



Foto: Fotolia/ivanko80

The Magazine for  
Mobility & Management



**ETM**verlag

Media Information 2019



# firmenauto Media Information 2019

## Factsheet



At **firmenauto** everything revolves about company cars and employee mobility in the workforce. How can business trips be planned cost economical and effective? What does the mobility of the future look like?

Vehicle networking, data security for fleets, telematics and transport as well as environment policy are the areas in focus. Practice-oriented vehicle tests with precise cost calculations are the base for purchase recommendations by editors. Summer and winter tires' tests, in cooperation with „auto motor und sport“, support purchase decisions for fleet managers. Readers also receive extensive market overviews and purchase information on residual value and maintenance expenses.

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 fuel 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  
[firmenauto@etm.de](mailto:firmenauto@etm.de)



**1 Characteristics and target group:**

Cost-conscious management, constantly improving vehicle techniques and changing conditions make it a complex and challenging task to manage a fleet and choose the right company car. **firmenauto** is a 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,  
10 editions

**3 Year:** 25th year 2019

**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  
Phone: +49. 711. 784 98-36  
hanno.boblenz@etm.de

**10 Advertisement:** Thomas Beck, Advertising Manager  
Phone: +49. 711. 784 79-98  
thomas.beck@etm.de

**11 Marketing:** Bernd.Steinfeldt, Marketing Manager  
Phone: +49. 711. 784 98-17  
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 2017 = 11 editions**

**Format:** 215 x 280 mm  
**Total size:** 868 pages = 100.0 %  
**Editorial:** 681 pages = 78.5 %  
**Advertisement:** 187 pages = 21.5 %

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of which  
Classified ads: 0 pages = 0.0 %  
Bound inserts: 8 pages = 4.3 %  
House ads: 24 pages = 12.8 %

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**Inserts** 5 editions

**15 Analysis editorial 2017 = 681 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 2017 until 30 June 2018**



Total circulation:	46,771
<b>Distributed circulation:</b>	<b>45,588</b>
Foreign countries:	146
<b>Paid circulation:</b>	<b>29,597</b>
Foreign countries:	86
– Subscriptions:	21,791
Members:	21,383
– Single sales:	–
– General sales:	7,806
Free copies:	15,991
Remaining, files, specimen, copies:	1,183

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99.7 %	45,442
Foreign countries	0.3 %	146
<b>Distributed circulation</b>	<b>100 %</b>	<b>45,588</b>

**ETM-Kombi**  
*trans aktuell*  
 +  
**firmenauto**  
 +  
*KEP aktuell*  
 +  
**WERKSTATT AKTUELL**  
 +  
**TeleTraffic**  


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**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:		Volume:	
2 Insertions	5 %	2 Pages	5 %
4 Insertions	10 %	4 Pages	10 %
6 Insertions	12 %	6 Pages	12 %
9 Insertions	15 %	9 Pages	15 %
12 Insertions	18 %	12 Pages	18 %
18 Insertions	20 %	18 Pages	20 %
24 Insertions	22 %	24 Pages	22 %
30 Insertions	25 %	30 Pages	25 %

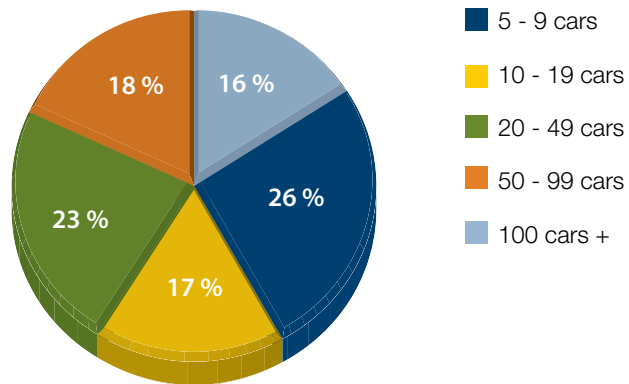


firmenauto has got two channels:

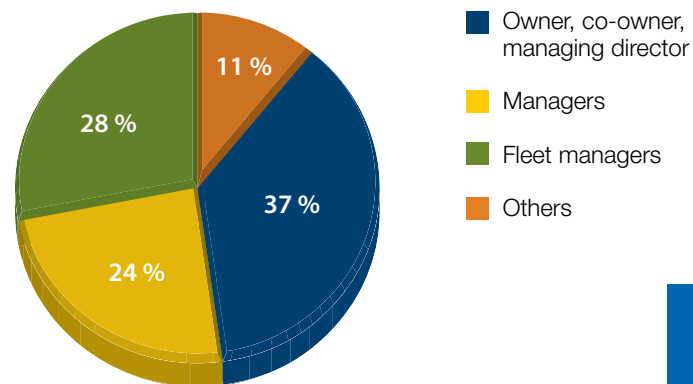
Distribution via  
**DATAFORCE**  
FleetBase Online Addresses.

Distribution via  
**DEKRA** attended fleets  
Alles im grünen Bereich.

Fleet Sizes



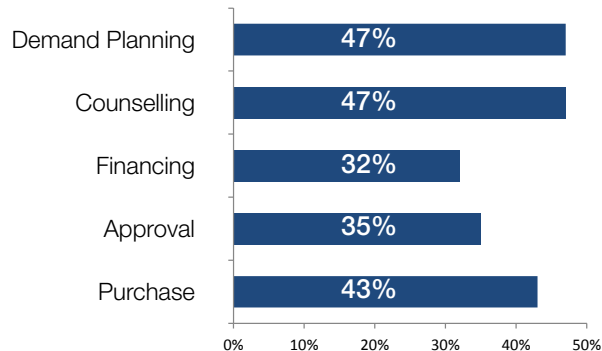
Profession



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

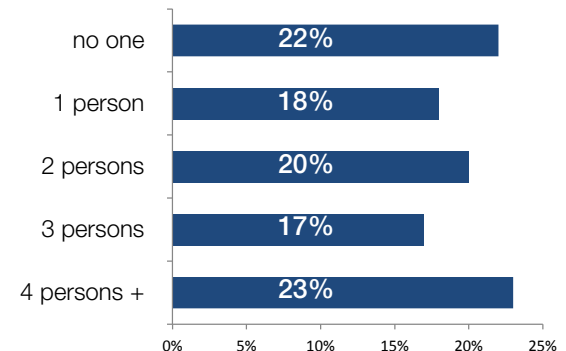


## Professional Competence



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 2019



Price List No. 25,  
as of  
1 January, 2019

# P

1 **Circulation:** Printed circulation (yearly average): 46.771  
Distributed circulation (yearly average): 45.588

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

3 **Printing:** Offset,  
Cover: ISOcoated\_v2\_300\_eci.icc (FOGRA 39L),  
Inside: PSO\_LWC\_Improved\_eci.icc (FOGRA 45L)



Please find up-to-date technical features at  
[www.duon-portal.de](http://www.duon-portal.de)

**Delivery of printing material:** Please send advertisements  
within editorial part electronically via „[www.duon-portal.de](http://www.duon-portal.de)“ You will find support at [support@duon-portal.de](mailto: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:**  
**Address:** Handwerkstr. 15, 70565 Stuttgart, Germany  
**Internet:** [www.firmenauto.de](http://www.firmenauto.de)  
[www.eurotransport.de](http://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,  
IBAN: DE13 6005 0101 7871 5092 76  
BIC/SWIFT Code: SOLADEST600

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:  
Doris V. Lorch, Phone: +49. 711. 7 84 98-92

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 2019



Scheduled  
Features

T

Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
2+3/2019	<b>Enviromentally friendly fleet</b> – alternative drives – introduction of an ecological company car regulation – experience reports	Fuel cards Leasing Tires	Int. Auto-mobil-Salon Genf	25. 01. 2019	28. 01. 2019	15. 02. 2019
4/2019	<b>Tire management</b> – overview tire service providers – summer tires – new products	Fuel management Leasing		22. 02. 2019	25. 02. 2019	15. 03. 2019
5/2019	<b>Leasing</b> – overview leasing providers/ contract figures – longterm rent	Fuel cards Equipment		28. 03. 2019	29. 03. 2019	18. 04. 2019
6/2019	<b>Transport &amp; Logistics</b> – last mile – electrification – future solutions – vehicles	Fuel cards Financing		03. 05. 2019	06. 05. 2019	24. 05. 2019
7/2019	<b>Claims management</b> – smart repair – cost controlling – independent garages			05. 06. 2019	06. 06. 2019	28. 06. 2019





Edition No.	Special Features	Further Topics	Trade Fair	Closing Date	Copy Date	Publication Date
8/2019	<b>Driver motivation</b> – benefit programme for user chooser – mobility budgets – salary conversion – company bikes	Fuel management Workshop		28. 06. 2019	01. 07. 2019	19. 07. 2019
9/2019	<b>firmenauto des Jahres</b> – results of Expertenwahl – risk and damage management	Tires Leasing		26. 07. 2019	29. 07. 2019	16. 08. 2019
10/2019	<b>Fleet Insurance</b> – overview fleet insurances	Tires Leasing	Pkw IAA	23. 08. 2019	26. 08. 2019	13. 09. 2019
11+12/2019	<b>Fuel management</b> – overview fuel cards – fuel and charging card	Winter tires test Fuel cards		04. 10. 2019	07. 10. 2019	25. 10. 2019
12/2019	<b>Elektric mobility</b> – charging infrastructure – fuel cell as alternative	Tires Fuel Management		08. 11. 2019	11. 11. 2019	29. 11. 2019
Who is Who	– cost comparison					

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

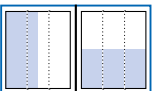
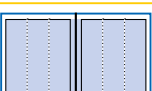


# firmenauto Media Information 2019



Formats and  
Prices

P

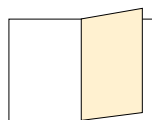
Formats			Width x Height	4c/bw
	<b>1/1 page</b>	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 12,160.00
	<b>1/2 page</b>	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 6,340.00
	<b>1/3 page</b>	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4,710.00
	<b>1/4 page</b>	2-columns:  4-columns:	vertical 92 x 123 mm  vertical 183 x 62 mm	in Euro 3,560.00
	<b>2/1 page</b>	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 24,320.00
	<b>2/2 page</b>	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 12,160.00
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.

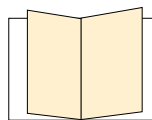


## Inserts

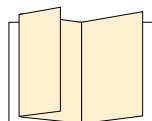
### Prices for Inserts:



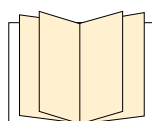
2 pages  
Euro 12,160.00



4 pages  
Euro 18,500.00



6 pages  
Euro 24,320.00



8 pages  
Euro 30,660.00

### 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 <sup>2</sup>
	4 pages: min.	100 g/m <sup>2</sup>
	6 pages: min.	80 g/m <sup>2</sup>

- 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.



## firmenauto Media Information 2019

## Inserts, Glued Inserts Supplementing Price List No. 25

### Inserts

#### Prices for Inserts:

Euro 230.00 per  
1,000 copies up to 25 g.  
Each additional 5 g cost  
Euro 10,-

#### Discounts:

No discounts for inserts

#### Formats:

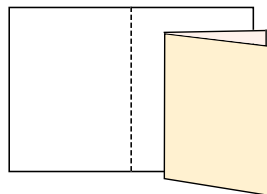
Minimum: 105 x 148 mm  
Maximum: 195 x 260 mm

#### Required Circulation:

upon request

#### Delivery Date:

10 days past closing date.



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.

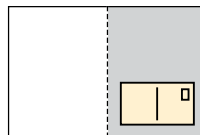
#### Delivery Address:

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.



### Glued Inserts

Glued postcards and other rectangle  
prints incl. envelopes Euro 52,00 per  
1,000 issues + postal fees.

**VAT.:** All prices are in Euro + VAT.



## firmenauto Media Information 2019

## Extract from Advertising Customers

### A

AIV  
ALD Auto-Leasing  
Alfa Romeo  
Allianz  
Alphabet  
Alte Leipziger  
Aral AG  
ARI Fleet  
Arval  
Athlon  
ATU  
Audacon  
Audi  
Autogas  
Autoscout24  
Axa-Versicherung

### B

BMW  
BP Oiltech

### C

Carglass  
Car Professional  
Chrysler  
Citroën  
Continental

### D

Dacia Logan  
Daimler  
DEKRA  
Deutsche Leasing  
Dunlop

### E

E-Plus  
E.ON  
Euroforum  
Euromaster  
Europa Park  
Europcar  
Euromobil  
EuroShell  
Eurotax-Schwacke

### F

Faircar  
FERRYs  
Fiat  
4Fleet  
FleetCompany  
FMD  
Ford

### G

Goodyear

### H

Hankook Reifen  
HDI  
Hiepler  
Hyundai

### I

Infiniti

### J

Jaguar

### K

Kia Motors

### L

Land Rover  
Lease Plan  
Lexus

### M

Management Circle  
Maske  
Maserati  
Mazda  
Mercedes  
Messe Essen  
Messe Leipzig  
Michelin  
Mitsubishi

### 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  
Suzuki

### T

Top Service Team  
Total  
Toyota

### V

VDO  
Vergölst GmbH  
VHV  
VMF  
Volkswagen  
Volkswagen Nfz  
Volvo  
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](mailto:thomas.beck@etm.de)

### Ad Management:

Confirmations, invoices,  
printing material and production enquiries

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Julia Ruprecht  
Phone: +49. 711. 182-15 48  
Fax: +49. 711. 182-10 27  
E-Mail: [jruprecht@motorpresse.de](mailto:jruprecht@motorpresse.de)

**ETM**verlag

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