

Media kit 2026



Rate list no. 19
Valid from 1 January 2026



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Issue 1 with
Industry
Guide



HUSS-VERLAG GmbH
80912 Munich

huss



Tobias Schweikl
Editor in Chief
PROFI Werkstatt

Dear media decision-makers,

PROFI Werkstatt is much more than a traditional trade magazine: it is an established source of information and inspiration for decision-makers and specialists in the commercial vehicle aftermarket workshop environment. Our aim is to provide practical, solution-oriented content that enables workshops to remain viable even under challenging market conditions.

Multi-channel presence for maximum reach

With a broad media presence, we reach our target groups via print, online, and hybrid formats. The print edition is published four times a year and highlights technical developments, maintenance topics, and service solutions for vans, trucks, and buses. The offering is complemented by our website with daily industry news and a weekly newsletter that summarizes the most important information in a compact format.

Industry guide – visibility across all channels

The “PROFI Werkstatt Industry Guide” is a hybrid information and marketing tool that offers companies a structured presentation space in the categories of workshop equipment, spare parts & accessories, vehicle chemicals & paint, tires & wheels, service, and wholesale. It is published annually as a supplement to the first print edition (circulation: 7,500 copies) and is also available online throughout the year.

Readers' choice for best PROFI Werkstatt brand

An established industry highlight is the readers' choice award for “Best PROFI Werkstatt Brand,” which is presented every two years at Automechanika Frankfurt. Most recently, 3,447 experts took part and voted for their favorite brands in 24 categories, ranging from wheel alignment to accessories. This award creates high visibility and credibility in the market.

Your access to a strong target group

PROFI Werkstatt reaches independent and brand-affiliated commercial vehicle workshops, municipal companies with their own workshops, and parts dealers in the OEM and aftermarket environment. Take advantage of our diverse advertising formats and become part of a specialized network with high industry relevance.

Kind regards

Tobias Schweikl

tobias.schweikl@hussverlag.de

Title portrait

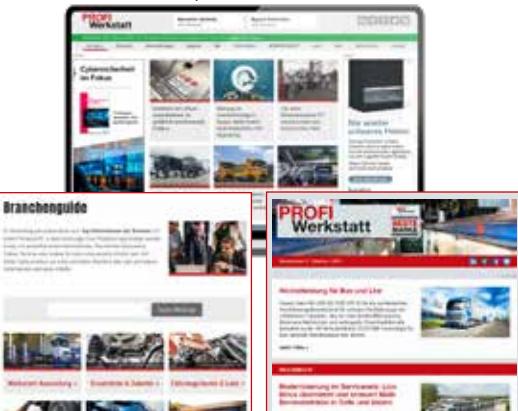
1

Print



Online

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 + special issue „Best brand“ as well as the insert „Industry Guide“
5 Magazine size:	210 x 297 mm, DIN A4
6 Year of issue:	19th year of issue 2026
7 Purchase price:	Annual subscription in Germany €48 (including VAT plus €5.10 postage costs) Single issue price €12 (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:	Dipl.-Ing. (FH) Christoph Huss
12 Advertising and sales:	Michaela Pech -251 (sales lead) michaela.pech@hussverlag.de Eberhard Göhrum -257 (responsible) eberhard.goehrum@hussverlag.de Readers service -313 leserservice@hussverlag.de
13 Editorial team:	Tobias Schweißl - 493 (responsible)

14 Volume analysis:	2024 = 4 issues	
Total no. of pages:	192 pages =	100.00%
Editorial section:	134.96 Seiten =	70.29%
Advertising section:	56.92 Seiten =	29.66%
of which:	Occasional ads	–
	Bound inserts	–
	Publisher's advertising	21.39 pages = 37.58%
Inserts:	6	
15 Content analysis of editorial section: 2024 = 134.96 pages		
15a Topics	Pages	%
Workshop portraits	17.66	13.09
Workshop equipment	11.66	8.64
Spare parts, parts retail, commercial vehicle technology	13.88	10.28
Market developments (news, trade fairs, events)	40.55	30.05
Market developments (interviews)	2	1.48
Cleaning (vehicles, workshops)	1	0.74
Technology (telematics, connectivity, digitalisation)	4.5	3.33
Management (legal, software, further training)	7	5.19
Alternative powertrains	19.98	14.80
Other	16.73	12.40
Total	134.96	100.00

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 2024 to 30 June 2025)

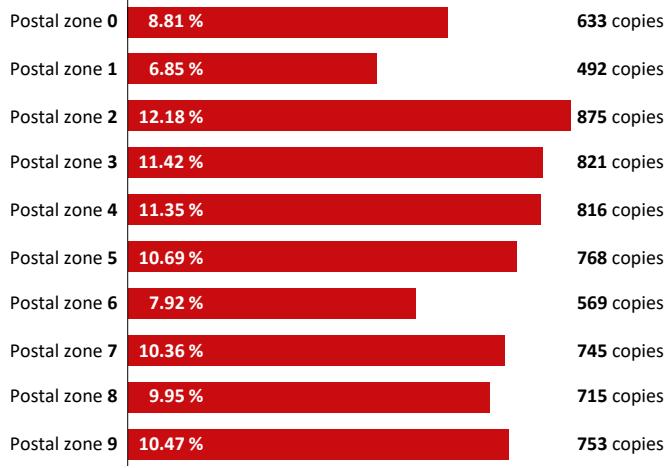
Copies printed:	7,500
Copies actually distributed:	7,198 of which abroad: 11
Copies sold:	426 of which abroad: 6
– Subscription copies, other sales:	426 of which member copies: –
– Retail sales:	–
Free copies:	6,772 5
Remaining, archive and sample copies:	302

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.85	7,187
Abroad	0.15	11
Copies actually distributed	100.00	7,198

Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany



Summary of the data collection method 2 + 3-E

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 10,287
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 2024 to 30 June 2025).

The analysis represents the total population of the copies actually distributed of 10,287 (= 100 %).

- Time period of the analysis:** July 2025
- 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	2,949
45.20.4	Maintenance and repair of vehicles of more than 3.5 tonnes' total weight	1,519
52.29.1	Freight forwarders with in-house commercial vehicle workshop	988
49.39.1	Omnibus companies with their own in-house workshop	838
49.31.0	Municipal vehicle fleets, highway and road maintenance units with in-house commercial vehicle workshop, German armed forces	814
	Remaining, sample and trade fair copies	392
	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	109
20 – 199	707
more than 200	138
No information	19

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

Number of employees	Number
1 – 19	351
20 – 199	392
more than 200	48
No Information	47

1.4 Fleet structure of omnibus companies with in-house workshop

Number of buses	Number
1 – 10	265
11 – 50	428
more than 50	105
No information	24

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

1 Circulation:
Copies printed
(IVW II/2025)

7,500

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:
Contents: web offset (Euro scale), cover: 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.

Profile: For advertisements on the cover **und** inside

ISOcoated_v2_300_eci.icc

The profile can be downloaded at 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, 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

5 Publishing company:
HUSS-VERLAG GmbH

Joseph-Dollinger-Bogen 5, 80807 Munich, Germany

address: Postal address: 80912 München, Deutschland

Internet: www.profi-werkstatt.net

Ad scheduling: Lydia Hällmeyer, Phone: +49 89 32391-286, Fax: -163
E-Mail: 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: DEUTDEMXXX

IBAN: DE45 7007 0010 0021 3132 00

BIC: DEUTDEMXXX

7 Advertising formats and rates:

Rates do not include VAT.

Format	Width x length (in mm)	Rate		
	vertical	standard	horizontal	4c
1/1 Seite	185 x 270			€4,400
Junior Page		137 x 185		€2,700
1/2 Seite	90 x 270		185 x 128	€2,500
1/3 Seite	58 x 270		185 x 85	€1,980
1/4 Seite	43 x 270	90 x 128	185 x 62	€1,420
1/8 Seite	43 x 128	90 x 62	185 x 30	€900

Different formats 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)	€4,640
2nd and 3rd cover pages (4c) each	€4,500
Editorial (1/3 page vertical, right)	€2,080
1/2 page vertical next to table of contents	€2,600

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
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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: €260 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/2026

Delivery deadline: 1 week after advertising deadline

* For further information and technical data, please see information sheet

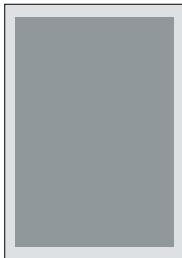
"Inserts, glued-on advertising material", page 12

Rates do not include VAT.

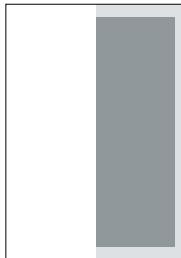


More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

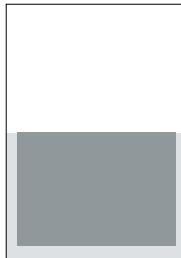
www.huss-adressen.de Consultation: +49 89 323 91-319



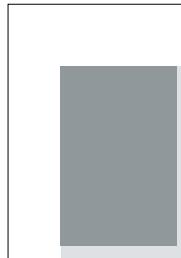
1/1 page
in type area
in bleed
4c rate
185 x 270 mm
210 x 297 mm*
€4,400



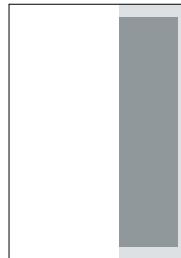
1/2 Seite vertical
90 x 270 mm
103 x 297 mm*
€2,500



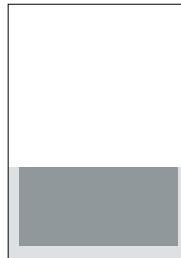
1/2 Seite horizontal
185 x 128 mm
210 x 144 mm*
€2,500



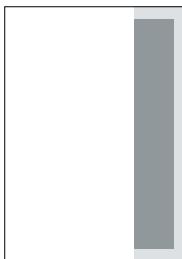
Junior Page
137 x 185 mm
150 x 201 mm*
€2,700



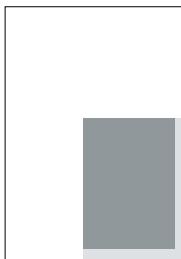
1/3 Seite vertical
58 x 270 mm
71 x 297 mm*
€1,980



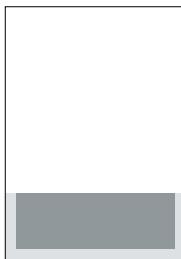
1/3 Seite horizontal
185 x 85 mm
210 x 101 mm*
€1,980



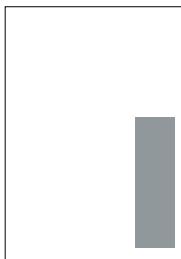
1/4 Seite vertical
in type area
in bleed
4c rate
43 x 270 mm
56 x 297 mm*
€1,420



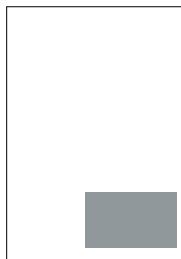
1/4 Seite standard
90 x 128 mm
103 x 144 mm*
€1,420



1/4 Seite horizontal
185 x 62 mm
210 x 78 mm*
€1,420



1/8 Seite vertical
43 x 128 mm
–
€900



1/8 Seite standard
90 x 62 mm
–
€900



1/8 Seite horizontal
185 x 30 mm
–
€900

Rates do not include VAT.

Formats: Width x length

*Plus 3 mm trim on each outer edge

NEW! Half-cover flap (see page 7)

Issue	Advertising deadline	Publication date	Editorial focus	Events, trade fairs
1 with Industry guide (magazine-in- magazine)	25 Feb.	23 March	<ul style="list-style-type: none"> Mobile and stationary axle alignment systems: new technologies, maintenance and service Filter special: Latest news on filter technology Always clean: mobile and stationary commercial vehicle washing systems Tools news: Special-purpose tools and new equipment for commercial vehicle workshops High ambitions: Tail lifts, pit lifts and compressed air technology 	UNITI expo Stuttgart, 19 – 21 May
Magazine-in-magazine INDUSTRY-GUIDE 2026				• Company portraits and service overview for commercial vehicle workshops print and online
2	28 April	26 May	<ul style="list-style-type: none"> Spare and replacement parts from systems suppliers Who supplies what? Commercial vehicle parts business Vehicle washing systems, cleaning and care Extremely rugged use: Axles, brakes and retarders Tire special: Technology, retreads, balancing, fitting, repairing 	THE TIRE Cologne Köln, 9 – 11 June ADAC Truck-Grand-Prix Nürburgring, 10 – 12 July
3	27 July	24 Aug.	<ul style="list-style-type: none"> EDP and IT in commercial vehicle workshops; workshop software Lubricants and oils Air conditioning special: Air conditioning service, technology, stationary systems Vehicle diagnosis in practice Calibration of driver assistance systems 	automechanika Frankfurt, 8 – 12 Sept. IAA TRANSPORTATION Hannover, 15 – 20 Sept.
Special issue Best PROFI Werkstatt Brand 2026				• All results of the reader's choice
4 with wall calendar	19 Oct.	23 Nov.	<ul style="list-style-type: none"> Mobile on the road: Vehicle enlargements and equipment Start your engines: Commercial vehicle batteries, electronics, electric and hybrid drivelines Vehicle cleaning and care Winter service: Batteries, auxiliary heaters, snow chains, winter tyres Latest news on lighting technology 	 BESTE MARKE

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



PROFI Werkstatt Industry Guide 2026

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

5th edition 2026/2027

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 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 micro-site at 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.

Target group: Workshops and the commercial vehicles aftermarket

Circulation: 7,500 copies

Size: DIN A4, 210 mm x 297 mm

Date of publication: 23rd March 2026 as magazine-inmagazine in PROFI Werkstatt 1/2026

Advertising deadline: 25th February 2026

Service provided: Printed entry in the PROFI Werkstatt Industry Guide, including one year online at www.profi-werkstatt.net with linking

Advertising formats and rates:

Rates do not include VAT.

Price	Veröffentlichung	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-Wandkalender 2027



Date of publication: 23rd November 2026,
insert in
PROFI Werkstatt 4/2026

Advertising deadline: 19th October 2026

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 issue “Beste PROFI Werkstatt-Marke 2026”

In collaboration with Messe Frankfurt (auto-mechanika), 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 2026**.

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

Publication date: 9th September 2026

Advertising deadline: 31st July 2026

Circulation: 7,500 copies

Format: 210 x 297 mm, DIN A4

Advertising formats and rates:

Rates do not include VAT.

Format	Width x length (in mm) vertical	standard	horizontal	4c
1/1 page	185 x 270			€4,400
Junior Page		137 x 185		€2,700
1/2 page	90 x 270		185 x 128	€2,500
1/3 page	58 x 270		185 x 85	€1,980
1/4 page	43 x 270	90 x 128	185 x 62	€1,420
1/8 page	43 x 128	90 x 62	185 x 30	€900

Other formats on request

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.

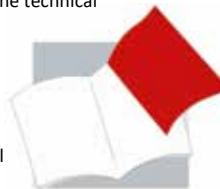
Technical information:

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	€260 per thousand copies
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Higher weights on request	
---------------------------	--

Partial insert surcharge per postal zone split	€50
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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)

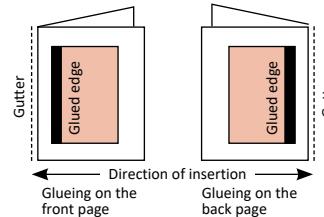
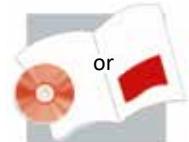
Maximum size: 235 x 125 mm (width x length)

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:

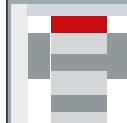
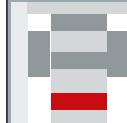
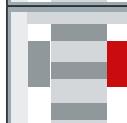
Dierichs Druck + Media GmbH & Co. KG

Frankfurter Straße 168, 34121 Kassel, Germany

Phone +49 561 60280-171

Delivery information: For PROFI Werkstatt issue no. xx/2026

- Web address (URL):** www.profi-werkstatt.net
- Brief description:** pprof-werkstatt.net is a website that provides news, specialised articles, photo series, dates and trends regarding special topics relating to commercial vehicle workshops.
- 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.
- Publishing company:** HUSS-VERLAG GmbH, postal address: 80912 Munich, Germany
- Contact:** Eberhard Göhrum, Phone. +49 89 32391-257, fax -163
E-mail: eberhard.goehrumer@hussverlag.de
- Access control:** dfp/Google AdManager
- Traffic:** Monthly average (publisher information)
Page Impressions: 18,250
Visits: 12,347
Unique Visitors: 11,264
- Data delivery:** Three working days before placement to: anzeigen@profi-werkstatt.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a maximum size of 150 KB (HTML5 subload up to max. 500 KB). Duration per Ad Impression: 30 seconds minimum.
- Use of external ad server:** dfp/Google AdManager
- Forms of advertising and rates:** see table on the right
- Discounts:** on request
- 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: DEUTDEMXX, IBAN: DE45 7007 0010 0021 3132 00, BIC: DEUTDEMXX
Rates do not include VAT.

Images in a similar form (desktop and tablet)	Form of advertising	Size in pixels, width x height	Placement desktop, and tablets	Price applies for a 1-month term
	Billboards (3,3:1 to 3,9:1)	max. 980 x 300 (or standard 850 x 250) + mandatory in addition mobile variant up to max. 360 x 300 (or standard Rectangle 300 x 250 or 300 x 300)	Directly below the main navigation	€900 playout Impressions approx. 15.000
	Half Page Ad (1:2) (or Skyscraper) left (sticky)	max. 400 x 800 (or standard 300 x 600) + mandatory in addition mobile variant (Rectangle) up to max. 300 x 300 (or standard 300 x 250)	Exclusively within each news + Homepage above	€650 playout Impressions approx. 7.500
	Half Page Ad (1:2) (or Skyscraper) right (sticky)	Exklusive left side, fixed (sticky) Placement for smartphones: in the content above	Exclusively within each news + center of the homepage	€650 playout Impressions approx. 7.500
			Exklusive right side, fixed (sticky) Placement for smartphones: in the content above	€850 playout Impressions approx. 10.000

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 (retargeting) 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: DThe 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: 1.833 (publisher information)

8 Data delivery: At least 7 days before publication by e-mail to: anzeigen@profi-werkstatt.net;
GIF (not animated), JPG (max. 72 dpi), 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:

Type of ad	Size (W x L)	Text	Rate
Graphic banner	up to max. 620 x 170 pixels	–	€400
Text banner without image		500 keystrokes	€400
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€400

10 Frequency of publication: weekly, every wednesday

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
SWIFT CODE: DEUTDEM1XXX
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEM1XXX

Rates do not include VAT.



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

- 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.
- 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 section 1.
- 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.
- 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 during the period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's business system regarding visits and page impressions shall be decisive.
- Refusal of advertisements:** 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 without delay, 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.
- 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.
- 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 advertising). The cancellation fee is 10% of the total amount of the order. Advertisements placed 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.
- Placing advertisements:** Advertisements will be published in specified issues and editions 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.
- 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 any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of laws or regulations. The customer and the advertiser agree 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.
- 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 will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends 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 are not returned to the customer. The customer is responsible for the costs of returning the print documents.
- Printing 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 supplied, ready-to-use print document differs from the size 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 is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
- If print samples or online advertising are transmitted** respectively 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 any files (e.g. files created under Corel Draw, QuarkXP, Freehand). The publisher accepts no liability for the incorrect printing of printed advertisements that were transmitted 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 required 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 wedge in order to permit 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 and to claim damages for damage caused by the customer. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrate via the customer cause damage to the publisher's systems.
- 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:** Any responses received to box number advertisements will be kept 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.
- Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetres will be converted to advertisement millimetres based on rates.
- Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of previously produced print documents will be charged to the customer. The customer is responsible for the costs of changes that will be borne by the customer that generate additional costs due to handling or subsequent changes.
- 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 discount granted and the discount due 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.
- 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.
- 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 print publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 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 rates list is 30% below the total average circulation of the previous insertion year according to NW reports. Furthermore, when placing advertisement orders, any claim for rate reductions or damage are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner and to the customer's attention prior to the contract prior to the appearance of the advertisement. The publisher reserves the right to change the insertion date in the event of a change in the publication without the customer being entitled to make claims in this respect.
- Invoices:** Invoices are payable within 14 days of invoicing, 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.
- 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 deadlines for commercial transactions may not exceed 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event late payment or a payment period is exceeded, the publisher is entitled to charge a late payment fee. The publisher is also entitled to demand payment of the late payment fee. The publisher reserves the right to assert a claim for the damage caused by delay brought about by both companies and consumers. However, the consumer partners reserves 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 justifiable 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.
- 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 of the error. The publisher is not liable for errors in the print documents or in images not immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same 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 impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide 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 timely ordered advertising reproduction at all times, if the publisher's server will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming that the publisher has not yet reached the maximum number of insertion days. If the publisher's server breaks down for a significant period of time (more than 10% of the time period of the insertion period), the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. 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 the 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.
- 22.3 Responsibility for damage:** The 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 (cardinal 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 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) (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 explicitly included in the contract. If the publisher is liable for indirect damages, the liability is limited to the amount of the damage suffered by the customer.
 - e) Otherwise, the liability of the publisher is 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) applies including 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 caused by telephone or written telecommunication of any kind. 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 not be charged accordingly.
 - j) Cases of force majeure, strikes, lockouts, 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 individual terms of business, in order of application and the applicable valid rates list are decisive for each order. Any differing terms of business shall be agreed with the written confirmation of the publisher.
- b) Advertising agents and advertising agencies are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid 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 ordered places. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

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