



Tempo-30-Zonen
Langsam heißt nicht
sauber

Besten
Kilopunkte

Fahrerassistenzsysteme
Damit finden sie die
passenden
Assistenzsysteme

Mercedes
Parkplatz
und S-Klasse

www.firmenauto.de

Opel Mokka X
Opels Erfolgsmodell

Bilder Kommentare

www.firmenauto.de
The Website for
Passenger Car Fleets



Media Information 2017



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.de

Page Impressions/Month: 170,709 (Desktop Version, mobile page see p. 7)

Visits/Monat: 64,052

Base: 12/2016 (IWW)*



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 +
1.020 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

1
2.980,-
per month
all pages

Superbanner
728 x 90 Pixel

1

1 + 2
4.980,-
per month
all pages

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

2

2
2.980,-
per month
all pages

Skyscraper
160 x 600 Pixel

3
2.980,-
per month
all pages

Rectangle
300 x 250 Pixel

Further formats on request



Positioning entire Website

Ad Material: Fireplace, Sticky Ad

1 + 2
7.480,-
per month
all pages

Fireplace
160 x 600 + 1.020 x 90
+ 160 x 600 Pixel

3
3.980,-
per month
all pages

Sticky Ad max.
400 x 90 Pixel

BRÄNDE AUTO TRANSPORTER ECOLEET MANAGEMENT STREIT RECHT FIRMENAUTO DES JAHRES SERVICE

BRÄNDE

FIRMENAUTO Test Drive-Systeme
Testen Sie 20

BRÄNDE

Interline mit Vollen
Mantelung



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: 59,582 (IWW)

Visits: 23,741 (IWW)

Date 12/2016*

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

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**

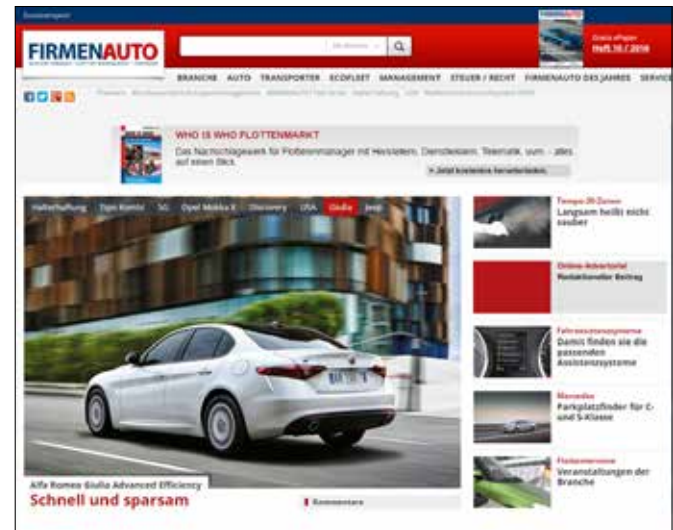
Picture galleries (6 up to max. 15 pictures) and a video upon request.

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

Homepage with Teaser for Advertorial





Newsletter FIRMENAUTO – weekly, Thursdays

The FIRMENAUTO Newsletter gives weekly information on the fleet market

Newsletter Subscribers:

2,400 (Date 12/2016)*

Format:

- Fullsize Banner
- 468 x 60 Pixel as jpeg or
- 580 x 95 Pixel als jpeg (static, not animated)

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

Coordination Online

Doris Viktoria Lorch
Phone: +49. 711. 7 84 98-92
Fax: +49. 711. 7 84 98-29
E-Mail: doris.lorch@etm.de

Standard Formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 or 160 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of Superbanner and Skyscraper
- Fireplace: Combination of Skyscraper left side, Superbanner and Skyscraper right side

Formats and specifications:

- HTML 5
- JPG, GIF
- Redirect
- For data transfer please indicate target URL
- Banner cannot exceed 60 KB.
- Please include clickTAG for calculating clicks

For orders:

Nicole Polta
Phone: +49. 711. 1 82-13 87
Fax: +49. 711. 1 82-20 68
E-Mail: npolta@motorpresse.de

Gabi Volkert
Phone: +49. 711. 1 82-14 03
Fax: +49. 711. 1 82-20 68
E-Mail: 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
or
580 x 95 Pixel

For Orders:

ads@etm.de

* Please ask for current access figures/data



Your Contact for Ad Formats at www.firmenauto.de



Thomas Beck

Marketing:

Media advice, offers and orders

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15
70565 Stuttgart, Germany

Thomas Beck
Key Account Manager Print/Digital Media/Events
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Fax: +49. 711. 784 98-29
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For your orders:

Confirmations, invoices,
printing material and production enquiries

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