



The Reference Book  
for Car Fleets

Company portrait included –  
Search engine optimization



ETMverlag

Media Information 2018



## General Information Who is Who Car Fleets

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This unique reference book for car fleets gives fleetmanagers up-to-date information on figures, names, data, contacts and addresses of major suppliers. Branches are manufacturers, leasing/management, tires/garages, communication, services and trade as well as fuel management.

Our editorial staff presents all suppliers in detail - including address, contact person, specifications on company size, channels of distribution, portraits and special features as running text.

**Your entry will also be recognized at:**

<http://www.firmenauto.de/wiwpdf>

**Use your chance for publishing your online company portrait. Thus your target group will find you directly in this fleet portal with high ranges (474,968 PIs acc. to IVW July, 2017).**

Base: IVW firmenauto.de Juli 2017

### Printing

Offset

### Copy material

Unseparated PDF-Files.

Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

### Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.



### Schedule

Who is Who Pkw 2018

### Closing Date

01. 10. 2018

### Copy Date

15. 10. 2018

### Publication Date

23. 11. 2018

(Supplement in firmenauto 12/18)



# Prices Who is Who Car Fleets No. 17

valid from 1 January, 2018

### Printed Circulation

51,073\* Copies as supplement in firmenauto 12/18

### Bleed

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

### Premium Partnership

upon request

Die Premium Partnership includes:

- Logo integration of title
- Advertisement U2
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

### General Terms and Conditions

General terms and conditions of ETM Verlag apply. All prices in Euro + VAT

\* Base: Printed Circulation on average firmenauto for 01 July 2016 - 30 June 2017

### Who is Who Car Fleets

Format	Size Bleed	Size Type Area	4c
1/1	148 x 210 mm	118 x 180 mm	6,350.00 €

The booking of a 1/1 page advertisement includes a portrait feature free of charge.

**Your online company profile is included free of charge.**

Your portrait feature will be designed accordingly.

### Company Portrait

1/1 Page	118 x 180 mm	1,860.00 €
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### New: Company Portrait Online

Search engine optimization	1,860.00 €
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### New: Combination Company Portrait Print and Online

1/1 Page, 118 x 180 mm + Online-Company Portrait	2,580.00 €
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## Contact



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