



### WHO IS WHO FLOTTENMARKT

Das Nachschlagewerk für Flottenmanager mit Horstellern, Dienstleistern, Telematik, uvm. - alles auf einen Blick.

» Jetzt kostenlos herunterladen.



IAA 2015  
**Alle neuen Firmenwagen auf einen Blick**

Bilder Kommentare  
Internationale Automobil  
Ausstellung - IAA



Interview Dataforce  
"Der Flottenmarkt ist eine Erfolgsstory"



Klimaschutzplan  
Neue Straßen braucht das Land



Kfz-Versicherung  
Fuhrparks drohen höhere Versicherungsprämien



Flottenzeitschrift  
Veranstaltungen der Branche

www.firmenauto.de  
The Website for  
Passenger Car Fleets

# www.firmenauto.de



## Media Information 2016



### 1. Web Address (URL)

www.firmenauto.de

### 2. Characteristics

At www.firmenauto.de the company car is the centre of attention. Cost-conscious management and constantly improving vehicle techniques make it a complex and challenging task to manage a fleet and choose the adequate company car.

www.firmenauto.de offers valuable advice for managing fleets and finding a suitable partner for external fleet management.

### 3. Target Groups

Fleet managers and professionals for passenger car fleets.

### 4. Access Evaluation

Websites with AdServer Google DFP (Double Click for Publishers) offer independent Admanagement- und Ad-serving-technology for publishing houses and media agencies.

Controlling and timing of campaign result from Ad Server Google DFP measurements, variations due to technical requirements.

### 5. Publishing Company

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Handwerkstr. 15  
70565 Stuttgart, Germany

Phone: +49. 711. 7 84 98-96  
Fax: +49. 711. 7 84 98-29  
www.eurotransport.de

### 6. Contact

Thomas Beck  
Phone: +49. 711. 7 84 98-98  
Fax: +49. 711. 7 84 98-29  
E-Mail: thomas.beck@etm-verlag.de

**Page Impressions/Month:** 176,013 (Desktop Version, mobile page see p. 7)

**Visits/Monat:** 46,213

**Base:** 05/2015



## Portal



### Trade News

Latest news on fleet management.



### Passenger Car

Tests, reports, introductions, costs and information on passenger cars.



### Transporter

Information on latest trucks/vans, introduction and tests.



### Ecofleet

Latest updates concerning alternative drives, economic driving and ecological fuel management.



### Management

Crucial contents for fleet managers and company car drivers.



### Taxes/Law

Verdicts and legal advice for passenger car fleets.



### Firmenauto des Jahres

The yearly event with information and news on Europe's major independent company car test.



### Service

ETM Verlag information. At our shop you may find many bargains including great offers for subscriptions.



### 7. Access

Reporting carried out by Adserver Google DFP and if required by other systems, as e.g. Google Analytics.

### 8. AdServer Assignment:

- Support of all Ad formats
- Reports on Impressions and Clicks

### 9. Advertising:

Superbanner: 728 x 90 Pixel

Skyscraper: 160 x 600 Pixel

Wallpaper: 728 x 90 +  
160 x 600 Pixel

Rectangle: 300 x 250 Pixel

Fireplace: 160 x 600 +  
728 x 90 Pixel +  
160 x 600 Pixel

Sticky Ad: max. 400 x 90 Pixel

Auto Close max. 10 seconds

**Further formats, please see page 10,  
prices upon request**

### 10. Discounts

#### Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

#### Volume:

Net order volume	from 10,000 € up	10%
Net order volume	from 20,000 € up	15%
Net order volume	from 30,000 € up	20%
Net order volume	from 40,000 € up	25%

Volumes and duration apply to one order year.

### 11. Terms of payment

All insertion orders are accepted on a strictly prepaid basis only. For payments we give a 2% trade discount (only if there are no outstanding bills).

### 12. Bank

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

**General Terms and Conditions of ETM Verlag apply**



# Positioning entire Website

## Ad Material: Superbanner, Skyscraper, Rectangle, Tandem Ad



2,980.00 €  
per month  
at all pages

Superbanner  
728 x 90 Pixel

4,980.00 €  
per month  
at all pages

Wallpaper =  
Superbanner + Skyscraper  
728 x 90 + 160 x 600 Pixel

2,980.00 €  
per month  
at all pages

Skyscraper  
160 x 600 Pixel

2,980.00 €  
per month  
at all pages

Rectangle  
300 x 250 Pixel

Further formats on request



# Positioning entire Website Ad Material: Fireplace, Sticky Ad

**FIRMENAUTO**

BRANCHE AUTO TRANSPORTER ECOFLEET MANAGEMENT STEUER / RECHT FIRMENAUTO DES JAHRES SERVICE

Artikel in Höhe: **Ausgabe 10/2014**

**Fahrer** | Seat | BMW | Dacia/Dacia | Nissan | VW Touring | Mercedes S500 Plug-in

**Jaguar und Land Rover**  
**Melden Sie sich an zum exklusiven Praxistag**

**Fahrtipps der Länder**  
Zu wenig klimaverträgliche Behördenfahrzeuge

**VW Financial Services/MAFU**  
Umwelt-Award für einen Fuhrpark

**FedEx**  
Schneller und umweltfreundlicher zur Arbeit

**Drive Now**  
Per App Fahrzeuge reservieren und öffnen

**Flottenormen**  
Veranstaltungen der Branche

**Kleinen steigen**  
Modell mit Auto und Benz...  
Web-Dealer

**Automobil**  
**Aufbereitungs**  
Zehn Prozent Marktanteil

**Jaguar XF**  
Zwei mal so schnell für die...  
Wolfsklasse

**Fahrerliche Porsche**  
**Cyberne**  
Porsche stellt Elektro...

**7,480.00 €**  
per month  
at all pages

Fireplace  
160 x 600 + 728 x 90 + 160 x 600 Pixel

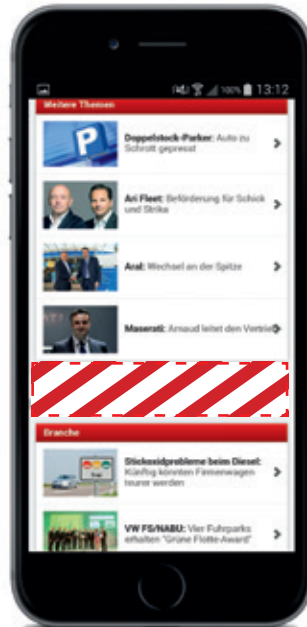
Further formats on request

**3,980.00 €**  
per month  
at all pages

Sticky Ad  
max. 400 x 90 Pixel



## Mobile Banner Advertisement for Smartphones and Tablets



Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

### firmenauto.de

Page Impressions: 18,481 (IWW)

Visits: 5,943 (IWW)

Date 05/2015

Requirements: file format: gif (animated, static), maximum file size: 40kB, file size in pixel: 300x50px or 300x75px.

Net price is **2,980.00 Euro** (+VAT) for a 4-week runtime.

Placement:

1. Mobile Banner at the top (below menu bar)
2. Mobile Banner in the centre



### Online Advertorial at [www.firmenauto.de](http://www.firmenauto.de)

It is designed as an editorial article. The content therefore obtains great authenticity and is labelled with "Advertorial". Placement will be on the right of our home page [www.firmenauto.de](http://www.firmenauto.de)

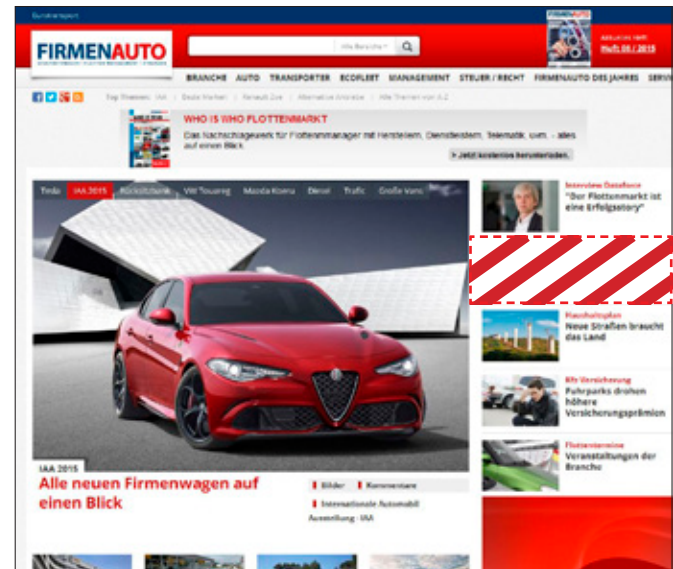
Picture galleries (6 up to max. 15 pictures) and a video upon request.

Net price **3,980.00 Euro** (+VAT) runtime 4 weeks. Teaser will be removed from home page after runtime. The article, however, will still be online for google optimization.

The ETM advertising team is looking forward to sending a personal offer.

Please check the following link for an example:  
[www.firmenauto.de/advertorial](http://www.firmenauto.de/advertorial)

Homepage with Teaser for Advertorial







**Newsletter FIRMENAUTO – weekly, Thursdays**

The FIRMENAUTO Newsletter gives weekly information on the fleet market

**Newsletter Subscribers:**

2,550 (Date 9/2014)

**Format:**

Fullsize Banner

468 x 60 Pixel

non-animated picture as  
jpeg, png or gif

Further formats on request

**Price per Dispatch:**

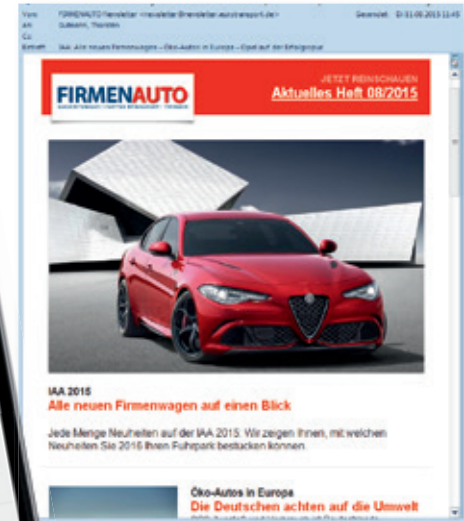
840.00 €

**Discounts:**

please check page 4

**Runtime and Booking:**

Duration, frequency and date of booking are subject to  
availability.





## Your Contact for Data Transfer and Coordination at [www.firmenauto.de](http://www.firmenauto.de)

### Coordination Online

Doris Viktoria Lorch  
Phone: +49. 711. 7 84 98-92  
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E-Mail: [doris.lorch@etm-verlag.de](mailto:doris.lorch@etm-verlag.de)

### Standard Formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 or 160 x 600 Pixel
- Tandem-Banner  
(combination of Superbanner and Skyscraper)
- Rectangle: 300 x 250 Pixel

### Specifications:

- For flash-banner an alternative GIF (static or animated) is requested; Flash- und GIF-Banner cannot exceed 60 kB.
- For data transfer please indicate target URL
- Please include clickTAG for calculating clicks
- Flash Specifications upon request

### For orders:

Nicole Polta  
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Gabi Volkert  
Phone: +49. 711. 1 82-14 03  
Fax: +49. 711. 1 82-20 68  
E-Mail: [gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)

### Special Formats:

- Push down Ad: 728 x 300 Pixel enlarged
- Expandable  
Skyscraper: 160x 600 Pixel  
plus 600 Pixel enlarged
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

### Newsletter advertisement:

- Fullsize Banner: 468 x 60 Pixel

### For Orders:

[ads@etm-verlag.de](mailto:ads@etm-verlag.de)



## Your Contact for Ad Formats at [www.firmenauto.de](http://www.firmenauto.de)



Thomas Beck

### Marketing:

Media advice, offers and orders

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
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### For your orders:

Confirmations, invoices,  
printing material and production enquiries

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