

# International Media Rates 2019

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



# 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 2019

**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 25,900 (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

**CHRISTIAN WELC**  
Advertising manager

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Advertising sales manager amz

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**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](mailto: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](http://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](mailto:anzeigendaten-amz@schluetersche.de)

Remote data transmission NKW Partner by e-mail:

[anzeigendaten-nkw@schluetersche.de](mailto: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](mailto:AnzeigenDaten-KFZ@schluetersche.de)**

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

## ADVERTISEMENT RATES 2019

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 2019

Print and Online

Issue	1/2	3	4	5	6
<b>Advertising closing date</b>	January 16, 2019	February 11, 2019	March 14, 2019	April 9, 2019	May 14, 2019
<b>Closing date artwork</b>	January 23, 2019	February 18, 2019	March 21, 2019	April 16, 2019	May 21, 2019
<b>Publishing date</b>	February 6, 2019	March 4, 2019	April 4, 2019	May 3, 2019	June 5, 2019

<b>amz – Main Topics For Print and Online*</b>	Diagnosis, maintenance and repair	Summer tires: tires of the season	A/C service	Body and paint	Repair according to time value
	Batteries	Mounting and balancing tires	Washing and care	Special tools	Accessories and additional business for the shop
	Insurance	Diagnosis, maintenance and repair	Smart repair	Vintage cars / modern classics	Hand tools
	Car lifts	Digital services	Brake service	Shop system concepts	Digitizing of shop and business

Issue	7/8	9	10	11	12
<b>Advertising closing date</b>	June 18, 2019	August 13, 2019	September 12, 2019	October 14, 2019	November 13, 2019
<b>Closing date artwork</b>	June 25, 2019	August 20, 2019	September 19, 2019	October 21, 2019	November 20, 2019
<b>Publishing date</b>	July 5, 2019	September 3, 2019	October 4, 2019	November 5, 2019	December 4, 2019

<b>amz – Main Topics For Print and Online*</b>	Experts and certificates	Diagnosis, maintenance and repair	Winter tires	Batteries and chargers	Constructing and furnishing
	Professional used car business	Smart Repair	Auxiliary heating	Headlights and light	Headlights and light
	Exhaust gas treatment / DPF	Lubricants, oil and additives	Accidental damage transactions	Developments in the parts market	Financial services
	Car glass business	Preview IAA Cars Preview NUFAM	Alternate drives Electro mobility	Undercarriage	Tuning and accessories

### Recurring topics:

News & scene, technology & trends, shop & practice, parts market, operations & marketing, industry profiles, exhibitions, product news for the shop professional

\* Please send us your editorial material at least 5 weeks before the artwork closing date (redaktion@amz.de).

# International Media Rates 2019

# 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](mailto:lemke@schluetersche.de)**  
**Internet: [www.nkwpartner.de](http://www.nkwpartner.de)**

#### ADVERTISEMENT RATES 2019

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 2019

Print and Online

Issue	1	2	3	4
<b>Advertising closing date</b>	February 15, 2019	May 20, 2019	August 21, 2019	October 24, 2019
<b>Closing date artwork</b>	February 21, 2019	May 24, 2019	August 27, 2019	October 30, 2019
<b>Publishing date</b>	March 6, 2019	June 7, 2019	September 9, 2019	November 13, 2019

<b>NKW PARTNER – Main Topics Print &amp; Online*</b>	<b>Filter</b> News about filter technology: interior, air, fuel, urea and oil, filter modules, diesel particle filters (DPF)	<b>25 Years NKW PARTNER</b> What has changed in the markets for utility vehicles and parts during this time?	<b>Current brake technology</b> Maintenance, repair and diagnosis. Brake check / equipment, wear parts and spare parts, pads.	<b>eMobility</b> New possibilities and challenges
	<b>Lubricants</b> Special oils for special usages. Which oil for which engine?	<b>Engine overhaul</b> Engine jobs in the shop. Repair according to time value. Engine repairer: specialists and partners.	<b>Axle service</b> Current axle technology, maintenance and service, repair and spare parts. Towing and pulling devices.	<b>The new role for suppliers</b> Digitization: Where does the journey go?
	<b>A/C</b> A/C service: Service concepts & maintenance, diagnosis and repair. Market overview: Devices for A/C service.	<b>Shop concepts</b> Full and detail concepts: Vendors, modules, services & requirements.	<b>Lashing systems</b> and products, training.	<b>Vehicle diagnosis</b> Market overview: Diagnosis devices and test equipment. Troubleshooting and diagnosis. Training, training and further education.
	<b>Drive technology</b> Coupling: Technology, parts, hints on diagnosis and overhaul. Special tools.	<b>Parts catalogues</b> Who offers what? What is the current status of Digitization?	<b>Lifting technology</b> Current car lifts. Shop systems and pit jacks.	<b>Exhaust gas technology</b> Exhaust gas inspection. Systems for exhaust gas treatment. Retrofit and cleaning. Diagnosis, troubleshooting and spare parts.
	<b>Frame, body and paint</b> Measuring and straightening the frame. Measuring and adjusting the undercarriage. Body overhaul and painting.	<b>Tire service</b> Tire technology + remolding. Successful tire service. Current devices for tire service.	<b>Winter service</b> Batteries, technology, maintenance. Inspection & replacement. Capacity check.	<b>Undercarriage technology</b> New undercarriage systems. Air suspension and dampers. Spare parts market, undercarriage components.
	<b>Shop outfit</b> Washing and cleaning.	<b>Data processing and IT in the utility vehicle shop.</b> Shop software, information systems and repair data. Telematics solutions in daily repairs.	<b>NUFAM 2019</b> A prologue to the exhibition highlights.	

### Recurring topics:

Tires, shop requirements, market and exhibitions, events, industry news, Austria news, tires and tools, light and heavy utility vehicles

\* Please send us your editorial material at least 5 weeks before the artwork closing date (vahle@schluetersche.de).