



FERNFAHRER  
Reporter App



**ETM**verlag

Media Information 2020



## FERNFAHRER Reporter App Media Information 2020

## Factsheet

2,000 professional truck drivers have been using the **FERNFAHRER Reporter App** for

- sharing their favourite private and professional moments with colleagues, families and friends
- upload, browse and comment on photos and videos in vertical and horizontal format
- make a little extra money with their photos and, most of all
- meet with exclusive industry partners and learn about their contents

### Key Figures:

- 10,000 app downloads within 2 years (Android/iOS)
- 4.3 Stars (Play Store)
- 2,000 registered users (may upload, rate and comment on media and counting)
- 13,000 uploaded photos, videos and counting
- 36,000 sessions (preceding 12 months)
- 300,000 page impressions (preceding 12 months) equivalent to an average of 5.4 screens/sessions
- 250,000 persons (minimum) were reached with contents (reporting online, social media)



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## Prices and Details

### Offer 1: Industry-exclusive Partnership

- Logo placement on app icon and on app intro screen (incl. stores)
- App: placement of sponsor banner between image and its comment section (appr. 450,000 AI/p.a.)
- Option for sponsors to place own missions (in agreement)
- Social Media: each mission shared at least twice on facebook of FERNFAHRER (>60,000 „Likes“), incl. tagging of sponsor
- Press release at beginning of cooperation
- Print: logo placement (“presented by”) on photo album of each FERNFAHRER issue.
- Print: 2 x 1/3 page ad for app with co-branding FERNFAHRER/sponsor
- Print/online: advertorial at beginning of cooperation (appr. ½ page print + online)
- Online: logo placement on fernfahrer-reporter.de
- Online: logo placement in self-promotion banners on mobile version on eurotransport.de
- Social media: cover page of facebook page FERNFAHRER usually from the app, incl. tagging of sponsor - modifications once a month
- Upon request: quarterly coordination of contents and reporting
- Sponsor is mentioned in all communication concerning the app

**Booking Period:** 12 months

**Price: EURO 20,000.00**

All prices + VAT



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## Prices and Figures

### Offer 2: Sponsoring a Mission

- Topic for mission upon consultation
- Logo placement ("presented by")
- App/Social Media: each mission will be presented at least twice on facebook FERNFAHRER (>60.000 „Likes“) including tagging of sponsor
- Incl. article on eurotransport.de

**Booking Period:** 4 - 6 weeks

**Base Price:** EURO 5,000.00 + provision

Banner advertisement on eurotransport.de and in our newsletters as well as extension in FERNFAHRER magazine upon request.



Feel free to test the app:



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



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

All prices + VAT



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