



The Magazine for the Fleet Market



Media Information 2013



At **FIRMENAUTO** the company car is the centre of attention. With exclusive practical reports and exact cost calculations as well as vehicle tests **FIRMENAUTO** 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 **FIRMENAUTO** is the perfect choice for fleet managers.



Editor-in-Chief
Hanno Boblenz on
FIRMENAUTO



- 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,
11 editions
- 3 **Year:** 19th year 2013
- 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
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Germany

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bernd.steinfeldt@etm-verlag.de
- 12 **Subscription Price**
Subscription:
Germany Euro 44,–
Cover Price: Euro 4,–
- 13 **ISSN-No.:** 1618-4998
- 14 **Volume analysis 2011 = 11 editions**
Format: 215 x 280 mm
Total size: 912 pages = 100,0 %
Editorial: 713 pages = 78,2 %
Advertisement: 199 pages = 21,8 %
-
- of which
Classified ads: 0 pages = 0,0 %
Bound inserts: 1 pages = 0,5 %
House ads: 14 pages = 7,0 %
-
- Inserts** 4 editions
- 15 **Analysis editorial 2011 = 713 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:	51.472
Distributed circulation:	50.335
Foreign countries:	138
Paid circulation:	33.151
Foreign countries:	23
- Subscriptions:	24.732
Members:	24.189
- Single sales:	-
- General sales:	8.419
Free copies:	17.183
Remaining, files, specimen, copies:	1.138

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99,7 %	50.197
Foreign countries	0,3 %	138
Distributed circulation	100 %	50.335

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 %

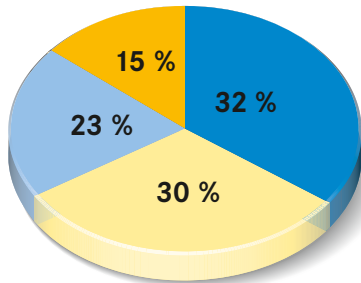
Volume:

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



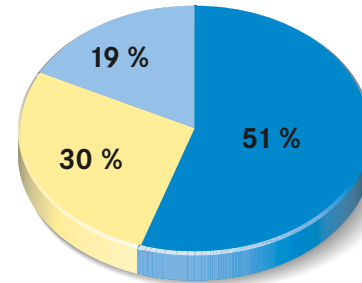
FIRMENAUTO has got two channels:

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.



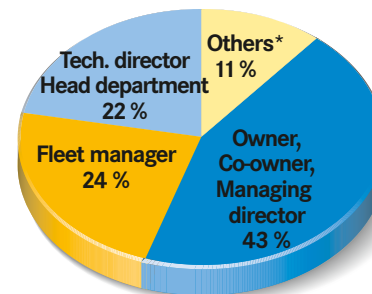
5 to 19 cars	51,0 %
20 to 49 cars	30,0 %
50 cars and over	19,0 %



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)



- 1 **Circulation:** Printed circulation (yearly average): 51.472
Distributed circulation (yearly average): 50.335
- 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)
Data Delivery for Advertisements: Please send your printing material to: „www.duon-portal.de“
Please find support at: support@duon-portal.de or at phone: +49. 40. 374 117-50.
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
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST
- 7 **Formats and Prices:** please see page 10.
Please ask for classified advertisements in the appointments section.
- 8 **Surcharge:**
Cover pages, all guaranteed placements, please add 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



Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2013	Taxation Company Cars - One percent regulation - Special cases - Driver's Logbook/Market Report electronic logbooks	Fuel Cards Leasing Tires		18. 01. 2013	21. 01. 2013	08. 02. 2013
4/2013 plus TRANSPORTER MAGAZIN*	Tires - Test Sommertires - Dealer - Innovations	Tankmanagement Leasing	Int. Auto- mobil-Salon Genf	01. 03. 2013	04. 03. 2013	22. 03. 2013
5/2013	Leasing - Markt Report Leasing Corporations - Trends - Guidebook	Fuel Cards Equipment		27. 03. 2013	28. 03. 2013	19. 04. 2013
6/2013	Firmenauto des Jahres 2013	Leasing Tires	AMI Leipzig	07. 05. 2013	08. 05. 2013	31. 05. 2013
7/2013 plus TRANSPORTER MAGAZIN*	Mobility/Business Trips - Financial security - Business Trips abroad - Travel Management	Fuel Cards Financing		07. 06. 2013	10. 06. 2013	28. 06. 2013


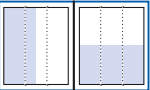
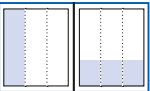
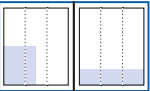

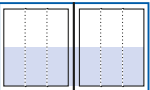
Readers' Survey
Beste Marken
2013



Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2013	Fleet Management - Market Report Provider - Fleet Development - TCO - Invoice Certification	Tank management Garages		28. 06. 2013	01. 07. 2013	19. 07. 2013
9/2013	Motor Vehicle Logistics -Transfer -Certification -Remarketing	Tires Leasing		19. 07. 2013	22. 07. 2013	09. 08. 2013
10/2013 plus TRANSPORTER MAGAZIN*	Insurance/ Damage Management - Market Report Fleet Insurance - Risk Management - Trends	Tires Leasing	Frankfurt IAA Pkw	16. 08. 2013	19. 08. 2013	06. 09. 2013
11/2013	Car Purchase - Financing - Master Contracts	Test wintertires Fuel Cards		26. 09. 2013	27. 09. 2013	18. 10. 2013
12/2013 Who is Who	Law - Liability - Company Car Use - Supply Contract - Accident Prevention Regulations	Tires Tank management	Essen Motor-Show	30. 10. 2013	04. 11. 2013	22. 11. 2013
1/2014 Modellplaner	Company Cars 2014 - Relevant models for the fleet market	Navigation Leasing		22. 11. 2013	25. 11. 2013	13. 12. 2013

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



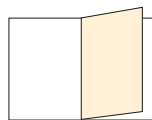
Formats		Width x Height	4c/bw
	1/1 page type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 10.820,-
	1/2 page type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 5.520,-
	1/3 page type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4.060,-
	1/4 page 2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro 3.060,-
	2/1 page type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 21.640,-
	2/2 page type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 10.820,-
Further formats on request	mm-price		in Euro 18,20

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

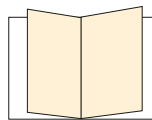


Inserts

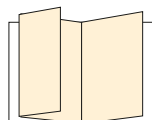
Prices for Inserts:



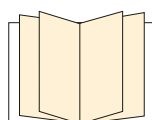
2 pages
Euro 10.820,-



4 pages
Euro 16.340,-



6 pages
Euro 21.640,-



8 pages
Euro 27.160,-

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:

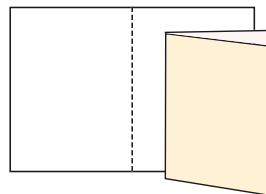
Minimum: 105 x 148 mm
Maximum: 195 x 260 mm

Required Circulation:

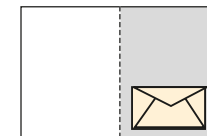
upon request

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.

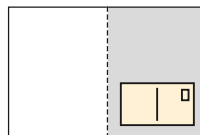
Delivery Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany.
Phone: +49. 561. 60280-162

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.





A 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 Landrover 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 Mazda Mercedes Messe Leipzig Michelin Mitsubishi Mobile.de	S Seat Sixt Sixt Leasing Skoda Smart Strabag
E E-Plus Euroforum Euromobil EuroShell Deut. GmbH Eurotax-Schwacke Europa Park Europcar	H Hannover-Leasing Hankook Reifen Hansa Leasing Hiepler Hyundai	I Infiniti	N Nissan Novofleet	T Teleporti Top Service Team Total Toyota
	J Jaguar	K Kia Motors	O Opel	V VDO Vergölst GmbH VMF Volkswagen Volkswagen Nfz Volvo Vredestein VR-Leasing VW Leasing
			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**
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Fax: +49. 711. 784 98-29
E-Mail: thomas.beck@etm-verlag.de

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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
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Motor Presse Stuttgart GmbH & Co. KG
und VF Verlagsgesellschaft*