



Print Run  
more than 47,000 copies



More than 2,400  
subscribers



450,000 page impressions



Five Components  
for successful  
Driver Promotion



320,269  
page impressions



8 Stationen - 500,000  
festival- & fair visitors



## **FERNFAHRER Driver Package Media Information 2019**

**Five components  
for successful promotion**

It is the drivers, who transport all goods that trade and industry need and use every day. This makes it all the more important to count on reliable and qualified drivers. The road to success begins with the driver who knows about effective technologies and political trends.

**FERNFAHRER** offers information and facts on a regular basis.

**FERNFAHRER** also supports the driver with political, economic and legal topics.

**FERNFAHRER** can do even more:

### **5 components for successful driver promotion**

**FERNFAHRER** –

The Truck Magazine for Professionals

**FERNFAHRER** Online

**FERNFAHRER** Newsletter

**FERNFAHRER** Reporter App

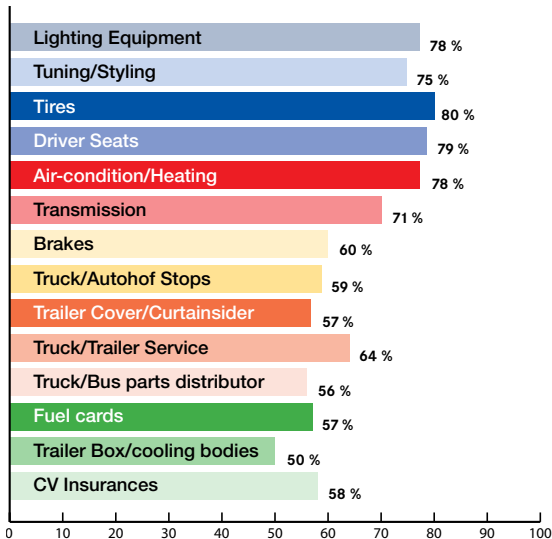
**FERNFAHRER** Roadshow „Drive your Dream“

All components are perfectly tuned and perfectly complete the driver package.



**FERNFAHRER** – The professional truck driver magazine for drivers and owner-drivers of the commercial vehicle industry

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



To which degree does the FERNFAHRER reader use FERNFAHRER?

**Average reading time**

per copy:

95 Minutes

**Average reading**

of all/almost all pages/issue:

59 %

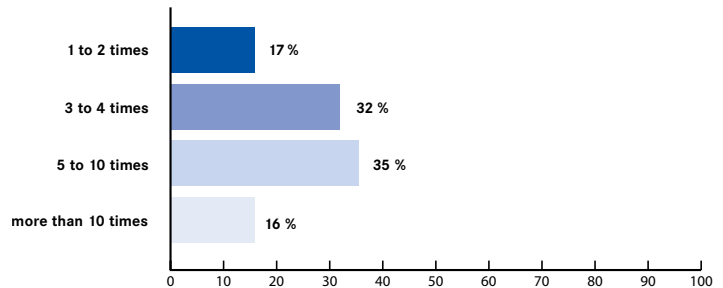
apprx. 3/4 of all pages/issue:

25 %

at least 3/4 of all pages/issue:

84 %

**How often do you go through the FERNFAHRER?**



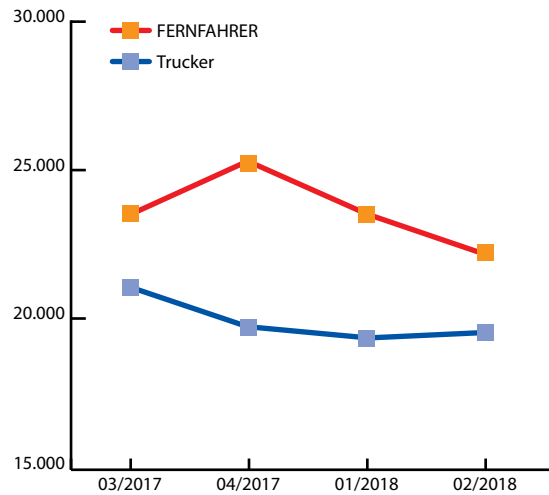
How many people but you receive your copy of FERNFAHRER to read or look at?

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

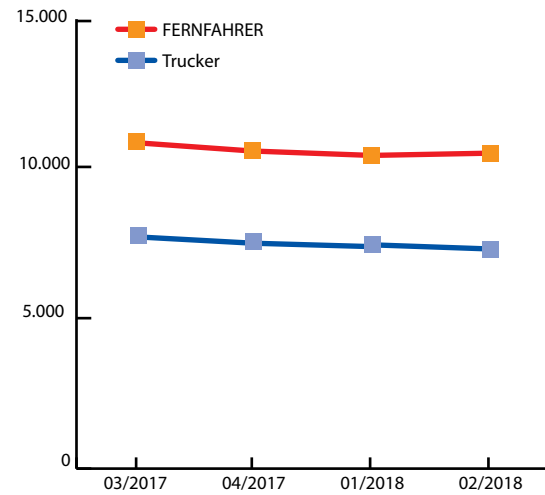


# FERNFAHRER – Circulation Figures Truck Driver Magazines

### Paid Circulation acc. to IVW



### Subscriptions



FERNFAHRER figures regarding total retail sales and subscriptions exceed Trucker.

Base: IVW

## 7 Formats and Prices

Formats			width x height		4c
<b>1/1 page</b>	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	9,820.00
<b>3/4 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	7,560.00
<b>1/2 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm <i>114 x 298 mm</i> <i>230 x 150 mm</i>	in Euro	4,930.00
<b>1/3 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	62 x 263 mm 196 x 86 mm <i>80 x 298 mm</i> <i>230 x 108 mm</i>	in Euro	3,930.00
<b>1/4 page</b>	type area	1 column 2 columns 4 columns	45 x 263 mm 95 x 129 mm 196 x 64 mm	in Euro	2,750.00
<b>1/8 page</b>	type area	1 column 2 columns 4 columns	45 x 129 mm 95 x 64 mm 196 x 32 mm	in Euro	1,540.00
<b>2/1 pages</b>	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	19,640.00
<b>1 1/2 pages</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	323 x 263 mm 424 x 193 mm <i>341 x 298 mm</i> <i>460 x 219 mm</i>	in Euro	14,750.00
<b>2/2 pages</b>	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	9,820.00

\* 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.



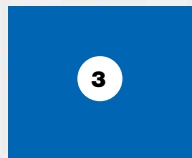
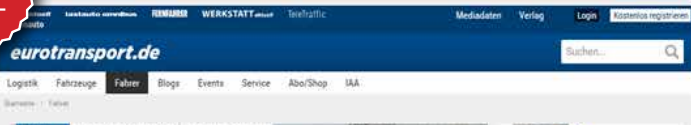
# FERNFAHRER Driver Package Media Information 2019

FERNFAHRER Online

As one of the leading information providers of the commercial vehicle industry ETM Verlag offers comprehensive and varied internet service. In the driver section and with the driver in the limelight, readers will find a multitude of services of all kinds along with useful tips and entertainment. Articles on driver topics, as e.g. physical health + fitness, truck stops, oldtimer and supertrucks are enhanced with photos.

**1**  
TKP 60,-

Superbanner  
728 x 90 Pixel



**2**  
TKP 70,-

Skyscraper  
160 x 600 Pixel

**3**  
TKP 85,-

Rectangle  
300 x 250 Pixel

Further formats upon request



Essential and relevant information for the driver - short and sweet - this is the FERNFAHRER Newsletter, published every other week with appx. 2,500 recipients.

## Newsletter

**(September 2018) : 2,482 subscribers**

Format: Fullsize Banner

468 x 60 Pixel or

580 x 95 Pixel as jpeg

Special formats upon request

**Price per mailing: 840.00 €**

**FERNFAHRER**  
1974 - 1980 - 1985 - 1990 - 1995 - 2000 - 2005 - 2010 - 2015

**FERNFAHRER News**  
Aktuelle Meldungen

**FERNFAHRER 11/2018**  
Neuer FERNFAHRER erhältlich

Am Samstag kommt Heft 11/2018 in den Handel. Darin findet ihr den aufschlussreichen Vergleich von Volvo FH 400 LNG und Diesel, IAA-Neuheiten, das Thema Lidl-Rampe und unsere Kalenderverlosung für 2019. Außerdem liegt das offizielle DAF-Jubiläumshft gratis bei.



## FERNFAHRER Media Information 2019

## FERNFAHRER Reporter App

With the FERNFAHRER Reporter APP 1,000 professional drivers can share their favourite moments as well as every day concerns with colleagues.

Photos and videos can be watched and uploaded.

Exclusive industry partners can present themselves as well as their products and services.

### Key Figures:

- 9,000 app downloads within 2 years (Android/iOS)
- 4.3 Stars (Play Store)
- 1,300 registered users (may upload, rate and comment on media and counting)
- 8,300 uploaded photos, videos and counting
- 75,000 sessions (preceding 12 months)
- 450,000 page impressions (preceding 12 months) equivalent to an average of 7.2 screens/sessions
- 250,000 persons (minimum) were reached with contents (reporting online, social media)

Sponsoring a mission

- Mission topic upon consultation
- Logo placement („presented by...“)
- App/Social Media: each mission will be given at least 2x on the facebook page of FERNFAHRER (more than 60,000 likes), incl. linking to sponsor
- incl. editorial message on fernfahrer.de

Booking period: 4 to 6 weeks

**Base Price: 5,000.00 €**, + providing an attractive prize

### Feel free to test the app:



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



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







## FERNFAHRER Road Show „Drive your Dream“

The FERNFAHRER Road Show „Drive your dream“ has been participating in major truck festivals and events successfully. The FERNFAHRER branded showtruck includes stage, live program, music, moderation and visitor attractions.

- **Rüssel Truck Show**, Charity Truck Meeting at Autohof Lohfeldener Rüssel 26 - 28. April, 2019; appx. 350 Trucks, 5.000 visitors
- **Truckfestival Geiselwind**, Autohof Strohofer 07 -10 June, 2019; appx. 700 Trucks and appx. 20,000 visitors
- **Herpa Summer Party**, Diethenhofen, 6 July 2019; appx. 100 Trucks, appx. 8,000 visitors
- **Truck-Grand-Prix Nürburgring**, 19 - 21 July, 2019; appx. 1,000 Trucks, appx. 150,000 visitors
- **Ländle Truckshow Bludesch**, Austria, 21- 22 September, 2019; appx. 250 Trucks
- **Trucker & Country Festival Lichtenfels**, Oberfranken, 06 - 08 September, 2019 appx. 360 Trucks, appx. 6,000 visitors
- **NUFAM - die Nutzfahrzeugmesse Karlsruhe**, 26 - 29. September, 2019; appx. 23,000 visitors

### Activities

Logo presentation on all posters, banners „**Drive your Dream Tour 2019**“ - **sponsored by** .... are distributed at exhibitions, music stages and showtrucks.

Logo presentation of all sponsors on show/stage trucks.

On-site flyers and promotion material. All sponsors appear on specific page including their logo on print and online reporting page.

Word and image presentation at [www.eurotransport.de](http://www.eurotransport.de)

Logo presentation at [www.eurotransport.de](http://www.eurotransport.de)

Every event will be presented in the print edition **FERNFAHRER** as well as on the internet.

Sponsor logos will be presented on the showtrucks, on posters, advertisements and on internet banners.

**This means the advertising effect will be guaranteed all year.**

Use the infrastructure with festival places, exposed sites and contacts with festival initiators to advertise your products and services.

**Price: 7,900,00 €**



All components are closely coordinated and the perfect match for your advertisement.

## Mix and Match:

### Driver Package1

FERNFAHRER

+

FERNFAHRER  
Online

+

FERNFAHRER  
Roadshow

**10% Discount**

### Driver Package2

FERNFAHRER

+

FERNFAHRER  
Online

+

FERNFAHRER  
Newsletter

+

FERNFAHRER  
Roadshow

**15% Discount**

### Driver Package3

FERNFAHRER

+

FERNFAHRER  
Online

+

FERNFAHRER  
Newsletter

+

FERNFAHRER  
Reporter App

+

FERNFAHRER  
Roadshow

**20% Discount**



Natalie Cubric

Media advice, offers and orders

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

Natalie Cubric  
Phone: +49. 711. 7 84 98-91  
Fax: +49. 711. 7 84 98-29  
E-Mail: [natalie.cubric@etm.de](mailto:natalie.cubric@etm.de)

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

### Ad Management

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](mailto:ieifrig@motorpresse.de)

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

**ETM**verlag

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