



The Magazine for the
Mobility & Management



ETMverlag

Media Information 2018



firmenauto Media Information 2018

General Information



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:** 24th year 2018
- 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,
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- 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 2016 = 11 editions**
Format: 215 x 280 mm
Total size: 752 pages = 100.0 %
Editorial: 577 pages = 76.7 %
Advertisement: 175 pages = 23.3 %

of which

Classified ads:

0 pages = 0.0 %

Bound inserts:

26 pages = 14.9 %

House ads:

16 pages = 9.1 %

Inserts

2 editions

- 15 **Analysis editorial 2016 = 577 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:	51,073
Distributed circulation:	49,982
Foreign countries:	178
Paid circulation:	31,990
Foreign countries:	83
– Subscriptions:	22,514
Members:	22,101
– Single sales:	–
– General sales:	9,476
Free copies:	17,992
Remaining, files, specimen, copies:	1,091

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99.6 %	49,804
Foreign countries	0.4 %	178
Distributed circulation	100 %	49,982

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 %

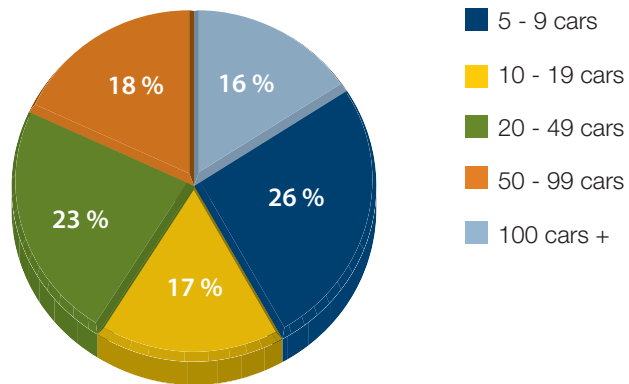


firmenauto has got two channels:

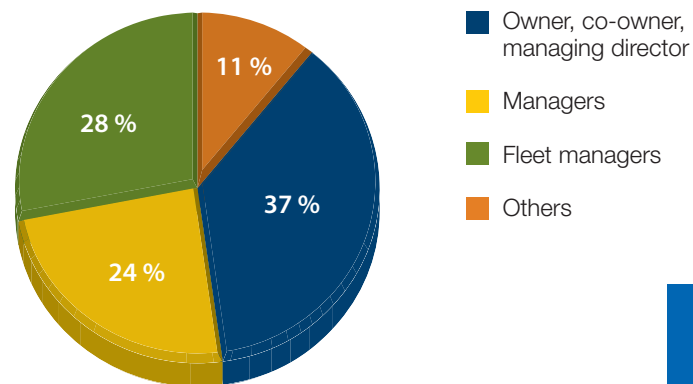
Distribution via
DATAFORCE
FleetBase Online Addresses.

Distribution via
DEKRA attended fleets
Alles im grünen Bereich.

Fleet Sizes



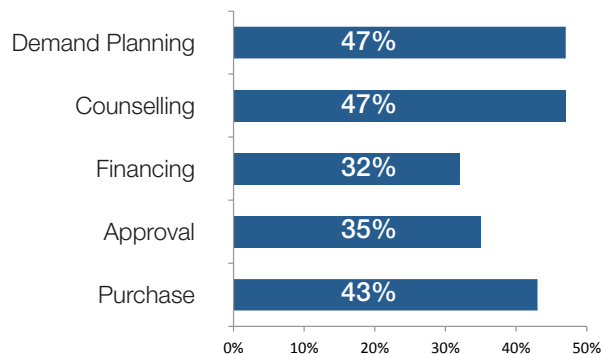
Profession



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

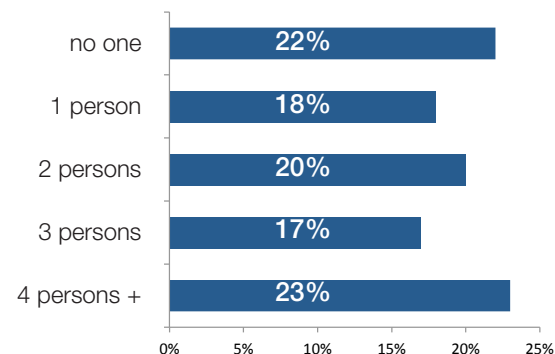


Professional Competence



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 2018



Price List No. 24,
valid from
1 January 2018

P

- 1 **Circulation:** Printed circulation (yearly average): 51.037
Distributed circulation (yearly average): 49.982

- 2 **Magazine size:** 215 x 280 mm, type area 183 x 248 mm,
3 columns, width of column 58 mm

- 3 **Printing:** Cover: ISOcoated_v2_300_eci.icc (FOGRA 39 L);
Inside: PSO_LWC_Improved_eci.icc (FOGRA 45L)



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“
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

P.O. Box: 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:

Karin Schilling, Phone: +49. 711. 7 84 98-45

- 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



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Scheduled
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2018	Electro-mobility – Charging infrastructure for companies – Legal aspects – Tests	Fuel cards Leasing Tires	Int. Auto-mobil-Salon Genf	12. 01. 2018	15. 01. 2018	02. 02. 2018
4/2018	Tire management – overview tire service providers – Summer tires – new products	Fuel management Leasing		23. 02. 2018	26. 02. 2018	16. 03. 2018
5/2018	Leasing – overview Leasing providers/ contract figures – Longterm rent	Fuel cards Equipment		28. 03. 2018	29. 03. 2018	20. 04. 2018
6/2018	Transport & Logistics – last mile – Electrification – future solutions – Vehicles	Fuel cards Financing		25. 04. 2018	26. 04. 2018	18. 05. 2018
7/2018	20 Jahre Firmenauto des Jahres – Review – all participants, all results			01. 06. 2018	04. 06. 2018	22. 06. 2018



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Scheduled
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2018	Driver motivation – benefit programme for User Chooser – mobility budgets – salary conversion – company bikes	Fuel management Workshop		29. 06. 2018	02. 07. 2018	20. 07. 2018
9/2018	Fleet Insurance – overview fleet insurances – Risk- and damage management	Tires Leasing		27. 07. 2018	30. 07. 2018	17. 08. 2018
10/2018	Connected Services – elektronische logbooks – Concierge Services – car parking services – connected car	Tires Leasing		30. 08. 2018	31. 08. 2018	20. 09. 2018
11/2018	Fuel management – overview fuel cards – Fuel and charging card	Winter tires test Fuel cards		05. 10. 2018	08. 10. 2018	26. 10. 2018
12/2018 Who is Who	Green Fleet – alternative Drives – Company car/ Fleet policy – Vehicles	Tires Fuel management		02. 11. 2018	05. 11. 2018	23. 11. 2018
1/2019	Firmenwagen 2019 – major models for the fleet market	Navigation Leasing		30. 11. 2018	03. 12. 2018	21. 12. 2018

FIRMENAUTO always features: car presentation, market surveys, sales advice, testing, fleet advice, financing, law, management, communication and fittings.



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Formats and
Prices

P

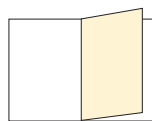
Formats			Width x Height	4c/bw
	1/1 page	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 11,920.00
	1/2 page	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 6,210.00
	1/3 page	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4,620.00
	1/4 page	2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro 3,490.00
	2/1 page	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 23,840.00
	2/2 page	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 11,920.00
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.

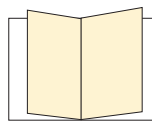


Inserts

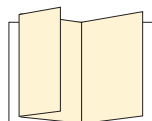
Prices for Inserts:



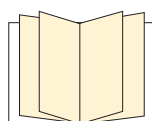
2 pages
Euro 11,920.00



4 pages
Euro 18,130.00



6 pages
Euro 23,840.00



8 pages
Euro 30,050.00

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.



Inserts

Prices for Inserts:

Euro 220.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10,-

Discounts:

No discounts for inserts

Formats:

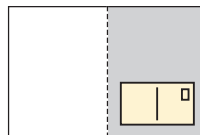
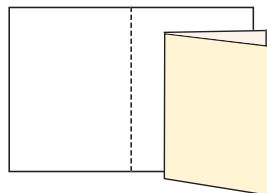
Minimum: 105 x 148 mm
Maximum: 195 x 260 mm

Required Circulation:

upon request

Delivery Date:

10 days past closing date.



Glued Inserts

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

Envelopes with content,
glued free samples and
brochures cost Euro 58.00
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

Leuschnerstraße 1

70174 Stuttgart, Germany

Nicole Polta

Phone: +49. 711. 182-13 87

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E-Mail: npolta@motorpresse.de

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E-Mail: gvolkert@motorpresse.de

ETMverlag

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