

www.firmenauto.de

Audi A6, BMW 5er, Mercedes E-Klasse
Chefkombis im Test

www.firmenauto.de
The Website for
Mobility & Management



1. Web Address (URL)

www.firmenauto.de
The portal for Mobility & Management

2. Characteristics

At www.firmenauto.de the company car is the centre of attention. Cost-conscious management and constantly improving vehicle techniques make it a complex and challenging task to manage a fleet and choose the adequate company car.

www.firmenauto.de offers valuable advice for managing fleets and finding a suitable partner for external fleet management.

3. Target Groups

Fleet managers and professionals for passenger car fleets.

4. Quality Check

- Optimized campaign monitoring
- Transparent reporting

5. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany
www.eurotransport.de

6. Contact

Thomas Beck
Phone: +49. 711. 7 84 98-98
Fax: +49. 711. 7 84 98-29
E-Mail: thomas.beck@etm.de

Page impressions/month: 2.396,252

Visits/month: 253,098

of which mobile: 806.612

Visits/month: 119.093

Base: 12/2019 (IVW)*



7. Advertising:

Superbanner:	728 x 90 Pixel
Skyscraper:	160 x 600 Pixel
Halfpage:	300 x 600 Pixel
Wallpaper:	728 x 90 + 160 x 600 Pixel
Rectangle:	300 x 250 Pixel
Fireplace:	160 x 600 + 1020 x 90 Pixel + 160 x 600 Pixel

Further formats, please see page 5,
prices upon request.

8. Discounts

Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:

Net order volume	from 10,000 € up	10%
Net order volume	from 20,000 € up	15%
Net order volume	from 30,000 € up	20%
Net order volume	from 40,000 € up	25%

Volumes and duration apply to one order year.

9. Terms of payment

All insertion orders are accepted on a strictly prepaid basis only. For payments we give a 2% trade discount (only if there are no outstanding bills).

10. Bank

Baden-Württembergische Bank AG, Stuttgart
Account No. 7871 5092 76, Bank Code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

General Terms and Conditions of ETM Verlag apply.



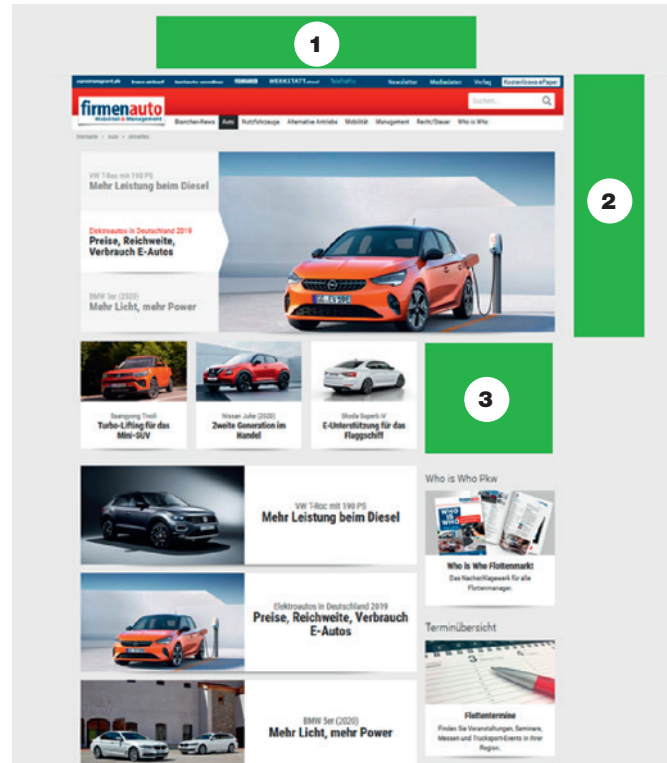
Placement on Website Ad Material, Formats and Prices

- 1 Superbanner: 728 x 90 px
TCP: Euro 60,-
- 2 Skyscraper: 160 x 600 px
TCP: Euro 70,-
- 3 Rectangle: 300 x 250 px
TCP: Euro 85,-

Prices incl. VAT

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks





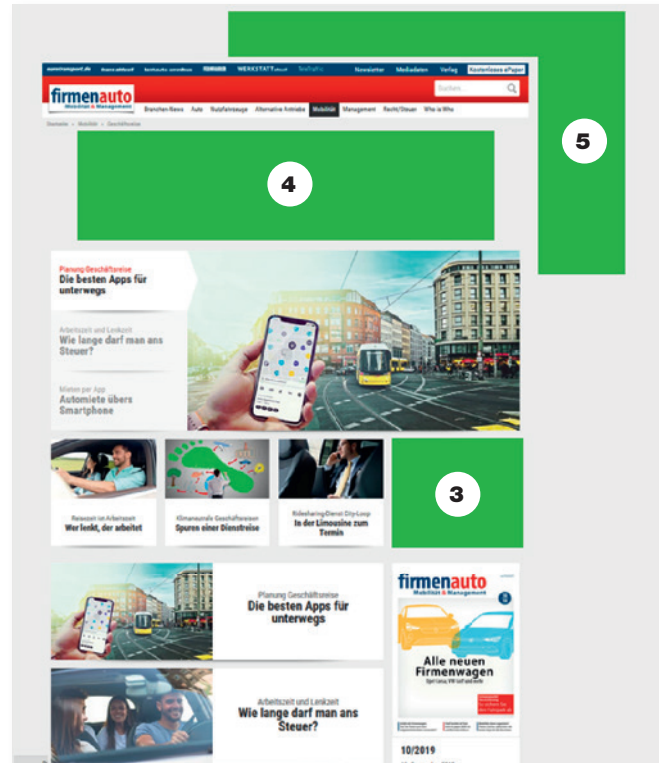
Placement on Website Ad Material, Formats and Prices

- 3** Rectangle: 300 x 250 px
TCP: Euro 85,-
- 4** Billboard: 900 x 250 px
TCP: Euro 110,-
- 5** Wallpaper =
Superbanner: 728 x 90 px
+
Skyscraper: 160 x 600 px
TCP: Euro 110,-

Prices incl. VAT

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks





Special Advertising Formats Native AD IN

Native Ad In

Your content will be integrated in the editorial part as labelled sponsored article or advertisement. Video integration is possible. Teaser and article page are adapted to the look & feel of the page.

Native Ad In with microsite, look & feel of page, incl. picture galleries.

Linking with microsite.

TCP: Euro 95,-

Prices incl. VAT

Position

- Homepage, teaser area, section „Auto“
- On article page below article text
- Within the margin



Special Advertising Formats Native AD OUT

Native Ad Out

The Native Ad Out format is a text-photo advertisement with a high grade of adaption to the editorial section, linked to your site with one click.

Text-picture ads are always fully adapted to regular news teasers and labelled as an ad.

TCP: Euro 90,-

Prices incl. VAT

Position

- Homepage, teaser area, section „Auto“
- On article page below article text
- Within the margin

Citroen Berlingo (2019) im Test
So fährt der neue Kastenwagen

Mercedes X 250 d im Test
Lastenträger mit Ambition

Mercedes Sprinter 314 CDI (2019) im Test
Bringt's der Frontantrieb?

Fiat Fullback im Test
Japanische Technik mit Fiat-Emblem

firmenauto
Mobilität & Management

Mobilität
Elektronen für Ihren Fahrpark
Förderung - Leasing - Kasse

01/2020
29. November 2019

Inhalt zeigen

Margin



Mobile Banner Advertisement for Smartphones and Tablets

Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

m.eurotransport.de

Page impressions mobile website: 806.612

Visits mobile website: 119.093

Status: 12/2019*

Mobile Formats

Rectangle:

300 x 250 px

10 TCP: Euro 90,-

Integrated banner:

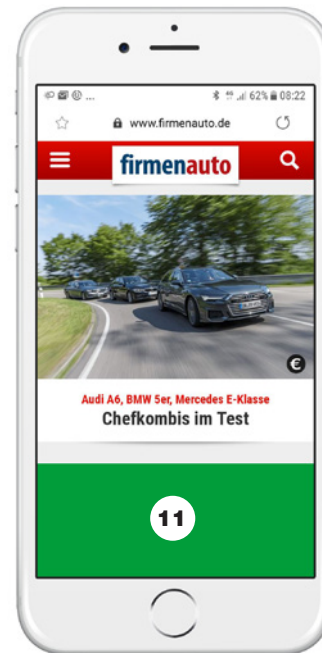
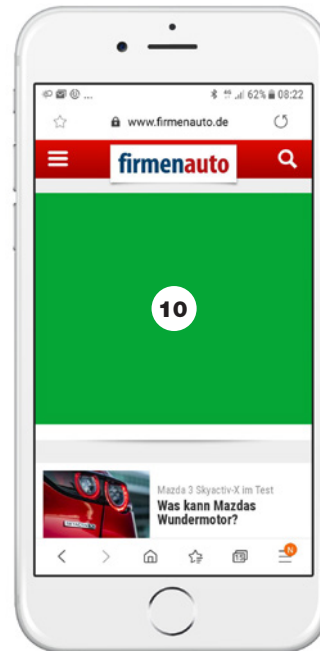
300 x 150 px

11 TCP: Euro 55,-

Picture files: GIF, JPG, PNG

Target-URL

Prices incl. VAT





www.firmenauto.de Media Information 2020

Newsletter Advertisement

Newsletter firmenauto – weekly, Thursdays

The firmenauto Newsletter gives weekly information on the fleet market

Newsletter Subscribers:

820 (Date 12/2019)*

Format:

Fullsize Banner
468 x 60 Pixel or
580 x 95 Pixel as jpeg

Further formats on request

Price per dispatch:

840,00 €

Discounts:

please check page 3

Runtime and Booking:

Duration, frequency and date of booking are subject to availability.





Your Contact for Data Transfer and Coordination at www.firmenauto.de

Coordination Online

Doris Viktoria Lorch
Phone: +49. 711. 7 84 98-92
Fax: +49. 711. 7 84 98-29
E-Mail: doris.lorch@etm.de

Desktop

Standard formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 bzw. 160 x 600 Pixel
- Halfpage: 300 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of superbanner and skyscraper
- Fireplace: Combination of skyscraper on the left, superbanner and skyscraper on the right

Mobile banner formats:

- Rectangle: 300 x 250 Pixel
- Integrated banner: 300 x 75 Pixel
300 x 50 Pixel
320 x 50 Pixel

Picture files: GIF, JPG, PNG
Target-URL

Ad Management:

Gabi Volkert
Phone: +49. 711. 1 82-14 03
Fax: +49. 711. 1 82-20 68
E-Mail: gvolkert@motorpresse.de

Special formats:

- Expandable skyscraper: 160 x 600 Pixel plus 600 Pixel extended
- Banderole ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

Newsletter advertisement:

- Fullsize-banner: 468 x 60 Pixel
or
580 x 95 Pixel
as jpg

Data delivery: ads@etm.de

File formats and required entries:

- HTML 5: Data according to W3C standards, total size of extracted files max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- Entry of Target-URL for data transfer
- Banner (jpg, png, gif) not exceeding 120 KB
- Implementation of the clickTAG to count the number of clicks

* Current access figures upon request



Your Contact for Ad Formats at www.firmenauto.de



Thomas Beck

Marketing:

Media advice, offers and orders

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

Thomas Beck
Key Account Manager Print/Digital Media/Events
Phone: +49. 711. 784 98-98
Fax: +49. 711. 784 98-29
E-Mail: thomas.beck@etm.de

Ad Management:

Confirmations, invoices,
printing material and production enquiries
Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart, Germany
Gabriele Volkert
Phone: +49. 711. 182-14 03
Fax: +49. 711. 182-20 68
E-Mail: gvolkert@motorpresse.de

ETMverlag

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