



Foto: ???

The Magazine for  
Mobility & Management



**ETM**verlag

Media Information 2020



# firmenauto Media Information 2020

## Factsheet



**firmenauto** is all 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 safety for fleets, telematics and transport as well as environmental policy are the topics 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)



# firmenauto Media Information 2020



# Factsheet 1

## 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:** 9 editions per year

3 **Year:** 26th year 2020

4 **web-address:** [www.firmenauto.de](http://www.firmenauto.de)  
[www.eurotransport.de](http://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](mailto:hanno.boblenz@etm.de)

## 10 **Advertisement:**

Thomas Beck, Advertising Manager  
Phone: +49. 711. 784 79-98  
[thomas.beck@etm.de](mailto:thomas.beck@etm.de)

## 11 **Marketing:**

Bernd.Steinfeldt, Marketing Manager  
Phone: +49. 711. 784 98-17  
[bernd.steinfeldt@etm.de](mailto:bernd.steinfeldt@etm.de)

## 12 **Subscription Price**

### **Subscription:**

Germany Euro 44.00

Cover Price: Euro 4.40

13 **ISSN-No.:** 1618-4998

## 14 **Volume analysis 2017 = 11 editions**

**Format:** 215 x 280 mm

**Total size:** 772 pages = 100.0 %

**Editorial:** 616 pages = 79.8 %

**Advertisement:** 156 pages = 20.2 %

of which

Classified ads: 0 pages = 0.0 %

Bound inserts: 8 pages = 5.1 %

House ads: 20 pages = 12.8 %

**Inserts** 3 editions

15 **Analysis editorial 2018 = 616 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 2018 until 30 June 2019**

Total circulation:	45,388
<b>Distributed circulation:</b>	<b>44,503</b>
Foreign countries:	151
<b>Paid circulation:</b>	<b>25,526</b>
Foreign countries:	51
– Subscriptions:	21,691
Members:	21,294
– Single sales:	–
– General sales:	3,835
Free copies:	18,978
Remaining, files, specimen, copies:	884

18

**Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99.7 %	44,352
Foreign countries	0.3 %	151
<b>Distributed circulation</b>	<b>100 %</b>	<b>44,503</b>

ETM-Kombi

trans aktuell

+

firmenauto

+

WERKSTATT AKTUELL

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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 %

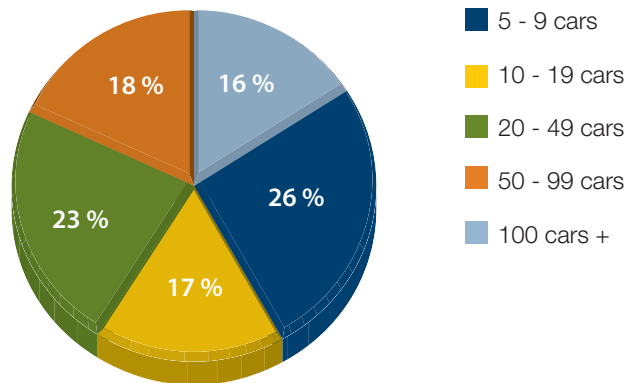


firmenauto has got two channels:

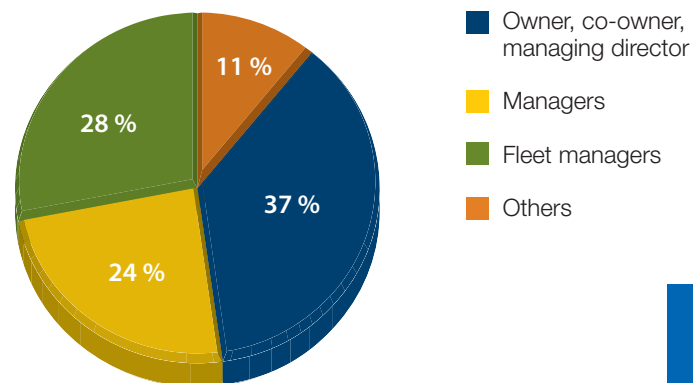
Distribution via  
**DATAFORCE**  
FleetBase Online Addresses.

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

Fleet Sizes



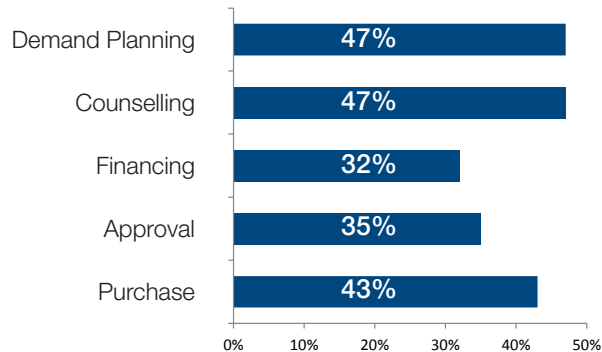
Profession



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

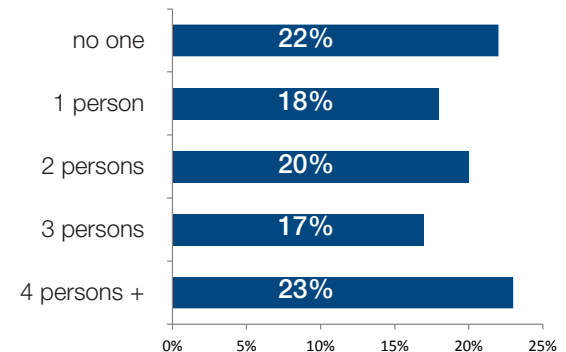


## Professional Competence



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 2020



Price List No. 26,  
as of  
1 January, 2020

P

- 1 **Circulation:** Printed circulation (yearly average): 45.388  
Distributed circulation (yearly average): 44.503
- 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 20%.  
**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 13.
- 14 **Loose inserts:** please see page 14.
- 15 **Glued inserts:**  
please see page 14.
- 16 **Address for inserts:** please see page 14.

All prices are in Euro + VAT.

General terms and conditions of ETM Verlag apply



Edition No.	Special Features	Further Topics	Closing Date	Copy Date	Publication Date
2/2020	<b>Software for fleets</b> <ul style="list-style-type: none"> <li>– Overview</li> <li>– Practical applications</li> </ul>	Fuel cards Leasing Tires	31. 01. 2020	03. 02. 2020	21. 02. 2020
3/2020	<b>Climate Protection for fleets</b> <ul style="list-style-type: none"> <li>– Alternative drives</li> <li>– Introduction ecological company car regulation</li> <li>– Practical reports</li> </ul>	Tank management Leasing	06. 03. 2020	09. 03. 2020	27. 03. 2020
4+5/2020	<b>Business travel &amp; mobility</b> <ul style="list-style-type: none"> <li>– Organization</li> <li>– Rental cars</li> <li>– Mobility as a service</li> <li>– Company bike</li> </ul> <b>Tire management</b> <ul style="list-style-type: none"> <li>– Market overview</li> <li>– tireservice providers</li> <li>– New products</li> </ul>	Fuel cards Accessories  Fuel cards Financing Summer tires testing	29. 04. 2020	30. 04. 2020	22. 05. 2020
6+7/2020	<b>Leasing</b> <ul style="list-style-type: none"> <li>– Market overview leasing provider/figures</li> <li>– Long-term rental</li> </ul>	Tank management Garages	26. 06. 2020	29. 06. 2020	17. 07. 2020

25th Anniversary  
Edition





# firmenauto Media Information 2020



Scheduled  
Features

T

Edition No.	Special Features	Further Topics	Closing Date	Copy Date	Publication Date
8/2020	<b>Risk and claims management</b> – Smart repair – Accident prevention  <b>firmenauto des Jahres</b> – Results	Tires Leasing	24. 07. 2020	27. 07. 2020	14. 08. 2020
9/2020	<b>Insurance</b> – Market overview Fleet insurance Insurance agent	Tires Leasing	04. 09. 2020	07. 09. 2020	25. 09. 2020
10/2020	<b>Tank management</b> – Overview fuel cards – Filling station of the future	Winter tire test Fuel cards	02. 10. 2020	05. 10. 2020	23. 10. 2020
11/2020	<b>Electric mobility</b> – Charging infrastructure for companies – Legal aspects – Tests	Navigation Leasing	30. 10. 2020	02. 11. 2020	20. 11. 2020
01/2021	<b>Fleet Cars 2021</b> – Models & Trends	Fuel cards Leasing Tires	20. 11. 2020	23. 11. 2020	11. 12. 2020

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

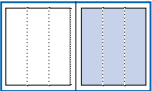
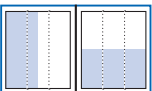


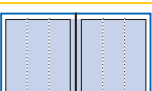
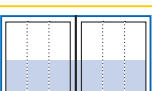


# firmenauto Media Information 2020



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 12,380.00
	<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 6,450.00
	<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 4,800.00
	<b>1/4 page</b>	2-columns:  4-columns:	vertical 92 x 123 mm  vertical 183 x 62 mm	in Euro 3,630.00
	<b>2/1 page</b>	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 24,760.00
	<b>2/2 page</b>	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 12,380.00
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.



## firmenauto Media Information 2020

**firmenauto special**  
Supplementing Price List No. 26  
as of 1 January, 2020

### Factsheet:

With **firmenauto spezial** you can be the exclusive partner for a special editorial format. You can set a theme or give us a topic and our editorial staff provides you with a concept and designs an implementation strategy. Experienced journalists create texts and charts, including high quality picture material. Use the expertise and reputation of the family brand **firmenauto** and place yourself as thought leader and solution provider for your target group. **firmenauto spezial** is a special section insert or a separate issue.

### Details

Text and graphic solutions from a single source

From 19,800.00 € (depending on size)

Size: from 8 pages

Format: 215 x 280 mm

Print Run: 44,503\*

\*Distributed circulation on average 1 July, 18 - 31 June, 19





### Modell plan:

The car model plan supplement gives information on car innovations 2021 on two pages.  
The planner will be placed as a poster in the center of the **firmenauto** 01/2021 edition or as gatefolder on the inside front cover.

### Advertising possibilities

- Placement of your logo in the header or footer part of the model plan supplement, including address and reference: **„Presented by...“**
- Depending on variants you can place your advertising messages on two advertising pages or rather on two ad pages and, additionally, on the inside front cover.

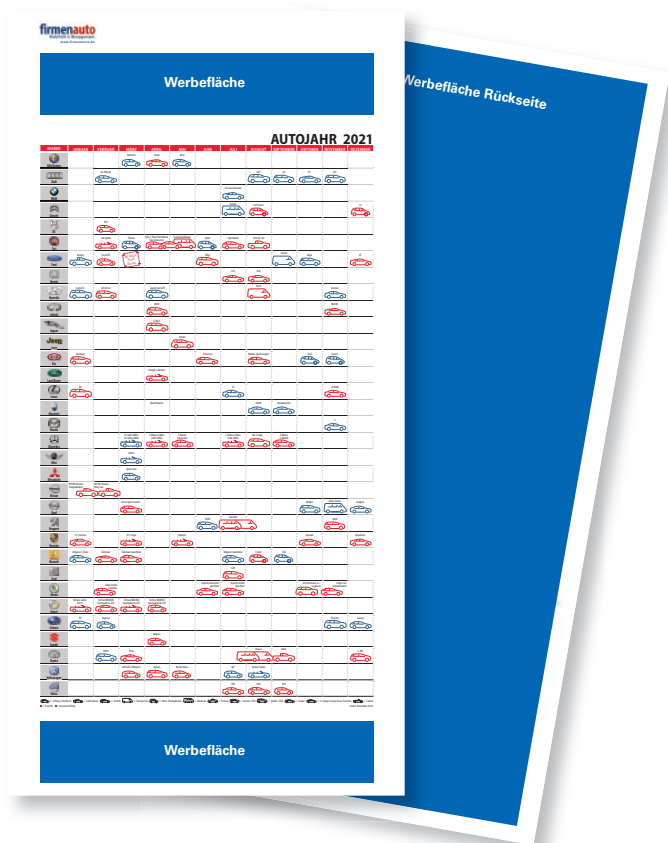
**Circulation:** 44,503\*

### Prices upon request:

minus 15 % agency discount

**Edition:** firmenauto 01/2021 (Release date 27.11.2020)

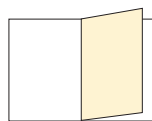
\*Distributed circulation, yearly average: 01.07.18 – 31.06.19



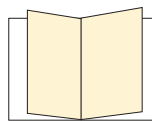


## Inserts

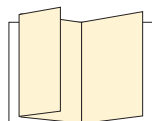
### Prices for Inserts:



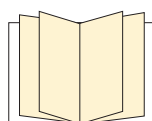
2 pages  
Euro 12,380.00



4 pages  
Euro 18,830.00



6 pages  
Euro 24,760.00



8 pages  
Euro 31,210.00

### 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 Verlag 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.



### Inserts

#### Prices for Inserts:

Euro 260.00 per  
1,000 copies up to 25 g.  
Each additional 5 g cost  
Euro 10,-

#### Discounts:

No discounts for inserts

#### Formats:

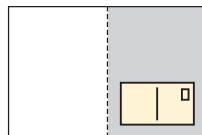
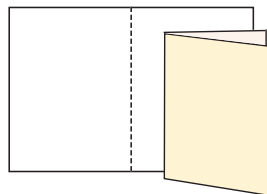
Minimum: 105 x 148 mm  
Maximum: 195 x 260 mm

#### Required Circulation:

upon request

#### Delivery Date:

10 days past closing date.



### Glued Inserts

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

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.

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



## firmenauto Media Information 2020

## Extract from Advertising Customers

### **A**

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

### **B**

BMW

### **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. 182-20 68  
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