

The Magazine for the  
Fleet Market



Media Information 2014



At **FIRMENAUTO** the company car is our focus. 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:** 20th year 2014
- 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

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Phone: +49 (711) 784 98-17  
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- 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:** 908 pages = 100,0 %  
**Editorial:** 700 pages = 77,1 %  
**Advertisement:** 208 pages = 22,9 %
- 
- of which  
Classified ads: 0 pages = 0,0 %  
Bound inserts: 1 pages = 0,5 %  
House ads: 16 pages = 7,7 %
- 
- Inserts** 4 editions
- 15 **Analysis editorial 2012 = 700 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 2012 until 30 June 2013**

Total circulation:	51.207
<b>Distributed circulation:</b>	<b>50.109</b>
Foreign countries:	148
<b>Paid circulation:</b>	<b>33.270</b>
Foreign countries:	22
- Subscriptions:	24.164
Members:	23.639
- Single sales:	-
- General sales:	9.105
Free copies:	16.839
Remaining, files, specimen, copies:	1.098

**18 Geographic distribution:**

Economic sector	percentage of distributed circulation	%	copies
Home country	99,7 %		49.961
Foreign countries	0,3 %		148
<b>Distributed circulation</b>	<b>100 %</b>		<b>50.109</b>

**ETM-Kombi 1**

**lastauto omnibus**

+

**lastauto omnibus**

**KATALOG**

+

**FERNFAHRER**

**Combinatory Discount**

**Combination terms:**

The combination discount can be claimed if the same page volumes mentioned in titles are booked in the combination package during a 12-month-period. Classified advertisements are not included.

Variations upon request.

**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 %

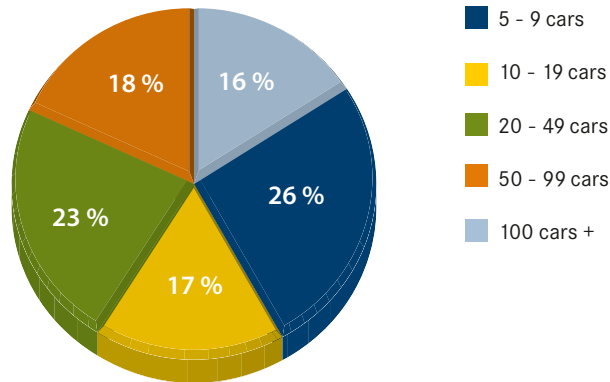


## FIRMENAUTO has got two channels:

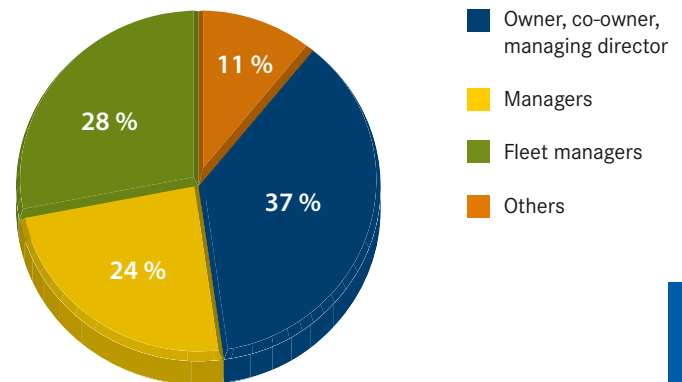
Distribution via  
**DATAFORCE**  
FleetBase Online-Addresses.

Distribution via  
**DEKRA** attended fleets  
Alles im grünen Bereich.

### Fleet Sizes



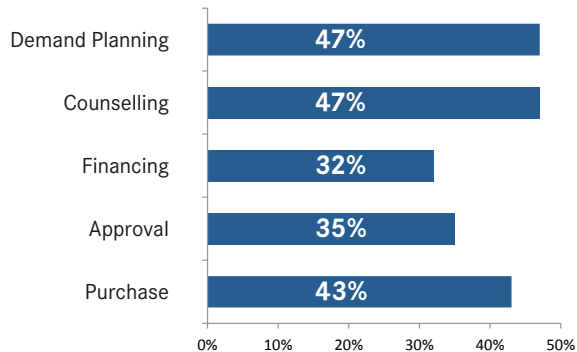
### Profession



**Source:** FIRMENAUTO Readers' Survey 21.12.2012 - 22.03.2013, 1.507 participants  
(Inquiry Performance Motor Presse Stuttgart)

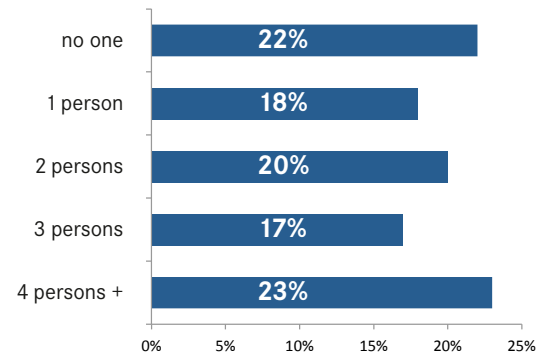


### Professional Competence



**79% of readers are involved in demand planning**

### Further Readers/Reader per copy



**On average, 4,0 additional readers per copy, which equals 5,0 readers per copy.**

**Source:** FIRMENAUTO Reader Survey 21.12.2012 - 22.03.2013, 1.507 participants  
(Inquiry performance by Motor Presse Stuttgart)



- 1 **Circulation:** Printed circulation (yearly average): 51.207  
Distributed circulation (yearly average): 50.109
- 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**



# FIRMENAUTO Media Information 2014



# Scheduled Features



Readers' Survey  
Beste Marken  
2014

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2014	<b>Taxation Company Cars</b> - One percent regulation - Special cases - Driver's Logbook/ Market Report electronic logbooks	Fuel Cards Leasing Tires	Int. Auto- mobil-Salon Genf	17. 01. 2014	20. 01. 2014	07. 02. 2014
4/2014 plus <b>TRANSPORTER MAGAZIN*</b>	<b>Tires</b> - Test Sommertires - Dealer - Innovations	Tankmanagement Leasing		26. 02. 2014	27. 02. 2014	21. 03. 2014
5/2014	<b>Leasing</b> - Markt Report Leasing Corporations - Trends - Guidebook	Fuel Cards Equipment		27. 03. 2014	28. 03. 2014	17. 04. 2014
6/2014	<b>Firmenauto des Jahres 2014</b>	Leasing Tires	Reifenmesse Essen  AMI Leipzig	24. 04. 2014	25. 04. 2014	16. 05. 2014
7/2014 plus <b>TRANSPORTER MAGAZIN*</b>	<b>Mobility/Business Trips</b> - Financial security - Business Trips abroad - Travel Management	Fuel Cards Financing		28. 05. 2014	30. 05. 2014	20. 06. 2014





# FIRMENAUTO Media Information 2014



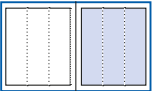
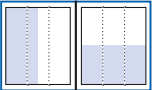

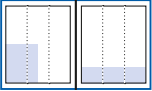

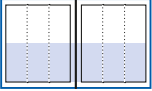
Scheduled  
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2014	<b>Fleet Management</b> - Market Report Provider - Fleet Development - TCO - Invoice Certification	Tank management Garages		27. 06. 2014	30. 06. 2014	18. 07. 2014
9/2014	<b>Motor Vehicle Logistics</b> -Transfer -Certification -Remarketing	Tires Leasing		18. 07. 2014	21. 07. 2014	08. 08. 2014
10/2014 plus <b>TRANSPORTER MAGAZIN*</b>	<b>Insurance/ Damage Management</b> - Market Report Fleet Insurance - Risk Management - Trends	Tires Leasing		05. 09. 2014	08. 09. 2014	26. 09. 2014
11/2014	<b>Car Purchase</b> - Financing - Master Contracts	Test wintertires Fuel Cards		02. 10. 2014	06. 10. 2014	24. 10. 2014
12/2014 Who is Who	<b>Law</b> - Liability - Company Car Use - Supply Contract - Accident Prevention Regulations	Tires Tank management	Essen Motor-Show	29. 10. 2014	30. 10. 2014	21. 11. 2014
1/2015 Modellplaner	<b>Company Cars 2015</b> - Relevant models for the fleet market	Navigation Leasing		21. 11. 2014	24. 11. 2014	12. 12. 2014

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



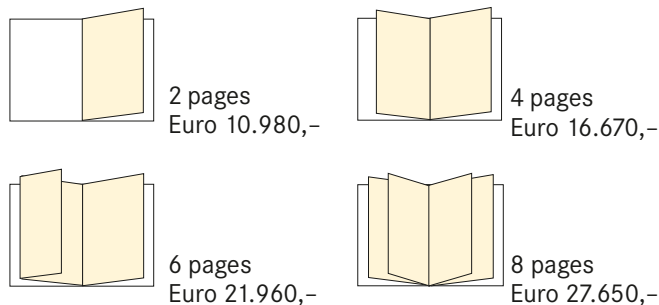
Formats			Width x Height	4c/bw
	<b>1/1 page</b>	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 10.980,-
	<b>1/2 page</b>	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 5.690,-
	<b>1/3 page</b>	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4.240,-
	<b>1/4 page</b>	2-columns:  4-columns:	vertical 92 x 123 mm  vertical 183 x 62 mm	in Euro 3.190,-
	<b>2/1 page</b>	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 21.960,-
	<b>2/2 page</b>	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 10.980,-
Further formats on request	mm-price			in Euro 26,00

\*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:**



**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 <sup>2</sup>
	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.

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

#### Discounts:

No discounts for inserts

#### Formats:

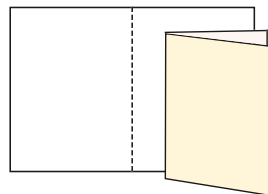
Minimum: 105 x 148 mm  
Maximum: 195 x 260 mm

#### Required Circulation:

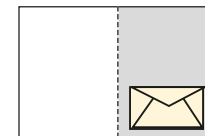
upon request

#### 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.

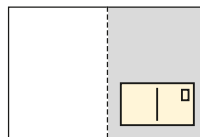
#### Delivery Address:

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.





<b>A</b> 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 Axa-Versicherung	<b>C</b> Car Professional Chrysler Citroën Commerzleasing Continental	<b>F</b> Faircar FERRYs Fiat 4Fleet FleetCompany FMD Ford Ford Bank Funkwerk Dabendorf	<b>L</b> Landrover Lease Plan	<b>R</b> Renault Rover
<b>B</b> Blaupunkt BMW BP Oiltech Budget	<b>D</b> Dacia Logan DAD Daimler Datafactory DB Fuhrpark DB Rent DEKRA Deutsche Fiat Deutsche Leasing DSK Leasing Dunlop	<b>G</b> GE Commercial Finance Fleet Goodyear	<b>M</b> Management Circle Maske Mazda Mercedes Messe Leipzig Michelin Mitsubishi Mobile.de	<b>S</b> Seat Sixt Sixt Leasing Skoda Smart
<b>E</b> E-Plus Euroforum Euromobil EuroShell Deut. GmbH Eurotax-Schwacke Europa Park Europcar	<b>H</b> Hannover-Leasing Hankook Reifen Hansa Leasing Hiepler Hyundai	<b>I</b> Infiniti	<b>N</b> Nissan Novofleet	<b>T</b> Top Service Team Total Toyota
	<b>J</b> Jaguar	<b>K</b> Kia Motors	<b>O</b> Opel	<b>V</b> VDO Vergölst GmbH VMF Volkswagen Volkswagen Nfz Volvo Vredestein VR-Leasing VW Leasing
			<b>P</b> Peugeot Pirelli Pit Stop Point S Porsche PS-Team	<b>W</b> 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](mailto: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](mailto:hrademacher@motorpresse.de)  
[gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)



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