



The Truck Magazine
for Professionals



ETMverlag

Media Information 2018



FERNFAHRER Media Information 2018

Portrait



Transport industry and politicians have both realized that our economic force is the truck driver. Truck drivers are the ones who transport all goods that trade and industry need and everything else we consume and use every day.

At this time, however, transport managements are under considerable strain. Reliable and qualified drivers, who know about effective technical details and political developments, lead the path to success because all of them read **FERNFAHRER**.

The magazine **FERNFAHRER** publishes competent vehicle tests including all important novelties for the commercial vehicle industry. Because of their exact and authentic ratings for consumption and performance, professionals have the operative word here. They know about the every day challenges and most effective techniques. Truck drivers are giving all pieces of information needed by decision makers to invest and maintain fleets.

FERNFAHRER accompanies the driver through political, economic and legal topics. This provides useful information for the job and shows readers the manifold facets of this very underestimated profession.



Editor-in-Chief
Thomas Rosenberger
about
FERNFAHRER



1 **Characteristics and target group:**

FERNFAHRER is the German language truck magazine with latest and comprehensive news for the dedicated truck driver. Vehicle reports, tests and news about innovations provide the reader with a wide range of information.

Furthermore, lively reports and fascinating stories are written in informal language by truck drivers.

The emphasis of this special interest magazine is on political, social and legal issues for truck drivers, haulage contractors and fleet managers, including the yearly readers' survey „Beste Nutzfahrzeuge“ and „Beste Marken“.

2 **Publication:** monthly,
12 editions

3 **Year:** 36th year 2018

4 **Web-Address:** www.fernfahrer.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:** Thomas Rosenberger, Editor-in-Chief
Phone: +49. 711. 784 98-19
thomas.rosenberger@etm.de

10 **Advertisement:** Werner Faas, Advertising Manager
Phone: +49. 711. 7 84 98-96
werner.faas@etm.de

11 **Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 784 98-17
bernd.steinfeldt@etm.de

12 **Cover price**
Subscription: Germany Euro 45.30
Cover price: Euro 4.20

13 **ISSN-No.:** 02573180

14 **Volume analysis 2016 = 12 editions**

Format: 230 x 298 mm

Total size: 1,216 Pages = 100.0 %

Editorial: 931 Pages = 76.6 %

Advertisement: 285 Pages = 23.4 %

of which

Classified ads: 114 Pages = 40.0 %

Inserts: 0 Pages = 0.0 %

House ads: 71 Pages = 24.9 %

Inserts 8 editions

15 **Content Analysis of Editorial 2016 = 931 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 2016 until 30 June 2017

Total circulation:	54,296
Distributed circulation:	26,369
davon E-Paper:	140
Foreign countries:	2,799
Paid circulation:	25,228
davon E-Paper:	140
Foreign countries:	2,678
– Subscription:	11,062
Members:	–
– Single sales:	13,091
– General sales:	1,067
Free copies:	1,141
Remaining, file and specimen copies	1,634

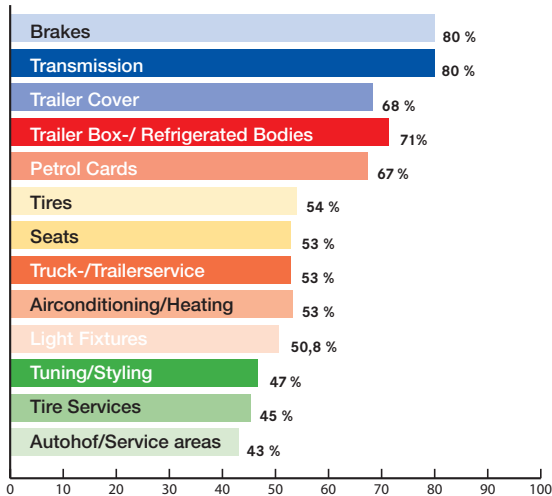
18 **Geographic distribution:**

Economic sector

		Percentage of distributed circulation copies
	%	
Home country	89.4 %	23,570
Foreign countries	10.6 %	2,799
Distributed circulation	100.0 %	26,369



FERNFAHRER readers are very interested in the following topics (Best Brands):



How many people but you receive your copy of FERNFAHRER to read or look at?

Number co-readers: 2.2 readers per copy 3.2 readers per copy

Source: Reader analysis, FERNFAHRER 3+4/2017

To which degree does the FERNFAHRER reader use FERNFAHRER?

Average reading time
per copy:

90 Minutes

Average reading

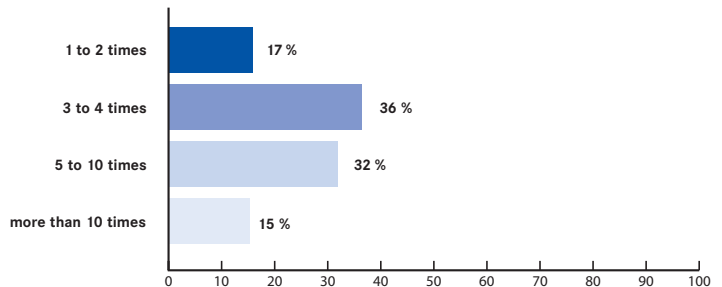
of all/almost all pages/Issue:

49 %

approx. 3/4 of all pages/Issue:

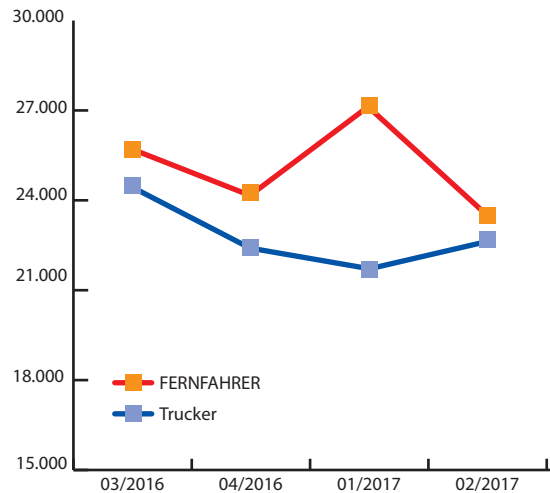
32 %

How often do you go through the FERNFAHRER?

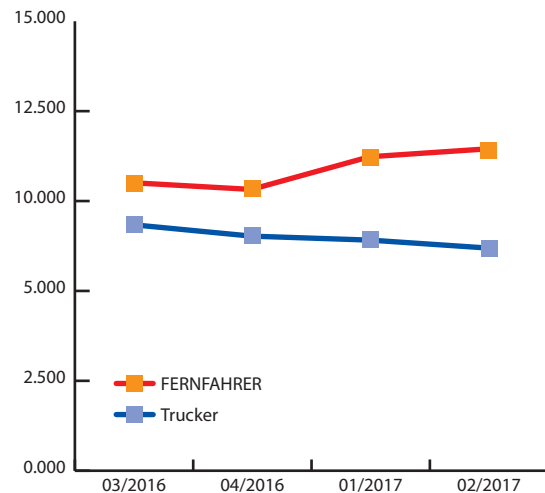




Paid Circulation acc. to IWV



Subscriptions



FERNFAHRER figures regarding total retail sales and subscriptions exceed Trucker.

Base: IWV



FERNFAHRER Media Information 2018

Economic Efficiency

Sold Circulation
(Yearly Average IVW
3. Quarter 2016 –
2. Quarter 2017)



FERNFAHRER

TRUCKER

25,228

22,883

Prices 2017

1/1 page 4c*

9,260.00 €

9,830.00 €

Price per 1.000 sold copies

ca. 1.000 mm 4c*

367.05 €

429.58 €

* Base: Media Information 2017

Comparing sold copies FERNFAHRER and Trucker, an advertisement
1/1 page 4c in FERNFAHRER is more than 14% cheaper!





FERNFAHRER Media Information 2018



Price List No. 19
valid from
1 January 2018

P

- 1 **Circulation:** Printed circulation (yearly average): 54.296
Distributed circulation (yearly average): 26.369
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
4 columns, width of column 45 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)
Copy material: please see page 13
Data file: please see page 13
- 4 **Schedule:** please see page 11
Publication date: Tuesdays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
81 02 07, 70519 Stuttgart, Germany
P.O.Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart,
Germany
Internet: www.eurotransport.de
Advertisement: Phone: +49. 711. 784 98-96
- 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, account no.
7871 5092 76, bank code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST
- 6 **Advertising Formats and Prices:**
please see page 9

- 8 **Surcharge:** Print across gutter without charge

Special Inserts:

1/1 page
2nd Cover

4c	in Euro	10,494.00
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3rd Cover

4c	in Euro	10,017.00
----	---------	-----------

Backcover

4c	in Euro	10,494.00
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For 1st right advertising page
and further preferred position-
ing add: 10%.

Classified ads with 1 column
only upon request

4c	in Euro	26.00
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No discounts

- 9 **Classified advertisement:**
please see Media Information **KOMBIMARKT**
- 10 Special advertisements on request:
Karin Schilling, Phone: +49. 7 11. 784 98-45
- 11 **Discounts:** please see page 12
- 12 Combinations: please see page 12
- 13 **Inserts:** please see page 14
- 14 **Loose inserts:** please see page 15
- 15 **Glued inserts:** please see page 15
- 16 **Address (for Pos. 13, 14, 15):** please see page 15
VAT: all prices in Euro + VAT

7 Advertising Formats and Prices – Variations please see page 10

Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm 230 x 298 mm	in Euro	9,540.00
3/4 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm 163 x 298 mm 230 x 219 mm	in Euro	7,410.00
1/2 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm 114 x 298 mm 230 x 150 mm	in Euro	4,830.00
1/3 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	62 x 263 mm 196 x 86 mm 80 x 298 mm 230 x 108 mm	in Euro	3,810.00
1/4 page	type area	1 column 2 columns 4 columns	45 x 263 mm 95 x 129 mm 196 x 64 mm	in Euro	2,670.00
1/8 page	type area	1 column 2 columns 4 columns	45 x 129 mm 95 x 64 mm 196 x 32 mm	in Euro	1,490.00
2/1 pages	type area <i>bleed*</i>		424 x 263 mm 460 x 298 mm	in Euro	19,080.00
1 1/2 pages	type area <i>bleed*</i>	vertical horizontal vertical horizontal	323 x 263 mm 424 x 193 mm 341 x 298 mm 460 x 219 mm	in Euro	14,370.00
2/2 pages	type area <i>bleed*</i>		424 x 129 mm 460 x 150 mm	in Euro	9,540.00

* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge.

General terms and conditions of ETM Verlag apply.

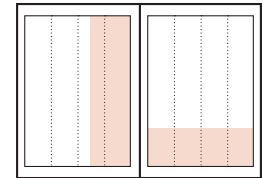
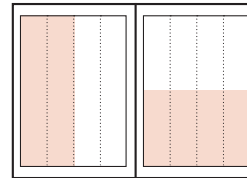
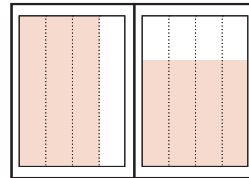
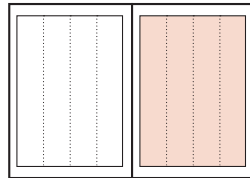


FERNFAHRER Media Information 2018



Advertising Sizes P

Page



Formats (width x height)
type area

1/1 page
196 x 263 mm

3/4 page
vertical: 145 x 263 mm
horizontal: 196 x 193 mm
vertical: 163 x 298 mm
horizontal: 230 x 219 mm

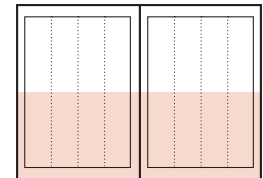
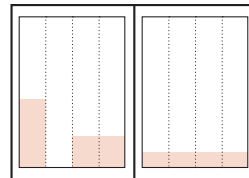
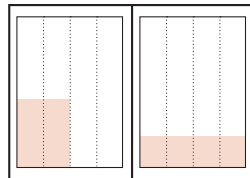
1/2 page
vertical: 95 x 263 mm
horizontal: 196 x 129 mm
vertical: 114 x 298 mm
horizontal: 230 x 150 mm

1/3 page
vertical: 62 x 263 mm
horizontal: 196 x 86 mm
vertical: 80 x 298 mm
horizontal: 230 x 108 mm

*bleed**

230 x 298 mm

Page



Formats (width x height)
type area

1/4 page
1 column: 45 x 263 mm
2 columns: 95 x 129 mm
4 columns: 196 x 64 mm

1/8 page
1 column: 45 x 129 mm
2 columns: 95 x 64 mm
4 columns: 196 x 32 mm

2/1 pages
424 x 263 mm

2/2 pages
424 x 129 mm

*bleed**

460 x 298 mm

460 x 150 mm

* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge



FERNFAHRER Media Information 2018



Scheduled
Features

T

Edition No.	Special Features	Fairs/Events	Closing Date	Copy Date	Publication Date
2/2018	T + E Expenses/Charts	Spielwarenmesse Nürnberg	07. 12. 2017	11. 12. 2017	06. 01. 2018
3/2018	LED Technology for Trucks	call for reader awards	09. 01. 2018	11. 01. 2018	03. 02. 2018
4/2018	Trailer & Superstructure, Maintenance & Cleaning		06. 02. 2018	08. 02. 2018	03. 03. 2018
5/2018	Construction Vehicles, Load Safety		09. 03. 2018	13. 03. 2018	07. 04. 2018
6/2018	Roadside Assistance Service		09. 04. 2018	11. 04. 2018	05. 05. 2018
7/2018	Preview Truck-Grand-Prix, Air-conditioning systems	Truck-Grand-Prix	03. 05. 2018	07. 05. 2018	02. 06. 2018
8/2018	Tuning/Styling/Truck fittings		12. 06. 2018	14. 06. 2018	07. 07. 2018
9/2018	Results of Reader Awards 2018, Seats		10. 07. 2018	12. 07. 2018	04. 08. 2018
10/2018	Preview IAA Nutzfahrzeuge	IAA Nutzfahrzeuge	07. 08. 2018	09. 08. 2018	01. 09. 2018
11/2018	Breakdown Service Trailer & Superstructure		10. 09. 2018	12. 09. 2018	06. 10. 2018
12/2018	Winter Preparation		08. 10. 2018	10. 10. 2018	03. 11. 2018
1/2019	Novelties 2019		06. 11. 2018	08. 11. 2018	01. 12. 2018

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KOMBI**MARKT.



ETM-Kombi 1

lastauto omnibus
+
lastauto omnibus KATALOG
+
FERNFAHRER
+
FERNFAHRER Katalog

Combined 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.

ETM-Kombi 2

trans aktuell
+
firmenauto
+
KEP aktuell
+
WERKSTATT aktuell
+
TeleTraffic

Combined Discount

Series

ab 2 insertions	5 %
ab 4 insertions	10 %
ab 6 insertions	12 %
ab 9 insertions	15 %
ab 12 insertions	18 %
ab 18 insertions	20 %
ab 24 insertions	22 %
ab 30 insertions	25 %

Volume

ab 2 pages	5 %
ab 4 pages	10 %
ab 6 pages	12 %
ab 9 pages	15 %
ab 12 pages	18 %
ab 18 pages	20 %
ab 24 pages	22 %
ab 30 pages	25 %



FERNFAHRER Media Information 2018

Technical Data



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.

Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

Iris Eifrig/**FERNFAHRER**

Phone: +49. 711. 182-1613

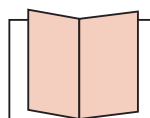
Fax: +49. 711. 182-1818

E-Mail: ieifrig@motorpresse.de

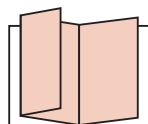


13 Inserts

Prices:



4 pages
Euro 14,370.00



6 pages
Euro 19,080.00

Other prices:

8 pages Euro 28,620.00

Discounts:

2 page inserts are equivalent to 1 advertising page,
please see page 12

Formats for inserts:

Untrimmed: 233 x 306 mm
Trim size: 230 x 298 mm

Technical Data:

Paper weights:	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.

Delivery date: 10 prior to publication

Cancellation: 8 days prior to publication

Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Orders will only be accepted after ETM Verlag 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.



FERNFAHRER Media Information 2018

Inserts and Glued Inserts Supplementing Price List No. 19, valid from 1 January 2018

14 Inserts

Prices:

Euro 220.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10.00

Discounts:

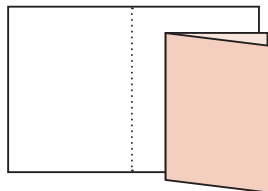
No discounts for inserts

Formats:

Minimum: 105 x 148 mm
Maximum: 220 x 290 mm

Required circulation: upon request

Delivery date: 10 days after closing date



Envelopes with content,
glued free samples an Brochures
per 1,000 cost Euro 58.00

Formats:

Minimum: 75 x 75 mm (1/1 page)
Maximum: 175 x 210 mm

Delivery date: 2 weeks prior publication

Delivery Address:

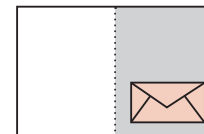
Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

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

Further information:

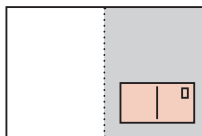
Prices can be raised if quality of products or
manufacturing requires additional costs.
Additional freight costs will be charged separately.

VAT: all prices are in Euro + VAT.



15 Glued inserts:

glued postcards and other
rectangle prints incl. envelopes
Euro 52.00 per 1,000 issues
+ postal fees.

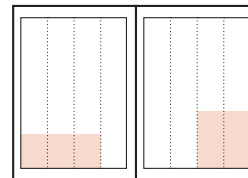
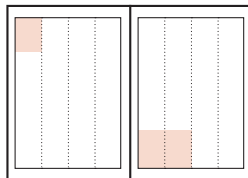




FERNFAHRER Media Information 2018

Prices for Classified Advertisements

Format

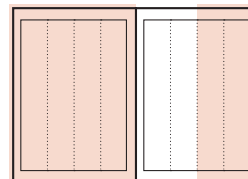
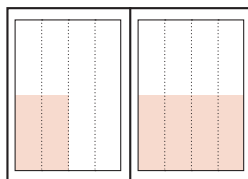


type area

1 column: 43 x 43 mm Euro 107.50
2 columns: 90 x 50 mm Euro 250.00

3 columns: 137 x 45 mm Euro 337.50
2 columns: 90 x 107 mm Euro 535.00

Format



Special prices for personal ads

type area

2 columns: 90 x 180 mm Euro 900.00 bleed

1/2 page

horiz.: 185 x 123 mm Euro 1,240.00

1/1 page 230 x 298 mm* Euro 2,830.00

1/2 page 120 x 298 mm* Euro 1,420.00

*allow 5 mm bleed

Classified Ads

Advertisement in advertising section only:

mm-Price 2c/3c, 4c or b/w: Euro 2.50*

1 column: 43 mm

2 columns: 90 mm

3 columns: 137 mm

4 columns: 185 mm

Min. height: 20 mm

Discounts:

Please ask for discounts.

Please see our **KOMBIMARKT** with mutual classified advertisement section of **FERNFAHRER**, **lastauto omnibus** and **trans aktuell** (please see separate media kit **KOMBIMARKT**).

* Price per mm height at 43 mm width of column. All prices in Euro + VAT.



FERNFAHRER **Media Information** **2018**

Extract from
Advertising Customers

A 24autohof ADAC A.I.S.Construct ALAN Electronics Alcoa American Express American Truck Promotion AWM Modelle ARAL-BP Asfinag Autohof Strohofer	D DAF Trucks Daimler AG DEKRA DKV Dometic	Herpa Hertz Hesterberg Humbaur Hydro-Hybrid	M Mairs MAN Marlen Mercedes-Benz Megaform Messe Amsterdam Mevissen Mobile.de Motoren AG Motorbuch Verlag	R Rasthof Uhrsleben Recaro Renault Trucks Rosen	V Varta VDA Voith Volvo Trucks
B BFS Business Fleet Services Big Move BPW Bergische Achsen	E Electrolux Euro Leasing Euromaster	I IBM ISP/Dreieich Isringhausen Iveco	N Nordtrailer NWE Network	S Sachs Scania Scheuerle Schmitz Cargobull Schoch Schuco Service 24 Shell Stark Reinigungs- technik	W Wabco Waeco Walther Webasto Westfalia Winkler
C Car Guard Clim Air Charterway Cologne Truck Wash Continental	F Fahrlehrerver- sicherung Fleetboard Fliegl FS Fahrerschmiede	J Jost Jumbo-Fischer JWE Events	O OVS Europa Truck Trial	T Tankpool 24 Tekno TimoCom Truma Gerätetechnik Truckscout24.de TruckWorks Trux	Z ZF Friedrichshafen ZF Trading
	G GITI Goodyear GPS/Gräfelfing Grammer Greenpower	K Kapsch Knorr Bremse Kögel Trailer Kraiburg Krombacher Krone Kuda Aero-Spoiler	P Paccar Leasing GmbH Pearl PEMA Pieper Pirelli		
	H Hahn Racing Haldex Hankook Hella	L Leipziger Messe Liqui Moly	Q Quorum	U Union Tank UTA Leasing	



Your contact for advertising in **FERNFAHRER**



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager **FERNFAHRER**

Werner Faas

Phone: +49. 711. 784 98-96

Fax: +49. 711. 784 98-29

E-Mail: werner.faas@etm.de

For your orders:

Confirmatons, invoices, printing material
and production enquiries

Motor Presse Stuttgart GmbH + Co. KG
Leuschnerstraße 1
70174 Stuttgart, Germany

Iris Eifrig

Phone: +49. 711. 182-1613

Fax: +49. 711. 182-1818

E-Mail: ieifrig@motorpresse.de

ETMverlag

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