



## FERNFAHRER Reporter App





## FERNFAHRER Reporter App Media Information 2018

### Profile

1,000 professional truck drivers have been using the **FERNFAHRER Reporter App** for

- sharing their favourite private and professional moments with colleagues, families and friends
- download, check and comment on photos and videos in vertical and horizontal format
- improve their expenses with fees and assets, and most of all
- get in touch with exclusive partners of the industry

#### Key Figures:

- 8,200 App Downloads in Android/iOS
- 4.3 Stars (Play Store)
- 1,050 registered users (are allowed to upload, rate and comment on media)
- 6,000 download photos and videos
- 64,000 meetings (preceding 12 months)
- 450,000 page impressions (preceding 12 month) which complies with an average of 7.2 screens/meeting
- 250,000 persons (minimum) can be attained with contents (reporting online, social media)



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## Prices and Details

### Offer 1: Industry-exclusive Partnership

- Logo placement on App Icon and on App intro screen (incl. stores)
- App (starting 2018, optional): placement of sponsor banner between image and comment section (appr. 450,000 AI/p.a.)
- App option for sponsoring to place own orders (in agreement)
- App/Social Media: each order shared at least twice on facebook of FERNFAHRER (>60,000 Likes) shared, incl. linking with sponsor)
- Press release at the start of cooperation
- Print: Logo placement ("presented by") on photoalbum of each FERNFAHRER issue.
- Print: 2 x 1/3 page App own ad with co-branding FERNFAHRER/Sponsor
- Print/Online: Advertorial at the start of cooperation (appr. ½ page print + online)

- Online: Logo placement at fernfahrer-reporter.de
- Online: Logo placement in self-promotion banners for mobile version of eurotransport.de
- Social Media: Cover page of facebook page FERNFAHRER usually from the App, incl. linking with sponsor - modifications once a month
- Upon request with coordination every 3 months for contents and communication performance of figures
- Naming of sponsor in the App Sphere

**Booking Period:** 12 months

**Price: EURO 20,000,00**

All prices + VAT



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## Prices and Figures

### Offer 2: Order Sponsoring

- Topic for order upon consultation
- Logo placement ("presented by")
- App/Social Media: each order will be presented at least twice on facebook FERNFAHRER (>60.000 Likes) including sponsor linking
- Incl. editorial reporting at fernfahrer.de

**Booking Period:** 4 - 6 weeks

**Base Price:** EURO 5,000,00 + provision of an attractive prize

Banner advertisement at eurotransport.de and in the newsletters as well as extension in FERNFAHRER print edition upon request.



Please test the App:



[www.fernfahrer.de/repios](http://www.fernfahrer.de/repios)



[www.fernfahrer.de/repand](http://www.fernfahrer.de/repand)

All prices + VAT



## Your Contact

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



Werner Faas

Media advice, offers and orders

**Marketing Director**

Werner Faas

Phone +49. 711. 7 84 98-96

Fax +49. 711. 7 84 98-29

E-Mail [werner.faas@etm.de](mailto:werner.faas@etm.de)

Internet [www.eurotransport.de](http://www.eurotransport.de)



Daniela Dihlmann

**Product Manager Digital Media**

Daniela Dihlmann

Phone +49. 711. 7 84 98-23

Fax +49. 711. 7 84 98-88

E-Mail [daniela.dihlmann@etm.de](mailto:daniela.dihlmann@etm.de)

Internet [www.eurotransport.de/apps](http://www.eurotransport.de/apps)

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