



The Reference Book
for Car Fleet Managers



ETMverlag

Media Information 2021



This unique reference book for car fleets gives fleetmanagers up-to-date information on figures, names, data, contacts and addresses of major suppliers. Branches are manufacturers, leasing/management, tires/garages, communication, services and trade as well as fuel management.

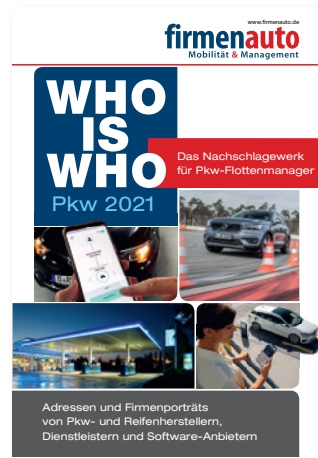
Our editorial staff presents all suppliers in detail - including address, contact person, specifications on company size, channels of distribution, portraits and special features as running text.

Your entry will also be recognized at:

<http://www.firmenauto.de/wiwpdf>

Use your chance for publishing your online company portrait and your target group will find you directly in the fleet portal [firmenauto.de](http://www.firmenauto.de) with high ranges (1,701,690 Pls acc. to IVW September, 2020).

Base: IVW [firmenauto.de](http://www.firmenauto.de) September 2020



Printed Circulation

44,567* Copies as supplement in [firmenauto](http://www.firmenauto.de) 12/21

* Base: Printed Circulation on average [firmenauto](http://www.firmenauto.de) for 01 July 2019 - 30 June 2020

	Closing Date	Copy Date	Publication Date
Who is Who Pkw 2022	19. 10. 2021	02. 11. 2021	10. 12. 2021 (Supplement in firmenauto 12/21)



Prices Who is Who Car Fleets No. 20 as of 1 January, 2021

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Who is Who Car Fleets

Format	Size Bleed	
1/1 Page	148 x 210 mm	6,690.00 €

4c

The booking of a 1/1 page advertisement includes a portrait feature free of charge.

Your online company profile is included free of charge.

Your portrait feature will be designed accordingly.

Company Portrait

1/1 Page	1,960.00 €
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Company Portrait Online

siehe www.firmenauto.de/wiw	1,960.00 €
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Combination Company Portrait Print and Online

1/1 Page + Online-Company Portrait	2,720.00 €
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Premium Partnership

Die **Premium Partnership** includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

Upon request.



Technical Data

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Printing

Offset

Copy material

Unseparated PDF-Files. Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

Delivery address:

alexander.fischer@etm.de and
thomas.beck@etm.de

Coloured Ads

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

Druckprofil Anzeige

ISOCOATED V2

Bleed

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

Company Portrait

Your company's portrait will be created depending on your input.

Please send your printed log, print-ready image files and text. Text length depends on picture quantity and will be determined upon creation of your portrait.

Company Portrait Online

Pictures 3000 x 2000 Pixel + according photo reference.



Contact



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Media advice, offers and orders

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