



The Magazine for the Fleet Market



Die besten Marken 2015



Media Information 2015



# FIRMENAUTO Media Information 2015

## Titelporträt

**FIRMENAUTO**  
GESCHÄFTSWAGEN | FLOTTEN-MANAGEMENT | FINANZEN  
MERT 8/2014 | 80319 | € 4,00 | www.firmenauto.de

**Ein-Prozent-Regelung**  
**So läuft's bei Poolfahrzeugen**

**20 Jahre FIRMENAUTO**

**Neue Autos für die Flotte**  
Citroën C4 Cactus  
Audi A3 e-tron  
Nissan e-NV2000  
VW Passat

Neu von uns!  
**TRANSPORTER**  
Praxiswissen

Marktübersicht: Dienstleister fürs  
**Fuhrparkmanagement**

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:** 21st year 2015
- 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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thomas.beck@etm-verlag.de
- 11 **Marketing:** Bernd.Steinfeldt, Marketing Manager  
Phone: +49 (711) 784 98-17  
bernd.steinfeldt@etm-verlag.de
- 12 **Subscription Price**  
**Subscription:**  
Germany Euro 44,-  
Cover Price: Euro 4,-
- 13 **ISSN-No.:** 1618-4998
- 14 **Volume analysis 2013 = 11 editions**  
**Format:** 215 x 280 mm  
**Total size:** 910 pages = 100,0 %  
**Editorial:** 720 pages = 79,1 %  
**Advertisement:** 190 pages = 20,9 %
- 
- of which  
Classified ads: 0 pages = 0,0 %  
Bound inserts: 10 pages = 5,3 %  
House ads: 17 pages = 8,9 %
- 
- Inserts** 4 editions
- 15 **Analysis editorial 2013 = 720 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 2013 until 30 June 2014**

Total circulation:	51.205
<b>Distributed circulation:</b>	<b>50.175</b>
Foreign countries:	239
<b>Paid circulation:</b>	<b>32.400</b>
Foreign countries:	91
- Subscriptions:	23.600
Members:	23.093
- Single sales:	-
- General sales:	8.801
Free copies:	17.775
Remaining, files, specimen, copies:	1.032

**18 Geographic distribution:**

Economic sector	percentage of distributed circulation	%	copies
Home country	99,5 %		49.936
Foreign countries	0,5 %		239
<b>Distributed circulation</b>	<b>100 %</b>		<b>50.175</b>

**ETM-Kombi**

*trans aktuell*

+

**FIRMENAUTO**

+

**KEP aktuell**

+

**WERKSTATT AKTUELL**

**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.

**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 %

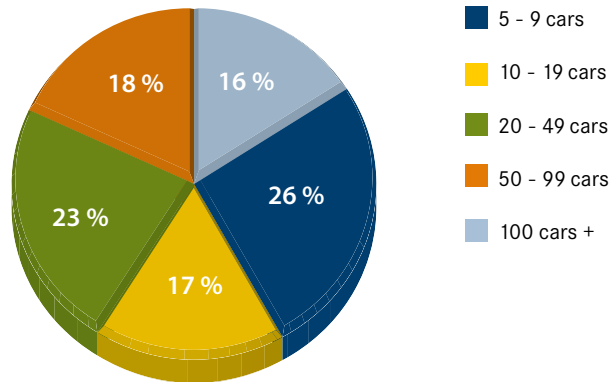


## FIRMENAUTO has got two channels:

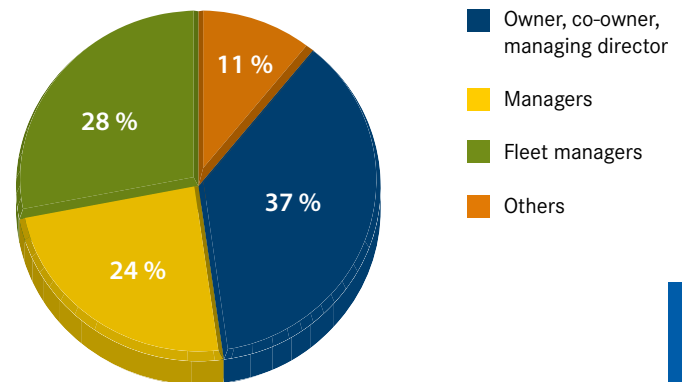
Distribution via  
**DATAFORCE**  
FleetBase Online Addresses.

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

### Fleet Sizes



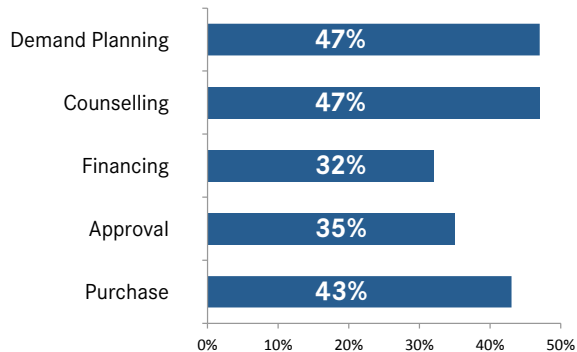
### Profession



Source: FIRMENAUTO Readers' Survey 21.12.2012 - 22.03.2013, 1.507 participants (acc. to ETM Verlag)

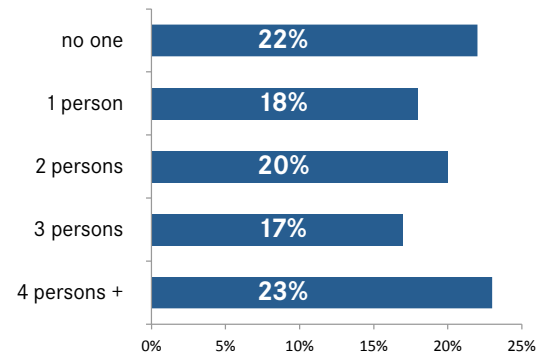


### Professional Competence



**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.**



## FIRMENAUTO Media Information 2015



Price List No.21,  
valid from  
1 January 2015

# P

- 1 **Circulation:** Printed circulation (yearly average): 51.205  
Distributed circulation (yearly average): 50.175
- 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:  
Stephanie Steck, 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 2015



Scheduled  
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2015	<b>Green Fleet</b> - Mark Survey Electric Cars - natural and liquid gas - Car Policity - Clean Mobility	fuel cards Leasing Tires	Int. Auto- mobil-Salon Genf	16. 01. 2015	19. 01. 2015	06. 02. 2015
4/2015	<b>Tires</b> - Summer Tires Test Cars - Market Survey new tires - Tire Services - Tire Management	Fuelmanagement Leasing		27. 02. 2015	02. 03. 2015	20. 03. 2015
5/2015	<b>Leasing</b> - Market Survey Leasing Companies - Trends - Guides	fuel cards attachments		01. 04. 2015	02. 04. 2015	24. 04. 2015
6/2015	<b>Trucks/Vans</b> - Market Survey Models - Assembly - Trends	Leasing Tires	AMI Leipzig	29. 04. 2015	30. 04. 2015	22. 05. 2015
7/2015	<b>Firmenauto des Jahres 2015</b> Results of Europe's major testing	fuel cards financing		05. 06. 2015	08. 06. 2015	26. 06. 2015

Readers' Survey  
Best Brands 2015



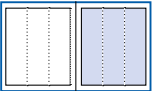
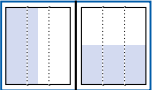

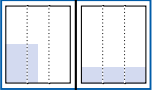

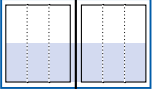


Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2015	<b>Fleet Management</b> - Market Survey Services - Software - Outsourcing - Trends	Fuel management Garages		03. 07. 2015	06. 07. 2015	24. 07. 2015
9/2015	<b>Insurance</b> - Market Survey Fleet Insurance	Tires Leasing		24. 07. 2015	27. 07. 2015	14. 08. 2015
10/2015	<b>IAA Cars</b> - Survey new Models (cars)	Tires Leasing	IAA Frankfurt	21. 08. 2015	24. 08. 2015	11. 09. 2015
11/2015	<b>Tankmanagement</b> - Market Survey Fuel Cards	Winter Tires Testing Fuel Cards		02. 10. 2015	05. 10. 2015	23. 10. 2015
12/2015 Who is Who	<b>Networked Car</b> - Fleet management/Telematics - Connectivity - Navigation	Tires Fuel Management	Essen Motor-Show	30. 10. 2015	02. 11. 2015	20. 11. 2015
1/2016	<b>Company Cars 2016</b> - Major Models for the fleet market	Navigation Leasing		27. 11. 2015	30. 11. 2015	18. 12. 2015

Readers' Survey  
Best Brands 2016

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



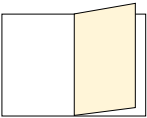
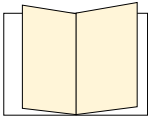
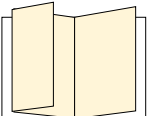
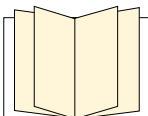
Formats		Width x Height	4c/bw
	<b>1/1 page</b> type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 11.200,-
	<b>1/2 page</b> type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 5.820,-
	<b>1/3 page</b> type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4.340,-
	<b>1/4 page</b> 2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro 3.280,-
	<b>2/1 page</b> type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 22.400,-
	<b>2/2 page</b> type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 11.200,-
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:

	2 pages Euro 11.200,-		4 pages Euro 17.020,-
	6 pages Euro 22.400,-		8 pages Euro 28.220,-

### 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 180,- 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:

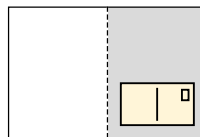
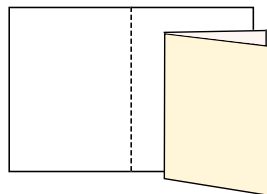
upon request

#### Delivery Date:

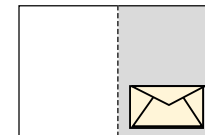
10 days past closing date.

### Glued Inserts

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



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.



## FIRMENAUTO Media Information 2015

Extract from  
Advertising Customers

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



## 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

Key Account Manager Print/Digitale Medien/Events

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

Nicole Polta

Phone: +49. 711. 182-13 87

Fax: +49. 711. 182-20 68

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

Gabriele Volkert

Phone: +49. 711. 182-14 03

Fax: +49. 711. 182-20 68

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



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