

The Truck Magazine
for Professionals



ETMverlag

Media Information 2021



FERNFAHRER Media Information 2021

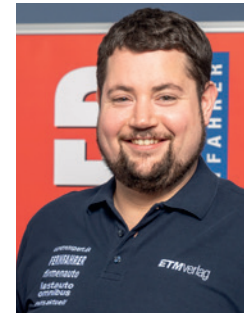
Portrait



It has become quite clear that our economy rests on the shoulders of truck drivers. They are the ones who transport all goods that trade and industry need and everything else we consume and use every day.

At this time, however, transport managements are still under considerable strain. Reliable and qualified drivers are needed. Those truck drivers, who know about effective technical details and political developments, lead the path to success because they read **FERNFAHRER**. The magazine **FERNFAHRER** publishes competent vehicle tests including important innovations for the commercial vehicle industry. With the focus on the truck driver **FERNFAHRER** offers IVW verified key information on a monthly basis, competent drivers' tests of important innovations in the heavy truck sector included. Because of their exact and authentic ratings for consumption and performance, professionals have the operative word here. They know about the every day challenges and most effective techniques. Truck drivers are giving necessary information for decision makers to invest and maintain fleets.

FERNFAHRER assists the driver with political, economic and legal topics and provides useful information for the job while showing readers the manifold facets of this still underestimated profession.



Editor-in-Chief
Markus Bauer on
FERNFAHRER



1 Characteristics and target group:

FERNFAHRER is the German language truck magazine with latest and comprehensive news for the dedicated truck driver. Vehicle reports, tests and news about innovations provide the reader with a wide range of information.

Furthermore, lively reports and fascinating stories are written in informal language by truck drivers.

The emphasis of this special interest magazine is on political, social and legal issues for truck drivers, haulage contractors and fleet managers, including the yearly readers' survey „Beste Nutzfahrzeuge“ and „Beste Marken“.

2 Publication: monthly,
12 editions

3 Year: 39th year 2021

4 Web-Address: www.fernfahrer.de
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: Markus Bauer, Editor-in-Chief
Phone: +49. 711. 784 98-35
markus.bauer@etm.de

10 Advertisement: Werner Faas, Advertising Manager
Phone: +49. 711. 7 84 98-96
werner.faas@etm.de

11 Marketing: Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 784 98-17
bernd.steinfeldt@etm.de

12 Cover price
Subscription:

Germany Euro 45.30

Cover price: Euro 4.20

13 ISSN-No.: 02573180

14 Volume analysis 2019 = 12 editions

Format: 230 x 298 mm

Total size: 1,186 Pages = 100.0 %

Editorial: 939 Pages = 79.2 %

Advertisement: 247 Pages = 20.8 %

of which

Classified ads: 78 Pages = 31.6 %

Inserts: 11 Pages = 4.4 %

House ads: 67 Pages = 27.1 %

Inserts 4 editions

15 Content Analysis of Editorial 2019 = 939 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 2019 until 30 June 2020

Total circulation:	37,975
Distributed circulation:	20,806
davon E-Paper:	352
Foreign countries:	2,216
Paid circulation:	19,592
davon E-Paper:	352
Foreign countries:	2,129
– Subscription:	9,808
Members:	–
– Single sales:	9,454
– General sales:	321
Free copies:	1,214

18 **Geographic distribution:**

Economic sector

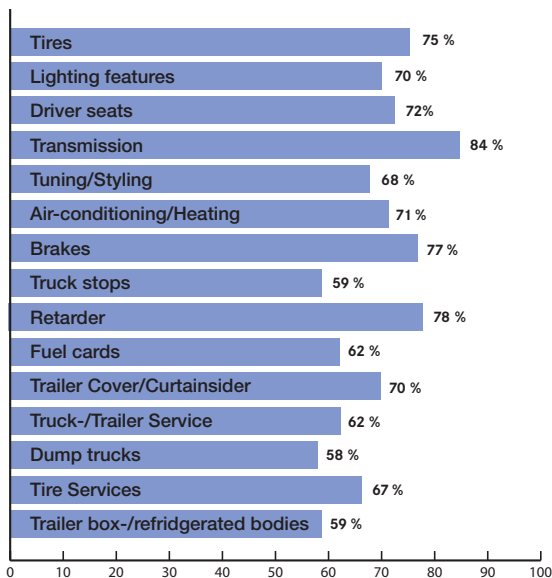
		Percentage of distributed circulation copies
	%	
Home country	89.3 %	18,590
Foreign countries	10.7 %	2,216
Distributed circulation	100.0 %	20,806



FERNFAHRER Media Information 2021

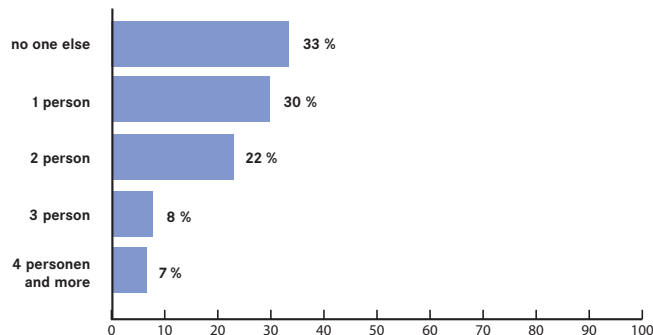
Reader Survey

FERNFAHRER readers are very interested in the following topics (Best Brands):



How many people, but you, are receiving your copy of FERNFAHRER to read or look at?

Number co-readers:
2.1 readers per copy



Source: Reader analysis, FERNFAHRER 3+4/2020

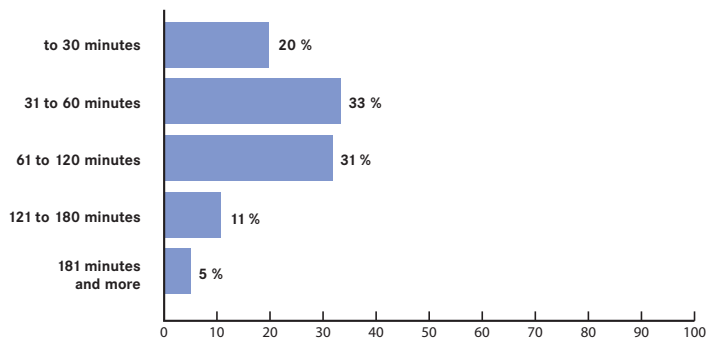


FERNFAHRER Media Information 2021

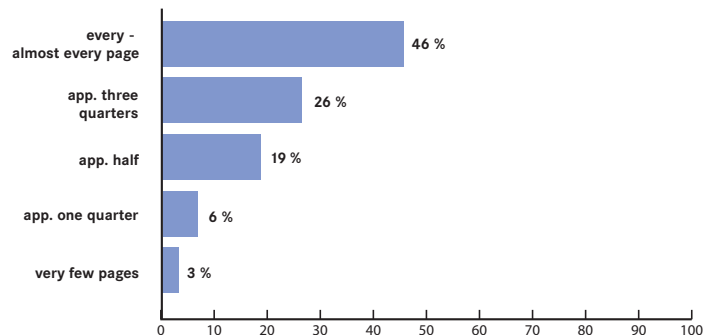
Readership Facts

How does the FERNFAHRER reader
use FERNFAHRER?

Average reading time per copy: 94 minutes



How many pages are being read?





FERNFAHRER Media Information 2021

Economic Efficiency

Sold Circulation
(Yearly Average IVW
quarter 2019 –
2nd quarter 2020)



FERNFAHRER

19,592

TRUCKER

no IVW
data

1st quarter 2020

Prices 2020

1/1 page 4c*

9,980.00 €

10.330,00 €

Price per 1.000 sold copies

ca. 1.000 mm 4c*

509.39 €

no data

* Base: Media Information 2020

FERNFAHRER is the one and only IVW verified monthly truck magazine in Germany.





FERNFAHRER Media Information 2021



Price List No. 22
as of
1 January, 2021

P

- 1 **Circulation:** Printed circulation (yearly average): 37,975
Distributed circulation (yearly average): 20,806
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
4 columns, width of column 45 mm
- 3 **Printing:** Offset,
Cover: ISOcoated_v2_300_eci.icc (FOGRA 39 L),
Inside: PSO_LWC_Improved_eci.icc (FOGRA 45L)
Copy material: please see page 13
Data file: please see page 13
- 4 **Schedule:** please see page 11
Publication date: Tuesdays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
81 02 07, 70519 Stuttgart, Germany
P.O.Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart,
Germany
Internet: www.eurotransport.de
Advertisement: Phone: +49. 711. 784 98-96
- 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 **Advertising Formats and Prices:**
please see page 9

- 8 **Surcharge:** Print across gutter without charge

Special Inserts:

1/1 page 2nd Cover

4c	in Euro	12,120.00
----	---------	-----------

3rd Cover

4c	in Euro	11,100.00
----	---------	-----------

Backcover

4c	in Euro	12,120.00
----	---------	-----------

For 1st right advertising page
and further preferred position-
ing add: 20%.

Classified ads with 1 column
only upon request

4c	in Euro	26.00
----	---------	-------

No discounts

- 9 **Classified advertisement:**
please see Media Information **KOMBIMARKT**
- 10 Special advertisements on request:
Doris V. Lorch, Phone: +49. 7 11. 784 98-92
- 11 **Discounts:** please see page 12
- 12 Combinations: please see page 12
- 13 **Inserts:** please see page 14
- 14 **Loose inserts:** please see page 15
- 15 **Glued inserts:** please see page 15
- 16 **Address (for Pos. 13, 14, 15):** please see page 15
VAT: all prices in Euro + VAT

7 Advertising Formats and Prices – Variations please see page 10

Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm 230 x 298 mm	in Euro	10,100.00
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	7,600.00
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	5,090.00
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	4,070.00
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	2,850.00
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	1,600.00
2/1 pages	type area <i>bleed*</i>		424 x 263 mm 460 x 298 mm	in Euro	20,200.00
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	15,190.00
2/2 pages	type area <i>bleed*</i>		424 x 129 mm 460 x 150 mm	in Euro	10,100.00

* 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.



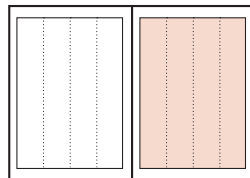
FERNFAHRER Media Information 2021



Advertising
Sizes

P

Page

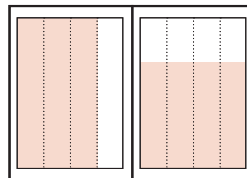


Formats (width x height)
type area

1/1 page
196 x 263 mm

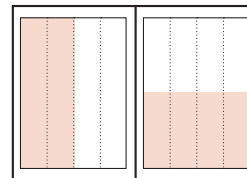
*bleed**

230 x 298 mm



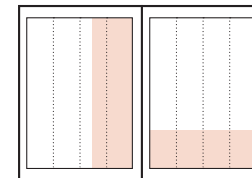
3/4 page

vertical: 145 x 263 mm
horizontal: 196 x 193 mm
vertical: 163 x 298 mm
horizontal: 230 x 219 mm



1/2 page

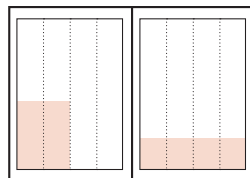
vertical: 95 x 263 mm
horizontal: 196 x 129 mm
vertical: 114 x 298 mm
horizontal: 230 x 150 mm



1/3 page

vertical: 62 x 263 mm
horizontal: 196 x 86 mm
vertical: 80 x 298 mm
horizontal: 230 x 108 mm

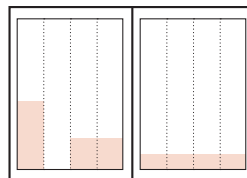
Page



Formats (width x height)
type area

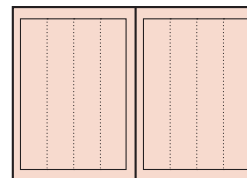
1/4 page
1 column: 45 x 263 mm
2 columns: 95 x 129 mm
4 columns: 196 x 64 mm

*bleed**



1/8 page

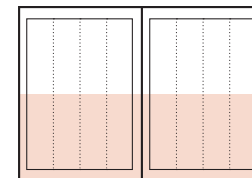
1 column: 45 x 129 mm
2 columns: 95 x 64 mm
4 columns: 196 x 32 mm



2/1 pages

424 x 263 mm

460 x 298 mm



2/2 pages

424 x 129 mm

460 x 150 mm

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



FERNFAHRER Media Information 2021



Schedule **T**

Edition No.	Special Features	Fairs/Events	Closing Date	Copy Date	Publication
2/2021	Money: expenses, taxes, requirements, tips	Spielwarenmesse Nürnberg	02. 12. 2020	04. 12. 2020	02. 01. 2021
3/2021	Breakdown services, truck assistance systems	Readers' choice ETM Award	12. 01. 2021	14. 01. 2021	06. 02. 2021
4/2021	Trailer & Superstructure, Telematics and load safety	Readers' choice ETM Award	09. 02. 2021	11. 02. 2021	06. 03. 2021
5/2021	Tuning, Styling truck features		08. 03. 2021	10. 03. 2021	03. 04. 2021
6/2021	Tires and tire services, air-conditioning	The Tire Cologne	13. 04. 2021	15. 04. 2021	08. 05. 2021
7/2021	Service fuel cards cab equipment		06. 05. 2021	10. 05. 2021	05. 06. 2021
8/2021	Preview Truck-Grand-Prix	Truck-Grand-Prix	08. 06. 2021	10. 06. 2021	03. 07. 2021
9/2021	Results Readers' Choice ETM Award truck driver's seats	Results ETM Award	13. 07. 2021	15. 07. 2021	07. 08. 2021
10/2021	Preview fair NUFAM trailer and superstructure	NUFAM Karlsruhe	10. 08. 2021	12. 08. 2021	04. 09. 2021
11/2021	Winter preparation Education and training for truck drivers		07. 09. 2021	09. 09.	
12/2021	Truck lighting, load safety		11. 10. 2021	13. 10. 2021	06. 11. 2021
1/2022	Outlook and innovations 2022		09. 11. 2021	11. 11. 2021	04. 12. 2021

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KOMBI**MARKT.



ETM-Kombi 1

lastauto omnibus
+
FERNFAHRER

Combined 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.

ETM-Kombi 2

trans aktuell
+
firmenauto
+
WERKSTATT aktuell

Combined Discount

Series

ab 2 insertions	5 %
ab 4 insertions	10 %
ab 6 insertions	12 %
ab 9 insertions	15 %
ab 12 insertions	18 %
ab 18 insertions	20 %
ab 24 insertions	22 %
ab 30 insertions	25 %

Volume

ab 2 pages	5 %
ab 4 pages	10 %
ab 6 pages	12 %
ab 9 pages	15 %
ab 12 pages	18 %
ab 18 pages	20 %
ab 24 pages	22 %
ab 30 pages	25 %



FERNFAHRER Media Information 2021

Technical Data



Please find up-to-date technical features at
www.duon-portal.de

Delivery of printing material: Please send advertisements within editorial part electronically via „www.duon-portal.de“
You will find support at support@duon-portal.de or call directly: +49. 40. 374 117-50.

Classified Advertisements:
please send via „electronic ticket“ only to
<https://www.etm.de/anzeigenannahme>

Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

Iris Eifrig/**FERNFAHRER**
Phone: +49. 711. 182-1613
Fax: +49. 711. 182-1818
E-Mail: ieifrig@motorpresse.de

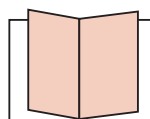


FERNFAHRER Media Information 2020

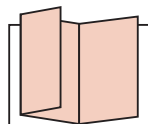
Inserts Supplementing Price List No. 21, as of 1 January, 2020

13 Inserts

Prices:



4 pages
Euro 15,190.00



6 pages
Euro 20,200.00

Other prices:

8 pages Euro 25,290.00

Discounts:

2 page inserts are equivalent to 1 advertising page,
please see page 12

Formats for inserts:

Untrimmed: 233 x 306 mm
Trim size: 230 x 298 mm

Technical Data:

Paper weights: 4 pages: min. 100 g/m²
6 pages: min. 80 g/m²

- Features and fittings need to be coordinated with ETM Verlag.
- Untrimmed format required for delivery.
- Different formats for inserts on request only.

Delivery date: 10 prior to publication

Cancellation: 8 days prior to publication

Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«. (8 point characters in capitals, semi-bold, following blueprint consultation)

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.



FERNFAHRER Media Information 2021

Inserts and Glued Inserts Supplementing Price List No. 22, as of 1 January, 2021

14 Inserts

Prices:

Euro 270.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10.00

Discounts:

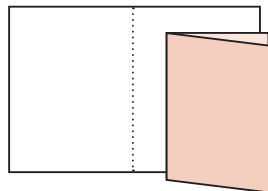
No discounts for inserts

Formats:

Minimum: 105 x 148 mm
Maximum: 220 x 290 mm

Required circulation: upon request

Delivery date: 10 days after closing date



Envelopes with content,
glued free samples an Brochures
per 1,000 cost Euro 58.00

Formats:

Minimum: 75 x 75 mm (1/1 page)
Maximum: 175 x 210 mm

Delivery date: 2 weeks prior publication

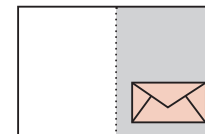
Delivery Address:

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.

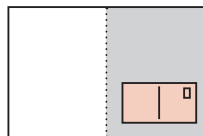
Further information:

Prices can be raised if quality of products or
manufacturing requires additional costs.
Additional freight costs will be charged separately.



15 Glued inserts:

glued postcards and other
rectangle prints incl. envelopes
Euro 52.00 per 1,000 issues
+ postal fees.



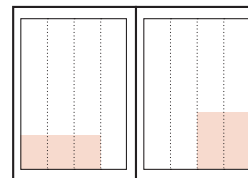
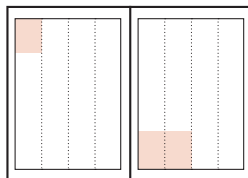
VAT: all prices are in Euro + VAT.



FERNFAHRER Media Information 2021

Prices for Classified Advertisements

Format

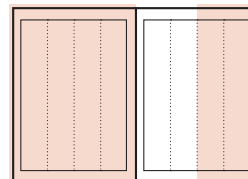
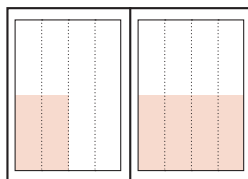


type area

1 column: 43 x 43 mm Euro 116.10
2 columns: 90 x 50 mm Euro 270.00

3 columns: 137 x 45 mm Euro 364.00
2 columns: 90 x 107 mm Euro 577.80

Format



Special prices for
personal ads

type area

2 columns: 90 x 180 mm Euro 972.00 bleed

1/2 page

horiz.: 185 x 123 mm Euro 1,300.00

1/1 page 230 x 298 mm* Euro 2,980.00

1/2 page 120 x 298 mm* Euro 1,500.00

*allow 5 mm bleed

Classified Ads

Advertisement in advertising section only:

mm-Price 2c/3c,
4c or b/w: Euro 2,70*

1 column: 43 mm

2 columns: 90 mm

3 columns: 137 mm

4 columns: 185 mm

Min. height: 20 mm

Discounts:

Please ask for discounts.

Please see our **KOMBIMARKT** with mutual classified advertisement section of **FERNFAHRER**, **lastauto omnibus** and **trans aktuell** (please see separate media kit **KOMBIMARKT**).

* Price per mm height at 43 mm width of column. All prices in Euro + VAT.



FERNFAHRER Media Information 2021

Extract from
Advertising Customers

A

24autohof
ADAC
ALAN Electronics
Arconic/Alcoa
Asfinag
American Truck Promotion
AWM Modelle
ARAL-BP
Asfinag
Autohof Strohofer

B

BFS
Big Move
BPW

C

Car Guard
Charterway
Continental

D

DAF Trucks
Daimler
DEKRA
Diesel-Nonn
DKV
Dometic

E

Euro Leasing
Euromaster

F

Fahrlehrerversicherung
Fahrschule Mülln
Fliegl
Ford
FS Fahrerschmiede

G

GITI
Goodyear
Grammer
Greenpower
Greiwing

H

Hahn Racing
Haldex
Hankook
Hansen American Styling
Hella
Hellmann
Herpa
Hesterberg

I

ISP/Dreieich
Isringhausen
Iveco

J

Jost
Jumbo-Fischer
JWE Events

K

Knorr Bremse
Kögel Trailer
Kraiburg
KRAVAG
Krombacher
Krone

L

Leipziger Messe
Liqui Moly

M

MAN
Marlen
Meiller
Mercedes-Benz Trucks
Megaform
Messe Amsterdam
Messe Karlsruhe
Mevissen
Michelin
Mobile.de
Motoren AG
Motorbuch Verlag

O

OVS Europa Truck Trial

P

Paccar Leasing
Paysafecard
Pearl
PEMA
Pieper
Prodecon
Pirelli
ProSiebenSat

R

Rasthof Uhrleben
Reinert
Recaro
Renault Trucks

S

Sachs
SAF
Scania
Scheuerle
Schmitz Cargobull
Schoch
Schuco
Service 24
Shell
Sonax
Star Distribution
Strohofer
Stark Reinigungstechnik
Stars & Stripes

T

Tankpool 24
TimoCom
Toll Collect
TomTom
Total
Traton
Truma Gerätetechnik
Truckscout24.de
TruckWorks

U

UTA
UTA Leasing

V

Varta
VDA
Volvo Trucks

W

Wabco
Waeco
Webasto
Westfalia
Winkler

Z

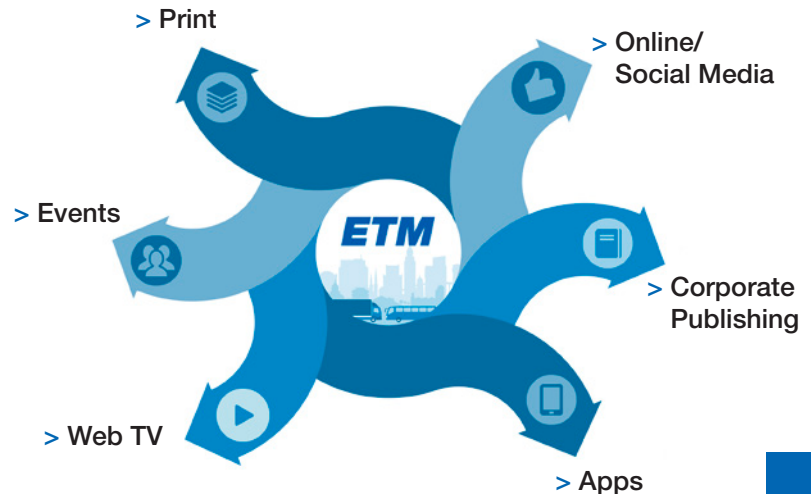
ZF Friedrichshafen
ZF Trading



Media Formats for your successful Multichannel Marketing

- The print magazines **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the highest range online portal with a monthly page impression rate of 960,000 page impressions (IVW September, 2020)
- **eurotransportTV** with more than 9 million video calls* and about 120,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status October, 2020)
- The **ETM SocialMedia Channels** are characterized by large interaction ranges for contents as well as a steady growth of followers.
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 50,000 visitors per day

With the ETM Multichannel Offer on all Media Channels:





Your contact for advertising in **FERNFAHRER**



Werner Faas

Marketing:

Media advice, offers and orders

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

Advertising Manager

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 98-29

E-Mail: werner.faas@etm.de

Ad Management:

Motor Presse Stuttgart: Confirmations, invoices,
printing material and production enquiries:

Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart, Germany

Iris Eifrig

Phone: +49. 711. 1 82-16 13

E-Mail: ieifrig@motorpresse.de



Bettina Pfeffer

Projekt Manager **FERNFAHRER**

Bettina Pfeffer

Phone: +49. 7 84 98-97

E-Mail: bettina.pfeffer@etm.de

Internet: www.eurotransport.de

ETMverlag

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