

**kfz-betrieb**

# Media data 2019



**VOGEL** COMMUNICATIONS  
GROUP

# *Quality journalism pays off, on all sides!*

Readers, users and visitors appreciate our **PRINT, DIGITAL and EVENT CONTENT**, as we prepare the content for each channel professionally, competently and with a focus on the target groups. That's because the same principle applies for print, digital, events and anything else: only journalistic quality, resulting from strong editorial competence, enables us to stay relevant and successful.

In order for us to permanently remain a specialist media support with high utility value for our readers, users and events participants, we again need the wide-ranging commitment of our advertising customers over the coming year.



*In the 108th year of its history,  
»kfz-betrieb« is still the only specialist  
media brand to the vehicle trade  
whose content covers all target  
groups in the automotive sector.*



Wolfgang Michel  
Editor-in-Chief »kfz-betrieb«

# 22,832

actual distributed circulation (ADC)\*

# 108<sup>th</sup>

volume

# 28,184

fans & followers

# 68,000

newsletter recipients (as of 07/18)

# kfz-betrieb

# 240,000

managers and decision-makers are active on [www.kfz-betrieb.de](http://www.kfz-betrieb.de) every month.

# Ø 1,933,072

page impressions over the past 12 months

# 18,494

highest sold circulation of all comparable specialist titles\*\*

# Ø 863,848

Visits per month



\*Average no. of copies per issue (7/1/17 - 6/30/18)

\*\*According to IVW II/18

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# Rates

## Advertisement formats and rates (in EUR)

FORMAT	BASIC RATE b/w	BASIC RATE 4-colour	W × H IN MM
2/1 page	13,380.00	17,730.00	420 × 297
1/1 page	6,690.00	8,865.00	4-col. 190 × 270
Junior page	4,175.00	5,735.00	136 × 190
1/2 page	3,345.00	4,905.00	2-col. 94 × 270 4-col. 190 × 134
1/3 page	2,230.00	3,640.00	2-col. 62 × 270 4-col. 190 × 88
1/4 page	1,670.00	2,930.00	1-col. 46 × 270 2-col. 94 × 134 4-col. 190 × 66
1/8 page	835.00	1,255.00	1-col. 46 × 134 2-col. 94 × 66 4-col. 190 × 32
1/16 page	418.00	838.00	1-col. 46 × 66 2-col. 94 × 32
1/32 page	210.00	630.00	1-col. 46 × 32

ADC: 23,271 copies

Rate card no. 70, valid as of January 1, 2019, Place of publication: 97064 Würzburg

You can find a number of high-impact Ad Specials at  
[www.kfz-betrieb.de/media/ad-specials](http://www.kfz-betrieb.de/media/ad-specials)

To view the general terms and conditions, visit [www.kfz-betrieb.de/media-agb](http://www.kfz-betrieb.de/media-agb).  
 All prices are quoted in EUR excluding VAT.

## Surcharges

### FOR PREFERRED POSITIONS

of basic rate (b/w) \_\_\_\_\_ 10 % surcharge

### FOR COLOUR (not eligible for discount)

	1/1 page	1/2 page	1/3 page	1/4 page
je Farbe	725.00	520.00	470.00	420.00
4-farbig	2,175.00	1,560.00	1,410.00	1,260.00

Special colours available on request.

### FOR SPECIAL FORMATS (eligible for discount) on request

### FOR ADVERTISEMENTS THROUGH GUTTER AND BLEED ADVERTISEMENTS (not eligible for discounts)

Ads through gutter are treated as bleed ads.

### BLEED SURCHARGE

(not eligible for discount) \_\_\_\_\_ 10 % of basic rate 1/1 b/w

### FOR LISTINGS AND CLASSIFIEDS

Rates and sizes for these sections can be found in the separate "Rates for listings and classifieds" from page 6 below.

## Discount

For insertions within one year.  
Starts on publication of first advert.

### SERIES CONTRACT

from 3 adverts \_\_\_ 3 %  
from 6 adverts \_\_\_ 5 %  
from 12 adverts \_\_\_ 10 %  
from 18 adverts \_\_\_ 15 %  
from 24 adverts \_\_\_ 20 %

### SPACE CONTRACT

from 1/2 page \_\_\_ 3 %  
from 1 page \_\_\_ 5 %  
from 2 pages \_\_\_ 10 %  
from 3 pages \_\_\_ 15 %  
from 6 pages \_\_\_ 20 %  
from 9 pages \_\_\_ 25 %

Technical services are not eligible for discount.

## Special advertising forms (in EUR)

### BIND-INS

Paper weight	2-page	4-page	6-page	8-page
to 180 g / m <sup>2</sup>	8,865.00	9,750.00	10,638.00	11,525.00
over 180 g / m <sup>2</sup>	11,080.00	12,190.00	13,300.00	14,405.00

under 90g / m<sup>2</sup> upon request, with sample; the same applies to bind-ins with more than 8 pages and higher paper weight.

### DISCOUNT (Basic)

1 sheet  $\hat{=}$  1 advertising page \_\_\_ 3 sheets  $\hat{=}$  2 advertising pages  
2 sheets  $\hat{=}$  1.5 advertising pages \_\_\_ 4 sheets  $\hat{=}$  2.5 advertising pages  
A sample must be provided prior to order acceptance. Format: width 213mm x height 306mm including 6mm head and 3mm outer trim per edge (bind-ins with four or more pages must be delivered already folded).

### LOOSE INSERTS

	2-4 pages	8-page	12-page	over 12 pages
up to 25 g	320.00	325.00	330.00	335.00

For each additional 5 g in total: EUR 15.00 per thousand.

The width and height of the insert must each be at least 10 mm less than the trimmed size of the magazine. Maximum size: 200 mm wide x

287 mm high, minimum size: 148mm wide x 105mm high. A complication surcharge of EUR 16.00 per ‰ is applied for partial circulations (minimum circulation 3,000). A sample must be provided prior to order acceptance.

### PASTED POSTCARDS

Format DIN A6 up to 5g, mechanically pasted (attached parallel to the gutter, no oblique) in combination with 1/1 advertisement or bind-in: 33 % of the gross page rate b/w or the 2-page bind-in rate plus pasting costs of EUR 35.00 per ‰ (not eligible for discount). Placement options must be checked in advance. Pasting in of brochures, sample products, DVDs etc. on request.

### DELIVERY ADDRESS FOR SPECIAL ADVERTISING FORMS

Delivered free domicile to Vogel Druck und Medienservice,  
Leibnizstraße 5, 97204 Höchberg

(citing »kfz-betrieb« and the issue number)

Delivery up to the advertising copy deadline

Necessary quantity: for full run \_\_\_\_\_ +1.5% extra

for split run \_\_\_\_\_ +10% extra

## Payment terms

2 % discount for payments received within 14 days;  
not without discount for payments received within 30 days.

VAT ID no. \_\_\_\_\_ DE 231 711 381

Bank details \_\_\_\_\_ HypoVereinsbank, Würzburg

BIC / Swift-Code \_\_\_\_\_ HYVE DE MM 455

IBAN \_\_\_\_\_ DE65 7902 0076 0326 2120 32

## Prices and sizes for listings

Minimum size \_\_\_\_\_ 10 mm

### DISCOUNT FOR SERIES CONTRACTS

from 3 adverts \_\_\_\_\_ 5 %  
 from 6 adverts \_\_\_\_\_ 10 %  
 from 9 adverts \_\_\_\_\_ 15 %  
 from 12 adverts \_\_\_\_\_ 20 %

Technical services are not eligible for discount.

**BOX NO. CHARGE** \_\_\_\_\_ 14.00

**SPECIAL FORMATS** \_\_\_\_\_ on request

## Rates for listings

FORMAT	Stand-Ins, Looking to Purchase/Sell, Automotive Market, Real Estate, Training/Further Training, Miscellaneous	Colour advertisements (2-C)	Colour advertisements (4-C)	W × H in mm
	mm price: 3.60	mm price: 4.50	mm price: 5.50	
1/1 page	3,744.00	4,680.00	5,720.00	190 × 260
1/2 page	1,872.00	2,340.00	2,860.00	94 × 260 190 × 130
1/4 page	936.00	1,170.00	1,430.00	46 × 260 94 × 130 190 × 65
1/8 page	468.00	585.00	715.00	46 × 130 94 × 65 190 × 30
1/16 page	234.00	293.00	358.00	46 × 65 94 × 30

### Rate card no. 24, valid as of January 1, 2019

Prices exclude VAT at the applicable rate.

To view the general terms and conditions, visit [www.kfz-betrieb.de/media-agb](http://www.kfz-betrieb.de/media-agb).  
 All prices are quoted in EUR excluding VAT.

## Prices and sizes for classifieds

### DISCOUNT FOR SERVICE CONTRACTS

from 3 adverts \_\_\_\_\_ 5 %  
 from 6 adverts \_\_\_\_\_ 10 %  
 from 9 adverts \_\_\_\_\_ 15 %  
 from 12 adverts \_\_\_\_\_ 20 %

Technical surcharges are not eligible for discount.

Online placement on [www.kfz-betrieb.de](http://www.kfz-betrieb.de), „Classifieds“ column

From 1/8 page with simultaneous print placement \_\_\_\_\_ free

Online placement only \_\_\_\_\_ 480.00

Run time \_\_\_\_\_ 8 weeks

Box no. charge \_\_\_\_\_ 14.00

## Rates for classifieds

FORMAT	Advertisements b/w	Colour advertisements (2-C)	Colour advertisements (4-C)	W × H in mm
	mm price: 3.30	mm price: 4.30	mm price: 5.30	
1/1 page	3,432.00	4,472.00	5,512.00	190 × 260
1/2 page	1,716.00	2,236.00	2,756.00	94 × 260 190 × 130
1/4 page	858.00	1,118.00	1,378.00	46 × 260 94 × 130 190 × 65
1/8 page	429.00	559.00	689.00	46 × 130 94 × 65 190 × 30

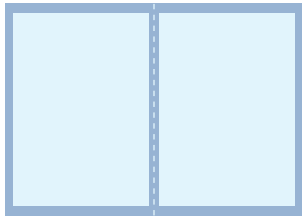
Prices exclude VAT at the applicable rate.

Job vacancy ads \_\_\_\_\_ mm/1-column = 2.20

Regardless of format with simultaneous print placement \_\_\_\_\_ free

Online placement only \_\_\_\_\_ 130.00

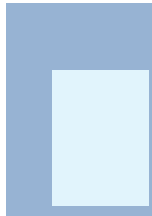
# Advertisement formats



**2/1 page  
full**  
420 × 297  
(+3 mm trim)



**1/1 page**  
**190 × 270**  
with bleed\*  
230 × 297  
(+3 mm trim)



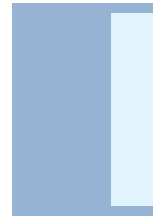
**9/16 page  
(junior page)**  
**136 × 190**  
with bleed\*  
149 × 210  
(+3 mm trim)



**1/2 page (vertical)  
2-column**  
**94 × 270**  
with bleed\*  
114 × 297  
(+3 mm trim)



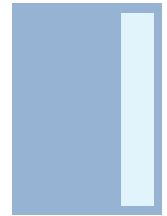
**1/2 page (horizontal)  
4-column**  
**190 × 134**  
with bleed\*  
230 × 148  
(+3 mm trim)



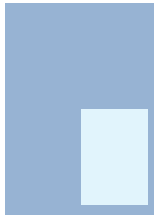
**1/3 page (vertical)  
1-column**  
**62 × 270**  
with bleed\*  
82 × 297  
(+3 mm trim)



**1/3 page (horizontal)  
4-column**  
**190 × 88**  
with bleed\*  
230 × 102  
(+3 mm trim)



**1/4 page  
1-column**  
**46 × 270**  
with bleed\*  
66 × 297  
(+3 mm trim)



**1/4 page  
2-column**  
**94 × 134**  
with bleed\*  
114 × 148  
(+3 mm trim)



**1/4 page  
4-column**  
**190 × 66**  
with bleed\*  
230 × 80  
(+3 mm trim)



**1/8 page  
1-column**  
**46 × 134**



**1/8 page  
2-column**  
**94 × 66**



**1/8 page  
4-column**  
**190 × 32**



**1/16 page (horizontal)  
2-column**  
**94 × 32**



**1/16 page (vertical)  
1-column**  
**46 × 66**



**1/32 page  
1-column**  
**46 × 32**

\*Delivery of formats with bleed: (for additional charge, see surcharge rates). Always add 3 mm trim allowance on all sides to the measurements (W × H in mm) and design the advertisement accordingly with trim marks.

# Digital Print Material for Ads

## DATA FORMAT

Please send us your print material in the form of PDF files. We recommend the international standard PDF/X-1A. For control purposes, we need a colourtrue print-out or proof with media wedge. Please make sure that the dimensions comply with the formats of the advertisements you have ordered.

## COLOUR SPACE

Printing is by the standard offset printing method using the European scale with the following basic colours: cyan, magenta, yellow and black. Special colours are possible only on the cover and only by special agreement.

## PROFILES

The corresponding profiles for converting and controlling the colour space can be found on the website of ECI ([www.eci.org](http://www.eci.org)).

## PROOF

The digital proof must be produced one-to-one from the supplied data set and contain the Ugra/Fogra media wedge.

## DATA STORAGE

Data is put into archives, therefore, unchanged repetitions are possible as a rule. Nevertheless, a data guarantee is not given.

## WARRANTY

We accept no liability for printing results if the data supplied is incomplete or does not conform to requirements. Processing open data or correcting wrongly delivered advertisement formats requires additional work, which will be invoiced to your account at cost price.

## Printing Technology, Binding Method

**OFFSET · PERFECT BINDING**

### Size of Journal

#### DIN A4

210 mm × 297 mm (w × h)  
216 mm × 303 mm (w × h)  
(+ 3 mm trim each bleed edge)

#### TYPE AREA

190 mm × 270 mm (w × h)

#### COLUMNS

4 columns each 46 mm wide

## Sending your Advertisements

[verlags-service@vogel.de](mailto:verlags-service@vogel.de)  
via FTP Client  
[vogelftp.vogel-net.de](http://vogelftp.vogel-net.de)  
Benutzer: vs · Passwort: service

## Print Material

PDF/X-1A · CMYK  
Profile Cover: ISO Coated v2 300 %  
Inlay: PSO LWC-improved

## Contact

Volker Drescher, Phone: +49 931 418-2309  
Ralph Dobler, Phone: +49 931 418-2349



# Company Profile

News from your company, products, events and job ads are displayed directly next to our editorial articles in our portal – in a relevant context.

In addition, your company profile displays your entire content (pictures, videos, products, PDFs ...) as well as all editorial articles about your company.

## Your Benefit

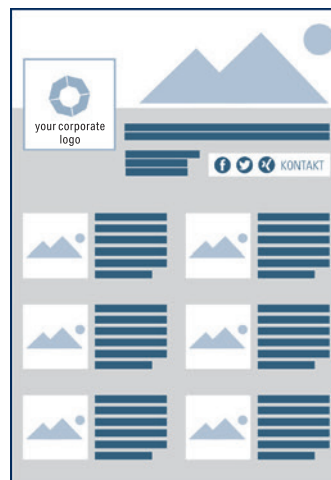
- **Enhanced Google exposure** thanks to the high relevance of the professional portal and inclusion in our top-quality journalistic environment
- **Target group access** through content-related display of your profile in the editorial environment and native integration on our portal (homepage, job section, search, etc.)
- **Various display options:** in different media formats, in real-time, with all essential information from and about your company; articles can also be placed automatically via RSS feed
- **100% transparency.** You can review the current performance of your company profile in our Customer Center at any time

## Price per Year

Basic price ..... 1,790.00

Maintenance of your Company Profile ..... 450.00

The entry shall automatically renew for another year, at the valid list price, unless terminated in writing three months prior to the expiry date of the contract. All prices in EUR plus VAT.



You can present your company with a logo, background image and contact information in the upper section.

All your articles and product news published in the Vogel network are promoted by means of a teaser with picture and text.

By clicking the teaser, the user gets to the full article.

Further information can be found on [www.kfz-betrieb.de/media/firmenprofil](http://www.kfz-betrieb.de/media/firmenprofil)

# Banners

Get the attention of your relevant target group and enhance the awareness of your brand and products.



**Leaderboard**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Skyscraper**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Billboard Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Wallpaper**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00



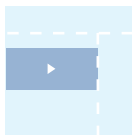
**Scroll Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



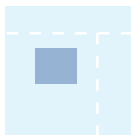
**Brandgate**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00



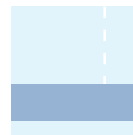
**Native Ad**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Video Ad XL**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Content Ad/Rectangle**  
**ROS**  
 CPM 110.00  
**TC/Home**  
 CPM 130.00



**Floor Ad**  
**ROS**  
 CPM 200.00  
**TC/Home**  
 CPM 230.00



**Halfpage Ad**  
**ROS**  
 CPM 175.00  
**TC/Home**  
 CPM 200.00

## SCALE OF DISCOUNT

from 10.000 Ad Impressions 5 %  
 from 25.000 Ad Impressions 10 %  
 from 50.000 Ad Impressions 15 %  
 from 100.000 Ad Impressions 20 %

**ROS:** Run of Site, positioning on the whole portal  
**TC/HOME:** Positioning on the homepage or in a topic channel  
**CPM:** Price per 1,000 Ad Impressions with banner rotation

All prices in EUR plus VAT.

# Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your 15 to 20 keywords. We will evaluate the potential for success of your keywords in advance.

## Your Benefit

- Reduced waste coverage
- You always reach your target group in the relevant subject environment
- Context-sensitive display of your advertising message

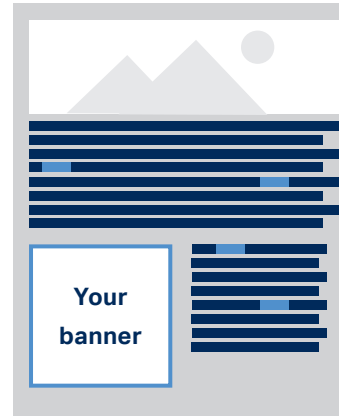
## Prices per 1,000 Ad Impressions

Leaderboard	130.00
Skyscraper	130.00
Wallpaper	200.00
Content Ad	130.00
Native Ad	130.00
Billboard	230.00
Halfpage	200.00
Brandgate	200.00
Video Ad XL	230.00
Scroll Ad	230.00
Floor Ad	230.00

### SCALE OF DISCOUNT

from 10.000 Ad Impressions	5 %
from 25.000 Ad Impressions	10 %
from 50.000 Ad Impressions	15 %
from 100.000 Ad Impressions	20 %

All prices in EUR plus VAT.



Your banner is displayed in the relevant subject environment using your keywords

Further information can be found on [www.kfz-betrieb.de/media/keyword-advertising](http://www.kfz-betrieb.de/media/keyword-advertising)

# Audience Targeting

Reach the Vogel network B2B users also in the B2C environment on facebook and in the Google Display Network.

We will be happy to evaluate whether the desired reach can be accomplished without an excessive frequency of contact.

## Your Benefit

- Increased brand awareness from repeated contact
- Device-comprehensive placement
- Low scatter loss, since only users interested in specific subjects will be targeted
- Great new customer potential

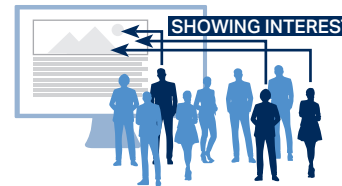
## Price

Minimum booking volume 30,000 Ad Impressions CPM 150.00

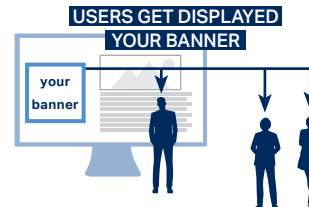
**CPM:** Price per 1,000 Ad Impressions. All prices in EUR plus VAT.



- 1 Users attend to their fields of interest on the professional portal.



- 2 Those showing interest in a specific topic are tagged.



- 3 These users will specifically have your banner shown on the booked theme channels, on their facebook timeline and on partner pages of the Google Display Network. This way, you can reach your desired target group precisely.

# Newsletter Advertising

Place your advertising message by means of a banner in one of our newsletters.

## Your Benefit

High reach and thus efficient access to your target group as they are informed about the latest news and relevant topics.

## Prices

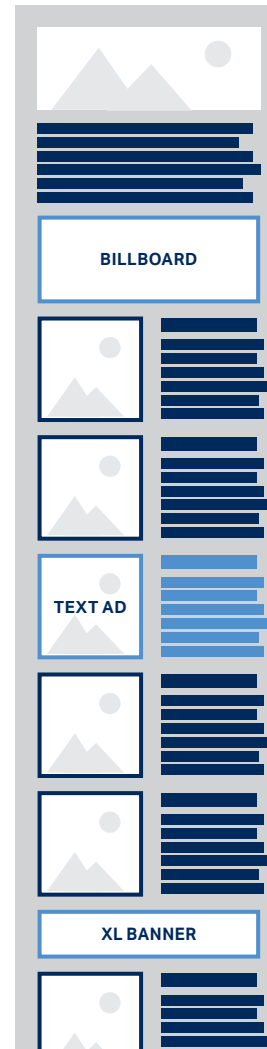
Subscribers 68,000

Publishing Dates daily

Format	per publication	per week	per month
BILLBOARD	1,560.00	6,240.00	21,840.00
XL BANNER	1,150.00	4,600.00	16,100.00
TEXT AD	1,670.00		

All prices in EUR plus VAT.

Further information can be found on [www.kfz-betrieb.de/media/newsletter](http://www.kfz-betrieb.de/media/newsletter)



All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

**Newsletter usage is IVW certified!**

Rely on media planning based on transparency, reliability and certified distribution values.

# Stand-Alone Mailing

Profit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

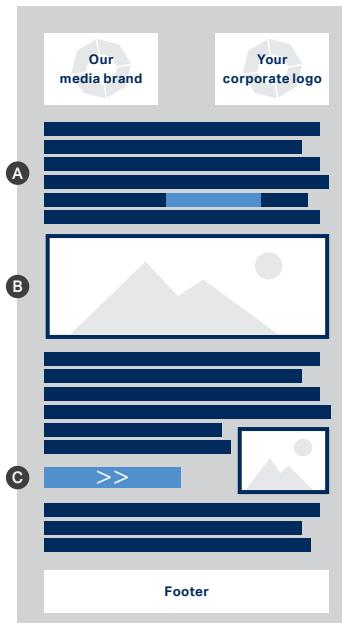
## Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Mailing

5,000 recipients \_\_\_\_\_ 4,500.00

All prices in EUR plus VAT.



A: **text with link\***

B: **picture material\***

C: **Call-to-action button\***

\* can be chosen freely

# Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

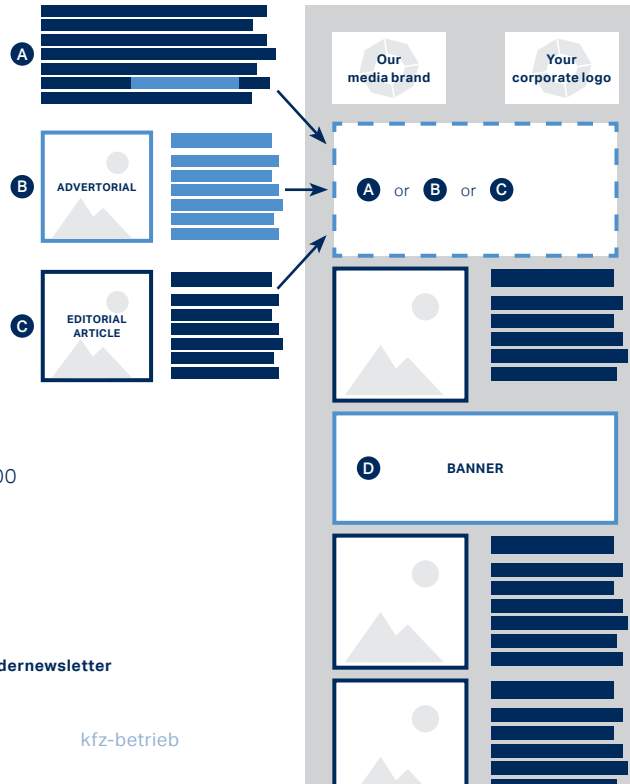
## Your Benefit

- High acceptance due to editorial environment
- Qualified traffic to your website
- High degree of attention through a combination of media (article, banner, logo)
- Reach in your target group
- Exclusive logo presence in header section
- Exclusive banner placement
- Transparency through reporting

## Price per Mailing

To recipients of the editorial newsletter ..... 12,000.00

All prices in EUR plus VAT.



- A: Editorial with link or
- B: Advertorial or
- C: Editorial Article\*

\* can be chosen freely

- D: Exclusive occupancy of banners (maximum of three banners)

Further information can be found on [www.kfz-betrieb.de/media/native-sondernewsletter](http://www.kfz-betrieb.de/media/native-sondernewsletter)

# The Lead Product Portfolio

We discuss your ambition in a personal meeting to determine the most suitable lead product for you. That way we can develop the appropriate lead strategy for your company.

## Lead Generator

**You will receive new contacts for your email marketing, using methods that are cost effective and not financially risky.**

Create your initial contact to interested parties for your subject matter and use them for other marketing activities. You can expand your contact pool quickly and easily by using self-created whitepapers.

## Lead Campaign

**You will receive the business card data of new contacts, who show initial interest in your offer.**

Your whitepaper or webinar will be published on a specialist portal and promoted using relevant measures. You will receive leads with multiple criteria as well as an initial interest.

## Lead Solution

**Based on your specifications, you will receive qualified sales opportunities with specific interest in your offer.**

Conduct individual lead campaigns with us, which are aligned with your target markets and individuals. You will receive suitable contacts that will fit the requested criteria.



## Price per Campaign

Lead Generator with Whitepaper	_____	from 3,500.00
Lead Campaign with Whitepaper	_____	7,500.00
Lead Campaign with Live-Webinar	_____	8,500.00
Lead Solution	_____	on request

All prices in EUR plus VAT.

Further information can be found on [www.kfz-betrieb.de/media/leads](https://www.kfz-betrieb.de/media/leads)



# Online Advertorial Campaign

In the context of our editorial articles, solution oriented content guarantees the readers' maximum attention. Rely on an advertorial about your topic to position your message.

## Campaign Elements

- Promotion via newsletter and other channels:
  - A: Text ad in newsletter
  - B: Social media campaign
  - C: Native ad in an environment relevant to your topic
  - D: Display on homepage and suitable thematic channel
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

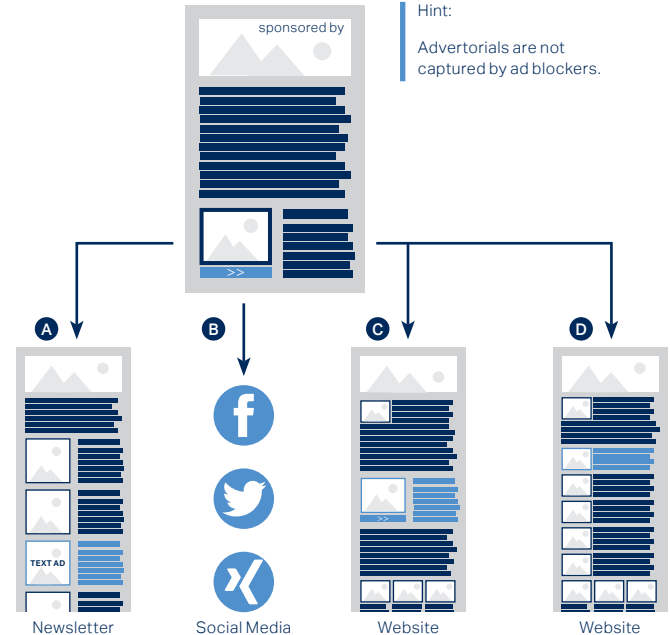
## Your Benefit

- Look & feel of editorial content
- Presence on all channels
- Multimedia layout with picture galleries and videos possible
- Search engine exposure
- Measurability through reporting

## Price per Campaign

Term of 3 months \_\_\_\_\_ 6,000.00

All prices in EUR plus VAT.



Further information can be found on

[www.kfz-betrieb.de/media/advertorial-kampagne](http://www.kfz-betrieb.de/media/advertorial-kampagne)

# Partner zone

The exclusive partner zone is the heart of your campaign, accompanied by an individual reach campaign.

## Your Benefit

- Credibility through the native integration of content that is relevant to the target groups
- Enhanced brand awareness and image transfer from the media brand
- Brand recognition through long-term presence
- High degree of attention through the individual reach package
- Measurability through reporting

## Price per Campaign

### Partnerzone

standardised design

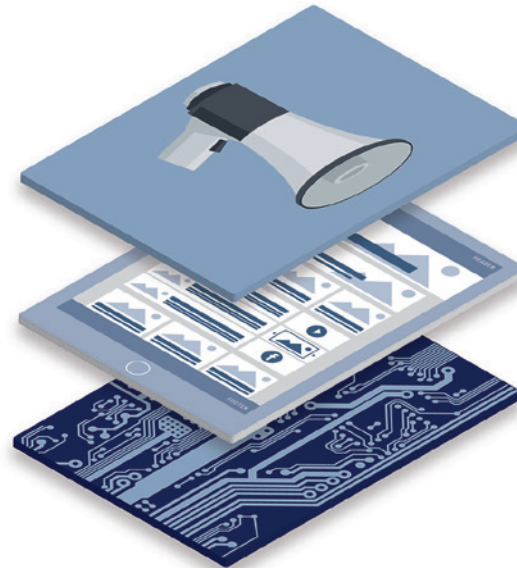
duration from 6 months \_\_\_\_\_ from 12,500.00  
 each additional month \_\_\_\_\_ 1,000.00

### Premium Partnerzone

design within corporate design freely selectable

duration 12 months \_\_\_\_\_ 25,000.00  
 each additional month \_\_\_\_\_ 1,000.00

All prices in EUR plus VAT.



Your individual reach package ensures a high degree of attention

Enhanced credibility among readers through a combination of your own and our editorial content

Layout, technical implementation & hosting – the foundation of your partnerzone

# Topic schedule

ISSUE	DATES	TOPICS		TRADE FAIRS	
<b>1</b> <hr/> <b>2</b>	DOP: 1/11/2019 PMD: 12/13/2018 ACD: 12/10/2018 ACD/C: 1/3/2019	<i>Automobile sales 2019 // Exhaust technology</i>		Auto Zum, Salzburg (Jan. 16-19)  Deutscher Verkehrsgerichtstag (Conference of the German Council of Transport Authorities, Goslar (Jan. 23-25)	
	Management & retail/trade	Automobile sales 2019: Prospects, opinions, market trends, branded retailing strategies			
		Service & technology	Exhaust systems: Retrofitting, software updates, emissions measurements		
ISSUE	DATES	TOPICS			
<b>3</b> <hr/> <b>4</b>	DOP: 1/27/2019 PMD: 1/3/2019 ACD: 12/27/18 ACD/C: 1/17/2019	<i>Strategies in the open market // Independent workshops</i>			
	Management & retail/trade	Strategies in the open market: Concepts for retail and management			
		Service & technology	Independent workshops: Workshop concepts, parts, accessories		
ISSUE	DATES	TOPICS		TRADE FAIRS	
<b>5</b>	DOP: 2/1/2019 PMD: 1/10/2019 ACD: 1/7/2019 ACD/C: 1/24/2019	<i>Online sales &amp; marketing // Brake technology &amp; service</i>		Bremen Classic Motorshow, Bremen (Feb. 1-3)  Kfz-Sachverständigenforum (Vehicle Experts' Forum), VCC Würzburg (Feb. 5)	
		Management & retail/trade	Online sales and marketing: New and used cars, exchanges, service providers		
		Service & technology	Brake technology & service: Brake service, brake test stands, brake linings, brake fluid, brake disks, tools		
ISSUE	DATES	TOPICS			
<b>6</b>	DOP: 2/8/2019 PMD: 1/17/2019 ACD: 1/14/2019 ACD/C: 1/31/2019	<i>Financial services // Tires &amp; wheels</i>			
		Management & retail/trade	Financial services: Independent and manufacturer banks, leasing, insurance, warranties, service providers		
		Service & technology	Wheels & tires: Tire and rim manufacturers, tire washing facilities, tire storage, balancing and fitting machines, tire pressure control systems, chassis measurement, wholesale, tire listings		

DOP: Publication date | PMD: Print material deadline | ACD: Advertising copy deadline | ACD/C: Advertising copy deadline – Classifieds

ISSUE	DATES	TOPICS		TRADE FAIRS
7	DOP: 2/15/2019 PMD: 1/24/2019 ACD: 1/21/2019 ACD/C: 2/7/2019	<i>Used car management // Bodywork and paintwork</i>		
		Management & retail/ trade	<b>Used car management:</b> Listings, buying, selling, presentation, preparation	
		Service & technology	<b>Bodywork and paint:</b> Smart and spot repairs, repair techniques, measuring, aligning, painting, paint cabins, paints, equipment	
ISSUE	DATES	TOPICS		TRADE FAIRS
8	DOP: 2/22/2019 PMD: 1/31/2019 ACD: 1/28/2019 ACD/C: 2/14/2019	<i>Commercial vehicle business // Transporter business</i>		<b>Gebrauchtwagen Award presentation,</b> VCC Würzburg (Feb. 25)
		Management & retail/ trade	<b>„Heavy class“ commercial vehicle business:</b> Market trends, sales and service networks	<b>Deutscher Remarketing Kongress,</b> VCC Würzburg (Feb. 26)
		Service & technology	<b>Transporter business:</b> Workshop equipment, conversions and installations, networking/telematics	
ISSUE	DATES	TOPICS		TRADE FAIRS
9	DOP: 3/1/2019 PMD: 2/7/2019 ACD: 2/4/2019 ACD/C: 2/21/2019	<i>IT sectoral solutions // Current market value repair</i>		<b>RETRO CLASSICS,</b> Stuttgart (March 7-10)
		Management & retail/ trade	<b>IT sectoral solutions:</b> Dealer Management Systems (DMS), cloud solutions, hardware, software, lead management	<b>Genfer Autosalon,</b> Genf (March 7-17)
		Service & technology	<b>Current market value repair:</b> Products, concepts, prepared parts for independent workshops and franchised dealerships	<b>IHM,</b> Munich (March 13-17) <b>Deutscher Autorechtstag,</b> Königswinter (March 14-15)
ISSUE	DATES	TOPICS		
10 11	DOP: 3/15/2019 PMD: 2/21/2019 ACD: 2/18/2019 ACD/C: 3/7/2019	<i>Classic Business Special Issue</i>		
		<ul style="list-style-type: none"> <li>• Trading in vintage and classic cars</li> <li>• Market trends</li> <li>• Trade fairs and events</li> <li>• Management</li> <li>• Expert opinions and the law</li> </ul>	<ul style="list-style-type: none"> <li>• Finance and insurance</li> <li>• Servicing and engineering for vintage and classic cars, parts and accessories, Restoration, workshop equipment and special tools</li> <li>• Exchanges and auctions</li> </ul>	

ISSUE	DATES	TOPICS	
12	DOP: 3/22/2019	<i>Additional business // Experts</i>	
	PMD: 2/28/2019	<b>Management &amp; retail/ trade</b>	<b>Additional business:</b> Car-sharing, two-wheelers, driving school, mobility for the disabled, car washes, automobile glass, retrofitting
	ACD: 2/25/2019	<b>Service &amp; technology</b>	<b>Experts:</b> Services, expert reports, certification, general inspection, emissions inspection, workshop test
	ACD/C: 3/14/2019		

ISSUE	DATES	TOPICS		TRADE FAIRS
13	DOP: 3/19/2019	<i>Financial services // Vehicle air conditioning</i>		<b>Würzburger Bodywork and Damage Convention, VCC Würzburg (March 29-30)</b>
	PMD: 3/7/2019	<b>Management &amp; retail/ trade</b>	<b>Financial services:</b> Independent and manufacturer banks, leasing, insurance, warranties, service providers	
	ACD: 3/4/2019	<b>Service &amp; technology</b>	<b>Vehicle air-conditioning:</b> Air-conditioning systems and service	
	ACD/C: 3/21/2019			

ISSUE	DATES	TOPICS		TRADE FAIRS
14	DOP: 4/5/2019	<i>Customer loyalty // Washing technology &amp; care products</i>		<b>Techno-Classica, Essen (April 10-14)</b>
	PMD: 3/14/2019	<b>Management &amp; retail/ trade</b>	<b>Customer loyalty in automotive trading:</b> Customer loyalty programs, warranties, lead management, finance, exchanges, leasing	
	ACD: 3/11/2019	<b>Service &amp; technology</b>	<b>Washing technology &amp; care products:</b> Washing facilities, high-pressure cleaners, chemicals for the car	
	ACD/C: 3/28/2019			

ISSUE	DATES	TOPICS	
15	DOP: 4/12/2019	<i>Use car management // Lubricants</i>	
	PMD: 3/21/2019	<b>Management &amp; retail/ trade</b>	<b>Used car management:</b> Listings, buying, selling, presentation, preparation
	ACD: 3/18/2019	<b>Service &amp; technology</b>	<b>Lubricants:</b> Products, filters, services, marketing concepts
	ACD/C: 4/4/2019		

ISSUE	DATES	TOPICS		TRADE FAIRS	
16	DOP: 4/18/2019 PMD: 3/27/2019 ACD: 3/22/2019 ACD/C: 4/10/2019	<i>Special Issue Market and brands</i>			
		From Audi to Volvo: Manufacturers and importers have their say on the current challenges in the respective sales networks			
ISSUE	DATES	TOPICS		TRADE FAIRS	
17 18	DOP: 5/3/2019 PMD: 4/8/2019 ACD: 4/3/2019 ACD/C: 4/24/2019	<i>Fleet and inventory management // Building &amp; equipping</i>		Presentation of the »kfz-betrieb« Sales Award, VCC Würzburg (May 08)  Car Sales Convention, VCC Würzburg (May 09)	
		Management & retail/ trade	Fleet & inventory management: Offers and concepts from service providers, automobile manufacturer programs		
		Service & technology	Building & equipping: Planning, workshop equipment, jacks, test stands, service reception, operating equipment		
ISSUE	DATES	TOPICS		TRADE FAIRS	
19	DOP: 5/10/2019 PMD: 4/15/2019 ACD: 4/10/2019 ACD/C: 5/2/2019	<i>Sustainability in the automotive trade // Bodywork &amp; paint</i>		Motorworld Classics Bodensee, Friedrichshafen (May 10-12)	
		Management & retail/ trade	Sustainability in the automotive trade: Environmental management, building, energy, air-conditioning, procurement		
		Service & technology	Bodywork and paint: Würzburg Bodywork and Damage Convention		
ISSUE	DATES	TOPICS			
20	DOP: 5/17/2019 PMD: 4/24/2019 ACD: 4/17/2019 ACD/C: 5/9/2019	<i>Special issue Wheels and tires</i>			
		<ul style="list-style-type: none"> <li>• Wheel and tire manufacturers</li> <li>• IT systems</li> <li>• Wheel-washing systems</li> <li>• Storage technology</li> <li>• Tire storage, balancing and fitting machines</li> <li>• Wheel &amp; tire management</li> <li>• Tire pressure control systems</li> <li>• Sales and service strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Chassis measurement</li> <li>• Tuning</li> <li>• Wholesale</li> <li>• Additional business</li> <li>• Tire exchanges</li> <li>• Retail concepts</li> <li>• Marketing concepts</li> </ul>		

ISSUE	DATES	TOPICS		TRADE FAIRS
21	DOP: 5/24/2019 PMD: 5/2/2019 ACD: 4/26/2019 ACD/C: 5/16/2019	<i>Customer loyalty // Transporter business</i>		<b>Autopromotec</b> , Bologna (May 22-26) <b>Tuning World Bodensee</b> , Friedrichshafen (May 30 - June 02) <b>Internet Sales Award</b> , Würzburg (June 04) <b>Digital Automotive Day</b> , VCC Würzburg (June 05)
		Management & retail/ trade	<b>Customer loyalty in automotive trading:</b> Customer loyalty programs warranties, lead management, finance, exchanges, leasing, marketing, „Sales Award“	
		Service & technology	<b>Transporter business:</b> Workshop equipment, conversions and installations, net-working/telematics	
ISSUE	DATES	TOPICS		
22 23	DOP: 6/7/2019 PMD: 5/15/2019 ACD: 5/10/2019 ACD/C: 5/20/2019	<i>Vehicle presentation // Service &amp; diagnostics</i>		<i>Anzeigen Copytest</i>
		Management & retail/ trade	<b>Vehicle presentation:</b> Showroom concepts, digital vehicle presentation, static presentation of new and used cars, pricing systems, sales team equipment, vehicle valuation, vehicle preparation, „Car Sales Convention“	
		Service & technology	<b>Service &amp; diagnostics:</b> Service control, workshop portals, jacks, service reception, diagnostics, testing driver assistance systems, headlamp adjustment	
ISSUE	DATES	TOPICS		
24	DOP: 6/14/2019 PMD: 5/21/2019 ACD: 5/16/2019 ACD/C: 6/5/2019	<i>Marketing in dealerships // Independent workshops</i>		
		Management & retail/ trade	<b>Marketing in dealerships:</b> Online and offline advertising, sponsorship, event marketing	
		Service & technology	<b>Independent workshops:</b> Workshop concepts, parts, accessories, OEM parts, market value repair	
ISSUE	DATES	TOPICS		TRADE FAIRS
25	DOP: 6/21/2019 PMD: 5/28/2019 ACD: 5/23/2019 ACD/C: 6/13/2019	<i>Mobility concepts of the future // Experts</i>		<b>Oldtimerkongress Classic Business</b> , VCC Würzburg (June 28 - 29)
		Management & retail/ trade	<b>Mobility concepts of the future:</b> Car-sharing, networked mobility, autonomous driving, electromobility (cars, mopeds, bikes), mobility apps, mobile apps, employee qualifications, „Internet Sales Award“	
		Service & technology	<b>Experts:</b> Services, expert reports, certification, general inspection, emissions inspection, workshop test	

ISSUE	DATES	TOPICS	
26	DOP: 6/28/2019	<i>Used car management // Bodywork and paintwork</i>	
	PMD: 6/4/2019	<b>Management &amp; retail/ trade</b>	<b>Used car management:</b> Listings, buying, selling, presentation, preparation
	ACD: 5/29/2019 ACD/C: 6/19/2019	<b>Service &amp; technology</b>	<b>Bodywork and paint:</b> Smart and spot repairs, repair techniques, measuring, aligning, painting, paint cabins, paints, equipment

ISSUE	DATES	TOPICS	TRADE FAIRS
27 28	DOP: 7/5/2019	<i>Open market // Workshop equipment</i>	
	PMD: 6/12/2019	<b>Management &amp; retail/ trade</b>	<b>Bike tour,</b> Altötting (July 18-21)
	ACD: 6/6/2019		
ACD/C: 6/27/2019	<b>Service &amp; technology</b>	<b>Workshop equipment:</b> Hand tools and special tools, jacks, test stands, service reception, diagnostics	

ISSUE	DATES	TOPICS
29 30	DOP: 7/19/2019	<i>Special Issue Digitalization</i>
	PMD: 6/27/2019 ACD: 6/24/2019 ACD/C: 7/11/2019	
		<ul style="list-style-type: none"> <li>• The latest developments for automobile manufacturers in vehicle retail and service (big data in dealerships, handling customer data, apps and more, digital showroom elements/concepts, virtual reality in the dealership, online sales, digital offers from service providers)</li> <li>• Lead management</li> <li>• Digital diagnostic equipment</li> <li>• The networked workshop from the assistance system to the autopilot</li> <li>• Digital Automotive Day</li> </ul>

ISSUE	DATES	TOPICS	
31 32	DOP: 8/2/2019	<i>Additional business // Alternative drives</i>	
	PMD: 7/11/2019	<b>Management &amp; retail/ trade</b>	<b>Additional business:</b> Car-sharing, two-wheelers, driving school, mobility for the disabled, car washes, automobile glass, retrofitting
	ACD: 7/8/2019 ACD/C: 7/25/2019	<b>Service &amp; technology</b>	<b>Alternative drives:</b> Electric cars, gas cars, technology and service



ISSUE	DATES	TOPICS	
<b>33</b> <b>34</b>	DOP: 8/16/2019 PMD: 7/24/2019 ACD: 7/19/2019 ACD/C: 8/7/2019	<i>Financial services / Vehicle air conditioning</i>	
		<b>Management &amp; retail/trade</b>	<b>Financial services:</b> Independent and manufacturer banks, leasing, insurance, warranties, service providers
		<b>Service &amp; technology</b>	<b>Vehicle air-conditioning:</b> Air-conditioning systems and service, cold-start heaters
ISSUE	DATES	TOPICS	
<b>35</b>	DOP: 8/30/2019 PMD: 8/7/2019 ACD: 8/2/2019 ACD/C: 8/22/2019	<i>IAA car trade fair preview</i>	
		<b>Management &amp; retail/trade</b>	<b>Personnel:</b> Search, retain, train
		<b>Service &amp; technology</b>	<b>Classic business:</b> Expert reports and the law, servicing and technology for vintage and classic cars, parts and accessories, restoration, workshop equipment and special tools
ISSUE	DATES	TOPICS	TRADE FAIRS
<b>36</b>	DOP: 9/6/2019 PMD: 8/14/2019 ACD: 8/9/2019 ACD/C: 8/29/2019	<i>IAA car trade fair main issue</i>	
		At the IAA, people will be asking about how automobiles and mobility concepts are set to develop. Electric mobility and networked driving will again be a central focus. »kfz-betrieb« sets out the latest concepts in the automobile sector ahead of the event. In the trade fair issue, we also report on the latest developments in the parts industry and from service providers and expert organizations in the car trade.	
			IAA, Frankfurt (Sep. 12-22)
ISSUE	DATES	TOPICS	TRADE FAIRS
<b>37</b>	DOP: 9/13/2019 PMD: 8/22/2019 ACD: 8/19/2019 ACD/C: 9/5/2019	<i>Special issue commercial vehicles</i>	
		<ul style="list-style-type: none"> <li>• Transporter market: Market trends, licensing figures, dealership networks, sales concepts, service providers</li> <li>• Commercial vehicle workshops: Hand and special tools, jacks, test stands, diagnostics</li> </ul>	
			NUFAM, Karlsruhe (Sep. 26-29)
ISSUE	DATES	TOPICS	
<b>38</b> <b>39</b>	DOP: 9/27/2019 PMD: 9/5/2019 ACD: 9/2/2019 ACD/C: 9/19/2019	<i>Used car management // Service &amp; diagnostics (light testing)</i>	
		<b>Management &amp; retail/trade</b>	<b>Used car management:</b> Listings, buying, selling, presentation, preparation
		<b>Service &amp; technology</b>	<b>Service &amp; diagnostics (light testing):</b> Service control, workshop portals, jacks, service reception, diagnostics, testing driver assistance systems, headlamp adjustment, light testing and technology

ISSUE	DATES	TOPICS		
40	DOP: 10/4/2019 PMD: 9/11/2019 ACD: 9/6/2019 ACD/C: 9/25/2019	<i>Online sales and marketing // Wheels &amp; tires</i>		
	<b>Management &amp; retail/ trade</b>	<b>Online sales and marketing:</b> New and used cars, exchanges, service providers		
	<b>Service &amp; technology</b>	<b>Wheels &amp; tires:</b> Tire and rim manufacturers, tire washing facilities, tire storage, balancing and fitting machines, tire pressure control systems, chassis measurement, wholesale, tire listings		
ISSUE	DATES	TOPICS		TRADE FAIRS
41	DOP: 10/11/2019 PMD: 9/18/2019 ACD: 9/13/2019 ACD/C: 02.10.19	<i>Vehicle presentation // Bodywork and paintwork</i>		eCarTec, München (Oct. 15-17)
	<b>Management &amp; retail/ trade</b>	<b>Vehicle presentation:</b> Showroom concepts, digital vehicle presentation, static presentation of new and used cars, pricing systems, sales team equipment, vehicle valuation, vehicle preparation		
	<b>Service &amp; technology</b>	<b>Bodywork and paint:</b> Smart and spot repairs, repair techniques, measuring, aligning, painting, paint cabins, paints, equipment		
ISSUE	DATES	TOPICS		TRADE FAIRS
42 43	DOP: 10/18/2019 PMD: 9/26/2019 ACD: 9/23/2019 ACD/C: 10/11/2019	<i>Special Issue Open Market</i>		Award of the »German Workshop Prize«, VCC Würzburg (Oct. 18) <b>Conference of Independent Workshops</b> , VCC Würzburg (Oct. 19) <b>Forum Fahrzeugbau (Vehicle Manufacturing Forum)</b> , Würzburg (Oct. 29-30)
	Whether new cars or used cars, whether workshop equipment or spare parts, whether EDP or digital platforms, whether new-build or restoration, whether workshop or retail concepts, whether financing or insurance - the open market offers plenty of entrepreneurial alternatives that dealerships and workshops can take up to operate successfully in vehicle trading, even without a sales or service contract.			
ISSUE	DATES	TOPICS		
44	DOP: 10/31/2019 PMD: 10/9/2019 ACD: 10/4/2019 ACD/C: 10/23/2019	<i>Financial services // Construction and set-up</i>		
	<b>Management &amp; retail/ trade</b>	<b>Financial services:</b> Independent and manufacturer banks, leasing, insurance, warranties, service providers		
	<b>Service &amp; technology</b>	<b>Building &amp; equipping:</b> Planning, workshop equipment, jacks, test stands, service reception, operating equipment		

ISSUE	DATES	TOPICS		TRADE FAIRS
45	DOP: 11/8/2019	<i>IT sectoral solutions / Experts</i>		Vehicle Damage Management Congress, Würzburg (Nov. 13)
	PMD: 10/16/2019	Management & retail/ trade	<b>IT sectoral solutions:</b> Dealer Management Systems (DMS), cloud solutions, hardware, software, lead management	
	ACD: 10/11/2019 ACD/C: 10/30/2019	Service & technology	<b>Experts:</b> Services, expert reports, certification, general inspection, emissions inspection, workshop test	
ISSUE	DATES	TOPICS		TRADE FAIRS
46	DOP: 11/15/2019	<i>Used car management // Tuning &amp; accessories</i>		mobile.de Weckruf, VCC Würzburg (Nov. 21)
	PMD: 10/23/2019	Management & retail/ trade	<b>Used car management:</b> Listings, buying, selling, presentation, preparation	
	ACD: 10/18/2019 ACD/C: 11/7/2019	Service & technology	<b>Tuning and accessories:</b> Wheels & tires, entertainment, performance improvements, aerodynamics „German Workshop Prize“	
ISSUE	DATES	TOPICS		TRADE FAIRS
47	DOP: 11/22/2019	<i>Additional Business // Independent Workshops</i>		Presentation of Service Award, Würzburg (Nov. 25) Car Service Convention, VCC Würzburg (Nov. 26)
	PMD: 10/30/2019	Management & retail/ trade	<b>Additional business:</b> Car-sharing, two-wheelers, driving school, mobility for the disabled, car washes, automobile glass, retrofitting	
	ACD: 10/25/2019 ACD/C: 11/14/2019	Service & technology	<b>Independent workshops:</b> Workshop concepts, parts, accessories, OEM parts, market value repairs, technical data and repair information, tuning, „Conference of Independent Workshops“	
ISSUE	DATES	TOPICS		TRADE FAIRS
48 49	DOP: 11/29/2019	<i>Trading in vintage and classic cars / Lubricants</i>		Essen Motor Show, Essen (Nov. 29 - Dec. 08)
	PMD: 11/7/2019	Management & retail/ trade	<b>Trading in vintage and classic cars:</b> Markets, listings, service providers	
	ACD: 11/4/2019 ACD/C: 11/21/2019	Service & technology	<b>Lubricants:</b> Products, filters, services, marketing concepts Lubricants: Products, filters, services, marketing concepts	

ISSUE	DATES	TOPICS	
50	DOP: 12/13/2019	<i>The major car dealers in Germany</i>	
	PMD: 11/21/2019 ACD: 11/18/2019	<ul style="list-style-type: none"> <li>• Strategies of successful companies</li> <li>• Key ratios</li> <li>• Manufacturer network structures</li> </ul>	<ul style="list-style-type: none"> <li>• Concepts in the major retail groups</li> <li>• Top-selling manufacturer dealerships</li> </ul>
ISSUE	DATES	TOPICS	
51 52	DOP: 12/20/2019	<i>Workshop knowledge</i>	
	PMD: 11/28/2019 ACD: 11/25/2019 ACD/C: 12/12/2019	<ul style="list-style-type: none"> <li>• End of the honeymoon period for brake test stands</li> <li>• Service award</li> <li>• Car Service Convention*</li> </ul>	
ISSUE	DATES	TOPICS	
1 2 2020	DOP: 1/10/2020	<i>Automobile sales 2020 // Exhaust technology</i>	
	PMD: 12/11/2019 ACD: 12/6/2019 ACD/C: 12/30/2019	<b>Management &amp; retail/ trade</b>	<b>Automobile sales 2020:</b> Outlook, opinions, market trends, strategy
		<b>Service &amp; technology</b>	<b>Exhaust systems:</b> Retrofitting, software updates, emissions measurements
ISSUE	DATES	TOPICS	
3 4 2020	DOP: 1/24/2020	<i>Strategies in the open market // Independent workshops</i>	
	PMD: 12/30/2019 ACD: 12/20/2019 ACD/C: 1/16/2020	<b>Management &amp; retail/ trade</b>	<b>Strategies in the open market:</b> Concepts for retail and management
		<b>Service &amp; technology</b>	<b>Independent workshops:</b> Workshop concepts, parts, accessories

# Topic overview

## Market and brands (manufacturers)

Manufacturers, importers, markets and structures, corporate strategies, multi-brand retail, cooperation, participation management, automotive marketing in the future

## Lubricants

Products, filters, services, marketing concepts

## Wheels and tires

Tire and rim manufacturers, tire washing facilities, tire storage, tire stores, balancing machines, fitting machines, tire pressure control systems, chassis measurement, wholesale, tire listings

## IT solutions for industry

Dealer Management Systems (DMS), Cloud solutions, hardware, software

## Bodywork & paintwork

Smart and spot repair, vehicle repair, repair techniques, measuring, aligning, painting, paint cabins, paints, equipment

## Financial service providers

Banks (independent manufacturers), insurance, warranty providers, service providers, leasing

## Additional business

Car-sharing, two-wheelers, driving school, mobility for the disabled, car washes, automobile glass, retrofitting, networked mobility

## Building & equipping

Planning, workshop set-up, jacks, test stands, service reception, operating equipment, safe car operation, security systems, exterior lighting, safes, secure windows / doors/ gates, the right insurance, crime, handling hazardous materials

## Commercial vehicles

Manufacturers, exchanges, service providers, manual and special tools, jacks, test stands, diagnosis

## Vintage & classic vehicles

Spare parts, restorations, paints, paintwork, lubricants, markets, exchanges, service providers

## Service providers for the car dealership

Approval services, vehicle preparation, claims management, disposal, occupational safety, hazardous substances management, C-parts management, wastewater treatment, vehicle transport, CRM programs, customer contact programs, customer cards, market research, warranty service providers, autonomous driving, pricing systems, showroom concepts, digital vehicle presentation, sales team equipment, vehicle evaluation, mobile applications

## Vehicle technology

Drive, steering, assistance systems, electrics, electronics, emissions, chassis

## Independent workshops

Workshop concepts, parts & accessories, OEM parts, market value repair

# *Vogel Communications Group*

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With more than 100 professional media, we smooth your way in 14 dynamic industries.

We have been speaking the language of your markets at all levels of communication – for more than 125 years.

## *Communication Solutions*

- We have bundled our range of services within one corporate group, promoting an upgrade of your professional communication.
- Our professional media support readers in their leadership roles as well as your decision making processes.
- Our professional events are top-quality platforms for communication and the direct exchange of knowledge.
- Our agency services bring your B2B communication to a new level and inspire you and your customers.

**[www.kfz-betrieb.de/media/kommunikationsloesungen](http://www.kfz-betrieb.de/media/kommunikationsloesungen)**

## *Media Portal*

Which promotional campaigns by Vogel are scheduled for trade fairs?

What information can be included in a company profile?

How does native advertising work in the magazine and in digital media?

The brands of Vogel Communications Group have an extensive advertising portfolio that is continuously enhanced. We will be happy to provide you with detailed information.

Our new media portal offers

- all special products of our brands
- in-depth information on all products
- our ad specials for your individual advertising campaign

**[www.kfz-betrieb.de/media](http://www.kfz-betrieb.de/media)**

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We would be pleased to help you make your presence on the web a complete success:



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# We empower you!

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