

The International  
Truck Magazine



Media Information 2012



**FERNFAHRER**  
Media Information  
2012

**General  
Information**



The transport industry and also the politicians have now realized that our economic force is the truck driver. Truck drivers are the ones who transport all goods that trade and industry need and everything else we consume and use every day.

At this time, however, transport managements are under considerable strain. Reliable and qualified drivers, who know about effective technical details and political developments, lead the path to success because all of them read **FERNFAHRER**.

The magazine **FERNFAHRER** publishes competent vehicle tests including all important novelties for the commercial vehicle industry. Because of their exact and authentic ratings for consumption and performance professionals have the operative word here. They know exactly which challenges need to be faced every day and which techniques work most effectively. Truck drivers transport all pieces of information needed by decision makers to invest and maintain fleets.

**FERNFAHRER** accompanies the driver through political, economic and legal topics. This provides useful information for the job and shows readers the manifold facets of this very underestimated profession.



Editor-in-Chief  
Andreas Techel  
about  
**FERNFAHRER**



**1 Characteristics and target group:**

**FERNFAHRER** is the German language truck magazine with latest and comprehensive news for the dedicated truck driver. Vehicle reports, tests and news about innovations provide the reader with a wide range of information.

Furthermore, lively reports and fascinating stories are written in informal language by truck drivers.

In this monthly published journal there is an emphasis on political, social and legal issues that are of great interest for truck drivers, haulage contractors as well as fleet managers.

- 2 **Publication:** monthly,  
12 editions
- 3 **Year:** 30th year 2012
- 4 **Web-Address:** www.fernfahrer.de  
www.eurotransport.de
- 5 **Membership:** -
- 6 **Organ:** -
- 7 **Publisher:** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH
- 8 **Publishing House:** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
P.O. Box 81 02 07, 70519 Stuttgart  
Handwerkstraße 15, 70565 Stuttgart,  
Germany

- 9 **Editor:** Andreas Techel, Editor-in-Chief  
Phone: \*49 ( 711 ) 784 98-43  
andreas.techel@etm-verlag.de
- 10 **Advertisement:** Norbert Blucke, Advertising Manager  
Phone: \*49 ( 711 ) 7 84 98-94  
norbert.blucke@etm-verlag.de
- 11 **Marketing:** Bernd Steinfeldt, Marketing Manager  
Phone: \*49 ( 711 ) 784 98-17  
bernd.steinfeldt@etm-verlag.de

- 12 **Cover price**  
**Subscription:**  
Germany Euro 39,90  
**Cover price:** Euro 3,70
- 13 **ISSN-No.:** 02573180
- 14 **Volume analysis 2008 = 13 editions**  
**Format:** 230 x 298 mm  
**Total size:** 1.412 Pages = 100,0 %  
**Editorial:** 1.013 Pages = 71,7 %  
**Advertisement:** 399 Pages = 28,3 %  
of which  
Classified ads: 200 Pages = 51,5 %  
Inserts: 0 Pages = 0,0 %  
House ads: 109 Pages = 27,3 %  
**Inserts** 5 editions

- 15 **Content Analysis of Editorial 2010 = 1.412 Pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

**Editions per issue** (on average) for the period of 1 July 2010 until 30 June 2011

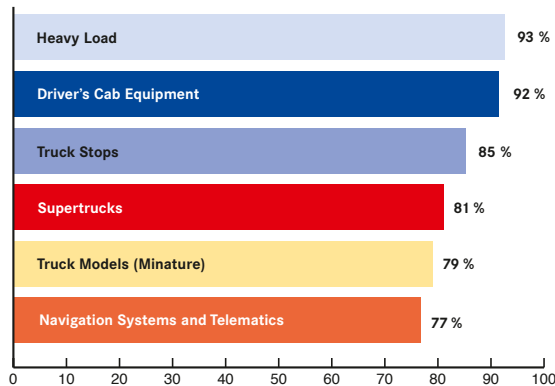
Total circulation:	84.659
<b>Distributed circulation:</b>	<b>43.538</b>
Foreign countries:	4.737
<b>Paid circulation:</b>	<b>41.516</b>
Foreign countries:	4.597
- Subscription:	12.075
Members:	42
- Single sales:	28.660
- General sales:	792
Free copies:	1.999
Remaining, file and specimen copies	1.142

18 **Geographic distribution:**

Economic sector	Percentage of distributed circulation	
	%	copies
Home country	89,1 %	38.801
Foreign countries	10,9 %	4.737
<b>Distributed circulation</b>	<b>100,0 %</b>	<b>43.583</b>



FERNFAHRER readers are very interested in the following topics: (in %)



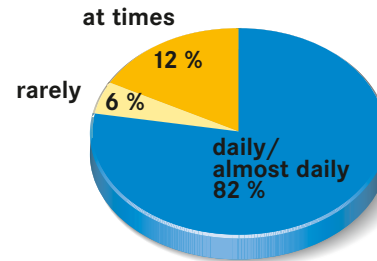
Source: Reader analysis, FERNFAHRER 5+6/2011

How many persons except yourself receive your copy of FERNFAHRER to read or look at?

Number co-readers: 3.5 reader per copy

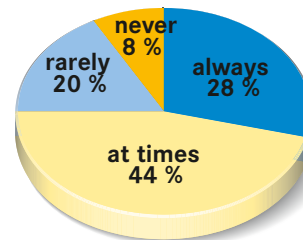
Source: Reader analysis, FERNFAHRER 5+6/2006

How often do you drive a truck with 16 tons and over?



Source: Reader analysis, FERNFAHRER 5+6/2011

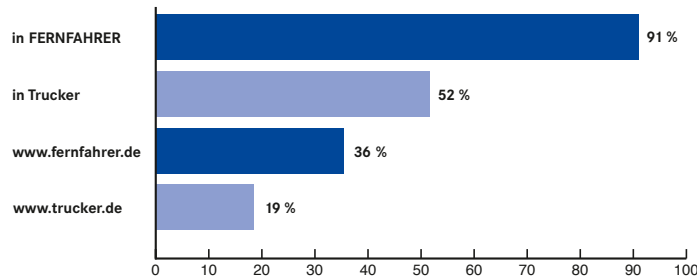
How often do you visit truck stops?



Source: Reader analysis, FERNFAHRER 5+6/2011



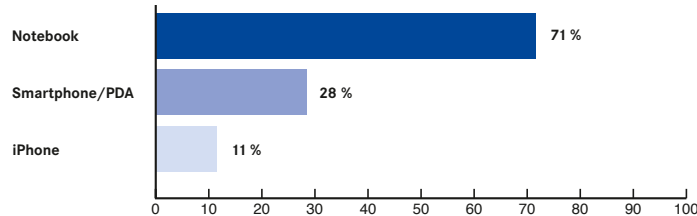
### Where do you find useful information on trucks?



Source: Reader Survey, FERNFAHRER 3+4/2011

### User mobile phone with internet access

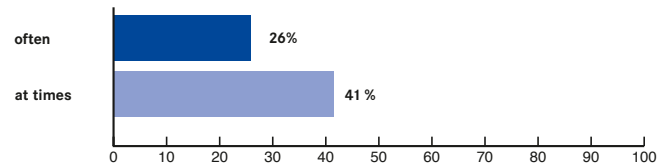
Base: mobile phone user = 100 %



Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011,  
lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011

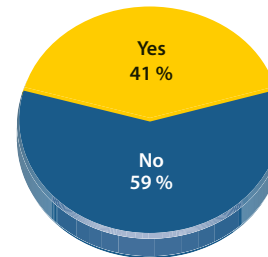
### Internet use with mobile phone

Base: mobile phone user = 100 %



Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011,  
lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011

### User mobile phone with internet access




Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011,  
lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011



**FERNFAHRER**  
Media Information  
2012

Economic Efficiency

		FERNFAHRER	TRUCKER
<b>Solid Circulation (IVW 3/11)</b>		46.675	48.208
<b>Prices 2011</b>			
1/1 page 4c*		7.820,- €	9.260,- €
<b>Price per 1.000 solid copies</b>			
ca. 1.000 mm 4c*		167,54 €	192,08 €

\* Base: Media Information 2011 / IVW 3/2011

**Comparing solid copies FERNFAHRER (IVW 3/2011, 1/1 page 4c with TRUCKER, an advertisement in FERNFAHRER 13 % cheaper!**





- 1 **Circulation:** Printed circulation (yearly average): 84.659  
Distributed circulation (yearly average): 43.538
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,  
4 columns, width of column 45 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)  
**Copy material:** please see page 13  
**Data file:** please see page 13
- 4 **Schedule:** please see page 11  
**Publication date:** Tuesdays
- 5 **Publishing House:** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
81 02 07, 70519 Stuttgart, Germany  
**P.O.Box:** Handwerkstraße 15, 70565 Stuttgart,  
Germany  
**Address:** www.eurotransport.de  
**Internet:** Phone: +49 (7 11) 784 98-94  
**Advertisement:**
- 6 **Payment:** all insertion orders are accepted on a strictly  
prepaid basis only. Payments can be made by International  
Money Order/ Bankers draft in Euro to:  
Baden-Württembergische Bank AG, Stuttgart, account no.  
7871 5092 76, bank code 600 501 01
- 6 **Advertising Formats and Prices:**  
please see page 9

- 8 **Surcharge:** Print across gutter without charge

Special Inserts:			Backcover		
<b>1/1 page</b>			4c	in Euro	8.690,-
<b>2nd Cover</b>					
4c	in Euro	8.590,-			
<b>3rd Cover</b>					
4c	in Euro	8.190,-			
			Classified ads with 1 column only upon request		
			4c	in Euro	17,90
			No discounts		

- 9 **Classified advertisement:**  
please see Media Information *Kombi*Markt
- 10 Special advertisements on request:  
Stephanie Steck, Phone: +49 (7 11) 784 98-12
- 11 **Discounts:** please see page 12
- 12 Combinations: please see page 12
- 13 **Inserts:** please see page 14
- 14 **Loose inserts:** please see page 15
- 15 **Glued inserts:** please see page 15
- 16 **Address:** please see page 15  
**VAT:** all prices in Euro + VAT

## 7 Advertising Formats and Prices – Variations please see page 8 and 14

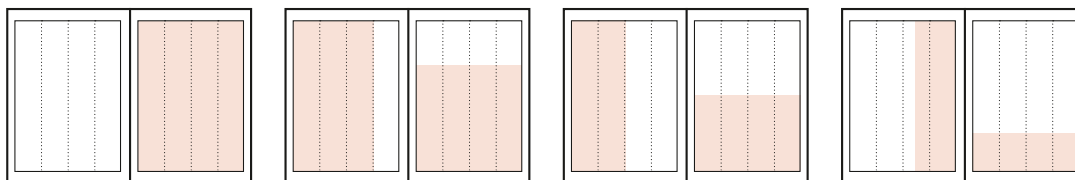
Formats			width x height		4c
<b>1/1 page</b>	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	7.980,-
<b>3/4 page</b>	type area  <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	6.120,-
<b>1/2 page</b>	type area  <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm <i>114 x 298 mm</i> <i>230 x 150 mm</i>	in Euro	3.990,-
<b>1/3 page</b>	type area  <i>bleed*</i>	vertical horizontal vertical horizontal	62 x 263 mm 196 x 86 mm <i>80 x 298 mm</i> <i>230 x 108 mm</i>	in Euro	2.760,-
<b>1/4 page</b>	type area	1 column 2 columns 4 columns	45 x 263 mm 95 x 129 mm 196 x 64 mm	in Euro -	2.120,,
<b>1/8 page</b>	type area	1 column 2 columns 4 columns	45 x 129 mm 95 x 64 mm 196 x 32 mm	in Euro	1.090,-
<b>2/1 pages</b>	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	15.960,-
<b>1 1/2 pages</b>	type area  <i>bleed*</i>	vertical horizontal vertical horizontal	323 x 263 mm 424 x 193 mm <i>341 x 298 mm</i> <i>460 x 219 mm</i>	in Euro	11.970,-
<b>2/2 pages</b>	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	7.980,-
<b>Sponsoring of the expenses table in FERNFAHRER 2/2012</b>					3.000,-

\* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge.

**General terms and conditions of ETM Verlag apply.**



**Page**



**Formats** (width x height)  
type area

**1/1 page**

196 x 263 mm

**3/4 page**

vertical: 145 x 263 mm  
horizontal: 196 x 193 mm

**1/2 page**

vertical: 95 x 263 mm  
horizontal: 196 x 129 mm

**1/3 page**

vertical: 62 x 263 mm  
horizontal: 196 x 86 mm

*bleed\**

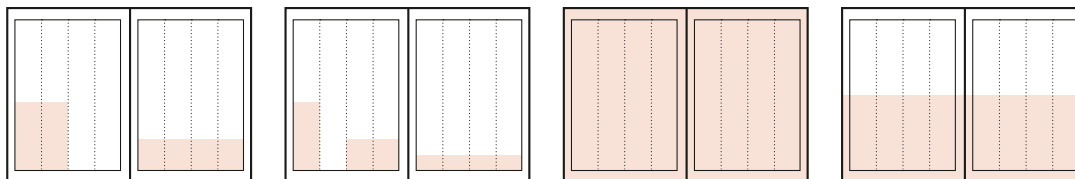
230 x 298 mm

vertical: 163 x 298 mm  
horizontal: 230 x 219 mm

vertical: 114 x 298 mm  
horizontal: 230 x 150 mm

vertical: 80 x 298 mm  
horizontal: 230 x 108 mm

**Page**



**Formats** (width x height)  
type area

**1/4 page**

1 column: 45 x 263 mm  
2 columns: 95 x 129 mm  
4 columns: 196 x 64 mm

**1/8 page**

1 column: 45 x 129 mm  
2 columns: 96 x 64 mm  
4 columns: 196 x 32 mm

**2/1 pages**

424 x 263 mm

**2/2 pages**

424 x 129 mm

*bleed\**

460 x 298 mm

460 x 150 mm

\* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge



Edition No.	Special Features	Trade Fairs	Closing Date	Copy Date	Publication Date
2/2012	Expenses extra		12. 12. 2011	14. 12. 2011	09. 01. 2012
3/2012	Truck Breakdown				
	<b>Call for Reader Survey</b>	Spielwarenmesse	10. 01. 2012	12. 01. 2012	06. 02. 2012
4/2012	Air Conditioning + Heating				
	<b>Call for Reader Survey</b>	SITL	14. 02. 2012	16. 02. 2012	12. 03. 2012
5/2012	Autohof chains in Germany	RESALE, NUFAM	16. 03. 2012	19. 03. 2012	10. 04. 2012
6/2012	Consumer Electronics in the driver's cab		10. 04. 2012	12. 04. 2012	07. 05. 2012
7/2012	Reader Survey- Die besten Nutzfahrzeuge/ Die besten Marken 2012		08. 05. 2012	10. 05. 2012	04. 06. 2012
8/2012	Tuning & Styling		05. 06. 2012	07. 06. 2012	02. 07. 2012
9/2012	Truck-Grand-Prix Nürburgring	Truck-Grand-Prix	10. 07. 2012	12. 07. 2012	06. 08. 2012
10/2012	Preview Nfz-IAA 2012		14. 08. 2012	16. 08. 2012	10. 09. 2012
11/2012	Tires & Rims, Highlights Nfz-IAA 2012		11. 09. 2012	13. 09. 2012	08. 10. 2012
12/2012	Service Petrolcards		09. 10. 2012	11. 10. 2012	05. 11. 2012
1/2013	Novelties 2013		06. 11. 2012	08. 11. 2012	03. 12. 2012

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KombiMarkt**.



**ETM-Kombi 1**

lastauto omnibus  
+  
lastauto omnibus KATALOG  
+  
**FERNFAHRER**  
+  
TRANSPORTER MAGAZIN

**Combinatory Discount**

Further information about combinatory discounts on request.

**ETM-Kombi 2**

*trans aktuell*  
+  
**FIRMENAUTO**  
+  
**KEP aktuell**  
+  
*trans aktuell spezial*

**Combinatory Discount**

Series:		Volume:	
2 inserts	5 %	2 pages	5 %
4 inserts	10 %	4 pages	10 %
6 inserts	12 %	6 pages	12 %
9 inserts	15 %	9 pages	15 %
12 inserts	18 %	12 pages	18 %
18 inserts	20 %	18 pages	20 %
24 inserts	22 %	24 pages	22 %
30 inserts	25 %	30 pages	25 %



**Printing:**

Unseperated PDF/X3, CMYK-Modus.  
Type, logo + pictures included  
Resolution: picture elements:  
CT: 304 dpi, Linework LW 1200 dpi.  
Trim addition: 5 mm from all sides  
One reliable proof from delivered data.

**Data Delivery for Advertisements**

Please send your printing material via  
„elektronisches Datenticket“ to:  
[www.eurotransport.de/daten](http://www.eurotransport.de/daten)

Iris Eifrig/**FERNFAHRER**

Phone: +49 (711)182-1613

Fax: +49 (711)182-1818

E-Mail: [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

The publisher retains the right to sell a PDF-file at cost if printing material as, i.e. films and other data, are not transmitted as requested. Please ask for further information.

Printing material should be sent to:

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart  
Germany

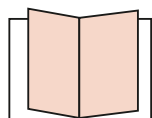
please ask for:

Iris Eifrig/**FERNFAHRER**



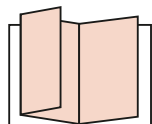
13 **Inserts**

**Prices:**



4 pages

Euro 12.570,-



6 pages

Euro 18.850,-

**Other prices:**

8 pages Euro 24.890,-

**Discounts:**

2 page inserts are equivalent to 1 advertising page,  
please see page 10

**Formats for inserts:**

Untrimmed: 233 x 306 mm

Trim size: 230 x 298 mm

**Technical Data:**

Paper weights: 4 pages: min. 100 g/m<sup>2</sup>  
6 pages: min. 80 g/m<sup>2</sup>

- Features and fittings need to be coordinated with ETM Verlag.
- Untrimmed format required for delivery.
- Different formats for inserts on request only.

**Delivery date:** 10 prior to publication

**Cancellation:** 8 days prior to publication

**Label:**

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



**14 Inserts**

**Prices:**

Euro 145,- per  
1,000 copies up to 25 g.  
Each additional 5 g cost  
Euro 10,-

**Discounts:**

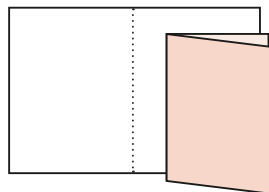
No discounts for inserts

**Formats:**

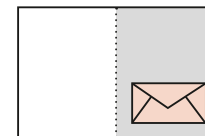
Minimum: 105 x 148 mm  
Maximum: 220 x 290 mm

**Required circulation:** upon request

Delivery date: 10 days after closing date



Envelopes with content,  
glued free samples cost  
from Euro 38,-  
per 1,000 copies.  
Brochures per 1,000  
cost Euro 45,-



**Formats:**

Minimum: 75 x 75 mm (1/1 page)  
Maximum: 175 x 210 mm

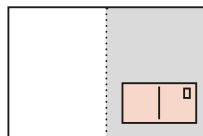
**Delivery date:** 2 weeks prior publication

**Delivery Address:**

Vogel DRUCK,  
Herr Bedner,  
Phone: +49 (931)46 00 20-85  
Leibnizstr. 5,  
97204 Höchberg bei Würzburg  
Germany

**15 Glued inserts:**

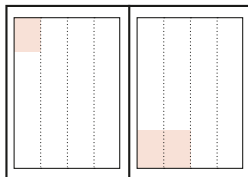
glued postcards and other  
rectangle prints incl. envelopes  
Euro 28,- per 1,000 issues  
+ postal fees.



**VAT:** all prices are in Euro + VAT.

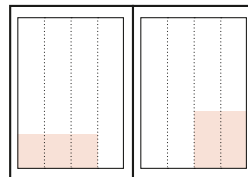


**Format**



type area

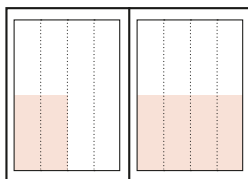
1 column: 43 x 43 mm Euro 94,60  
2 columns: 90 x 50 mm Euro 220,-



3 columns: 137 x 45 mm Euro 297,-  
2 columns: 90 x 107 mm Euro 470,80

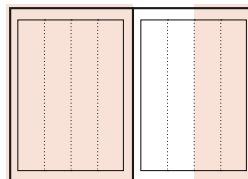
**Format**

**Special prices for  
personal ads**



type area

2 columns: 90 x 180 mm Euro 792,-  
1/2 page horiz.: 185 x 123 mm Euro 1.000,-



bleed

1/1 page 230 x 298 mm\* Euro 2.400,-  
1/2 page 120 x 298 mm\* Euro 1.300,-  
\*allow 5 mm bleed

**Classified Ads**

Advertisement in advertising section only:

**mm-Price 2c/3c,  
4c or b/w:** Euro 2,20\*

**Personal Ads**

**4c or b/w:** Euro 2,75\*

**1 column:** 43 mm

**2 columns:** 90 mm

**3 columns:** 137 mm

**4 columns:** 185 mm

**Min. height:** 20 mm

**Discounts:**

Please ask for discounts.

Please see our **KombiMarkt** with mutual classified advertisement section of **FERNFAHRER, lastauto omnibus** and **trans aktuell** (please see separate media kit **KombiMarkt**).

\* Price per mm height at 43 mm width of column. All prices in Euro + VAT.



**A**

24autohof  
ADAC  
A.I.S.Construct  
ALAN Electronics  
American Express  
American Truck Promotion  
AWM Modelle  
ARAL-BP  
ARAL-Rheinböllen  
Autohof Strohofer  
Autoscout24

**B**

Bastei Lübbe  
Ben's Cabinemeubels b. v.  
BFS Business Fleet Services  
Bibby Financial Services  
Big Move  
BPW Bergische Achsen  
Brembo

**C**

Cologne Truck Wash  
Continental

**D**

DAF Trucks  
Daimler AG  
DanBox  
DEKRA  
DKV  
Dometic

**E**

East West  
Electrolux  
Euro Leasing

**F**

Fahrlehrerversicherung  
Fleetboard  
Fliegl  
Ferrero  
Fulda

**G**

GPS/Gräfelfing  
Grammer  
Greenpower  
Grünhage

**H**

Hahn Racing  
Haldex  
Hankook  
Hella  
Herpa  
Hertz  
Hesterberg  
Hot Action Records  
Humbaur  
Hunger

**I**

IBM  
ISP/Dreieich  
Isringhausen  
Iveco

**J**

Jost  
Jumbo-Fischer  
JWE Events

**K**

Kapsch  
KLV Kaltenhauser  
Knorr-Bremse  
Kögel  
Kraiburg  
Krombacher  
Krone  
Kuda Aero-Spoiler

**L**

Leipziger Messe  
Liqui Moly

**M**

Mairs  
MAN  
Marlen  
Mercedes-Benz  
Megaform  
Messe Amsterdam  
Mevisen  
Mobile.de  
Modern Trucking  
Motoren AG  
Motorbuch Verlag

**O**

OVS Europa Truck Trial

**P**

Paccar Leasing GmbH  
PEMA  
Pieper  
Pirelli

**Q**

Quorum

**R**

Rasthof Uhrleben  
Renault

**S**

Sachs  
Scania  
Scheuerle  
Schmitz Cargobull  
Schoch  
Schuco  
Service 24  
Shell  
Spanntrucks  
SSAB

**T**

Tankpool 24  
TimoCom  
Troostwijk  
Truma Gerätetechnik  
Truckscout24.de

**U**

Union Tank  
UTA-Leasing

**V**

VDA  
Voith  
Volvo Trucks

**W**

Waeco  
Walther  
Webasto  
Westfalia  
Witteler/Brilon  
Winkler

**Z**

ZF Friedrichshafen  
ZF Trading



## Your contact for advertising in **FERNFAHRER**



Norbert Blucke

### **Advertisement:**

Media advice, offers and orders

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Handwerkstraße 15  
70565 Stuttgart, Germany

Advertising Manager **FERNFAHRER**

Norbert Blucke

Phone: +49 (711) 784 98-94

Fax: +49 (711) 784 98-29

E-Mail: [norbert.blucke@etm-verlag.de](mailto:norbert.blucke@etm-verlag.de)

### **For your orders:**

Confirmations, invoices, printing material  
and production enquiries

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Iris Eifrig

Phone: +49 (711) 182-1613

Fax: +49 (711) 182-1818

E-Mail: [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)



*EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Das Gemeinschaftsunternehmen von DEKRA,  
Motor Presse Stuttgart GmbH & Co. KG  
und VF Verlagsgesellschaft*