



Foto: ???

The Magazine for
Mobility & Management



ETMverlag

Media Information 2021



firmenauto Media Information 2021

Factsheet



firmenauto is all about company cars and employee mobility in the workforce. How can business trips be planned cost economical and effective? What does the mobility of the future look like?

Vehicle networking, data safety for fleets, telematics and transport as well as environmental policy are the topics in focus. Practice-oriented vehicle tests with precise cost calculations are the base for purchase recommendations by editors. Summer and winter tires' tests, in cooperation with „auto motor und sport“, support purchase decisions for fleet managers. Readers also receive extensive market overviews and purchase information on residual value and maintenance expenses.

Fleet managers provided with that kind of information will be able to work more efficiently with their fleets while decreasing their costs.

Specific topics for fleets are taxes, insurances, leasing, financing and law as well as fuel and tire management. Another focus is on liability and accident prevention.

For all these reasons **firmenauto** is the perfect choice for fleet managers.



Editor-in-Chief
Hanno Boblenz
firmenauto@etm.de



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Factsheet 1

1 Characteristics and target group:

Cost-conscious management, constantly improving vehicle techniques and changing conditions make it a complex and challenging task to manage a fleet and choose the right company car. **firmenauto** is a helpful support in the process of decision-making because it offers a wide range of vehicle tests and reports on different topics around the car. The yearly event „Firmenauto des Jahres“, many workshops and the training for „certified fleetmanager“, that **firmenauto** offers together with DEKRA Akademie, completes the publication. You will find us on the internet at **firmenauto.de**.

2 **Publication:** 10 editions per year

3 **Year:** 27th year 2021

4 **web-address:** www.firmenauto.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:**

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10 **Advertisement:**

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thomas.beck@etm.de

11 **Marketing:**

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

12 **Subscription Price**

Subscription:

Germany Euro 69.00

Cover Price: Euro 6.90

13 **ISSN-No.:** 1618-4998

14 **Volume analysis 2019 = 10 editions**

Format: 215 x 280 mm

Total size: 636 pages = 100.0 %

Editorial: 543 pages = 85.4 %

Advertisement: 93 pages = 14.6 %

of which

Classified ads: 0 pages = 0.0 %

Bound inserts: 0 pages = 0.0 %

House ads: 11 pages = 11.8 %

Inserts 0 editions

15 **Analysis editorial 2019 = 543 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:	44,567
Distributed circulation:	43,930
Foreign countries:	208
Paid circulation:	21,786
Foreign countries:	20
– Subscriptions:	21,782
Members:	21,437
– Single sales:	–
– General sales:	4
Free copies:	22,144

- 18

Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99.5 %	43,722
Foreign countries	0.5 %	208
Distributed circulation	100 %	43,930

ETM-Kombi

trans aktuell

+

firmenauto

+

WERKSTATT AKTUELL

Combinatory
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.

Series:		Volume:	
2 Insertions	5 %	2 Pages	5 %
4 Insertions	10 %	4 Pages	10 %
6 Insertions	12 %	6 Pages	12 %
9 Insertions	15 %	9 Pages	15 %
12 Insertions	18 %	12 Pages	18 %
18 Insertions	20 %	18 Pages	20 %
24 Insertions	22 %	24 Pages	22 %
30 Insertions	25 %	30 Pages	25 %

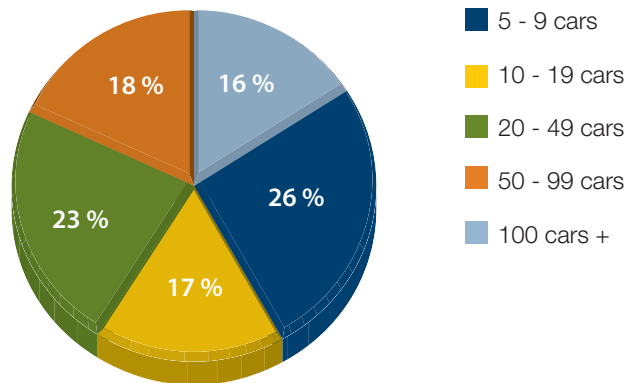


firmenauto has got two channels:

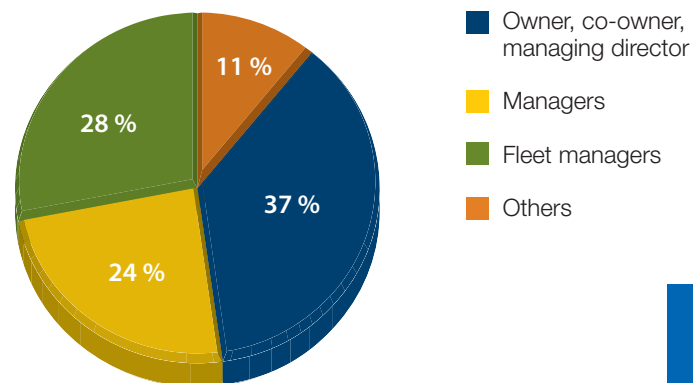
Distribution via
DATAFORCE
FleetBase Online Addresses.

Distribution via
DEKRA attended fleets
Alles im grünen Bereich.

Fleet Sizes



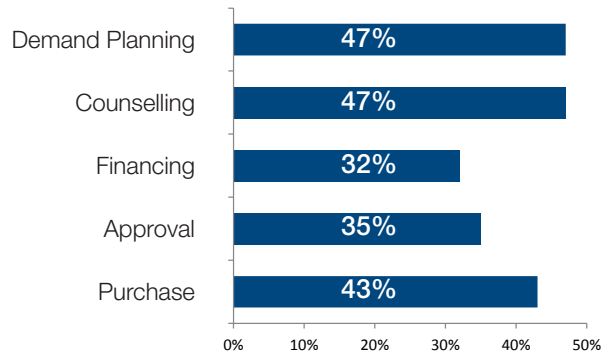
Profession



Source: firmenauto Readers' Survey 21.12.2012 - 22.03.2013, 1.507 participants (acc. to ETM Verlag)

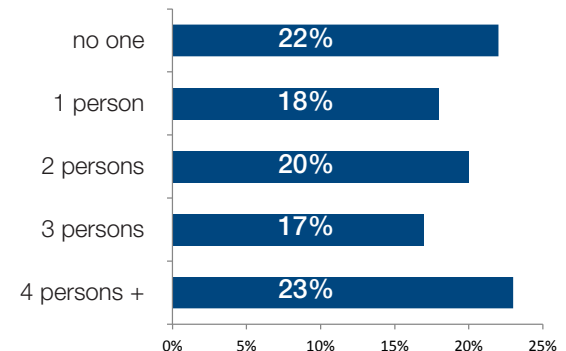


Professional Competence



79% of readers are involved in demand planning

Further Readers/Reader per copy



On average, 4,0 additional readers per copy, which equals 5,0 readers per copy.




firmenauto Media Information 2021



Price List No. 27,
as of
1 January, 2021

P

- 1 **Circulation:** Printed circulation (yearly average): 44.567
Distributed circulation (yearly average): 43.930
- 2 **Magazine size:** 215 x 280 mm, type area 183 x 248 mm,
3 columns, width of column 58 mm
- 3 **Printing:** Offset,
Cover: ISOcoated_v2_300_eci.icc (FOGRA 39L),
Inside: PSO_LWC_Improved_eci.icc (FOGRA 45L)

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.
- 4 **Schedule:** please see page 8+9.
On sale date: Fridays
- 5 **Publ. House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
81 02 07, 70519 Stuttgart, Germany
P.O. Box:
Address: Handwerkstr. 15, 70565 Stuttgart, Germany
Internet: www.firmenauto.de
www.eurotransport.de
Advertising: Phone: +49. 711. 784 98-98
- 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 **Formats and Prices:** please see page 10.
Please ask for classified advertisements in the
appointments section.
- 8 **Surcharge:**
Cover pages, all guaranteed placements, please add 20%.
Format: Free advertisements across gutter.
- 9 **Classified advertisements:** –
- 10 **For special requests** please contact:
Doris V. Lorch, Phone: +49. 711. 7 84 98-92
- 11 **Discounts:** please see page 4.
- 12 **Combinations:** please see page 4.
- 13 **Inserts:** please see page 13.
- 14 **Loose inserts:** please see page 14.
- 15 **Glued inserts:**
please see page 14.
- 16 **Address for inserts:** please see page 14.

All prices are in Euro + VAT.

General terms and conditions of ETM Verlag apply



firmenauto Media Information 2021



Scheduled
Features

T

Edition No.	Special Features	Further Topics	Closing Date	Copy Date	Publication Date
2/2021	Electronic Logbooks – Overview market – Practical Applications	Fuel Cards Leasing Tires	29. 01. 2021	01. 02. 2021	19. 02. 2021
3/2021	Business Travel & Mobility – Organization – Car Rental – Sustainable Mobility – Mobility as a Service	Tank management Leasing	05. 03. 2021	08. 03. 2021	26. 03. 2021
4/2021	Tires – Summer tire test – Tires: new releases – Service Provider	Fuel Cards Supplies Summer Tire Test Financing	31. 03. 2021	01. 04. 2021	23. 04. 2021
5/2021	Acquisition/Leasing/ Remarketing – Overview: Remarketing – Tendering – Leasing Tricks	Workshop	05. 05. 2021	06. 05. 2021	28. 05. 2021
6/2021	Vans – Overview E-Vans – Tests – Last Mile		04. 06. 2021	07. 06. 2021	25. 06. 2021



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Scheduled
Features

T

Edition No.	Special Features	Further Topics	Closing Date	Copy Date	Publication Date
7-8/2021	Total Cost of Ownership (TCO) <ul style="list-style-type: none"> – How are TCO made up? – Fleet structure firmenauto des Jahres <ul style="list-style-type: none"> – Results Expert Choices 	Tires Leasing	16. 07. 2021	19. 07. 2021	06. 08. 2021
9/2021	Insurance <ul style="list-style-type: none"> – Overview Fleet Insurance – Risk- and Damage-management 	Tires Leasing IAA Munich 07. - 12. 09. 2021	13. 08. 2021	16. 08. 2021	03. 09. 2021
10/2021	Tankmanagement <ul style="list-style-type: none"> – Overview Fuel Cards – Fleet Management with fuel cards 	Winter tire test Fuel Cards	17. 09. 2021	20. 09. 2021	08. 10. 2021
11/2021	Elektro Mobility <ul style="list-style-type: none"> – New Releases: E-Cars – Tests – Charging Infrastructure in businesses – Grants/Benefits 	Navigation Leasing	28. 10. 2021	29. 10. 2021	19. 11. 2021
12/2021	Company Cars 2022 <ul style="list-style-type: none"> – Models & Trends 	Fuel Cards Leasing Tires	19. 11. 2021	22. 11. 2021	10. 12. 2021

FIRMEAUTO always features: car presentation, market surveys, sales advice, testing, fleet advice, financing, law, management, communication and fittings.

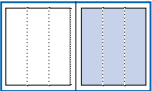
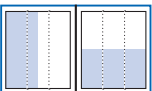


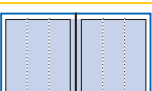
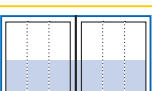


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Formats and
Prices

P

Formats			Width x Height	4c/bw
	1/1 page	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 12,520.00
	1/2 page	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro 6,530.00
	1/3 page	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro 4,860.00
	1/4 page	2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro 3,680.00
	2/1 page	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 25,040.00
	2/2 page	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 12,520.00
Further formats on request	mm-price			in Euro 26.00

*Additional 5mm for bleed. Text and picture elements need to have at least 10 mm space from edge. All prices are in EURO + VAT.



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firmenauto special Supplementing Price List No. 27 as of 1 January, 2021

Factsheet:

With **firmenauto spezial** you can be the exclusive partner for a special editorial format. You can set a theme or give us a topic and our editorial staff provides you with a concept and designs an implementation strategy. Experienced journalists create texts and charts, including high quality picture material. Use the expertise and reputation of the family brand **firmenauto** and place yourself as thought leader and solution provider for your target group. **firmenauto spezial** is a special section insert or a separate issue.

Details

Text and graphic solutions from a single source

From 19,800.00 € (depending on size)

Size: from 8 pages

Format: 215 x 280 mm

Print Run: 44,567*

*Distributed circulation on average 1 July, 19 - 31 June, 20





firmenauto Media Information 2021

Modellplaner
addition to price list No. 27,
as of 1 January, 2021

Modell plan:

The car model plan supplement gives information on car innovations 2021 on two pages.
The planner will be placed as a poster in the center of the **firmenauto** 01/2021 edition or as gatefolder on the inside front cover.

Advertising possibilities

- Placement of your logo in the header or footer part of the model plan supplement, including address and reference: „**Presented by...**“
- Depending on variants you can place your advertising messages on two advertising pages or rather on two ad pages and, additionally, on the inside front cover.

Circulation: 44,567*

Prices upon request:

minus 15 % agency discount

Edition: firmenauto 01/2021 (Release date
27.11.2020)

*Distributed circulation, yearly average: 01.07.19 – 31.06.20



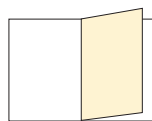


firmenauto Media Information 2021

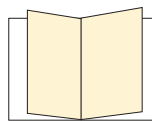
Inserts
addition to Price List No. 27
as of 1 January, 2021

Inserts

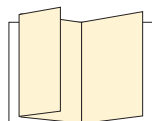
Prices for Inserts:



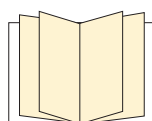
2 pages
Euro 12,520.00



4 pages
Euro 19,050.00



6 pages
Euro 25,040.00



8 pages
Euro 31,570.00

Discounts:

please see series, page 4. Two insert pages are equal to one advertisement page.

Formats for Inserts:

Untrimmed: 218 x 295 mm

Trim size: 215 x 280 mm

Technical Data:

Paper weights:	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

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

Attention: There is no trim across gutter for 2 page inserts.

Delivery Date: 10 days prior to publication.

Cancellation: 8 days prior to closing date.

Label:

Inserts that cannot be recognized as such need to be labeled with “Anzeige”.

General Terms:

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.



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Inserts, Glued Inserts addition to Price List No. 27

Inserts

Prices for Inserts:

Euro 270.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10,-

Discounts:

No discounts for inserts

Formats:

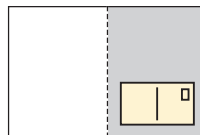
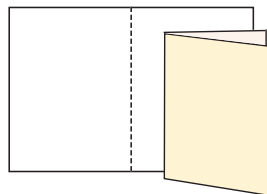
Minimum: 105 x 148 mm
Maximum: 195 x 260 mm

Required Circulation:

upon request

Delivery Date:

10 days past closing date.



Glued Inserts

Glued postcards and other rectangle
prints incl. envelopes Euro 52,00 per
1,000 issues + postal fees.

Envelopes with content,
glued free samples and
brochures cost Euro 58.00
per 1,000 + postal fees.



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 manufactu-
ring requires additional costs. Additional freight costs will be
charged separately.

VAT.: All prices are in Euro + VAT.



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Extract from Advertising Customers

A

AIV
ALD Auto-Leasing
Alfa Romeo
Allianz
Alphabet
Alte Leipziger
Aral AG
ARI Fleet
Arval
Athlon
ATU
Audi
Axa-Versicherung

B

BMW

C

Carglass
Car Professional
Chrysler
Citroën
Continental

D

Dacia Logan
Daimler
DEKRA
Deutsche Leasing
Dunlop

E

E-Plus
E.ON
Euroforum
Euromaster
Europa Park
Europcar
Euromobil
EuroShell
Eurotax-Schwacke

F

Faircar
FERRYs
Fiat
4Fleet
FleetCompany
FMD
Ford

G

Goodyear

H

Hankook Reifen
HDI
Hiepler
Hyundai

I

Infiniti

J

Jaguar

K

Kia Motors

L

Land Rover
Lease Plan
Lexus

M

Management Circle
Maske
Maserati
Mazda
Mercedes
Messe Essen
Messe Leipzig
Michelin
Mitsubishi

N

Nissan
Novofleet
O
Opel

P

Peugeot
Pirelli
Pit Stop
Point S
Porsche
PS-Team

R

Renault
Rover
RWE

S

Seat
Sixt
Sixt Leasing
Skoda
Smart
Suzuki

T

Top Service Team
Total
Toyota

V

VDO
Vergölst GmbH
VHV
VMF
Volkswagen
Volkswagen Nfz
Volvo
VW Leasing

W

Westfalen



Your Contact for Advertisement in firmenauto



Thomas Beck

Advertisement:

Media advice, offers and orders

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

Advertising Manager **firmenauto**

Thomas Beck
Key Account Manager Print/Digitale Medien/Events
Phone: +49. 711. 784 98-98
Fax: +49. 711. 784 98-29
E-Mail: thomas.beck@etm.de

Ad Management:

Confirmations, invoices,
printing material and production enquiries

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart, Germany

Julia Ruprecht
Phone: +49. 711. 182-15 48
Fax: +49. 711. 182-20 68
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ETMverlag

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