





FIRMEAUTO Media Information 2012

Portrait



At **FIRMEAUTO** the company car is the centre of attention. With exclusive practical reports and exact cost calculations as well as vehicle tests **FIRMEAUTO** offers basic facts for readers and decision-makers in fleets. In addition the reader will find extensive market surveys that do not only exhibit thorough vehicle selection in single segments but give an overview of residual values and maintenance costs.

Fleet managers provided with that kind of information will be able to work more efficiently with their fleets while decreasing their costs.

Specific topics for fleets are taxes, insurances, leasing, financing and law as well as tank and tire management. Another focus is on liability and accident prevention.

For all these reasons **FIRMEAUTO** is the perfect choice for fleet managers.



Editor-in-Chief
Hanno Boblenz on
FIRMEAUTO



1 Characteristics and target group:

Cost-conscious management and constantly improving vehicle techniques make it a complex and challenging task to manage a fleet and choose the right company car.

FIRMENAUTO can be of helpful support in the process of decision-making because it offers a wide range of vehicle tests and reports on different topics around the car.

The yearly event „Firmenauto des Jahres“, many workshops and the training for „certified fleetmanager“, that

FIRMENAUTO offers together with DEKRA Akademie, completes the publication. You will find us on the internet at **firmenauto.de**.

- 2 Publication:** monthly,
10 editions
- 3 Year:** 18th year 2012
- 4 web-address:** www.firmenauto.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:** Hanno Boblenz, Editor-in-Chief
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bernd.steinfeldt@etm-verlag.de

12 Subscription Price

Subscription:

Germany Euro 36,–

Cover Price: Euro 4,–

13 ISSN-No.: 1618-4998

14 Volume analysis 2010 = 11 editions

Format: 215 x 280 mm

Total size: 837 pages = 100,0 %

Editorial: 642 pages = 76,7 %

Advertisement: 195 pages = 23,3 %

of which

Classified ads: 0 pages = 0,0 %

Bound inserts: 0 pages = 0,0 %

House ads: 34 pages = 17,4 %

Inserts 8 editions

15 Analysis editorial 2010 = 642 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 Juni 2011**

Total circulation:	51.329
Distributed circulation:	50.342
Foreign countries:	205
Paid circulation:	35.313
Foreign countries:	45
– Subscriptions:	25.255
Members:	24.689
– Single sales:	–
– General sales:	10.100
Free copies:	15.029
Remaining, files, specimen, copies:	945

18 Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99,6 %	50.137
Foreign countries	0,4 %	205
Distributed circulation	100 %	50.342

ETM-Kombi 1

lastauto omnibus

+

lastauto omnibus

KATALOG

+

FERNFAHRER

Combinatory Discount

ETM-Kombi 2

trans aktuell

+

FIRMAUTO

+

KEP aktuell

+

TRANSPORTER MAGAZIN

Combinatory

Discount

Series:

2 Insertions	5 %
4 Insertions	10 %
6 Insertions	12 %
9 Insertions	15 %
12 Insertions	18 %
18 Insertions	20 %
24 Insertions	22 %
30 Insertions	25 %

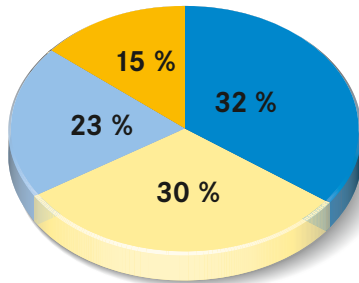
Volume:

2 Pages	5 %
4 Pages	10 %
6 Pages	12 %
9 Pages	15 %
12 Pages	18 %
18 Pages	20 %
24 Pages	22 %
30 Pages	25 %



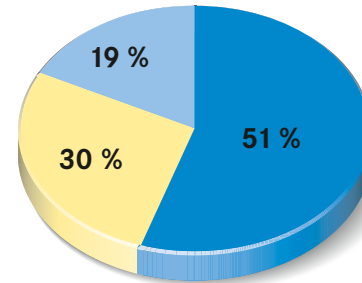
FIRMENAUTO has got two channels:

Distribution via
DATAFORCE
FleetBase Online-Addresses.



14 to 24 cars	30,0 %
25 to 49 cars	32,0 %
50 to 99 cars	23,0 %
100 cars and over	15,0 %

Distribution via
DEKRA attended fleets
Alles im grünen Bereich.



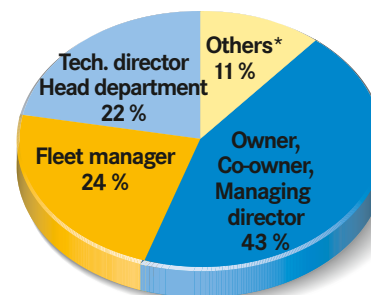
5 to 19 cars	51,0 %
20 to 49 cars	30,0 %
50 cars and over	19,0 %



Area of responsibility

Base	100,0 %
1. I make suggestions	51 %
2. I obtain information	53,5 %
3. I prepare decisions	50,5 %
4. I give definite recommendations	40,5 %
5. I make decisions	35 %
6. I am in the advisory group	49,5 %
Decision makers (Net. 5. and/or 6.)	72,5 %
7. I am not part of the advisory group	2,4 %
8. No statement	0,6 %

90,0 % of FIRMENAUTO readers hold management positions.



*open questionnaire (employee, administrator, secretary)



FIRMENAUTO Media Information 2012



Price List No.18,
valid from
1 January 2012

P

- 1 **Circulation:** Printed circulation (yearly average): 51.329
Distributed circulation (yearly average): 50.342
- 2 **Magazine size:** 215 x 280 mm, type area 183 x 248 mm,
3 columns, width of column 58 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)
For advertisements: Please send your printing material
via electronic ticket to:
www.eurotransport.de/daten
One reliable proof from delivered data.
Printing Material: PDF/X-3, CMYK-Modus
- 4 **Schedule:** please see page 8+9.
On sale date: Fridays
- 5 **Publ. House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstr. 15, 70565 Stuttgart, Germany
Internet: www.eurotransport.de
Advertising: Phone: +49 (711) 784 98-98
- 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,
Konto-Nr. 7871 5092 76, BLZ 600 501 01
- 7 **Formats and Prices:** please see page 10.
Please ask for classified advertisements in the
appointments section.
- 8 **Surcharge:** -
Colour advertisements: Colour scale, European Trichroma-
tic System. Slight variations in shade may occur within nor-
mal tolerances of the Offset printing process. No guarantee
can be given for colour layouts without a colour scale.
Please see page 10.
Format: Free advertisements across gutter.
- 9 **Classified advertisements:** -
- 10 **For special requests** please contact:
Doris Lorch, Phone: +49 (711) 7 84 98-12
- 11 **Discounts:** please see page 4.
- 12 **Combinations:** please see page 4.
- 13 **Inserts:** please see page 11.
- 14 **Loose inserts:** please see page 12.
- 15 **Glued inserts:**
please see page 12.
- 16 **Address for inserts:** please see page 12.
VAT: All prices are in Euro + VAT.
General terms and conditions of ETM Verlag apply



FIRMEAUTO Media Information 2012



Scheduled
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2012	Car Return – Reports – Back Payment – Logistics	Petrol cards Leasing Tires		13. 01. 2012	16. 01. 2012	03. 02. 2012
4/2012 plus TRANSPORTER MAGAZIN*	Tires – Tire test – Technology – New tires	Tankmanagement Leasing	Int. Auto- mobil-Salon Genf	02. 03. 2012	05. 03. 2012	23. 03. 2012
5/2012 plus ecoFLEET**	Leasing – Market views – Trends – Guide	Petrol cards Fittings		28. 03. 2012	29. 03. 2012	20. 04. 2012
6/2012	Fleet Law – Verdicts	Leasing Tires		25. 04. 2012	26. 04. 2012	18. 05. 2012
7/2012 plus TRANSPORTER MAGAZIN*	Car Technology – Explanation – Background – Perspective	Petrol Cards Financing		31. 05. 2012	01. 06. 2012	22. 06. 2012



FIRMENAUTO Media Information 2012



Scheduled
Features

T

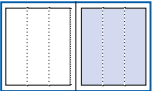
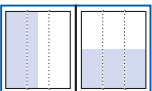
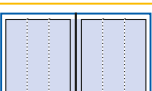
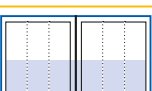
Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2012 plus ecoFLEET**	Firmenauto des Jahres 2012 – Best Company Cars – Europe's major test	Tankmanagement Garage	AMI Leipzig	29. 06. 2012	02. 07. 2012	20. 07. 2012
9/2012	Insurance/ Damage Management – Market views – Trends	Tires Leasing		20. 07. 2012	23. 07. 2012	10. 08. 2012
10/2012 TRANSPORTER MAGAZIN*	Mobile Offices – – Caravans – Communication	Leasing Tires		17. 08. 2012	20. 08. 2012	07. 09. 2012
11/2012 plus ecoFLEET**	Car Scourcing – Financing/Leasing/Rent – Corporate clients' contracts – Salesmen contracts and obligations	Winter Tire Test Petrol cards		27. 09. 2012	28. 09. 2012	19. 10. 2012
12/2012	Job Profile Fleetmanager – Training – certified fleetmanager	Tankmanagement Tires	Essen Motor-Show	02. 11. 2012	05. 11. 2012	23. 11. 2012
1/2013 ecoFLEET** Who is Who Modellplaner	Security – Education and Training – Route Planning – Risk Management	Navigation		30. 11. 2012	03. 12. 2012	21. 12. 2012

FIRMENAUTO always features: car presentation, market surveys, sales advice, testing, fleet advice, financing, law, management, communication and fittings.

* **TRANSPORTER MAGAZIN** will be published 3 times a year in **FIRMENAUTO**, the special interest magazine on transport vehicles and vans.

** **ecoFLEET** will be published 4 times in **FIRMENAUTO in 2012**, with topics such as „future mobility“.



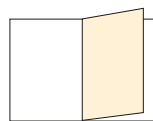
Formats		Width x Height		4c/bw
	1/1 page type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm		in Euro 10.580,-
	1/2 page type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm		in Euro 5.390,-
	1/3 page type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm		in Euro 3.920,-
	1/4 page 2-columns: 4-columns:	vertical 123 x 92 mm vertical 183 x 62 mm		in Euro 2.940,-
	2/1 page type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm		in Euro 21.160,-
	2/2 page type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm		in Euro 10.580,-
Further formats on request		mm-price		in Euro 17,90

*Additional 5mm for bleed. Text and picture elements need to have at least 10 mm space from edge. All prices are in EURO + VAT.

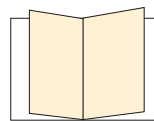


Inserts

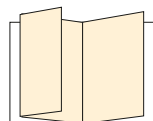
Prices for Inserts:



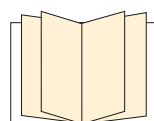
2 pages
Euro 10.580,-



4 pages
Euro 15.870,-



6 pages
Euro 21.160,-



8 pages
Euro 26.450,-

Discounts:

please see series, page 4. Two insert pages are equal to one advertisement page.

Formats for Inserts:

Untrimmed: 218 x 295 mm

Trim size: 215 x 280 mm

Technical Data:

Paper weights:	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

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

Attention: There is no trim across gutter for 2 page inserts.

Delivery Date: 10 days prior to publication.

Cancellation: 8 days prior to closing date.

Label:

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

General Terms:

Orders will only be accepted after ETM Publishing 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.



Inserts

Prices for Inserts:

Euro 165,- per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10,-

Discounts:

No discounts for inserts

Formats:

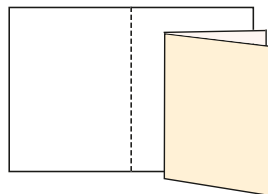
Minimum: 105 x 148 mm
Maximum: 195 x 260 mm

Required Circulation:

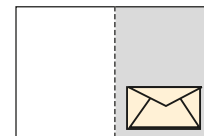
upon request

Delivery Date:

10 days past closing date.



Envelopes with content,
glued free samples and
brochures cost Euro 56,-
per 1,000+ postal fees.



Formats:

Minimum: 75 x 75 mm
Maximum: 175 x 210 mm

Delivery Date:

2 weeks prior publication.

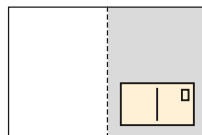
Delivery Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany.
Phone: +49 5-61-6-02-80-162

VAT.: All prices are in Euro + VAT.

Glued Inserts

Glued postcards and other rectangle
prints incl. envelopes Euro 50,20 per
1,000 issues + postal fees.





FIR MENAUTO Media Information 2012

Extract from
Advertising Customers

A Adler Agip Alcar AIV ALD Auto-Leasing Alfa Romeo Allianz Alphabet Alte Leipziger Aral AG Arval ASL Athlon ATU Audacon Audi Audi-Leasing Autogas Autom. Konzepte Autoscout24 AV Dalon AG Axa-Versicherung	C Car Professional Chrysler Citroën Commerzleasing Continental Cullmann	F Faircar FERRYs Fiat 4Fleet FleetCompany FMD Ford Ford Bank Funkwerk Dabendorf	L Lease Plan Lenze Mobil LHS	R Renault Rover
B B Finance Blaupunkt BMW BP Oiltech Budget	D Dacia Logan DAD Daimler Datafactory DB Fuhrpark DB Rent DEA DEKRA Deutsche Fiat Deutsche Leasing DSK Leasing Dunlop	G GE Commercial Finance Fleet Goodyear	M Management Circle Maske Master Lease Mazda Mercedes Messe Leipzig Michelin Mitsubishi Mobile.de	S Saab Seat Sixt Leasing Skoda Smart Strabag
	E E-Plus Euroforum Euromobil EuroShell Deut. GmbH Eurotax-Schwacke Europa Park	H Hannover-Leasing Hankook Reifen Hansa Leasing Hiepler Hyundai	N Nissan	T Teleporti Top Service Team Total Toyota
		J Jaguar	O Opel	V VDO Vergölst GmbH VMF Volkswagen AG Volvo Vredestein VR-Leasing VW Leasing
		K Kia Motors	P Peugeot Pirelli Pit Stop Point S Porsche PS-Team	W Westfalen



Your Contact for Advertisement in FIRMENAUTO



Thomas Beck

Advertisement:

Media advice, offers and orders

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

Advertising Manager **FIRMENAUTO**

Thomas Beck

Phone: +49 (711) 784 98-98

Fax: +49 (711) 784 98-29

E-Mail: thomas.beck@etm-verlag.de

For your orders:

Confirmations, invoices,
printing material and production enquiries

Motor Presse Stuttgart
Leuschnerstraße 1

70174 Stuttgart, Germany

Heike Rademacher und Gabriele Volkert

Phone: +49 (711) 182-14 03

Fax: +49 (711) 182-20 68

E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de



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