



The International  
Truck Magazine



Media Information 2013



## FERNFAHRER Media Information 2013

## 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.

The emphasis of this special interest magazine is on political, social and legal issues for truck drivers, haulage contractors and fleet managers, including the yearly readers' survey „Beste Nutzfahrzeuge“ and „Beste Marken“.

- 2 **Publication:** monthly,  
12 editions
- 3 **Year:** 31th year 2013
- 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 2011 = 13 editions**  
**Format:** 230 x 298 mm  
**Total size:** 1.304 Pages = 100,0 %  
**Editorial:** 968 Pages = 74,2 %  
**Advertisement:** 336 Pages = 26,0 %  
of which  
Classified ads: 129 Pages = 38,4 %  
Inserts: 0 Pages = 0,0 %  
House ads: 85 Pages = 25,3 %  
**Inserts** 7 editions
- 15 **Content Analysis of Editorial 2011 = 968 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 2011 until 30 June 2012

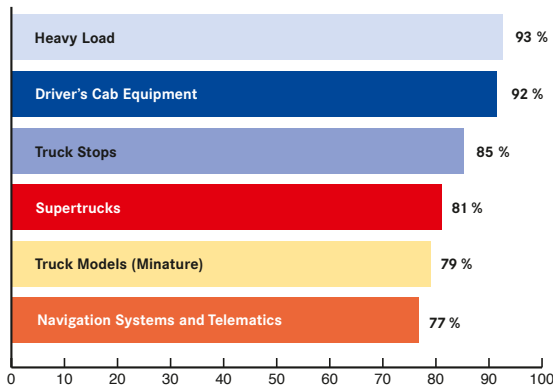
Total circulation:	81.926
<b>Distributed circulation:</b>	<b>42.453</b>
Foreign countries:	4.647
<b>Paid circulation:</b>	<b>41.265</b>
Foreign countries:	4.469
- Subscription:	12.186
Members:	37
- Single sales:	28.633
- General sales:	440
Free copies:	1.189
Remaining, file and specimen copies	1.580

18 **Geographic distribution:**

Economic sector	Percentage of distributed circulation	
	%	copies
Home country	89,0 %	37.806
Foreign countries	11,0 %	4.647
<b>Distributed circulation</b>	<b>100,0 %</b>	<b>42.453</b>



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



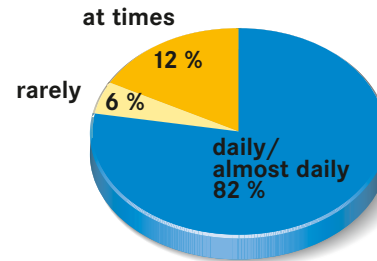
Source: Reader analysis, FERNFAHRER 5+6/2011

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

Number co-readers: 3.5 reader per copy

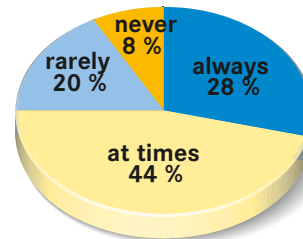
Source: Reader analysis, FERNFAHRER 5+6/2006

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



Source: Reader analysis, FERNFAHRER 5+6/2011

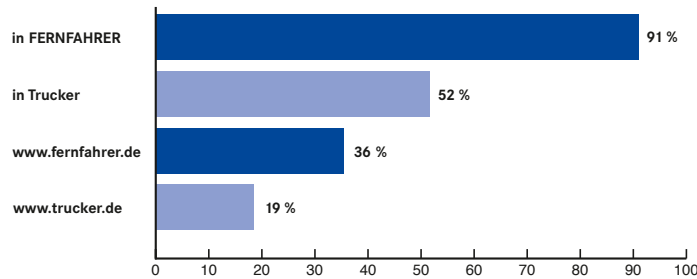
How often do you visit truck stops?



Source: Reader analysis, FERNFAHRER 5+6/2011



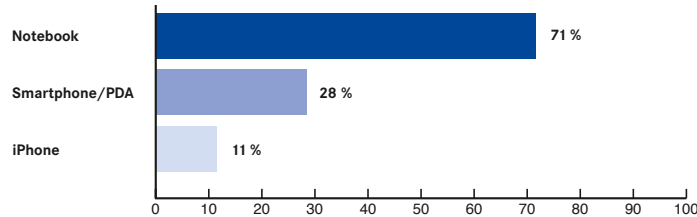
**Where do you find useful information on trucks?**



Source: Reader Survey, FERNFAHRER 3+4/2011

**User mobile phone with internet access**

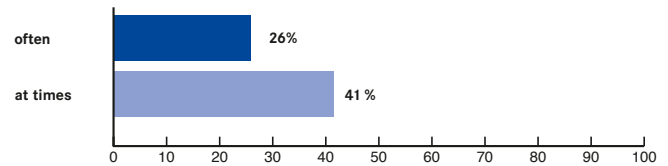
Base: mobile phone user = 100 %



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

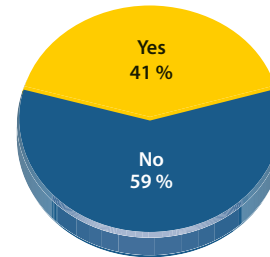
**Internet use with mobile phone**

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  
2013

Economic Efficiency



	<b>FERNFAHRER</b>	<b>TRUCKER</b>
<b>Sold Circulation (IVW 3/12)</b>	40.330	42.546
<b>Prices 2012</b> 1/1 page 4c*	7.980,- €	9.540,- €
<b>Price per 1.000 sold copies</b> ca. 1.000 mm 4c*	197,87 €	224,21 €

\* Base: Media Information 2012 / IVW 3/2012

**Comparing sold copies FERNFAHRER (IVW 3/2012), 1/1 page 4c with TRUCKER, an advertisement in FERNFAHRER 13 % cheaper.**





- 1 **Circulation:** Printed circulation (yearly average): 81.926  
Distributed circulation (yearly average): 42.453
- 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:** 81 02 07, 70519 Stuttgart, Germany  
**Address:** Handwerkstraße 15, 70565 Stuttgart,  
Germany  
**Internet:** www.eurotransport.de  
**Advertisement:** Phone: +49 (7 11) 784 98-94
- 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  
IBAN DE13 6005 0101 7871 5092 76  
BIC/SWIFT Code SOLADEST
- 6 **Advertising Formats and Prices:**  
please see page 9

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

**Special Inserts:**

**1/1 page  
2nd Cover**

4c in Euro 8.932,-

**3rd Cover**

4c in Euro 8.526,-

**Backcover**

4c in Euro 8.932,-

**For 1st right advertising page  
and further preferred position-  
ing add: 10%.**

**Classified ads with 1 column  
only upon request**

4c in Euro 18,40

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 11
- 12 Combinations: please see page 11
- 13 **Inserts:** please see page 13
- 14 **Loose inserts:** please see page 14
- 15 **Glued inserts:** please see page 14
- 16 **Address:** please see page 14  
**VAT:** all prices in Euro + VAT

## 7 Advertising Formats and Prices – Variations please see page 7 and 13

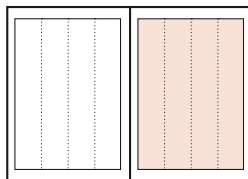
Formats			width x height		4c
<b>1/1 page</b>	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	8.120,-
<b>3/4 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	6.240,-
<b>1/2 page</b>	type 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	4.060,-
<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	2.820,-
<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 -	2.180,-
<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	1.130,-
<b>2/1 pages</b>	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	16.240,-
<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	12.180,-
<b>2/2 pages</b>	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	8.120,-

\* 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**

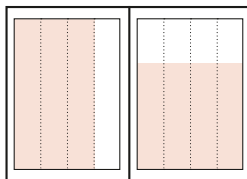


**1/1 page**

type area  
196 x 263 mm

*bleed\**

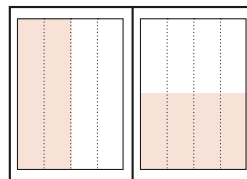
230 x 298 mm



**3/4 page**

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

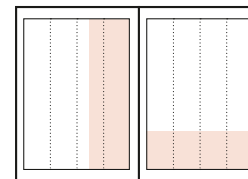
vertical: 163 x 298 mm  
horizontal: 230 x 219 mm



**1/2 page**

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

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

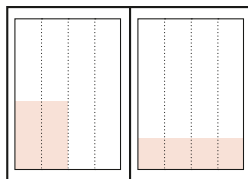


**1/3 page**

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

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

**Page**

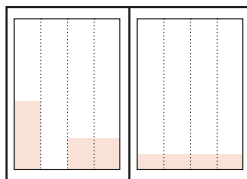


**1/4 page**

Formats (width x height)  
type area

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

*bleed\**



**1/8 page**

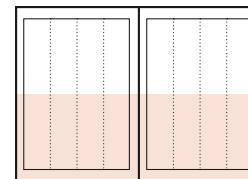
1 column: 45 x 129 mm  
2 columns: 96 x 64 mm  
4 columns: 196 x 32 mm



**2/1 pages**

424 x 263 mm

460 x 298 mm



**2/2 pages**

424 x 129 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
2/2013	Sleeping in the Truck		04. 12. 2012	06. 12. 2012	07. 01. 2013
3/2013	LED Technology for Trucks		08. 01. 2013	10. 01. 2013	04. 02. 2013
4/2013	Modelltrucks Special		05. 02. 2013	07. 02. 2013	04. 03. 2013
5/2013	Market Survey Load Security	RESALE, BAUMA	08. 03. 2013	14. 03. 2013	08. 04. 2013
6/2013	Cab Entertainment Electronics	Transport Logistic	08. 04. 2013	10. 04. 2013	06. 05. 2013
7/2013	Truck Tires		10. 05. 2013	14. 05. 2013	10. 06. 2013
8/2013	Preview Truck-Grand-Prix Nürburgring	Truck-Grand-Prix	11. 06. 2013	13. 06. 2013	08. 07. 2013
9/2013	Tuning/Styling/Truck Fittings		09. 07. 2013	11. 07. 2013	05. 08. 2013
10/2013	Focus Topic: Trailer	NUFAM	12. 08. 2013	14. 08. 2013	09. 09. 2013
11/2013	Assistance Service		09. 09. 2013	11. 09. 2013	07. 10. 2013
12/2013	Winter Preparation		04. 10. 2013	08. 10. 2013	04. 11. 2013
1/2014	New Trucks 2014		05. 11. 2013	07. 11. 2013	02. 12. 2013

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



**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**



**Printing:**

Unseperated PDF/X3, CMYK-Modus.  
Type, logo + pictures included  
Resolution: picture elements:  
CT: 304 dpi, Linework LW 1200 dpi.  
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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

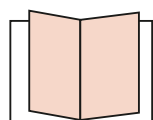
please ask for:

Iris Eifrig/**FERNFAHRER**



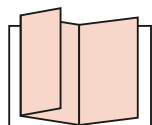
**13 Inserts**

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

**Discounts:**

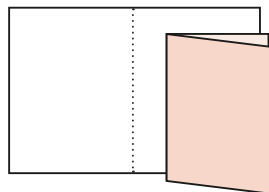
No discounts for inserts

**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,-

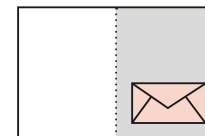
**Formats:**

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

**Delivery date:** 2 weeks prior publication

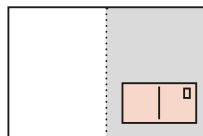
**Delivery Address:**

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



**15 Glued inserts:**

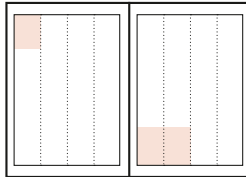
glued postcards and other  
rectangle prints incl. envelopes  
Euro 28,- per 1,000 issues  
+ postal fees.



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

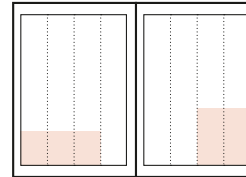


**Format**



type area

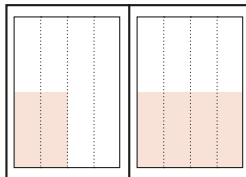
1 column: 43 x 43 mm Euro 94,60  
2 columns: 90 x 50 mm Euro 220,-



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

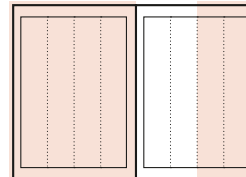
**Format**

**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.



<b>A</b> 24autohof ADAC A.I.S.Construct ALAN Electronics Albis Mobil Lease American Express American Truck Promotion AWM Modelle ARAL-BP ARAL-Rheinböllen Autohof Strohofer Autoscout24	DKV Dometic	<b>I</b> IBM ISP/Dreieich Isringhausen Iveco	Modern Trucking Motoren AG Motorbuch Verlag	Spanntrucks SSAB Stars + Stripes
<b>B</b> Bastei Lübbe Burg Silvergreen BFS Business Fleet Services Bibby Financial Services Big Move BPW Bergische Achsen Brembo	<b>E</b> East West Electrolux Euro Leasing	<b>J</b> Jost Jumbo-Fischer JWE Events	<b>N</b> Nordtrailer	<b>T</b> Tankpool 24 Tekno TimoCom Troostwijk Truma Gerätetechnik Truckscout24.de Trux
<b>C</b> Cologne Truck Wash Continental	<b>F</b> Fahrlehrerversicherung Fleetboard Fliegl Ferrero Fulda	<b>K</b> Kapsch Knorr-Bremse Kögel Kraiburg Krombacher Krone Kuda Aero-Spoiler	<b>O</b> OVS Europa Truck Trial	<b>U</b> Union Tank
<b>D</b> DAF Trucks Daimler AG DanBox DEKRA	<b>G</b> GITI GPS/Gräfelfing Grammer Greenpower Grünhage	<b>L</b> Leipziger Messe Liqui Moly	<b>P</b> Paccar Leasing GmbH Pearl PEMA Pieper Pirelli	<b>V</b> VDA Voith Volvo Trucks
	<b>H</b> Hahn Racing Haldex Hankook Hella Herpa Hertz Hesterberg Hot Action Records Humbaur Hunger	<b>M</b> Mairs MAN Marlen Mercedes-Benz Megaform Messe Amsterdam Mevisen Mobile.de	<b>Q</b> Quorum	<b>W</b> Wabco Waeco Walther Webasto Westfalia Witteler/Brilon Winkler
			<b>R</b> Rasthof Uhrleben Renault Rosen	<b>Z</b> ZF Friedrichshafen ZF Trading
			<b>S</b> Sachs Scania Scheuerle Schmitz Cargobull Schoch Schuco Service 24 Shell	



## 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  
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