

Magazine and Lounge
Advertising

TIRE FLEET MAGAZIN
– everything needed
for tires,
tire management,
commercial fleets

– at the world's
largest fair



THE TIRE Cologne
9 - 12 June, 2020, Cologne

Print Run
47,000 Copies





THE TIRE COLOGNE – Special Section and TIRE FLEET Lounge

Increasing pressure forces fleetmanagers of commercial vehicle fleets to keep on optimizing. The Total Cost of Ownership is the indicator for efficiency regarding fleets and tires. The consulting and service potential for the topic tires should not be underestimated. Just in time for „The Tire Cologne“ fair, ETM Verlag together with the Cologne Fair, will therefore publish the special section on all important trends regarding tire and fleet management, with the focus on fleet managers of trucks and vans, workshop operators and tire service providers.

Together with reporting and a comprehensive programme, the special section **TIRE FLEET MAGAZIN** includes a free ticket to the fair. The **TIRE FLEET MAGAZIN** is also available as e-paper at www.firmenauto.de and for downloading from the homepage Messe Köln.

Additionally, the „**TIRE FLEET Lounge**“, organized by ETM Verlag together with the Messe Köln, will again be an ideal place for holding lectures and having discussions about tire managements of commercial fleets in 2020. The programme includes expert articles from research, industry and service providers. This place will also serve

as a great location for networking and the direct dialogue between customers and colleagues during and after the fair. ETM Verlag offers a unique network-oriented portfolio with the publication of firmenauto.

In addition to advice and support for mobility topics and also for the professionals in the commercial vehicle industry - ETM Verlag offers technical advice regarding the Total Cost of Ownership along with the scope of print and digital activities of major car fleets in Germany.

Printing Material

please use electronic device at our website www.eurotransport.de/daten, click on desired magazine and select „ETM Datenticket“.

Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.

Schedule

TIRE FLEET MAGAZIN

Closing Date

02. 03. 2020

Copy Date

08. 03. 2020

Publication Date

22. 05. 2020

(special section in firmenauto 05/20)



Prices

TIRE FLEET MAGAZIN

Price list, as of 1 January, 2020



Print Run

47.000	copies, of which
45.388*	copies as special section in firmenauto 05/20
1.500	copies, distributed at THE TIRE COLOGNE (acc. to ETM)
112	remainig, file and voucher copies (acc. to ETM)

Bleed

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

** For spread pages with adhesive binding, please consider print across gutter.

Format

215 mm x 280 mm

General Terms and Conditions

General terms and conditions of ETM apply. All prices in Euro + VAT.

Packages/Formats

Euro 4c/bw

Gold Package

1/1 page TIRE FLEET MAGAZIN	215 x 280 mm + 5 mm bleed	
+ Logo presentation in TIRE FLEET Lounge		
+ Lecture within program		
+ Expert articles		
+ Online renewal at firmenauto.de		
details upon request		
		18,900.00

Silver Package

1/1 page TIRE FLEET MAGAZIN	215 x 280 mm + 5 mm bleed	
+ Expert articles		
+ Online renewal at firmenauto.de		
		16,900.00

Bronze Package

1/1 page TIRE FLEET MAGAZIN	215 x 280 mm + 5 mm bleed	
		12,380.00

or

1/2 page TIRE FLEET MAGAZIN	vert 107 x 280 mm	
	horiz 215 x 145 mm	
		6,450.00

* Basis: Print Run firmenauto on average for the period of 01 July, 2018 - 30 June, 2019



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