



The Magazine for the  
Fleet Market



Media Information 2017



# FIRMENAUTO Media Information 2017

## Titelporträt

**FIRMENAUTO**  
GESCHAFTSWAGEN | FLOTTEN-MANAGEMENT | FINANZEN  
HEFT 8/2016 | 80316 | € 4,00 | www.firmenauto.de

- Marktübersicht Dienstleister
- Umfrage unter Flottenchefs
- Neue Technologien verändern die Branche

### Fuhrparkmanagement

<b>GRÜNE FLOTTE</b> EnBW setzt auf Elektromobilität	<b>KAUFBERATUNG</b> Alle Motoren, alle Kosten: der Skoda Superb im Modellcheck	<b>SHUTTLE-VANS IM TEST</b> Der neue VW Multivan fordert die Mercedes V-Klasse heraus
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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](http://firmenauto.de).

- 2 **Publication:** monthly,  
11 editions
- 3 **Year:** 23rd year 2017
- 4 **web-address:** [www.firmenauto.de](http://www.firmenauto.de)  
[www.eurotransport.de](http://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

- 9 **Editor:** Hanno Boblenz, Editor-in-Chief  
Phone: +49. 711. 784 98-36  
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- 10 **Advertisement:** Thomas Beck, Advertising Manager  
Phone: +49. 711. 784 79-88  
[thomas.beck@etm.de](mailto:thomas.beck@etm.de)
- 11 **Marketing:** Bernd.Steinfeldt, Marketing Manager  
Phone: +49. 711. 784 98-17  
[bernd.steinfeldt@etm.de](mailto:bernd.steinfeldt@etm.de)

**12 Subscription Price**

**Subscription:**  
Germany Euro 44.00  
Cover Price: Euro 4.00

13 **ISSN-No.:** 1618-4998

**14 Volume analysis 2015 = 11 editions**

**Format:** 215 x 280 mm  
**Total size:** 852 pages = 100.0 %  
**Editorial:** 642 pages = 75.4 %  
**Advertisement:** 210 pages = 24.6 %

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of which  
Classified ads: 0 pages = 0.0 %  
Bound inserts: 20 pages = 9.5 %  
House ads: 15 pages = 7.1 %

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**Inserts** 6 editions

15 **Analysis editorial 2015 = 642 pages**



# FIRMENAUTO Media Information 2017



# Circulation Analysis 2

## 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 2015 until 30 June 2016

Total circulation:	51,037
<b>Distributed circulation:</b>	<b>50,126</b>
Foreign countries:	240
<b>Paid circulation:</b>	<b>32,045</b>
Foreign countries:	103
– Subscriptions:	23,129
Members:	22,654
– Single sales:	–
– General sales:	8,916
Free copies:	18,081
Remaining, files, specimen, copies:	911

## 18 Geographic distribution:

Economic sector	percentage of distributed circulation	copies
	%	
Home country	99.5 %	49,886
Foreign countries	0.5 %	240
<b>Distributed circulation</b>	<b>100 %</b>	<b>50,126</b>

## ETM-Kombi

*trans aktuell*  
+  
**FIRMENAUTO**  
+  
*KEP aktuell*  
+  
**WERKSTATT AKTUELL**  
+  
**TeleTraffic**

**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 %

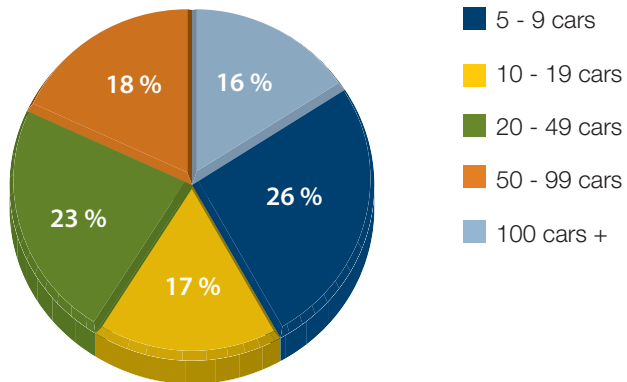


## FIRMENAUTO has got two channels:

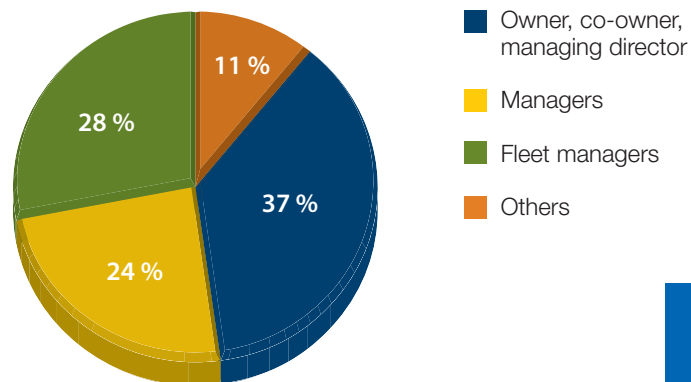
Distribution via  
**DATAFORCE**  
FleetBase Online Addresses.

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

### Fleet Sizes



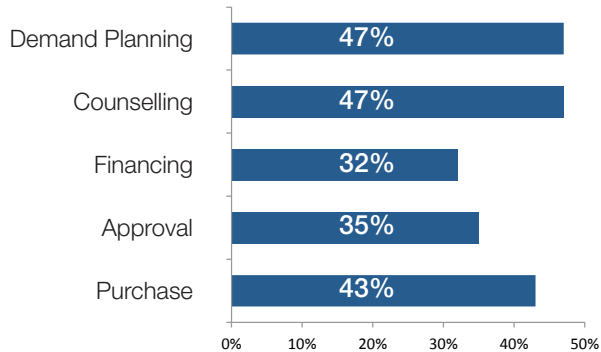
### Profession



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

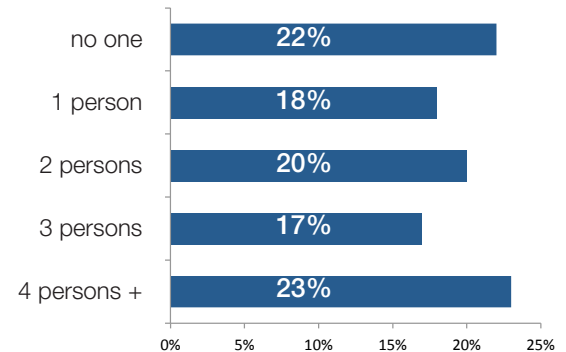


### Professional Competence



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 2017



Price List No.23,  
valid from  
1 January 2017

# P

- 1 **Circulation:** Printed circulation (yearly average): 51.037  
Distributed circulation (yearly average): 50.126
- 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)  
  
Please find up-to-date technical features at  
[www.duon-portal.de](http://www.duon-portal.de)  
**Delivery of printing material:** Please send advertisements  
within editorial part electronically via „[www.duon-portal.de](http://www.duon-portal.de)“  
de“ You will find support at [support@duon-portal.de](mailto:support@duon-portal.de) or call  
directly: +49. 40. 374 117-50.
- 4 **Schedule:** please see page 8+9.  
**On sale date:** Fridays
- 5 **Publ. House:** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
81 02 07, 70519 Stuttgart, Germany  
**Address:** Handwerkstr. 15, 70565 Stuttgart, Germany  
**Internet:** [www.firmenauto.de](http://www.firmenauto.de)  
[www.eurotransport.de](http://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 Stark, 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 2017



# Scheduled Features T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2017	<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	13. 01. 2017	16. 01. 2017	03. 02. 2017
4/2017	<b>Tires</b> – Summer Tires Test Cars – Market Survey new tires – Tire Services - Tire Management	Fuelmanagement Leasing	AMI Leipzig	24. 02. 2017	27. 02. 2017	17. 03. 2017
5/2017	<b>Leasing</b> – Market Survey Leasing Companies – Trends – Guides	fuel cards attachments		29. 03. 2017	30. 03. 2017	21. 04. 2017
6/2017	<b>Firmenauto des Jahres 2017</b> Results	fuel cards financing		27. 04. 2017	28. 04. 2017	19. 05. 2017
7/2017	<b>Trucks/Vans</b> – Market Survey Models – Assembly – Trends	Leasing Tires		31. 05. 2017	01. 06. 2017	23. 06. 2017





# FIRMENAUTO Media Information 2017



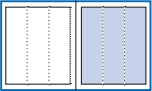

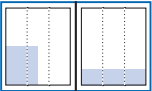

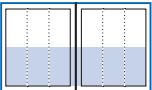
Scheduled  
Features



Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2017	<b>Fleet Management</b> – Market Survey Services – Software – Outsourcing – Trends	Fuel management Garages		30. 06. 2017	03. 07. 2017	21. 07. 2017
9/2017	<b>Insurance</b> – Market Survey Fleet Insurance	Tires Leasing		21. 07. 2017	24. 07. 2017	11. 08. 2017
10/2017	<b>Electronic Logbook</b> – Market Survey	Tires Leasing		18. 08. 2017	21. 08. 2017	08. 09. 2017
11/2017	<b>Tankmanagement</b> – Market Survey Fuel Cards	Winter Tires Testing Fuel Cards		28. 09. 2017	29. 09. 2017	20. 10. 2017
12/2017 Who is Who	<b>Networked Car</b> – Fleet management/Telematics – Connectivity – Navigation	Tires Fuel Management		26. 10. 2017	27. 10. 2017	17. 11. 2017
1/2018	<b>Company Cars 2017</b> – Major Models for the fleet market	Navigation Leasing		24. 11. 2017	27. 11. 2017	15. 12. 2017

**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 <i>215 x 280 mm</i>		in Euro 11,680.00
	<b>1/2 page</b>	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical <i>107 x 280 mm</i> horizontal <i>215 x 145 mm</i>		in Euro 6,080.00
	<b>1/3 page</b>	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical <i>73 x 280 mm</i> horizontal <i>215 x 107 mm</i>		in Euro 4,520.00
	<b>1/4 page</b>	2-columns:  4-columns:	vertical 92 x 123 mm  vertical 183 x 62 mm		in Euro 3,420.00
	<b>2/1 page</b>	type area <i>bleed*</i>	400 x 248 mm <i>430 x 280 mm</i>		in Euro 23,360.00
	<b>2/2 page</b>	type area <i>bleed*</i>	400 x 123 mm <i>430 x 145 mm</i>		in Euro 11,680.00
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.



# FIRMENAUTO Media Information 2017

# Inserts, Glued Inserts Supplementing Price List No. 23

## Inserts

### Prices for Inserts:

Euro 200.00 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:

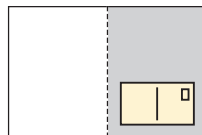
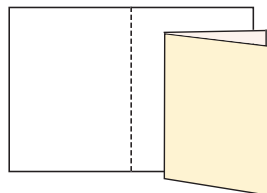
upon request

### Delivery Date:

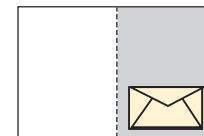
10 days past closing date.

## 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 56.00  
per 1,000 + postal fees.



### Formats:

Minimum: 75 x 75 mm (1/1 page)  
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. 5 61. 6 02 80-1 62

Automatic processing for delivery, packaged properly on  
euro-pallet only, free delivery to printing office.

### Further information:

Prices can be raised if quality of products or manufactu-  
ring requires additional costs. Additional freight costs will be  
charged separately.

**VAT.:** All prices are in Euro + VAT.



# FIRMENAUTO Media Information 2017

Extract from  
Advertising Customers

## A

Agip  
Alcar  
AIV  
ALD Auto-Leasing  
Alfa Romeo  
Allianz  
Alphabet  
Alte Leipziger  
Aral AG  
ARI Fleet Services  
Arval  
ASL  
Athlon  
ATU  
Audacon  
Audi  
Audi-Leasing  
Autogas  
Autom. Konzepte  
Autoscout24  
Axa-Versicherung

## B

Blaupunkt  
BMW  
BP Oiltech  
Budget

## C

Carglass

Car Professional  
Chrysler  
Citroën  
Commerzleasing  
Continental

## D

Dacia Logan  
DAD  
Daimler  
Datafactory  
DB Fuhrpark  
DB Rent  
DEKRA  
Deutsche Fiat  
Deutsche Leasing  
DSK Leasing  
Dunlop

## E

E-Plus  
E.ON  
Euroforum  
Euromaster  
Europa Park  
Europcar  
Euromobil  
EuroShell  
Eurotax-Schwacke

## F

Faircar  
FERRYs  
Fiat  
4Fleet  
FleetCompany  
FMD  
Ford  
Ford Bank  
Funkwerk Dabendorf

## G

GE Commercial  
Finance Fleet  
Goodyear

## H

Hannover-Leasing  
Hankook Reifen  
Hansa Leasing  
HDI  
Hiepler  
Hyundai

## I

Infiniti

## J

Jaguar

## K

Kia Motors

## L

Land Rover  
Lease Plan

## M

Management Circle  
Maske  
Maserati  
Mazda  
Mercedes  
Messe Essen  
Messe Leipzig  
Michelin  
Mitsubishi  
Mobile.de

## N

Nissan  
Novofleet

## O

Opel

## P

Peugeot  
Pirelli  
Pit Stop  
Point S  
Porsche  
PS-Team

## R

Renault  
Rover  
RWE

## S

Seat  
Sixt  
Sixt Leasing  
Skoda  
Smart

## T

Top Service Team  
Total  
Toyota

## V

VDO  
Vergölst GmbH  
VHV  
VMF  
Volkswagen  
Volkswagen Nfz  
Volvo  
Vredestein  
VR-Leasing  
VW Leasing

## 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**

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.de](mailto:thomas.beck@etm.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*