

International Media Rates 2018

amz & **NKW**
AUTO | MOTOR | ZUBEHÖR PARTNER

amz
AUTO | MOTOR | ZUBEHÖR

9 | 2017
September
106. Jahrgang
68237 |
ISSN 0001-1983

OFFIZIELLES ORGAN DES GESAMTVERBAND AUTOTEILE-HANDEL E.V.

schlütersche
Verlags- und Druckerei GmbH & Co. KG
www.schlue.com

SACHS ist eine
Marke von ZF

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DIE SCHNELLSTEN TOURENWAGEN BESCHLEUNIGEN VON
0-100KM/H IN 2.6 SEKUNDEN
MIT EINER KUPPLUNG VON SACHS

IAA vor dem Start
Messe-Highlight in Frankfurt: Wir zeigen die wichtigsten Trends. | 28

Reifen im Fokus
Ganzjahresreifen müssen nicht schlecht sein. Wichtig sind die Details. | 56

Official Partner von
BMW Motorsport

BEWÄHRTE LEISTUNG

SACHS

NKW
PARTNER

3 | 2017
September
24. Jahrgang
ISSN 1437-6229

FACHZEITSCHRIFT IN ZUSAMMENARBEIT MIT DEM ARBEITSKREIS „NKW- UND ANHÄNGER-TEILE-HANDEL“ IM GVA

schlütersche
Verlags- und Druckerei GmbH & Co. KG
www.nkw-partner.de

PREMIUM-WERKZEUGE
KSTOOLS
PREMIUM-TOOLS

Revolution an der Achse
Schaeffler FAG kapselt das Kegelrollenlager und lässt Scheinwerfer außen vor. | 14

Revolution an der Luftfeder
Firestone integriert den Stoßdämpfer in seine Federlenker. | 18

IM QUALITÄT
PREISEN

25

Conquer the german market

using amz – AUTO MOTOR ZUBEHÖR and NKW PARTNER

the specialist for
multiple car brand repairs

info@amz.de
www.amz.de

the specialist for
truck garages

info@nkwpartner.de
www.nkwpartner.de

International Media Rates 2018

amz
AUTO | MOTOR | ZUBEHÖR



**AMZ.DE
NEW: CHANNEL-SPONSORING!**

**The magazines dedicated to businesses
involved in the supply and distribution of**

- automotive parts
- accessories
- garage equipment

**for correspondence, editorial and
advertising materials contact:**

Schlütersche Verlagsgesellschaft mbH & Co. KG
International Department
Hans-Böckler-Allee 7
30173 Hannover – Germany

**OVER 100 YEARS FOR THE INDEPENDENT
AUTOMOTIVE AFTERMARKET!**

DEAR CLIENT,

We are writing to introduce you to the amz-magazine, a trade journal which we are sure is right up your street.

amz – AUTO MOTOR ZUBEHÖR is aimed at garages, manufacturers, distributors, wholesalers and retailers of automotive parts, accessories and car garage equipment.

Each issue of our magazine offers in-depth editorial features forming an effective overview of the German automotive market. For decades, amz provides our readership with important information related to brand-independent repair services. In addition, we connect spare part sales, independent part-traders and the automotive industry.

amz includes tips and reports for management, services marketing and sales.

amz – AUTO MOTOR ZUBEHÖR boasts a circulation average of 26,405 (proven by an iwv issued Certificate of Circulation).

As the official journal of the GVA (Association of Automotive Parts Traders), a member of FIGEFA (International Federation of Automotive Aftermarket Distributors), our contacts with the trade are many and up-to-the-minute.

If you are interested in presenting your company and your products in the amz – AUTO MOTOR ZUBEHÖR, or would like to join the amz – AUTO MOTOR ZUBEHÖR readership, please do not hesitate to get in touch at any time.

Best regards

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International Media Rates 2018

amz
AUTO | MOTOR | ZUBEHÖR



**WE DESIGN YOUR SALES
APPROACH –
WITH CROSS-MEDIA OFFERS!**

Use the possible combinations of our cross-media packages:

- Customer publishing » large coverage and basic information
- Web-TV » medium coverage and further information
- Events » limited number of participants and detailed, high-quality information

crossmedia sales promotion reaches a larger audience – for your more specific sales approach.

Please ask for about the many possible options!

If you like a specific offer, or have any questions about advertising in this magazine, do not hesitate to call our

international advertising department

Fon +49 (0)511/8550-2648 or

Fax +49 (0)511/8550-2600 or

e-mail lemke@schluetersche.de

SPECIAL POSITIONS:

Title-Story and wallpaper banner 14,150.– Euro

Magazine Covers: 7,995.– Euro
(Bleed Size full page: 216 x 303 mm)

DISCOUNTS: (applies to orders within one year)

No. of issues:	Quantity:
2 issues 5 %	2 pages 10 %
5 issues 10 %	5 pages 15 %
10 issues 15 %	8 pages 20 %

INTERNET: WWW.AMZ.DE

MECHANICAL DATA

Trimmed Size Full Page:	210 x 297 mm
Bleed Size:	trimmed size plus 3 mm
Bleed Size double page spread:	432 x 303 mm
Bleed Size full page:	216 x 303 mm

Please send all advertising material as datafiles.

Printing Process: offset printing

Printing Material: digital data for Apple Macintosh

Remote data transmission AMZ by e-mail:

anzeigendaten-amz@schluetersche.de

Remote data transmission NKW Partner by e-mail:

anzeigendaten-nkw@schluetersche.de

Please also send a copy of your advertisement and file information (name of the file, which customer, which magazine and issue, program, screen, used fonts, colours and your name and company)

by fax to: +49/511/8550-2401 or

e-mail: AnzeigenDaten-KFZ@schluetersche.de

Remote data transmission up to 20 MB (alternative on CD-ROM)

ADVERTISEMENT RATES 2018

Details	Width x Height (+ 3 mm trim on each side)	4-Color Euro
2/1 page	420 x 297	15,150.–
1/1 page	210 x 297	7,200.–
1/2 page	210 x 148 • 100 x 297	3,825.–
1/3 page	210 x 102 • 68 x 297	2,565.–
1/4 page	210 x 79 • 100 x 148	1,995.–
1/8 page	100 x 79 • 210 x 45	995.–

Features and dates 2018

Print and Online

Issue	1 + 2	3	4	5	6
Advertising closing date	January 16, 2018	February 13, 2018	March 14, 2018	April 12, 2018	May 16, 2018
Closing date artwork	January 21, 2018	February 19, 2018	March 20, 2018	April 18, 2018	May 23, 2018
Publishing date	February 05, 2018	March 05, 2018	April 05, 2018	May 03, 2018	June 06, 2018

amz – Main Topics For Print and Online	Oils and Filters	AC Service	Summer Tires	Electrics and Electronics Repair	Processing Accident Damages
	Maintenance of Hybrid Vehicles	Chassis Measurement	Washing and Caring	Shop Systems	Glass Business
	Exhaust Treatment	Parts and Accessory Sales	Comparison of Diagnosis Software	Used Car Business	Hand Tools
	Operations Organisation and Software	Planning, Constructing and Renovating	Old-Timers and Young-Timers	Shop Marketing	Furnishing and Equipment for Office and Warehouse

Issue	7/8	9	10	11	12
Advertising closing date	July 17, 2018	August 14, 2018	September 14, 2018	October 17, 2018	November 16, 2018
Closing date artwork	July 23, 2018	August 20, 2018	September 20, 2018	October 23, 2018	November 22, 2018
Publishing date	August 06, 2018	September 03, 2018	October 05, 2018	November 06, 2018	December 06, 2018

amz – Main Topics For Print and Online	Preview Automechanika	Main Issue Automechanika	Automechanika in Retrospect	Batteries and Chargers	Lifting Platforms
	Farie Value-Oriented Repair		Winter Tires	Adjusting Lights	Furnishing and Equipment for the Shop
	Smart Repair		Checking and Calibrating Assistance Systems	Preview Essen Motor Show	Financial Services
	Additional Business for the Shop		Online Parts Business	Developments in the Parts Market	Insurance

Recurring topics: Diagnostic technology, product news for the shop professional, diesel technology, hints on maintenance and repair

International Media Rates 2018

NKW PARTNER



**NWKPARTNER.DE
NEW: CHANNEL-SPONSORING!**

Also distributed in Austria
with over 2000 copies

NKW PARTNER is similar in structure to amz – auto motor zubehör.

It is aimed at truck garages, manufacturers, distributors, wholesalers and retailers of truck parts, accessories and truck garage equipment.

NKW PARTNER reports on new repair trends with inclusion of marketing tips and points out new trends that can lead to additional revenue in the truck parts market.

NKW PARTNER is issued four times a year, with a circulation of 21,765 copies (including Austria) in association with the GVA (Association of Automotive Parts Traders) commercial vehicle group and the trailer and parts traders of the GVA membership.

NKW PARTNER is the trade magazine, that reports on the German truck service market in its entire spectrum

SPECIAL POSITIONS:

Title: 9,000.– Euro
Magazine covers: 6,900.– Euro
(Bleed Size full page 216 x 303 mm)

DISCOUNTS: (applies to orders within one year)

No. of issues:	Quantity:
2 issues 5 %	2 pages 10 %
4 issues 10 %	4 pages 15 %

The technical data and the address are the same as for the amz – auto motor zubehör.

e-mail: lemke@schluetersche.de
Internet: www.nkwpartner.de

ADVERTISEMENT RATES 2018

Details	Width x Height (+ 3 mm trim on each side)	4-Color Euro
2/1 page	420 x 297	12,000.–
1/1 page	210 x 297	5,550.–
1/2 page	210 x 148 • 100 x 297	2,995.–
1/3 page	210 x 102 • 68 x 297	2,000.–
1/4 page	210 x 79 • 100 x 148	1,550.–
1/8 page	100 x 79 • 210 x 45	775.–

Features and dates 2018

Print and Online

Issue	1	2	3	4
Advertising closing date	February 19, 2017	May 23, 2017	August 17, 2017	October 31, 2017
Closing date artwork	February 22, 2017	May 28, 2017	August 22, 2017	November 05, 2017
Publishing date	March 07, 2017	June 08, 2017	September 04, 2017	November 16, 2017

NKW PARTNER – Main Topics Print & Online	Filter special – New technologies, new applications and exciting reports about filter technology	Turbo charger – fast rotation for more horsepower What is new? How can bugs be recognized? Who does what? A technology special.	IAA Utility Vehicles Special – retrospect, news, highlights from the main exhibition for utility vehicle technology.	Focal point diagnosis – how are we today? Overview: Diagnosis systems and their applications
	Lubricants – everything moves and turns, but only with the right lubricants, oils and other chemical helpers, this can happen without major friction. News, hints and technology regarding oils and lubricants	Focal point computing and IT – when the keyboard becomes the wrench, and Excel becomes the lubricant. Which helpers support the workflow? Are there any new solutions?	Automechanika – there is no better overview for new utility vehicle technology and systems, maintenance and concepts than the leading innovation meeting point in Frankfurt. What can the visitors expect?	DPF, diesel technology and exhaust technology – give us today our daily urea. Hints and tricks regarding handling, maintenance and cleaning, what comes out in the back.
	Frame, chassis and paint – vehicles are not only for transport, but they represent the forwarder and the company.	Engine overhaul Can they be salvaged? Looking into shops, where the trade is more than exchanging parts.	Technology focal point brakes and axles – innovations from below, power from behind. Are there innovations? What hints does the specialized shop need? Behind the scenes - the hard working.	Winter and the shop – who helps with what, when it gets cold? What is useful in the shop, what is good for the truck?
			Load securing and lifting technology – what turns the standard truck into a miracle hauler? What must be observed during retrofit and installation? Who are the suppliers? How does the load get to its destination safely?	

Recurring Topics: New products for the shop, market overview parts and business, hints regarding maintenance and repair, exhibitions and events, industry news, Austria news, tires and tools, light and heavy utility vehicles