



The successful promotion package for shipping companies



FERNFAHRER Freight Forwarding Package Media Information 2019

The successful promotion
package for shipping companies

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:

6 components for successful driver promotion

FERNFAHRER –

The Truck Magazine for Professionals

FERNFAHRER Online

FERNFAHRER Newsletter

FERNFAHRER Reporter App

FERNFAHRER Roadshow „Drive your Dream“

FERNFAHRER eurotransport jobs

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

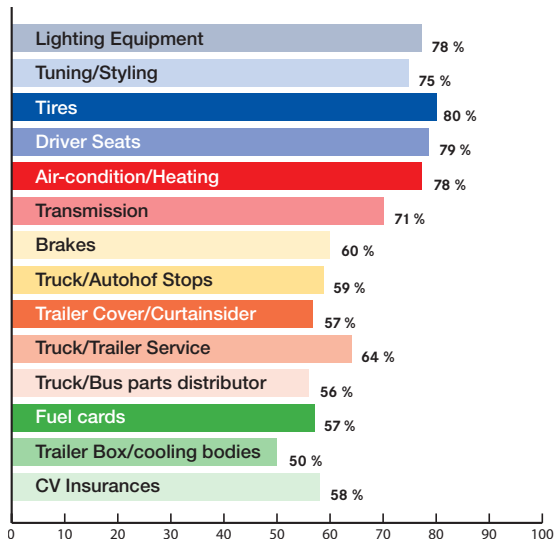


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FERNFAHRER – Reader Survey

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):



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

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 %

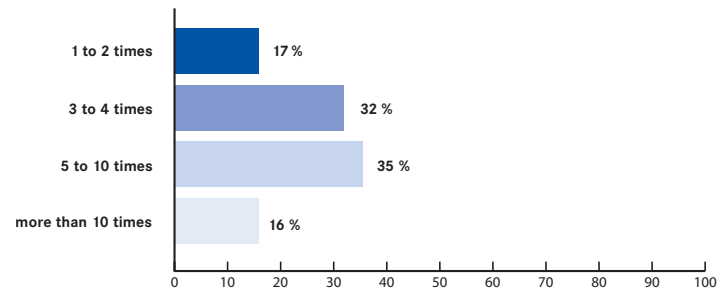
apprx. 3/4 of all pages/issue:

25 %

at least 3/4 of all pages/issue:

84 %

How often do you go through the FERNFAHRER?

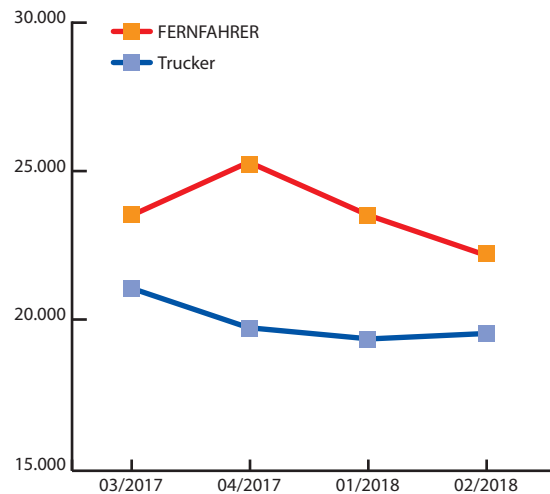


Quelle: Reader Survey, FERNFAHRER 3+4/2018

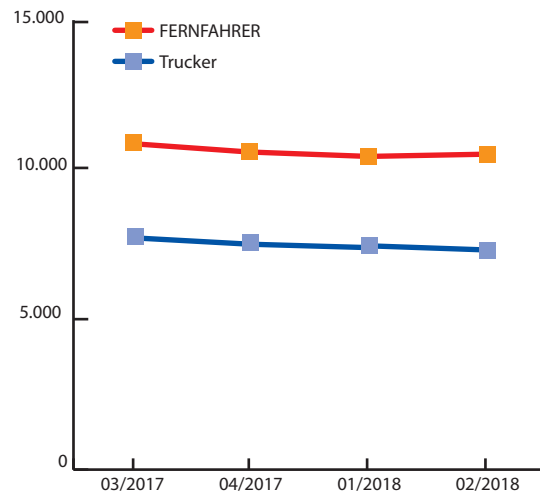


FERNFAHRER – Circulation Figures Truck Driver Magazines

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



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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

The screenshot shows the homepage of eurotransport.de. At the top is a navigation bar with links like 'Logistik', 'Fahrzeuge', 'Fahrer', 'Blogs', 'Events', 'Service', 'Abo/Shop', and 'IAA'. Below this is a large featured article titled 'Fotoalbum Oktober 2018' with a picture of a truck. To the right of this are several smaller article teasers with images and titles like 'Autobahnkanzlei', 'Junges Fahrer im Glück', 'Limitiertes Modell mit Zertifikat', and 'ADAC TruckService Profi-Tipp'. At the bottom, there are three more article teasers: 'ADAC TruckService Profi-Tipp', 'Mit TRATON-Bildern zum IAA', and 'Interview zum Euro Truck Simulator'.

Further formats upon request

2

TKP 70,-

Skyscraper
160 x 600 Pixel

3

TKP 85,-

Rectangle
300 x 250 Pixel

6



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

(May 2019) : 2,619 subscribers

Format: Fullsize Banner

468 x 60 Pixel or

580 x 95 Pixel as jpeg

Special formats upon request

Price per mailing: 1,580,00 €

FERNFAHRER
FÜR TRUCKFÄHRER UND TRUCKFAHRERINNEN

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 460 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



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 event truck includes stage, live program, music, moderation and visitor attractions.

TOUR STOPS 2019 (Änderungen vorbehalten)

- **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**, Dietenhofen, 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** distributed at exhibitions, music stages and event trucks.

Logo presentation of sponsors on event trucks/stage trucks.
On-site flyers and promotion material.

All sponsors appear on the specific page including their logo on printed and online reporting page.

Presentation word + image at www.eurotransport.de

Logo presentation with banner at www.eurotransport.de

Every event will be reported in the printed edition **FERNFAHRER** as well as on the internet.

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 €



[eurotransport jobs](#) – the new job portal for the transport and logistics industry has created a platform for businessmen as well as future employees. No matter whether you are a truck driver, a logistics expert, a utility vehicle or auto mechatronics, a dispatcher or have a leadership position.

[eurotransport jobs](#) provides you with more jobs in the transport and logistics industry than any other portal and is therefore the ideal starting point for finding jobs and your career.

Above all, your company should be present here as well. Take this opportunity to be present yourself.

In order to find the best candidates you have to focus on the perfect target group.

[eurotransport jobs](#) is the up-to-date forum, embedded in the commercial vehicle industry portal of ETM Verlag: **eurotransport.de**

Here you can profit from 726,368 page impressions per month (IVW verified; as of February 2019), that is the largest IVW verified portal of the industry.

Benefit from the crossmedia concept of [eurotransport jobs](#): with weekly newsletters, print ads in special interest magazines as well as the Facebook- and Xing presence of FERNFAHRER, lastauto omnibus, trans aktuell and eurotransport special events. This media mix is now available for companies that wish to book job advertisements with [eurotransport jobs](#): **eurotransport.de/ad**



eurotransport jobs Media Information 2019

Price List No. 1
as of 1 April, 2019

Place your job ads: www.eurotransport.de/ad

Standard	199,00 €	Premium	399,00 €	Individual	Prices on request
<ul style="list-style-type: none">• Duration 30 days• Create you own ad• Logo use• Upload of your completed ad as PDF or HTML until 5 MB• Preview function• Ad takes effect immediately• Top positon in search results• Comfortable payment via invoice		<ul style="list-style-type: none">• Duration 30 days• Create your own ad• Logo use• Upload of your completed ad as PDF or HTML until 5 MB• Preview function• Ad takes effect immediately• Top position in search results• Comfortable payment via invoice• 30 day runtime extension• Refresh for your ad in top position (after 15 days)• Play out network partners for additional scope• Job offer via social media		<p>Additions:</p> <ul style="list-style-type: none">• Publication in the advertsing market of the print editions FERNFAHRER, lastauto omnibus or trans aktuell• Additional social media range as sponsored post (additional budget for boost on request)• Individual company profile on our page - improved visibility of your company in the grouped display in case of several add bookings. <p>For requests, please contact: Norbert Blucke Phone: +49 711 784 98-94 E-Mail: norbert.blucke@etm.de</p>	

Make use of branch experts

ETM Verlag offers an outstanding scope of special interest magazines in the transport and logistics industry, e.g. trans aktuell, FERNFAHRER, lastauto omnibus and Werkstatt aktuell that show an outstanding range. This is complemented with successful online channel **eurotransport.de** with up to 730,000 page impressions per month (IWW verified, Febr. 19) as well as social media activities on Facebook, Xing and Twitter.



Mix and Match

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

Mix and Match:

Driver Package 1

FERNFAHRER

+

FERNFAHRER
Online

+

FERNFAHRER
Roadshow

10% Discount

Driver Package 2

FERNFAHRER

+

FERNFAHRER
Online

+

FERNFAHRER
Roadshow

+

FERNFAHRER
eurotransport jobs

15% Discount

Driver Package 3

FERNFAHRER

+

FERNFAHRER
Online

+

FERNFAHRER
Newsletter

+

FERNFAHRER
Roadshow

+

FERNFAHRER
eurotransport jobs

20% Discount

Driver Package 4

FERNFAHRER

+

FERNFAHRER
Online

+

FERNFAHRER
Newsletter

+

FERNFAHRER
Reporter App

+

FERNFAHRER
Roadshow

+

FERNFAHRER
eurotransport jobs

25% Discount



Your Contact



Natalie Cubric

Media advice, offers and orders

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ETMverlag

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