



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

GRÜNE FLOTTE
EnBW setzt auf Elektromobilität

KAUFBERATUNG
Alle Motoren, alle Kosten: der Skoda Superb im Modellcheck

SHUTTLE-VANS IM TEST
Der neue VW Multivan fordert die Mercedes V-Klasse heraus

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:** 23rd year 2017
- 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

- 9 **Editor:** Hanno Boblenz, Editor-in-Chief
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- 11 **Marketing:** Bernd.Steinfeldt, Marketing Manager
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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 %
-
- of which
Classified ads: 0 pages = 0.0 %
Bound inserts: 20 pages = 9.5 %
House ads: 15 pages = 7.1 %
-
- 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
Distributed circulation:	50,126
Foreign countries:	240
Paid circulation:	32,045
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
Distributed circulation	100 %	50,126

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 %

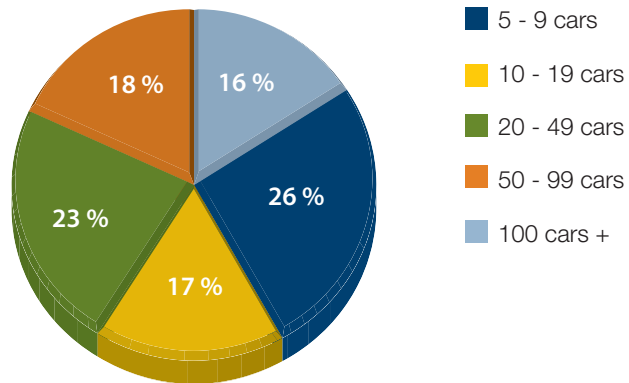


FIRMENAUTO has got two channels:

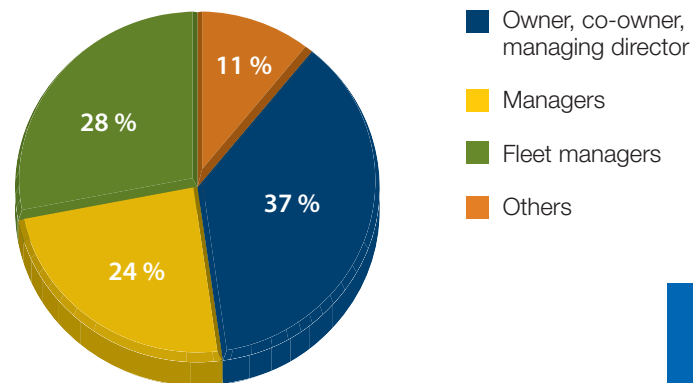
Distribution via
DATAFORCE
FleetBase Online Addresses.

Distribution via
DEKRA attended fleets
Alles im grünen Bereich.

Fleet Sizes



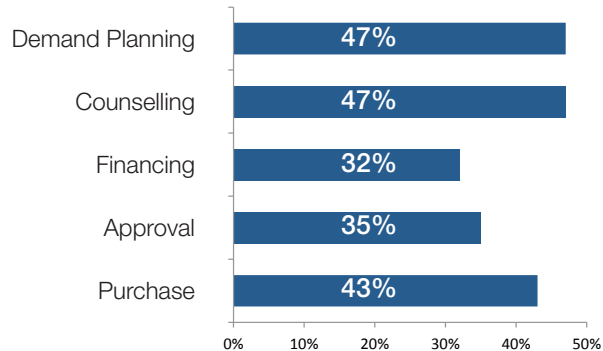
Profession



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

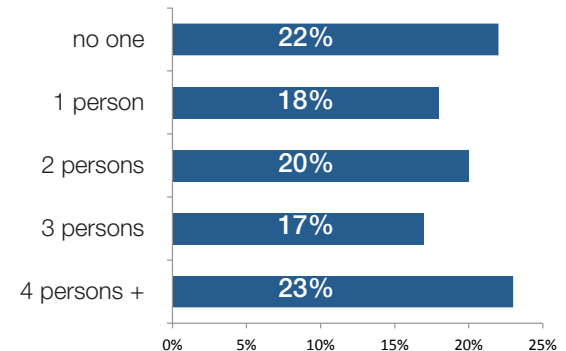


Professional Competence



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)
 -  **DUON-Portal**
 - Please find up-to-date technical features at www.duon-portal.de
 - Delivery of printing material:** Please send advertisements within editorial part electronically via „www.duon-portal.de“ You will find support at 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
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



Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2017	Green Fleet – 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	Tires – 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	Leasing – Market Survey Leasing Companies – Trends – Guides	fuel cards attachments		29. 03. 2017	30. 03. 2017	21. 04. 2017
6/2017	Firmenauto des Jahres 2017 Results	fuel cards financing		27. 04. 2017	28. 04. 2017	19. 05. 2017
7/2017	Trucks/Vans – Market Survey Models – Assembly – Trends	Leasing Tires		31. 05. 2017	01. 06. 2017	23. 06. 2017



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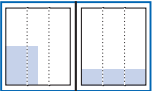
Scheduled
Features



Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2017	Fleet Management – Market Survey Services – Software – Outsourcing – Trends	Fuel management Garages		30. 06. 2017	03. 07. 2017	21. 07. 2017
9/2017	Insurance – Market Survey Fleet Insurance	Tires Leasing		21. 07. 2017	24. 07. 2017	11. 08. 2017
10/2017	Electronic Logbook – Market Survey	Tires Leasing		18. 08. 2017	21. 08. 2017	08. 09. 2017
11/2017	Tankmanagement – Market Survey Fuel Cards	Winter Tires Testing Fuel Cards		28. 09. 2017	29. 09. 2017	20. 10. 2017
12/2017 Who is Who	Networked Car – Fleet management/Telematics – Connectivity – Navigation	Tires Fuel Management		26. 10. 2017	27. 10. 2017	17. 11. 2017
1/2018	Company Cars 2017 – 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
	1/1 page	type area <i>bleed*</i>	183 x 248 mm <i>215 x 280 mm</i>		in Euro 11,680.00
	1/2 page	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
	1/3 page	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
	1/4 page	2-columns: 4-columns:	<i>vertical</i> 92 x 123 mm <i>vertical</i> 183 x 62 mm		in Euro 3,420.00
	2/1 page	type area <i>bleed*</i>	400 x 248 mm <i>430 x 280 mm</i>		in Euro 23,360.00
	2/2 page	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 ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

- 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.



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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:

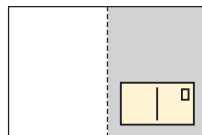
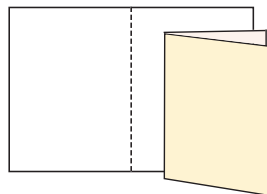
upon request

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:

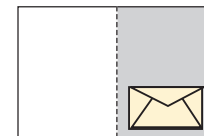
Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany.
Phone: +49. 5 61. 6 02 80-1 62

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.





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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

For your orders:

Confirmations, invoices,
printing material and production enquiries

Motor Presse Stuttgart

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Nicole Polta

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E-Mail: gvolkert@motorpresse.de



*EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
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Motor Presse Stuttgart GmbH & Co. KG
und VF Verlagsgesellschaft*