

**FERNFAHRER**

# TRUCK STOPS

**FERNFAHRER**  
Truck Stops App



**ETM**verlag

**Media Information 2021**



## FERNFAHRER Truck Stops App Media Information 2021

### FERNFAHRER Truck Stops App: new name, new design, new content

- Modern, clear design
- Once the user starts the app, he sees a map showing his location and POIs (Points of Interest) in the immediate vicinity.
- New content: additionally to truck stops and service stations, all relevant POIs such as loading ramps of central storage facilities and transit points will be displayed
- All POIs, even ramps, can be rated
- Constant updates for the app with additional features
- More than 150,000 app downloads
- More than 13,000 sessions per month
- More than 400 users per day (on average)
- Current Languages of the app: German, English, French, Polish, Dutch, Italian, Spanish, Hungarian, Russian, Croatian, Bosnian, Romanian and Turkish

See for yourself and download the **FERNFAHRER Truck Stops App** on your smartphone free of charge:



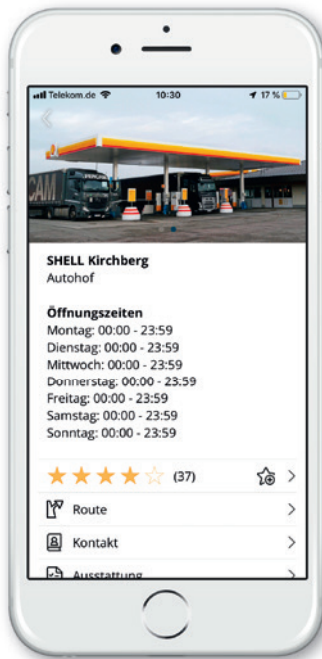
[www.truck-stops.com](http://www.truck-stops.com)



# FERNFAHRER Truck Stops App Media Information 2021

## Prices and Details

Free Basic  
Entry!



### Would you like to present your company in our app?

Please feel free to contact us. We include any relevant POI for truck drivers in our **Truck Stops App**. **Free of charge until five locations.**

With the **Information package** you convince our users to stop at your location once you enrich your entry with more **information and the photos.**

Price: **90,00,--€** per location and change request

### You would like to update our users with latest offers and activities?

With the **news package** you can send push messages **including photo and link via app**. You are the one to decide on the timing.

Runtime: 12 months,  
max. six push messages per year

Price: **600,-- €**

All Prices + VAT

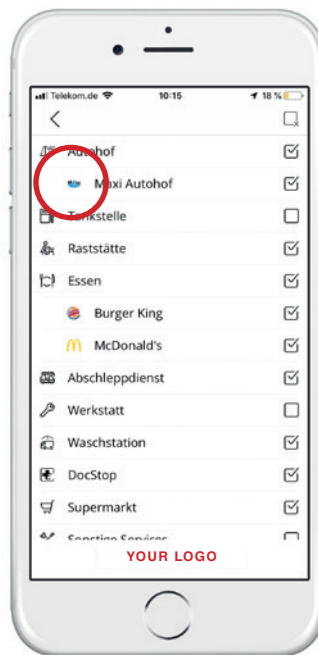
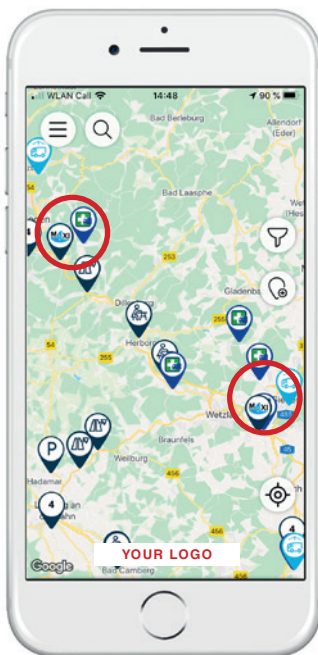


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### Would you like to stand out from the rest?

Book a **logo package**: You receive an **individual pin** with your logo to be recognized on the map at a glance. Your company will also be present **in the filter as a separate item** on the map.

Billing cycle: 12 months with automatic renewal

Price: **950,- €** per year and site

### Would you like to place a banner?

Displayed on splash screen, on the map, in the menu and filter.

Format: 320 x 75 px plus linking

Billing cycle: 12 months

Price: **4.800,- €**

All prices + VAT

**For new ideas and cooperations, please contact:**

Daniela Dihlmann, see page 5



## Your Contact

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Das Gemeinschaftsunternehmen von DEKRA,  
Motor Presse Stuttgart  
und VF Verlagsgesellschaft