)** **Cases of force majeure** such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its circulation quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 23. To the extent permitted by law, the place of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

## Additional terms of business of the publisher

- a)** Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b)** **Advertiser's responsibility:** The advertiser is responsible for ensuring that the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission liability by the publisher may not be passed on to the customer, either in full or in part.
- c)** Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d)** The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights to use of the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

# huss

# Trade publications

by the HUSS Publishing Group Munich and Berlin

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