

**AUTO
INSIDE**

**AGVS
ONLINE**

**AGVS
EVENTS**

 **AGVS | UPSA**
Auto Gewerbe Verband Schweiz

AGVS-Media 2024: Decisive for deciders



The number 1 in the Swiss automotive industry

AUTOINSIDE: The professional magazine with the highest circulation.

AGVS-ONLINE: The website with the widest reach.

AGVS-EVENTS: The most important symposium.

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«AUTO GEWERBE VERBAND SCHWEIZ» (AGVS)

The Swiss automotive industry

More than 6 million motor vehicles are on Swiss roads today. This makes Switzerland one of the most motorised countries in Europe. One in eight jobs depends directly or indirectly on cars. With over 16,876 companies and around 84,000 employees, the automotive industry is a major employer in Switzerland and thus of great economic importance.

«Auto Gewerbe Verband Schweiz»

The AGVS is the industry and professional association of Swiss garage owners, to which around 4000 brand representations and independent businesses belong. The AGVS companies employ a total of 39,000 people, 9,000 of whom are permanently in training and further education.

In addition to education, representation of the industry is one of the core tasks of the AGVS: this includes communication, legal services and numerous other services for the Swiss automotive industry.

21 sections and four sub-groups ensure a strong regional anchorage throughout Switzerland.



PRINTED MONTHLY AND DAILY ONLINE

The professional automotive magazine AUTOINSIDE, the AGVS websites agvs-upsa.ch and autoberufe.ch, as well as the AGVS and Autoberufe newsletters are the official journalistic organs of the AGVS.

The AGVS-Media are the mouthpiece of the Swiss automotive trade. All 21 AGVS sections also operate their own websites with regional information to complement the national AGVS website.

PRINCIPLE

The editorial team of the AGVS-Media is committed to topicality, solidity, independence, credibility and high journalistic competence in its reporting.



AGVS-PRINT

AUTOINSIDE

The professional magazine is the official publication of the «Auto Gewerbe Verband Schweiz».

| | |
|--------------------|--|
| Appearance: | 11x per year (07-08 double issue) |
| Dissemination: | G and F Switzerland with separate languages editions |
| Edition*: | 12326 |
| | G: 9288 |
| | F: 3038 |
| Sold circulation*: | 11529 |
| | G: 8668 |
| | F: 2861 |
| Reader: | 36978 |

*Source: Conditions WEMF 2022 / 2023

AGVS-ONLINE

agvs-upsa.ch and autoenergiecheck.ch

Both websites provide information on current and industry-relevant news in all three national languages (G/F/I).

| | |
|--------------------------|--------|
| User: | 62381 |
| Visits: | 86897 |
| Page views: | 149278 |
| (Page Impressions / AIs) | |

Source: Google Analytics: monthly average 07/22 - 08/23

AGVS-Newsletter

The **AGVS** sends out a weekly **newsletter** to all those interested in the motor trade.

| | |
|---------------------------|--------------------------|
| Appearance: | weekly, Tuesdays |
| Newsletter subscriptions: | 6631 total subscriptions |
| - German: | 5301 subscriptions |
| - French: | 1097 subscriptions |
| - Italian: | 233 subscriptions |
| Ø Opening rate: | 47.1 % (CH) |
| Ø Click rate: | 42.9 % (CH) |

AGVS-CROSSMEDIA

Print, Online and Newsletter

| | |
|-----------------------------|---------------|
| Print contacts (G/F): | 36978 |
| Page views: | 86897 |
| (Page impressions / AIs) | |
| Newsletter contacts (G/F/I) | 6631 |
| Total gross contacts | 130506 |

Source: WEMF 2022/2023; Google Analytics: monthly average 07/22 – 08/23.
AGVS-Media 2022/2023

AGVS-EVENTS

Tag der Schweizer Garagen

With the «Tag der Schweizer Garagen», the AGVS organises the largest and most important specialist conference in the Swiss automotive industry with more than 800 participants each year. The event is the ideal platform to mark your presence as a sponsor among Swiss garage owners and suppliers in the industry.

The 21 sections also organise regional events that also offer sponsorship opportunities.

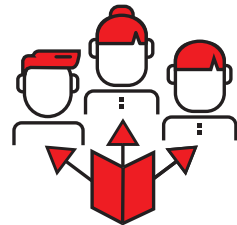
WHAT CHARACTERISES THE AGVS-MEDIA



AUTOINSIDE reaches

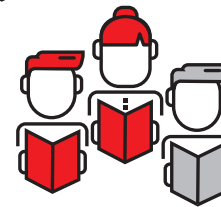
3 of 4

of all companies in the Swiss automotive industry.*



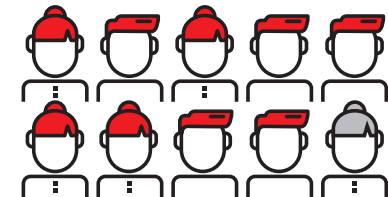
3=1

There are 3 readers for every AUTOINSIDE copy (IpE) and issue.**



2 of 3

of the 36978 readers read each of the 11 issues a year.



9 of 10

AUTOINSIDE readers are key players in the car trade.**



99.6%

of AUTOINSIDE readers rate the contents as good and very good.**



47.1%

the average opening rate of the AGVS newsletter.



Reach the AGVS-Media

143 353 ***

Print readers, online users and newsletter subscriptions per month.



Of these, via print and online (agvs-upsa.ch und AGVS newsletter)

106 069 ***

reachable every month.

* Source: Federal Statistical Office 2021

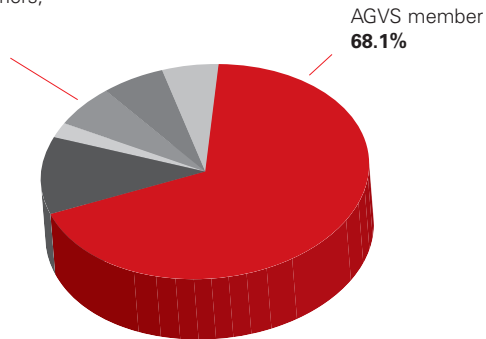
** Source: AGVS reader and user study 2020

*** Source: Average / total audience of the last 12 months (as at 31/08/2023)

THE CONTRIBUTIONS IN AUTOINSIDE ARE NOTICED

Tell us what relationship you have with the AGVS.

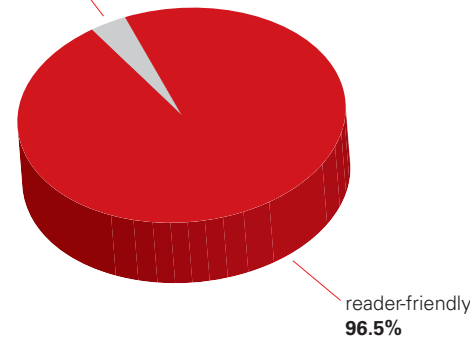
In-house workshops, partners, batch carriers, etc. 31.9%



The target group of the media of the Auto Gewerbe Verband Schweiz are its members and batch holders. Through the contributions to the other companies – including in-house workshops – also receive AUTOINSIDE. Together, this group makes up over **80 percent** of the readership. (36978 readers).

Do you like the design of AUTOINSIDE?

not reader friendly 3.5%



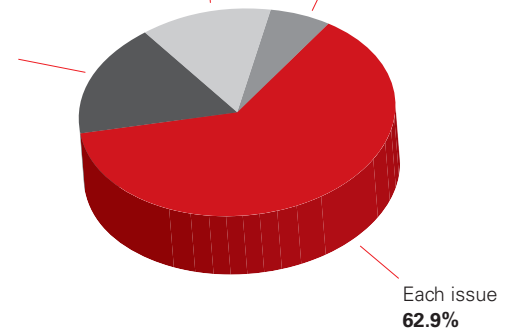
Very satisfied readers: **Well over 90 percent** generally consider AUTOINSIDE to be **reader-friendly**.

How often do you read several articles in the highest-circulation automotive and trade magazine AUTOINSIDE?

1 from 3 issues 13.4%

less 6.3%

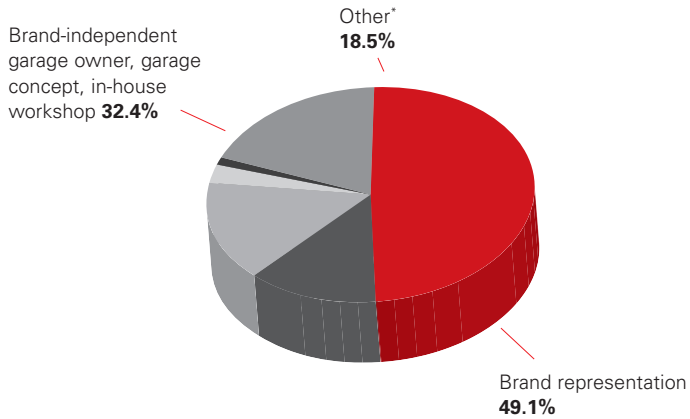
2 from 3 issues 17.4%



The **level of attention and use** of AUTOINSIDE remains high: 80.3 percent read at least 2 out of 3 issues, almost 63 percent even every issue. Thanks to its high-quality content AUTOINSIDE has a high level of reliability statement among the target group.

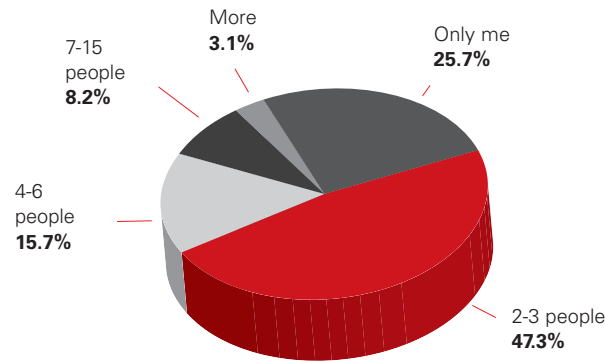
DECISION-MAKERS READ AUTOINSIDE

Who are our readers?



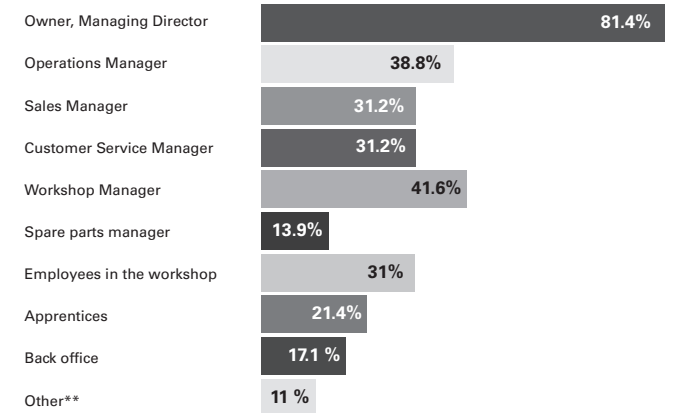
In-house workshops, service partners, brand-independent garages and representatives of a garage concept make up about a third of the readers. They are becoming even more interesting as a target group in view of current developments.

How many people in your company regularly read AUTOINSIDE?



In **75 percent** of all companies, AUTOINSIDE is read by **several people** in the respective company.

Who in your company reads AUTOINSIDE or has access to it?



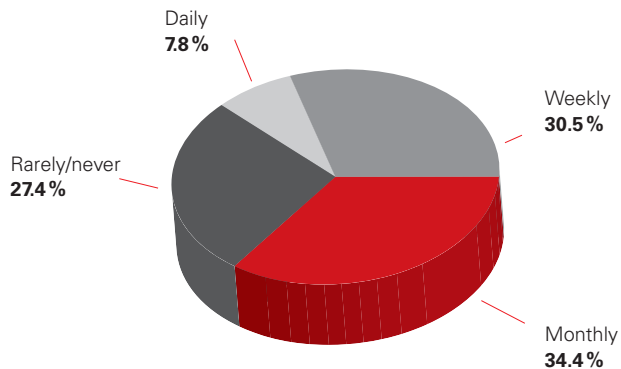
Four out of five executives read AUTOINSIDE.

Other management functions are represented among the readers with 30 to 42 percent.

And: AUTOINSIDE is also increasingly finding its way into the workshop. Almost every third workshop employee reads AUTOINSIDE.

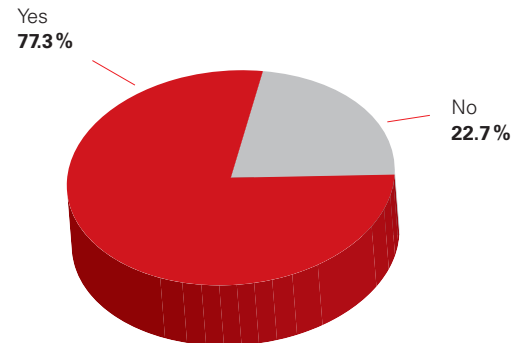
THE AGVS-MEDIA ARE ALSO IN DEMAND ONLINE

How often do you usually visit the «Garagisten-Newsportal» agvs-upsa.ch?



For almost **40 percent** of users, a visit to agvs-upsa.ch is a **daily** or **weekly obligation**.

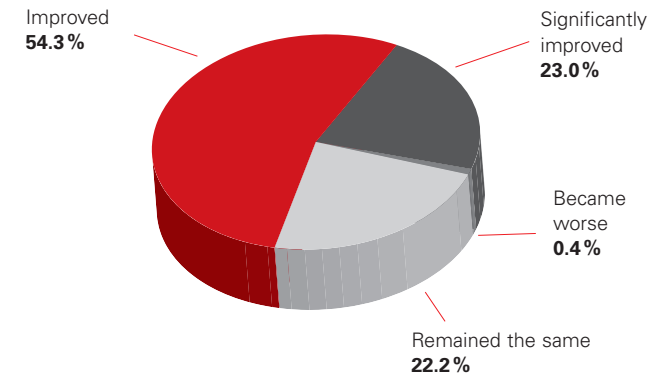
Have you subscribed to the free weekly AGVS newsletter?



Almost **80 percent** of the survey participants have subscribed to the **weekly newsletter**.

With an average open rate of 47.1 percent and a click rate of 42.9 percent, we can report very high values compared to other industries.

How have the AGVS-Media AUTOINSIDE and the websites including the newsletter developed in terms of content in recent years?



More than 75 percent of respondents think that the quality of the AGVS-Media has further improved in recent years.

| Issue/Number | Issue/Date | Advertising & Editorial deadline | Artwork deadline |
|--------------|------------|----------------------------------|------------------|
|--------------|------------|----------------------------------|------------------|

| | | | |
|---------------------------|----------------------------|-----------------------------|---------------------------|
| Issue 1 January | Tuesday 03.01.24 | Thursday 07.12.23 | Monday 11.12.23 |
|---------------------------|----------------------------|-----------------------------|---------------------------|

| | | | |
|----------------------------|---------------------------|---------------------------|---------------------------|
| Issue 2 February | Friday 02.02.24 | Friday 12.01.24 | Monday 15.01.24 |
|----------------------------|---------------------------|---------------------------|---------------------------|

| | | | |
|-------------------------|-----------------------------|------------------------------|---------------------------|
| Issue 3 March | Thursday 29.02.24 | Wednesday 07.02.24 | Friday 09.02.24 |
|-------------------------|-----------------------------|------------------------------|---------------------------|

| | | | |
|-------------------------|---------------------------|-----------------------------|---------------------------|
| Issue 4 April | Friday 05.04.24 | Thursday 14.03.24 | Monday 18.03.24 |
|-------------------------|---------------------------|-----------------------------|---------------------------|

Technical focus topics 2024

Alternative drives / technologies

- Electric, LNG / CNG, Hydrogen, Hybrid, E-Fuels
- Vehicle networking, Service on Demand & Co
- Education & training High-voltage technology
- Repair, disposal & recycling
- Batteries, e-drive, inverter repair current and future
- Charging infrastructure and charging management
- Vehicle networking, education and training High-voltage
- Autonomous driving? Is becoming more and more the topic

Wash & Care

- Wash lanes, gantries and self-service facilities
- Washing chemicals & care products
- Vehicle preparation & preservation
- Cleaning, operating & auxiliary materials
- Washing systems & chemistry
- Care products, tools & aids
- Vehicle presentation & promotion
- 3D printing additive manufacturing clean technologies

Tyres & Wheels

- Products, innovations, research and development Summer 2024
- TPMS and intelligent tyres
- Tyre storage and wheel management
- Wheel washing and rim repair
- Workshop, lifting and fitting technology
- Tyre disposal

Service & Technology

- Chassis, steering, brakes
- Heating, air conditioning, refrigerant
- Battery, ignition and on-board electronics
- Axle and steering geometry
- High voltage: training, repair and equipment
- Shock absorbers, suspension struts, bearings and joints
- Service, spare and wear parts
- Exhaust technology, exhaust aftertreatment

Business management focus topics 2024

Marketing

- Self-Marketing & Brand Management
- Customer Service & Customer
- Customer Relationship Management (CRM)
- Warranty insurance & additional services in the second-hand trade
- Quality management in workshops, sales & aftersales

«Tag der Schweizer Garagen 2024»

- Motto: «Innovation meets garage»
- Current questions about innovations in the garage, their current situation and their future, in relation to the the current shortage of skilled workers.
- Answers from exciting personalities in the usual inspiring setting of the the largest symposium in the Swiss automotive industry.

Business

- Corporate Development & Change Management
- Leadership & Personnel Management, Education & Training
- Building and renovation: workshop, showroom, sales areas & administration
- Business management training & further education
- Smart factory (planning concept)
- Market development / brand retailing

Old- & Youngtimer

- Niche markets & additional business
- Restoration, care, maintenance & trade
- Old & Youngtimer
- Warranty insurance and additional services in second-hand trade
- Suppliers, products & services
- Purchasing, valuation, calculation,
- Restoration, preparation and presentation
- Exchanges and auctions

Industry events

**«TdSG», Bern
(16.01.24)**

**GIMS, Geneva
(26.02.–
03.03.24)**

**autotechnik
days, Lucerne
(07.–09.03.24)**

| Issue/Number | Issue/Date | Advertising & Editorial deadline | Artwork deadline |
|---------------------------------|------------------------------|----------------------------------|-----------------------------|
| Issue 5 May | Friday 03.05.24 | Thursday 11.04.24 | Monday 15.04.24 |
| Issue 6 June | Wednesday 05.06.24 | Friday 10.05.24 | Tuesday 14.05.24 |
| Issue 7/8 July/August | Monday 08.07.24 | Thursday 13.06.24 | Monday 17.06.24 |
| Issue 9 September | Tuesday 27.08.24 | Friday 02.08.24 | Thursday 08.08.24 |

Focus topics 2024

Carrosserie

- Car bodywork, car body construction, material mix
- Car bodywork, chassis and car glass
- Measuring, stretching and straightening technology
- Smart and spot repair
- Control, adjustment, calibration FAS

Wash & Care

- Wash lanes, gantries and self-service facilities
- Washing chemicals & care products
- Vehicle preparation & preservation
- Cleaning, operating & auxiliary materials
- Washing systems & chemistry
- Care products, tools & aids
- Vehicle presentation & promotion

Electromobility

- Charging infrastructure & charging management concepts
- E-workshop concepts & aftersales networks
- Workshop technology, tools & infrastructure
- Education & training High-voltage technology

Tyres & Wheels

- Products, innovations, research and development
- Winter 2024 / 25
- TPMS and intelligent tyres
- Tyre storage and wheel management
- Wheel washing and rim repair
- Workshop, lifting and assembly technology

Business management topics

Safety

- Occupational safety
- Training and further education
- Data and cyber security in garage operations (cloud solutions)
- Car accessories, audio, comfort, security
- Digital claims recording & process control
- Expert opinions, expertise & calculation
- Resource & workshop planning
- Personal, property, business, liability and legal protection insurance
- Protective equipment (PPE) and safety system
- Professional clothing / safety

Occasion

- Warranty insurance and additional services in the second-hand trade
- Showroom, marketing and sales concepts
- Purchasing, valuation, calculation, repair, preparation and presentation conversions & superstructures for special vehicles
- Suppliers, products & services
- Digital marketplaces, social media and re-marketing platforms

Capital goods

- Workshop technology & equipment
- Outdoor area, showroom & reception area
- Office & business infrastructure
- Suppliers and concept forms
- Quality and warranty management
- Customer care and additional services

Environmental technology

- Waste oil, chemicals & batteries
- Waste tyres, glass & plastics
- Customer Relationship Management (CRM)
- Consumables & Auxiliaries
- Batteries, accessories: safety, disposal & recycling

Industry events

ESA-GV, Interlaken (15.05.24)

Uniti Expo, Stuttgart (14.-16.05.24)

Tuning World, Bodensee (09.-12.05.24)

AGVS-DV, Basel-Stadt (19.06.24)

Tire Cologne, Köln (04.-06.06.24)

SAS 30.-31.08.24

World Skills 24, Lyon (10.-15.09.24)

Automechanika, Frankfurt (10.-14.9.24)

| Issue/Number | Issue/Date | Advertising & Editorial deadline | Artwork deadline |
|-----------------------------|-----------------------------|----------------------------------|---------------------------|
| Issue 10 October | Thursday 03.10.24 | Monday 09.09.24 | Friday 13.09.24 |
| Issue 11 November | Monday 04.11.24 | Friday 11.10.24 | Monday 14.10.24 |
| Issue 12 December | Thursday 05.12.24 | Monday 04.11.24 | Friday 15.11.24 |

Focus topics 2024

Carrosserie

- Varnishes, colours, colouristics and digital colour management
- Painting, spraying and workshop technology
- Damage management, damage control
- Control, adjustment, calibration FAS
- Grinding, polishing, operating and auxiliary materials
- Cooperation with other companies for joint car body
- Painting trends/ colours

Commercial vehicles

- Fleet and vehicle fleet management
- Telematics, diagnostics, planning and deployment management tools
- Alternative drive and transport concepts
- Control, adjustment, calibration of VAS
- Body and extension variants (Larag, Carlag, Pathfinder &CO)

Lubricants & Operating fluids

- Oils, additives and greases / products and novelties
- Filters, cleaning, care and auxiliaries
- Engine and transmission flushing
- Fluid management: infrastructure, storage
- Vehicle disinfection: air conditioning & Interior

Business management topics

Vehicle fleets

- Technologies, drives & concepts
- New forms of mobility & transport
- Systems, assistance & management tools
- Replacement vehicles for garages
- Car subscriptions

Business

- Finance & insure: Finance & liquidity planning / insurance solutions
- Finance & corporate governance: key figures
- Legal & taxes: planning, provision & optimisation
- Succession planning, company sale & business handover

Digitisation

- Dealer management, sales, administration & workshop software
- Appointment, lead, customer loyalty & service management solutions
- Networked workshop, remote diagnostics, Troubleshooting & ECU updates
- Digital signage & pricing

Industry events

Auto, Zurich (07.-10.11.24)

Swiss Caravan Salon, Bern (24.-28.10.24)

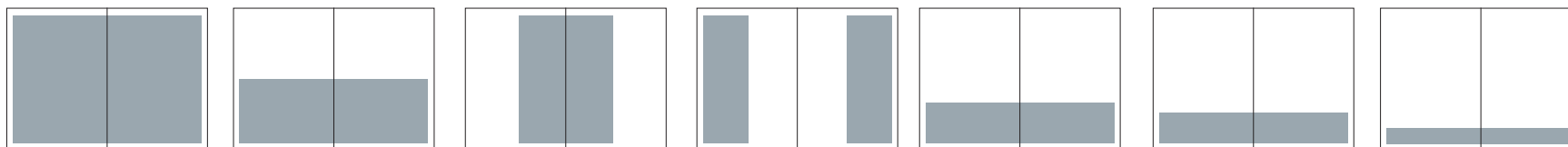
Standard formats



| | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|---------------|-----------|----------|------------|-----------|
| Format, Page: | 1/1 | 1/2 cross | 1/2 high | 1/3 cross | 1/3 high | 1/4 cross | 1/4 hoch | 1/4 high-high | 1/8 cross | 1/8 high | 1/16 cross | 1/16 high |
| Type area in mm | 187 x 266 | 187 x 131 | 91 x 266 | 187 x 85 | 59 x 266 | 187 x 63 | 91 x 131 | 43 x 266 | 187 x 29 | 91 x 63 | 187 x 15 | 91 x 29 |
| Edge-dropping in mm* | 210 x 297 | 210 x 146 | 104 x 297 | 210 x 101 | 72 x 297 | 210 x 78 | 104 x 147 | 56 x 297 | 210 x 44 | 104 x 79 | 210 x 31 | 104 x 44 |
| Gross price in CHF | 4935.- | 2535.- | 2535.- | 1710.- | 1710.- | 1330.- | 1330.- | 1330.- | 695.- | 695.- | 365.- | 365.- |

* Plus 3mm bleed on each of the 4 sides

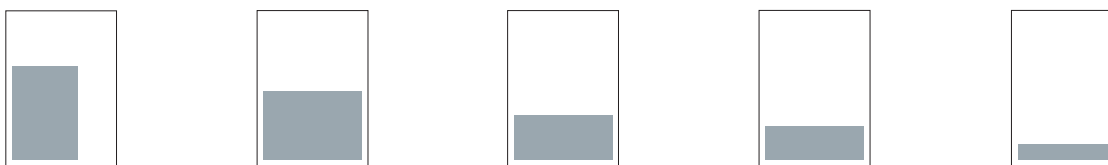
Panorama-formats



| | | | | | | | |
|----------------------|-----------|-----------|-----------------------------|-------------------|-----------|-----------|-----------|
| Format, Page: | 2/1 | 1/2 cross | 1/1 Centre of the waistband | 2/2 R + L outside | 1/3 cross | 1/4 cross | 1/8 cross |
| Type area in mm | 394 x 266 | 394 x 131 | 202 x 266 | 91 x 266 | 394 x 85 | 394 x 63 | 394 x 29 |
| Edge-dropping in mm* | 420 x 297 | 420 x 146 | 202 x 297 | 104 x 297 | 420 x 101 | 420 x 78 | 420 x 44 |
| Gross price in CHF | 9885.- | 5825.- | 5115.- | 5115.- | 3760.- | 2930.- | 1530.- |

* Plus 3mm bleed on each of the 4 sides

Advertisements/ Text connection



| | | | | | |
|----------------------|-------------|-----------|-----------|-----------|-----------|
| Format, Page: | Junior Page | 1/2 cross | 1/3 cross | 1/4 cross | 1/8 cross |
| Type area in mm | 123 x 177 | 187 x 131 | 187 x 85 | 187 x 63 | 187 x 29 |
| Edge-dropping in mm* | 136 x 193 | 210 x 146 | 210 x 101 | 210 x 78 | 210 x 44 |
| Gross price in CHF | 3460.- | 2920.- | 1870.- | 1470.- | 770.- |

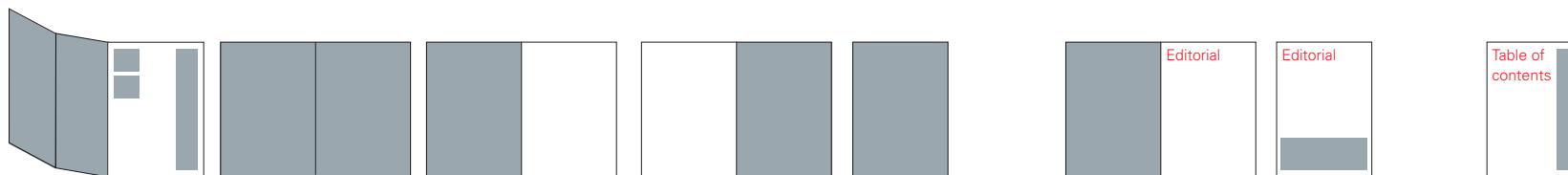
* Plus 3mm bleed on each of the 4 sides

Conditions: Repeat discount for all types of advertisements: From 3 frequencies = 5%, 5 frequencies = 10%, 10 frequencies = 15%. Advisory commission 10% / Prices subject to change. All prices include the German and French editions together.

Delivery: Artwork (German / French) according to the respective **artwork deadline** (page 9 and 10) deliver to: vermarktung@agvs-upsa.ch

Do you need help with the production of your advertising material? We can create your advertising material for a service fee. Price on request.

Special placement



| Format, Page: | Gate-Folder | Panorama 2. US + S. 3 | 2. US | 3. US | 4. US | 1/1 Page vis-à-vis Editorial | 1/4 across under the editorial | 1/3 high beside Table of contents |
|----------------------|-------------|-----------------------|-----------|-----------|-----------|------------------------------|--------------------------------|-----------------------------------|
| Type area in mm | 394 x 266 | 394 x 266 | 187 x 266 | 187 x 266 | 187 x 266 | 187 x 266 | 187 x 63 | 59 x 266 |
| Edge-dropping in mm* | 420 x 297 | 420 x 297 | 210 x 297 | 210 x 297 | 210 x 297 | 210 x 297 | 210 x 78 | 72 x 297 |
| Gross price in CHF | 14 070.- | 10 920.- | 5 565.- | 5 145.- | 5 685.- | 5 445.- | 1 470.- | 1 870.- |

* Plus 3mm bleed on each of the 4 sides

Adhesive on cover page



| | |
|---|---------------------------------------|
| Format: | 76 x 76 mm (other formats on request) |
| Placement: | Cover page |
| Advertising value gross in CHF: | CHF 3520.- |
| Cost of adhesive production: | on request |
| Technical costs for dispensing 12 800 Ex. in CHF: | 1645.- |
| Number of adhesives to be supplied, on roll: | German 9 600, French 3 200 |

Do you need help with the creation of your advertising material? We create your advertising material for a service fee. Price on request.



Conditions: Repeat discount: From 5 frequencies = 5%, advisory commission 10%, prices subject to change. All prices include German and French edition.

Delivery: Artwork (German / French) according to the respective **artwork deadline** (pages 9 and 10) deliver to: vermarktung@agvs-upsa.ch

Do you need help with the production of your advertising material? We can create your advertising material for a service fee. Price on request.

TELL YOUR STORY!

SPONSORED CONTENT

10 Tipps: So arbeitet Corporate Language für Sie

Momentan sind genau 10 Corporate Language* Corporate Language für Sie eine wichtige Teilaspekte Unternehmenskommunikation. Sie sorgt dafür, dass Ihr Unternehmen einheitlich auftritt, unverwechselbar ist und sprachlich einwandfrei ist, was sich wiederum auswirkt.

Tipps: 1. Eine einheitliche Sprache ist ein Zeichen für den Corporate Language. 2. Die Sprache sollte einfach und verständlich sein. 3. Die Sprache sollte professionell und seriös klingen. 4. Die Sprache sollte konsistent sein. 5. Die Sprache sollte klar und prägnant sein. 6. Die Sprache sollte positiv und optimistisch sein. 7. Die Sprache sollte flexibel sein. 8. Die Sprache sollte adaptiv sein. 9. Die Sprache sollte inklusiv sein. 10. Die Sprache sollte transparent sein.

SPONSORED CONTENT

SPONSORED CONTENT

CATEGORY SPONSORSHIP

TECHPOOL **+++ TechPool präsentiert: Fokus Technik +++**

Bei Emissionen, Wirkungsgrad und Reichweite unschlagbar

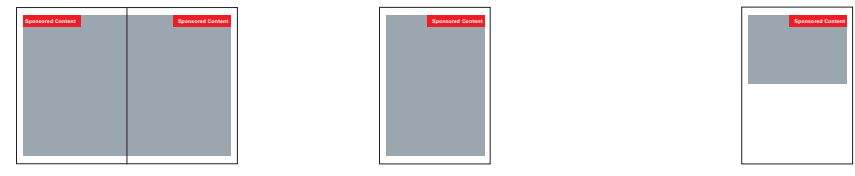
Das Jahr 2020 bringt für die Automobilindustrie eine herausfordernde Challenge: Wie kann man sich auf den steigenden CO2-Ausstoß und die sinkende Reichweite von Elektrofahrzeugen einstellen? Die Antwort liegt in der Entwicklung von Fahrzeugen, die sowohl emissionsfrei als auch reichweitentauglich sind. Ein Beispiel dafür ist die Entwicklung von Hybridfahrzeugen, die sowohl die Vorteile von Benzinmotoren als auch die von Elektroantrieben vereinen.

TECHPOOL **+++ TechPool präsentiert: Fokus Technik +++**

Das Neueste in der Technik

Die Entwicklung von Hybridfahrzeugen ist ein wichtiger Schritt in Richtung nachhaltiger Mobilität. Durch die Kombination von Benzinmotoren und Elektroantrieben können diese Fahrzeuge sowohl emissionsfrei als auch reichweitentauglich sein. Ein Beispiel dafür ist die Entwicklung von Plug-in-Hybridfahrzeugen (PHEV), die sowohl die Vorteile von Benzinmotoren als auch die von Elektroantrieben vereinen.

Sponsored Content



| Format, Page: | 2/1 Page | 1/1 Page | 1/2 Page across |
|----------------------------|--|--|---|
| Type area (BxH) in mm | 394 x 266 | 187 x 266 | 187 x 131 |
| Edge-dropping (BxH) in mm* | 420 x 297 | 210 x 297 | 210 x 146 |
| Gross price in CHF (G+F) | 10500.– | 5565.– | 2900.– |
| Delivery in G and F | max. 5000 characters incl. blank strokes, max. 3 images** | max. 2500 characters incl. blank strokes, max. 2 images** | max. 1200 characters incl. blank strokes, max. 1 image** |

* If full-bleed material is delivered, it is also possible to place the material with a bleed. In this case, please add 3mm bleed allowance on all 4 sides
 ** Images min. 300 dpi

Delivery: 3 options for a Sponsored Content post

- 1) You deliver the finished advertisement – as a print-ready PDF – according to the above sizes in **German and French**.
- 2) You supply the text (characters according to desired size) in **German and French**, incl. image(s) and we design for you – costs according to effort.
- 3) You contact our editors, provide information and we write the contribution for you and design it in German and French for an additional charge – on request.

You will receive two free correction loops before publication. Each additional proofreading loop is subject to a charge.

The implementation of the editorially designed sponsored content advertising formats is carried out according to the content and design specifications of the publisher and editorial team.

Category sponsorship

Focus on technology:
Scope of sponsorship:

Presented by rubrics are each double pages
 Company logos in the page header and at the end of the article with URL

Deliver:

Logo delivery as vectorised EPS file, 4-colour (Euroscala) and URL by e-mail to vermarktung@agvs-upsa.ch

Gross price in CHF (G+F):

2400.–

You have the expertise, we have the audience. Your logo demonstrates your technical know-how in the environment of the well-founded professional articles of our technical experts.



REFERENCE SOURCES

Cross-media published information from leading suppliers to the automotive industry by product category. Show readers what you have to offer.

Source of supply headings

- Education & training
- Car accessories & tuning
- Building & renovation
- Blankets, covers & promo
- Car bodywork & carpentry
- Waste disposal & recycling
- E-Mobility
- Fleets
- Finances & insurances
- IT, EDP & office infrastructure
- Commercial vehicles
- Oil & lubricants
- Tyres, wheels & chassis
- Service & wear parts
- Wash & care
- Workshop equipment
- Tools & equipment

Online examples

Carrosserie & Autospenglerei

Print examples

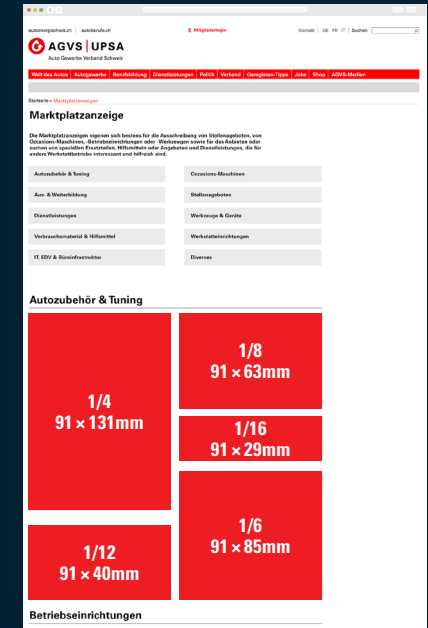
Rectangle run of side placed

MARKETPLACE

Are you looking for a used machine? Or you want to sell a tool you no longer need? The marketplace of AGVS-Media brings buyers and sellers together.

Your advertisement will appear in AUTOINSIDE (G/F) and AGVS-Online (G/F/I) with a link to the desired website.

Duration: 1 month, prices excl. VAT.



| Formats | Type area | Placement | Member price | Prices |
|-----------|----------------------|----------------|-------------------------------------|-----------------------------------|
| | Width x height in mm | | AGVS- and BBF Gross price in CHF | Non-members Gross price in CHF |
| 1/4-Page | high 91 x 131 mm | Print & Online | 868.- | 1140.- |
| 1/6-Page | cross 91 x 85 mm | Print & Online | 577.- | 867.- |
| 1/8-Page | cross 91 x 63 mm | Print & Online | 446.- | 594.- |
| 1/12-Page | cross 91 x 40 mm | Print & Online | 300.- | 452.- |
| 1/16-Page | cross 91 x 29 mm | Print & Online | 223.- | 310.- |

Book marketplace ads

You can book the classified ads directly online at agvs-upsa.ch. Simply upload texts, images, logos and contact information. The design of your advertisement by the AGVS-Media is included in the price of the advertisement.

Advertising material production

We create your advertising material for a service fee. Price on request.

Prices apply to German and French editions together.



| Formats | Placement 1 Category | 11 x Print | Surcharge as Rectangle |
|----------------|----------------------|--------------------|------------------------|
| Width x height | | + 12 months Online | run of side placed |
| | | | Gross prices in CHF |
| 60 x 30 mm | Print & Online | 1190.- | 680.- |
| 60 x 45 mm | Print & Online | 1790.- | 1010.- |
| 60 x 60 mm | Print & Online | 2290.- | 1260.- |

Duration: 11 months in print, 12 months online.

Conditions

For occupancy of 3 sections or more = 5%. All prices include the German and French editions. Prices excl. VAT.

Delivery

Deliver artwork as print-ready PDF (German / French) according to the respective print material deadline (page 9 and 10) to: vermarktung@agvs-upsa.ch

Advertising material production

We create your advertising material for a service fee. Price on request.

INSERTS/BOUND INSERTS/ADHESIVES

Loose inserts **Prices total circulation G + F, 13 500 Ex. excl. VAT**

| Size | 1 – 4 Pages | 4 – 6 Pages | 6 – 8 Pages |
|-------------------|---------------|---------------|-----------------|
| Advertising value | 4820.– | 6020.– | 8440.– |
| Technical costs | 350.– | 350.– | 350.– |
| Postal rate | 1375.– | 1630.– | 1880.– |
| Total CHF | 6510.– | 7965.– | 10 635.– |

Bound inserts

| | | | |
|-------------------|---------------|---------------|---------------|
| Advertising value | 5110.– | 6385.– | 8930.– |
| Basic costs | 150.– | 150.– | 150.– |
| Technical costs | 815.– | 815.– | 815.– |
| Total CHF | 6075.– | 7350.– | 9895.– |

Adhesive inserts

| | | | |
|-------------------|---------------|---------------|---------------|
| Advertising value | 5110.– | 6385.– | 8930.– |
| Basic costs | 150.– | 150.– | 150.– |
| Technical costs | 500.– | 500.– | 500.– |
| Total CHF | 5760.– | 7035.– | 9580.– |

All prices include the German and French editions.

Sample inserts

Please send us 5-10 sample copies in advance for clarification.
AGVS-Media, Marketing, Flurstrasse 50, 8048 Zurich

Samples and other formats on request

FORMAT SPECIFICATIONS

Supplements

Loose lay-up (backside laminated with booklet)
Maximum format 210 × 297 mm (A4), minimum format 74 × 105 mm (A7)

Loose insertion (without space requirement)
Maximum format 205 × 292 mm, minimum format 74 × 105 mm (A7), max. 100g

Bound inserts in the centre of the magazine

420 × 297 mm (A3) +3 mm bleed = 426 × 303 mm
(open format for 4 pages), max. 50g

Adhesive inserts

Maximum format 205 × 292 mm, minimum format 74 × 105 mm (A7), max. 50g

Delivery

Please note that your delivery must be accompanied by a delivery note and a note on the issue.
(e.g. AUTOINSIDE 3 / 2024) and any placement agreements.
Please deliver the inserts stacked open on pallets and not interleaved and not packed in boxes.

Inserts may be delivered on the 15th at the earliest and must be delivered on the 20th of the month prior to publication at the latest. The corresponding dates will be confirmed with your booking.

Circulation to be delivered: German 9600, French 3200

Delivery address

Galledia Print AG, Michael Rottmeier, Burgauerstrasse 50, CH-9230 Flawil
Phone +41 (0)58 344 97 44, michael.rottmeier@galledia.ch

Design / Production / Printing of inserts / bound inserts / adhesive inserts

We text and design your insert / bound-in insert / adhesive insert – price on request.

AUTOINSIDE

TECHNICAL DATA



Booklet format

A4 high / 210 × 297 mm (width × height)

Print

Sheet-fed offset, 100 screen, 4/4-colour, Euroscale (no Pantone colours)

Paper

Cover: 170 g/m², content 90 g/m², bright white coated, matt, wood-free, FSC-certified

Print documents

Print-ready digital artwork

High-end PDF/X-4 (settings at www.pdfx-ready.ch)

All fonts, images and graphics must be embedded

Image resolution: 300 dpi

Fonts: Postscript Type 1 fonts, OpenType fonts, no TrueType fonts

Do not forget crop marks

Binding colour print only with supplied quality proof

Edge trimmed advertisements

+3 mm bleed on all 4 sides. Text and image elements that may not be cut must be 6 mm from the edge of the format.

Logos and graphics

Illustrator (saved as EPS, texts converted to paths, 4-colour Euroskala)

Images

Photoshop (saved as JPEG, EPS or TIFF, separated in Euroskala)

Line images min. 1200 dpi, colour and black-and-white images 300 dpi

Print shop

galledia ag, Burgauerstrasse 50, CH-9230 Flawil

Advice and sale

Giuseppina Spadola, Tel. +41 (0)43 499 19 83, gspadola@agvs-upsa.ch

Data transmission via e-mail

vermarktung@agvs-upsa.ch

Conditions

Repeat discount: From 5 frequencies = 5%, 5 frequencies = 10%, advisory commission 10%.

Prices are subject to change without notice.

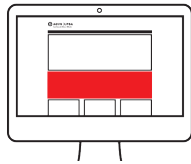
ONLINE ADVERTISING

BANNER FORMATS AND PRICES



Desktop formats

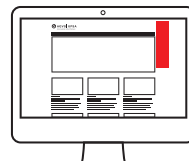
Placement on start and all content pages («run of site»), in all three languages: German, French and Italian. Exclusive fixed placements can be booked for the duration of one month or one week.



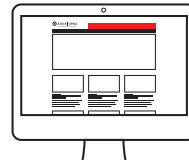
Bigboard
(Desktop only)



Halfpage Ad
(Only following pages)



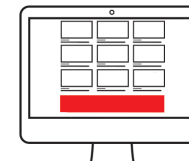
Skyscraper Wide



Leaderboard
(Desktop only)



Rectangle
(Only following pages)



Content Ad
(Desktop only)

| | | | | | | |
|-------------------------|------------|-----------|-----------|----------|-----------|------------|
| Pixel (WxH): | 1230 x 310 | 300 x 600 | 160 x 600 | 728 x 90 | 300 x 250 | 1230 x 180 |
| Price Fix p. Mt. in CHF | 5800.- | 3700.- | 4200.- | 3200.- | 2100.- | 3000.- |

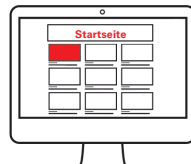
Applies to formats: GIF/JPEG/Richmedia: max. 300 KB; other formats: HTML5



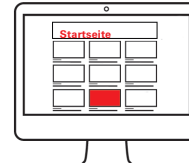
Spons. Content Teaser Pos. 1
(incl. contents page)



Spons. Content Teaser Pos. 2
(incl. contents page)



TextAd Pos. 1



TextAd Pos. 2

| | | | | |
|-------------------------|-----------------------|-----------------------|-----------------------------|-----------------------------|
| Pixel (WxH): | 380 x 212 | 380 x 212 | 380 x 212 | 380 x 212 |
| Specifications: | Product Page 19 / top | Product Page 19 / top | Description page 19 / below | Description page 19 / below |
| Price Fix p. Mt. in CHF | 5150.- | 5150.- | 4700.- | 4700.- |

Applies to formats: GIF/JPEG/Richmedia: max. 300 KB; other formats: HTML5

Delivery

Banners should be delivered at least 5 working days (German / French / Italian) prior to placement, including linking, to: vermarktung@agvs-upsa.ch

Production of advertising material

We create your advertising material for a service fee. Price on request.

SPONSORED CONTENT FORMAT & PRICE

Sponsored content teaser and content on content page

CHF 5150.–

Fixed placement in the news section of the start page with link to content page with 1 month runtime. Sponsored content is implemented according to the content and design specifications of the publisher and editorial team. Advertising customers provide the images and the manuscript as a draft text in German, French and Italian.

Specifications sponsored content teaser

Image: 380 x 212 px. max. 200 KB, as GIF, JPG, PNG

Category: Sponsored content (fixed designation)

Title: max. 50 characters incl. spaces

Lead: max. 110 characters incl. spaces

Link: on content page AGVS website with your sponsored content contribution

Specifications contents page

Image: 1–2 Images, at least 920 px. wide, Variable height, at least 300 KB, as GIF, JPG, PNG, must not be animated.

Title: approx. 70 characters incl. spaces

Lead: approx. 200 characters incl. spaces

Text: At least 2000 characters incl. spaces

Videos: YouTube-Links, none VAST-Redirects

Delivery date of the templates:

In each case 10 working days before activation. **Languages:** Templates in German, French and Italian for all listed advertising media.

Advertising material production

We also create your advertising material for you – price on request.

Conditions

Repeat discount: From 3 months = 5 % 5 months = 10 %, advisory commission 10 %, excl. VAT, prices subject to change.

Specifications TextAd on homepage with link to customer website

CHF 4700.–

Fixed placement in the news section of the homepage with link to customer website with 1 month duration

Image: 380 x 212 px. max. 200 KB, as GIF, JPG, PNG

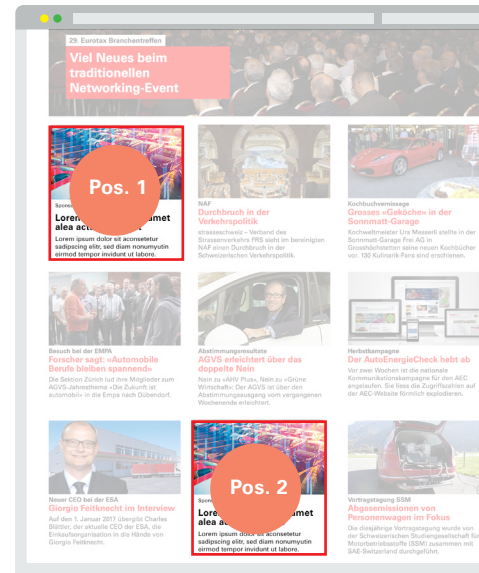
Category: Sponsored content (fixed designation)

Title: max. 50 characters incl. spaces

Lead: max. 110 characters incl. spaces

Link: on customer website

Sponsored Content Teaser Pos. 1 or Pos. 2

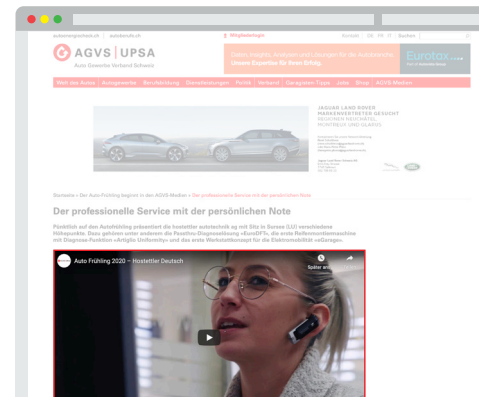


Content page



ONLINE VIDEO

Make your values and strengths known to online users with a video that you can also use for your own website. We design and produce your video according to your wishes and ideas.



Contact us for a consultation.

Giuseppina Spadola, gspadola@agvs-upsa.ch,

Tel. 043 499 19 83

AGVS

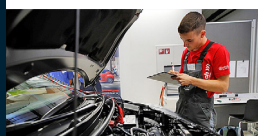
Liebe AGVS-Mitglieder,
liebe Lesern, lieber Leser,
Folgende Themen bewegen das Schweizer Autogewerbe diese Woche:

- Einblick in die Garage von Florent Lacilla auf Blick.ch
- Die Fakten und Zahlen zum Klassikhobby
- Thomas Hurter zur Röstli-Wahl: UVEK ein Erfolg!
- Die City Garage macht es vor
- Jetzt für den «Tag der Schweizer Garagisten» 2023 anmelden!
- ERA: Höchste Zuverlässigkeit zum besten Preis
- Was uns 2023 erwartet
- Wahlen 2023: Mobility-Pricing-Ideen und mehr
- Demo-Version des Eignungstest
- Aktuelle Kurse der AGVS Business Academy

Wir wünschen Ihnen viel Vergnügen beim Lesen!
Ihr AGVS-Newsdesk

Auto Gewerbe Verband Schweiz (AGVS)

MONROE 8,5 MILLIONEN STOSSDÄMPFER. JEDEN MONAT, IM DURCHSCHNITT MEHR ERFAHREN



Was sein Vater ihn lehrte

Florent Lacilla (23) holt an den Herbstferien 2023 vor wenigen Wochen die Goldmedaille. Lesen Sie hier, was Blick.ch über diesen Erfolg und seine weiteren Ziele berichtet. Und vor allem: Lernen Sie den Familienbetrieb kennen, der den Wertschweizer zu dieser Höchstleistung anspornt.

[Zum Artikel](#)

Ihre Firma will Energie sparen. Wir haben Fördergelder. Wann reden wir?

0848 444 444

Gemeinsam zur Energieoptimierung Ihres Unternehmens.



Die Fakten und Zahlen zum Klassikhobby

Die Schweiz ist im Oldie-Fieber – und das schon lange. So lange schon, dass mittlerweile vermehrt auch aus dem Ausland importiert wird. Alle Oldies in der Schweiz haben zusammen einen Wert von über 17 Milliarden Franken. Welchen spannenden Zahlen lesen Sie im Beitrag.

[Jetzt lesen!](#)



ERA: Höchste Zuverlässigkeit zum besten Preis

Mit ERA profitieren Sie von hochwertigen Starterbatterien, die den Bedürfnissen moderner Fahrzeuge gerecht werden – und das zu einem unschlagbaren Preis und in 100% OE-Qualität. Das Angebot umfasst rund 70 Batterietypen für PKWs, Transporter, LKWs und Busse und ist ab sofort bei LKQ RHIAG und rund 100 Grosshändlern erhältlich.

[Hier mehr erfahren](#)

AGVS / UPSA
Mobility - Kompetenzcenter für Auto und Transport
Wolffstrasse 5, 3000 Bern, Telefon +41 (0)31 307 15 10,
www.agvs-upsa.ch, info@agvs-upsa.ch

E-Mail im Browser: [ansuchen](#) - [Abmelden](#)

Leaderboard*

MONROE 8,5 MILLIONEN STOSSDÄMPFER. JEDEN MONAT, IM DURCHSCHNITT MEHR ERFAHREN

Maxi Leaderboard Pos. 1** / Pos. 2***

Ihre Firma will Energie sparen. Wir haben Fördergelder. Wann reden wir?

0848 444 444

Gemeinsam zur Energieoptimierung Ihres Unternehmens.

Sponsored Content****

Sponsored Content

ERA: Höchste Zuverlässigkeit zum besten Preis

Mit ERA profitieren Sie von hochwertigen Starterbatterien, die den Bedürfnissen moderner Fahrzeuge gerecht werden – und das zu einem unschlagbaren Preis und in 100% OE-Qualität. Das Angebot umfasst rund 70 Batterietypen für PKWs, Transporter, LKWs und Busse und ist ab sofort bei LKQ RHIAG und rund 100 Grosshändlern erhältlich.

[Hier mehr erfahren](#)

AGVS-NEWSLETTER BANNER FORMATS AND PRICES

Banner

| Format: | Head Leaderboard* | Maxi Leaderboard Pos. 1** | Maxi Leaderboard Pos. 2*** |
|---------------------|-------------------|---------------------------|----------------------------|
| Pixel (WxH): | 728 x 90 | 728 x 180 | 728 x 180 |
| Price per shipment: | CHF 920.– | CHF 950.– | CHF 890.– |
| Price per month: | CHF 3600.– | CHF 3700.– | CHF 3500.– |

Applies to all formats: KB 300. Submission: HTML5/GIF/JPEG/Richmedia

Sponsored Content****

| | |
|---------|-------------------------------------|
| 1 Mail: | CHF 1240.– |
| Image: | 600x300 Pixel (WxH), GIF, JPEG, PNG |
| Title: | Max. 50 characters incl. spaces |
| Text: | Max. 360 characters incl. spaces |
| Button: | Max. 30 characters incl. spaces |

Advertising media are adapted proportionally to the width of the newsletter or the end device.

Delivery

Banners should be delivered at least 5 working days (German/French/Italian) before placement incl. linking to: vermarktung@agvs-upsa.ch

Do you need help with the creation of your advertising material?

We create your advertising material for a service fee. Price on request.

AGVS-CROSSMEDIA

A special form of editorial advertising (**sponsored content**), which gives advertising customers the opportunity to position themselves as experts and problem solvers with their specialist and topic-specific know-how at garages, carrosseries and in-house fleet workshops.

This form of advertising is not primarily perceived by the readership as classic advertising or sponsored content, but as assistance and free support for the daily business in the car trade.

The cross-media package consists of one or two print pages in the AGVS magazine AUTOINSIDE, an online page derived from the print pages including a teaser in the form of a text ad on the AGVS home page (see page 18) as well as sponsored content in two issues of the AGVS newsletter (see page 20). The online version will run for a fixed period of one month and will be placed in the same way as the selected print edition of AUTOINSIDE.

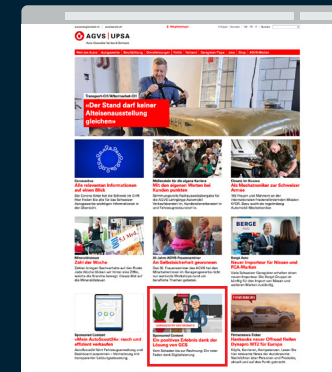
| Size | 1/2 Page | 1/1 Page | 2/1 Page |
|---------------------------------|---------------|-----------------|------------------|
| 1 issue print sponsored content | 2900.– | 5565.– | 10 500.– |
| 1 month online | 3500.– | 4300.– | 5150.– |
| 2 newsletters | 2480.– | 2480.– | 2480.– |
| Total gross | 8880.– | 12 345.– | 18 130.– |
| Crossmedia discount | -888.– | -1481.40 | -2719.50 |
| Total net CHF | 7992.– | 10863.60 | 15 410.50 |

In the online version, a video can also be integrated instead of the picture from the print version.

Delivery: Texts, images, logos and videos as specified on the right, each in German and French (print), German, French and Italian (online and newsletter) by at the latest by the monthly booking / editorial deadlines (see pages 9 till 11) to: vermarktung@agvs-upsa.ch.

Do you need help with the creation of your advertising material? If you wish, we can create your print or online content, design and produce your video according to your wishes and ideas. Prices on request.

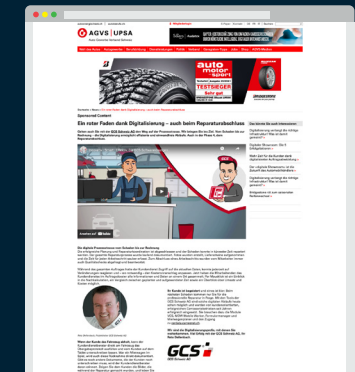
Teaser (TextAd on homepage)



Specifications TextAd on homepage

Title: Max. 50 characters incl. spaces
 Text: Max. 110 characters incl. spaces
 Image: 1 x 380 x 212 Pixel (GIF, JPG, PNG)
 Languages: German and French

1 Month Online



Specifications online

Title: Max. 60 characters incl. spaces
 Lead: Max. 300 characters incl. spaces
 Text: Max. 2800 characters incl. spaces
 Image: 1 x 920 x 450 Pixel at least 300 dpi
 Logo: 300 x 300 Pixel (JPG) or (SVG)
 QR-Code: 300 x 300 Pixel
 Languages: German and French

Instead of the large image, a customer-supplied video can be embedded. For this we need the corresponding embed code

1 Print edition



Specifications print page

Title: Max. 60 characters incl. spaces
 Lead: Max. 300 characters incl. spaces
 Text: Max. 2500 characters incl. spaces
 Images: 20 x 15 cm, 300 dpi
 Logo: AI, EPS or SVG (Vector data)
 QR-Code: Specification of the URL
 Languages: German and French

2 Newsletters



Specifications Newsletter

Title: Max. 50 characters incl. spaces
 Text: Max. 360 characters incl. spaces
 Button: Max. 30 characters incl. spaces
 Large image: 1 x 600 x 300 Pixel at least 300 dpi (GIF, JPG, PNG)
 Languages: German and French

AGVS-ONLINE

GENERAL SPECIFICATIONS ONLINE ADVERTISING MEDIA

Delivery of the advertising material

Advertising material as *.zip / *.rar file and technical questions by e-mail to vermarktung@agvs-upsa.ch. When delivering advertising material, the name of the customer, the campaign name, the order number and the booking period.

Handover of advertising material to AGVS-Media

The standard advertising media (leaderboard, skyscraper, rectangle etc.) must be delivered at least five working days before placement. All standard advertising media must comply with the IAB standard.

More detailed information is available at: iabswitzerland.ch/standardsundleitfaeden/werbemittel-standards/werbeformate/. The target URL of an ad must be properly functional and lead to a website that is functional (at the start of the campaign). It must not lead to an email address or a file. The ads must not trigger downloads of software on the user's computer without the user being clearly and conspicuously informed beforehand about the installation, operation and removal of the software and having the opportunity to refuse the installation of the software after having been so informed.

Please note that fake advertisements (e.g. windows error messages or non-functioning selection boxes) will not be accepted. If ads do not meet technical specifications or content principles, this may delay the start date for a particular placement and/or campaign. Should any ad content arrive late or not meet the technical specifications, AGVS-Media reserves the right to postpone the campaign by the number of days corresponding to the delayed delivery in order to achieve the contractually agreed impression/click targets.

If an unscheduled pause in delivery is necessary during the campaign period due to maintenance/ conversion work on the target page or due to a change of advertising medium, this must be pointed out in good time.

Medienformate

- **Image:** GIF / JPEG / JPG
- **Rich Media:** HTML5 / Javascript (Other formats on request)

You can provide us with the standard formats as a redirect or as a physical advertising medium.

Redirects / Third-Party-Tags

Redirects are ads that are not physically present on the AGVS-Media ad server but are delivered by another ad server. In principle, AGVS-Media thus books a «reference» to the third-party ad server. Please note the following for the delivery of ads as redirects:

- Redirects / third-party tags must be enabled for test purposes upon delivery.
- If third-party tags (adform, mediamind, flashtalking, adition, etc.) are used in an advertisement (Adform, Mediamind, Flashtalking, Adition, etc.) please include specific trafficking instructions (click count), as well as a contact person at the third-party partner.
- Layers as redirects must be identified by URL parameters or Javascript variables to be added variables that may need to be added.

- Expanding advertising media and layers as redirect must switch off select boxes that are covered over, and then switch on again later.
- In the case of expanding advertising media no transparent areas remain after closing or collapsing.

HTML5

HTML5 advertising media (incl. CSS 3) can only be used to a limited extent, as the functionalities used are not currently supported by all browsers (e.g. IE7 / 8). For this reason, the techniques used must be tested for browser compatibility and the executable browsers incl. operating system must be made known at the time of delivery or planning so that appropriate targeting can be set by the AGVS-Media. Libraries, such as those provided by Adobe Edge or Google Swiffy Converter, can only be used to a limited extent and must be tested before the start of the campaign. Physical delivery is only possible for standard formats (Leaderboard, Skyscraper, Medium Rectangle, Halfpage Ad, Billboard). For this we need a zip file containing all elements of the ad. Please avoid referencing from or to external objects. It must also contain an index.html file as a starting point. All included scripts as well as all elements contained in the zip file must be included with relative path referencing. Please use for hosting and the creation of the redirect tags the tools of rich media service providers such as AdForm, DoubleClick, Flashtalking, Mediamind. More rich media service providers must be tested in advance on request.

If a third-party redirect script is provided, the requirements for the delivery of third-party tags apply. The agency or the advertising media host is

then responsible for the proper implementation, positioning and functionality of the entire advertising form on the pages.

Video Ad Package (V.A.P.)

The creation of the advertising material is carried out by a third-party provider. We will be happy to provide you with STUDIO templates on request.

- Delivery: at least five working days before insertion of the advertising media
- Sound/audio: can only be switched on Click.
- Autostart: only video without sound possible; if the video is started on click, the sound can also start.
- Repetition: max. 1 x loop (i.e. play 2 x).
- File weight: The initially loaded file weight must correspond to the specifications of the format with regard to the size. Using suitable reloading procedures after the page has been fully loaded up to a maximum file size of 2.5 MB after the page has been can be downloaded.
- Bandwidth optimisation: If the video is not optimised, the delivery will be limited to users with delivery is limited to users with broadband broadband access.
- File formats/delivery: H.264 / MPEG-4 codec.
- The video formats must include the following control options
- control options: fixed or with mouse over.
- «Stop», «Pause/Play» and a «Sound on / off» button.

Video Ad Package (V.A.P)

The weight of the initial load corresponds to the underlying advertising form. After the initial load, an ad content must be displayed (no white space). Reloading may only be started after the web page has loaded, not immediately following the initial load.

Tracker

The statistics are generated exclusively by our AdServer system or by evaluating Google Analytics figures (no integration of counting pixels).

Additional costs

Adaptations/extra effort CHF 200/h.

Important notes

- In order for the AGVS-Media to be able to guarantee a punctual start of the campaign, the delivery must be made in accordance with the lead times.
- The creative agency making the delivery is responsible for ensuring that the online advertising media function smoothly. If the implementation on an external test site functions, this does not necessarily mean that this is also the case on AGVS-Online.
- If the advertising material supplied does not correspond to the AGVS online specifications, AGVS media has the right to withhold the campaign until the relevant guidelines have been correctly implemented. Any damages and costs in such cases must be borne in full by the the creative agency that has not complied with the specifications.

Important for HTML5 advertising material

So that the click can be correctly registered in the AdServer and the user is redirected to the target URL, add the following click handling to the advertising material

For simple hyperlink tags:

```
<html>
<head>
<script>
function mytag()
{
window.open(clicktag,"_blank")
}
</script>
</head>
<body>
<a href="#" onclick="mytag();" >
<div id="container1" style="
width: 300px; height: 250px">
</div>
</a>
</body>
</html>
```

Or:

```
<html>
</head>
<body>
<a href="#"clicktag" id="clicktag" target="_
blank">
<div id="container1" style="width: 300px;
height: 250px">
</div>
</a>
<script>
document.getElementById('clicktag').setAttribute
(,href', clicktag);
</script>
</body>
</html>
```

For hyperlinks via script such as javascript function:

```
function xyz()
{
window.open(clicktag,"_blank")
}
</script>
```

You will find our terms and conditions below and under [agvs-upsa.ch/de/AGVS-Media/mediadaten](https://www.agvs-upsa.ch/de/AGVS-Media/mediadaten).



AGVS

GENERAL ADVERTISING CONDITIONS

A. APPLICABILITY

1. Business relations with advertising clients

1.1. The Auto Gewerbe Verband Schweiz (hereafter «AGVS») is the publisher and editor of the magazine AUTOINSIDE and owner and operator of the websites agvs-upsa.ch, autoenergiecheck.ch and autoberufe.ch. These advertising/business conditions govern the contractual cooperation between the AGVS and an advertiser.

1.2. Viva AG für Kommunikation (hereafter referred to as «Viva AG»), as the national agency for the marketing of the AGVS's advertising offers, represents the AGVS exclusively in the conclusion of advertising and publication contracts and thus concludes these contracts with the advertising clients on behalf of the AGVS.

1.3. The advertising contract includes the publication (single orders, repeat orders, etc.) of advertising formats such as advertisements, banners, supplements, inserts and paid editorial advertising formats (sponsored content/advertorial) in connection with the magazine AUTOINSIDE, the websites agvs-upsa.ch, autoenergiecheck.ch and autoberufe.ch as well as any new print and online media of the AGVS. In the case of advertising offers, Viva AG can also offer advertising customers advice, the creation of advertising formats, the preparation of media plans or administrative services for a fee.

2. Terms and conditions of the advertising clients

2.1. These advertising conditions become part of the relevant advertising contract upon conclusion of the contract; the Swiss Code of Obligations applies in addition to these advertising conditions. At the same time, the advertiser waives the application of its own terms and conditions.

B. CONTRACT PROCESSING

1. Prices

1.1. With regard to the publication, the respectively valid advertising rates and conditions of the AGVS publications apply, plus VAT.

1.2. With regard to consulting, creative, planning or administrative services of the AGVS or of Viva AG, their respective valid service tariffs shall apply, plus VAT.

1.3. Changes to the advertising rates, conditions, service rates and VAT shall come into force immediately, even in the case of current publications. The advertiser has the right to withdraw from the contract within two weeks of the announcement of the new advertising rates and conditions. In this case, the advertiser is entitled to the conditions that correspond to the quantity actually taken according to the scale.

2. Additional costs

2.1. Extraordinary expenses that are not included in their advertising or service rates will be invoiced additionally after prior written agreement on costs, plus VAT. On the part of AGVS or Viva AG, such expenses include, for example, complex processing of advertising templates.

3. Conditions for repeat orders

3.1. For advertising formats which appear unchanged on dates fixed in advance (repeat orders), the advertising rates may provide for more favourable conditions.

3.2. The advertising media must always appear unchanged; only in the case of full templates can the subjects generally be changed.

3.3. A more favourable price will be granted retroactively if the repeat order is extended under the same conditions before the publication of the last advertising format and thus a higher level is reached.

3.4. If the agreed appearances are not achieved within 12 months from the first publication, the excessively favourable rate will be subsequently charged. The unsubscribed publications cannot be transferred to subsequent repeat orders.

4. Modalities quantity contracts or repeat orders

4.1. A separate volume contract or repeat order must be agreed for each advertising client.

4.2. The volume contract or repeat order can in principle only be placed by an individual, legally independent advertising client, cross-company groups, holdings and purchasing organisations.

4.3. The duration of repeat orders shall be 12 months from the first publication. If it begins up to and including the 15th of a month, it shall run until the end of the previous month of the following year; if it begins between the 16th and the end of a month, it shall run until the end of the current month of the following year.

4.4. In principle, the same conditions and tariffs apply for the entire term.

5. Publisher's right

5.1. The AGVS reserves the right to request changes to the advertising content or to reject advertising material.

5.2. For technical reasons, the AGVS may move advertising media that are prescribed for certain dates but are not necessarily subject to deadlines in terms of content forward or backward by one issue without prior notification.

5.3. The AGVS may label advertising media such as advertisements, banners and paid editorial advertising formats with the designation «Advertisement», «Promotion» or «Sponsored Content» etc. in order to distinguish them from the editorial section.

5.4. The AGVS may in principle decide on the placement of the advertising media. Placement requests of the client can only be accepted without obligation. Advertising media booked with a placement surcharge and confirmed accordingly by Viva AG must be adhered to and may only be changed after written agreement with the advertising client.

5.5. Orders for advertising inserts, tip-ons and bound-in inserts are only binding for the AGVS after approval of a sample.

6. Proofs

6.1. Proofs for commercial advertising formats can be supplied in electronic form (PDF) on request, provided that the print documents arrive at least 10 calendar days before the closing date.

6.2. No proof will be supplied for full artwork.

7. Print material

In the absence of an express agreement, AGVS or Viva AG shall not be obliged to retain or return print and data material (final artwork, films, photos, etc.) supplied in conventional or digital form. The advertiser is responsible for the punctual delivery of the print material or inserts.

8. Terms of payment

- 8.1.** A payment period of 10 calendar days applies to the publication of occasional advertisements.
- 8.2.** A payment period of 30 calendar days applies to the publication of all other advertising formats.
- 8.3.** The advertiser shall immediately fall into arrears after expiry of the payment deadlines in accordance with 12.1 and 2.2. as a result, AGVS or Viva AG shall charge interest on arrears of 5%. In addition, AGVS or Viva AG may demand advance payment for all future orders until all booked advertising formats have been paid for.
- 8.4.** If the advertiser defaults after 12.3, he will be charged CHF 50 for the second and last reminder from AGVS or Viva AG.
- 8.5.** In the event of debt collection, composition or bankruptcy, the benefits and any advisory and brokerage commissions are forfeited.
- 8.6.** The advertiser waives the right of set-off pursuant to Art. 126 of the Swiss Code of Obligations.

9. Early termination of contract

- 9.1.** If an AGVS publication ceases to appear during the term of the contract, AGVS or Viva AG may withdraw from the contract without any obligation to pay compensation.
- 9.2.** This does not release the advertiser from payment for the published advertising formats.
- 9.3.** No conditions are subsequently charged, but remunerations are made if a higher level has been reached at the time of termination of the contract.

C. LIABILITY OF THE ADVERTISING MARKETING COMPANY

1. Incorrect appearance, non-appearance

- 1.1.** Complaints due to incorrect appearance or non-appearance must be made to the AGVS or Viva AG within 10 calendar days of publication. The AGVS or Viva AG must be notified within 10 calendar days of publication.

- 1.2.** If the purpose or effect of the advertising format is substantially impaired or if a deadline advertising format has not appeared on time, the insertion costs will be partially waived or compensated in the form of advertising space in the publication concerned. In the case of orders placed by telephone, in the case of faulty digital transmissions of production templates for advertising formats to the AGVS or Viva AG, in the event of errors resulting from translations of foreign-language templates, in the event of data shifts (clause 9.2), in the event of non-compliance with placement regulations, in the event of unsuitable artwork, in the event of non-significant register differences and in the case of deviations in colour or from typographical regulations as well as in the case of missing code designations the aforementioned claims.
- 1.3.** All further claims other than those mentioned in Clause 12.2 for defective appearance, non-appearance or for other reasons are excluded.

D. LIABILITY OF THE ADVERTISING AGENT

1. Liability regarding the content of the advertising formats

The advertiser is responsible for the content of the advertising formats. He declares that he will comply with the relevant legal provisions and industry rules and that he is responsible to AGVS or Viva AG for this. He indemnifies AGVS, Viva AG as well as their organs and auxiliary persons against claims of third parties. In any case, he is obliged to bear all judicial or extrajudicial costs incurred in connection with claims of third parties or in other proceedings.

2. Right of reply

In the case of a counter-representation request (Art. 28 ff. ZGB) in relation to advertising formats, AGVS or Viva AG shall inform the advertiser of the receipt of the request and discuss with him the acceptance of the request or its rejection or approval as well as the procedure for any publication of counter-representations and the associated modalities.

E. FURTHER USE OF ADVERTISING FORMATS

1. Use of advertising formats for electronic databases

- 1.1.** The advertiser declares his consent that AGVS or Viva AG may feed the advertising formats into its own or third-party electronic databases and process them for this purpose. The advertiser may withdraw his consent at any time. The advertiser acknowledges that personal data can also be accessed in countries that do not have data protection provisions comparable to those in Switzerland, and that the confidentiality, integrity, authenticity and availability of his/her personal data is therefore not guaranteed.
- 1.2.** The unauthorised processing and utilisation of printed advertising formats or advertising formats fed into electronic databases by third parties without substantial personal contribution is unacceptable and is prohibited by the advertising client.

2. Intellectual property of advertising formats/ right of use

- 2.1.** The advertiser acknowledges the intellectual property rights, in particular the copyright, of AGVS resp. Viva AG's copyright to all advertising formats and content of an individual nature created by the advertiser. Insofar as the advertiser fulfils his contractual obligations towards the marketing company, he is permitted to use the intellectual property within the framework of the original purpose of use for an unlimited period of time.
- 2.2.** The advertiser shall transfer to the AGVS all rights of use, ancillary copyrights and other rights required for the use of its advertising in the AUTOINSIDE and in its online media, in particular the right to reproduce, distribute, transmit, send, process, store in and retrieve from a database, in terms of time, place and content, to the extent necessary for the execution of the order. The aforementioned rights shall entitle the user to place the advertisement by means of all known technical processes as well as all known forms of online media. AGVS may grant any number of sub-licences to the rights granted for the agreed advertising placement, as well as transfer the rights granted to third parties.

F. FURTHER USE OF DATA

- 1.1.** The advertiser hereby expressly grants AGVS or Viva AG the right to feed his data into a database and to collect it there into a database and to collect, manage, use, change and evaluate this data there, as well as to use this data for advertising, sponsoring and marketing purposes during and beyond the contractual relationship.
- 1.2.** Furthermore, the AGVS or Viva AG reserves the right to pass on or resell the data stored in the database to third parties if necessary.

G. APPLICABLE LAW, PLACE OF JURISDICTION

- 1.** The advertising contract shall be governed exclusively by Swiss law. The Vienna Sales Convention (CISG) is excluded.
- 2.** The exclusive place of jurisdiction is the competent court at the location of the AGVS office (Berne), unless the law provides for a mandatory place of jurisdiction.

These advertising conditions come into force on 01.01.2021 and replace all previous versions. These general terms and conditions are subject to change at any time. The current version can be found at www.agvs-upsa.ch.

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