

FERNFAHRER

The Truck Magazine
for Professionals



ETMverlag

Media Information 2022



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 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 „ETM Awards“.

- 2 Publication:** monthly,
12 editions
- 3 Year:** 40th year 2022
- 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 2020 = 12 editions**
Format: 230 x 298 mm
Total size: 1,064 Pages = 100.0 %
Editorial: 865 Pages = 81.3 %
Advertisement: 199 Pages = 18.7 %
of which
Classified ads: 68 Pages = 34.2 %
Inserts: 0 Pages = 0 %
House ads: 74 Pages = 37.2 %
Inserts 4 editions
- 15 Content Analysis of Editorial 2020 = 865 Pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.

17 **Circulation analysis:**

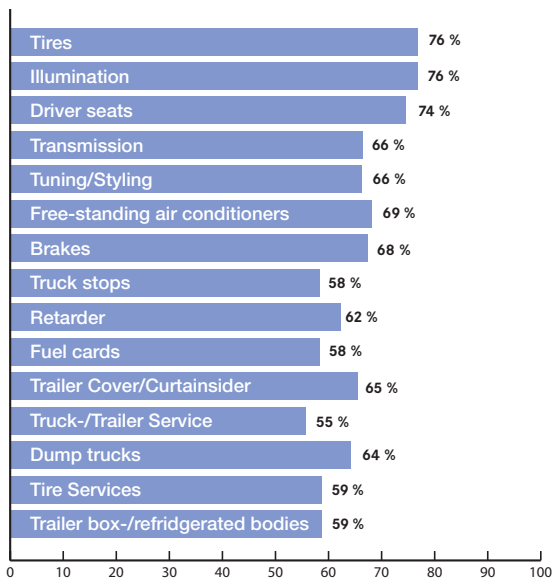
Editions per issue (on average) for the period of
1 July 2020 until 30 June 2021

Total circulation:	33,779
Distributed circulation:	18,326
davon E-Paper:	376
Foreign countries:	1,981
Paid circulation:	17,390
davon E-Paper:	371
Foreign countries:	1,922
– Subscription:	9,026
Members:	–
– Single sales:	7,911
– General sales:	507
Free copies:	937

18 **Geographic distribution:**

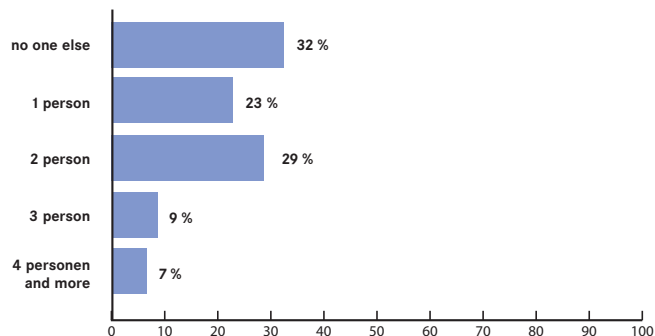
Economic sector		Percentage of distributed circulation copies
	%	
Home country	89.2 %	16,345
Foreign countries	10.8 %	1,981
Distributed circulation	100.0 %	18,326

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



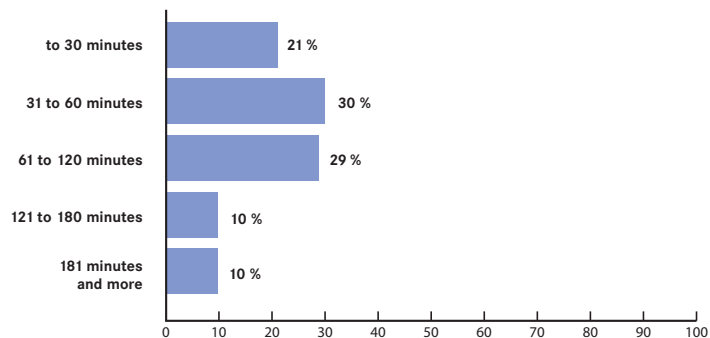
How many people, but you, are receiving your copy of FERNFAHRER to read or look at?

Number co-readers:
2.4 readers per copy

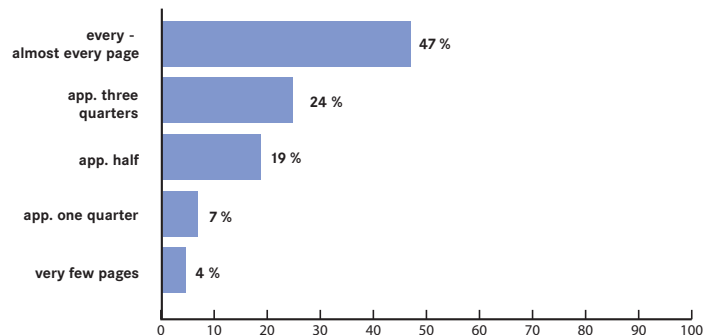


How does the FERNFAHRER reader
use FERNFAHRER?

Average reading time per copy: 95 minutes



How many pages are being read?





- 1 **Circulation:** Printed circulation (yearly average): 33,779
Distributed circulation (yearly average): 18,326
- 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 12
Data file: please see page 12
- 4 **Schedule:** please see page 10
Publication date: Saturdays
- 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 8

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

Special Inserts:

**1/1 page
2nd Cover**

4c	in Euro	12,240.00
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3rd Cover

4c	in Euro	11,220.00
----	---------	-----------

Backcover

4c	in Euro	12,240.00
----	---------	-----------

**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
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No discounts

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

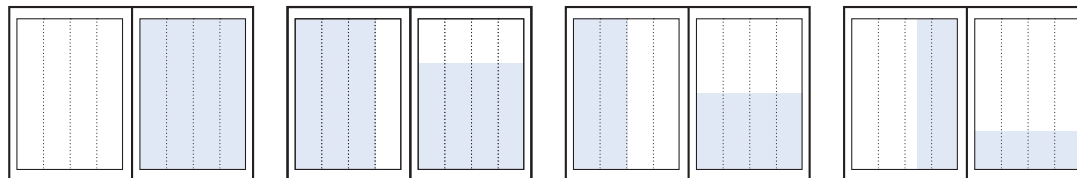
7 Advertising Formats and Prices – Variations please see page 10

Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	10,200.00
3/4 page	type area <i>bleed*</i>	vertical horizontal <i>vertical</i> <i>horizontal</i>	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	7,680.00
1/2 page	type area <i>bleed*</i>	vertical horizontal <i>vertical</i> <i>horizontal</i>	95 x 263 mm 196 x 129 mm <i>114 x 298 mm</i> <i>230 x 150 mm</i>	in Euro	5,160.00
1/3 page	type area <i>bleed*</i>	vertical horizontal <i>vertical</i> <i>horizontal</i>	62 x 263 mm 196 x 86 mm <i>80 x 298 mm</i> <i>230 x 108 mm</i>	in Euro	4,130.00
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	2,890.00
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	1,630.00
2/1 pages	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	20,400.00
1 1/2 pages	type area <i>bleed*</i>	vertical horizontal <i>vertical</i> <i>horizontal</i>	323 x 263 mm 424 x 193 mm <i>341 x 298 mm</i> <i>460 x 219 mm</i>	in Euro	15,360.00
2/2 pages	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	10,200.00

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



Page



Formats (width x height)
type area

1/1 page
196 x 263 mm

3/4 page
vertical: 145 x 263 mm
horizontal: 196 x 193 mm
vertical: 163 x 298 mm
horizontal: 230 x 219 mm

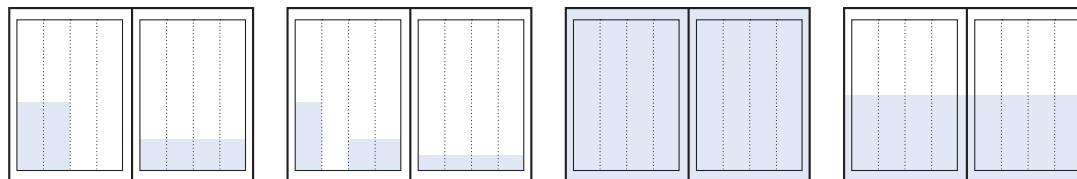
1/2 page
vertical: 95 x 263 mm
horizontal: 196 x 129 mm
vertical: 114 x 298 mm
horizontal: 230 x 150 mm

1/3 page
vertical: 62 x 263 mm
horizontal: 196 x 86 mm
vertical: 80 x 298 mm
horizontal: 230 x 108 mm

*bleed**

230 x 298 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

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

2/2 pages
424 x 129 mm

*bleed**

460 x 298 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



Edition No.	Special Features	Fairs/Events	Closing Date	Copy Date	Publication
2/2022	Money: expenses, taxes, requirements, tips	Spielwarenmesse Nürnberg	09. 12. 2021	13. 12. 2021	08. 01. 2022
3/2022	Breakdown services, truck assistance systems	Readers' choice ETM Award	11. 01. 2022	13. 01. 2022	05. 02. 2022
4/2022	Trailer & Superstructure, Telematics and load safety	Readers' choice ETM Award	08. 02. 2022	10. 02. 2022	05. 03. 2022
5/2022	Tuning, Styling truck features		08. 03. 2022	10. 03. 2022	02. 04. 2022
6/2022	Tires and tire services, air-conditioning	The Tire Cologne	08. 04. 2022	12. 04. 2022	07. 05. 2022
7/2022	Service fuel cards Fire and Rescue Vehicles	Interschutz Hannover	09. 05. 2022	11. 05. 2022	04. 06. 2022
8/2022	Results Readers' Choice ETM Award Preview Truck-Grand-Prix	Results ETM Award	03. 06. 2022	08. 06. 2022	02. 07. 2022
9/2022	Maintenance, care, cleaning truck driver's seats		12. 07. 2022	14. 07. 2022	06. 08. 2022
10/2022	Preview fair IAA TRANSPORTATION trailer and superstructure	IAA TRANSPORTATION Hannover	09. 08. 2022	11. 08. 2022	03. 09. 2022
11/2022	Construction Vehicles Education and training for truck drivers	bauma München	06. 09. 2022	08. 09. 2022	01. 10. 2022
12/2022	Truck lighting, load safety		10. 10. 2022	12. 10. 2022	05. 11. 2022
1/2023	Outlook and innovations 2023		08. 11. 2022	10. 11. 2022	03. 12. 2022

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 %



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>

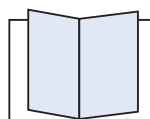
Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

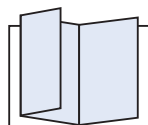
Iris Eifrig/**FERNFAHRER**
Phone: +49. 711. 182-1613
E-Mail: ieifrig@motorpresse.de

13 Inserts

Prices:



4 pages
Euro 15,360.00



6 pages
Euro 20,400.00

Other prices:

8 pages Euro 25,560.00

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.

14 **Inserts**

Prices:

Euro 290.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10.00

Discounts:

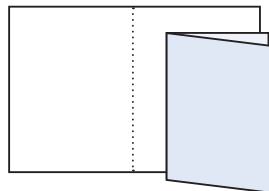
No discounts for inserts

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:

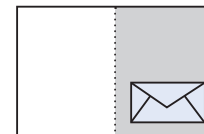
Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

Automatic processing for delivery, packaged properly
on euro-pallet only, free delivery to printing office.

Further information:

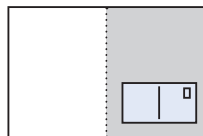
Prices can be raised if quality of products or
manufacturing requires additional costs.
Additional freight costs will be charged separately.

VAT: all prices are in Euro + VAT.

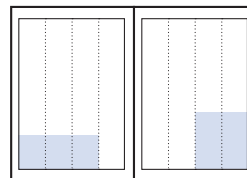
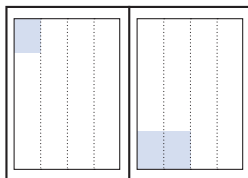


15 **Glued inserts:**

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



Format



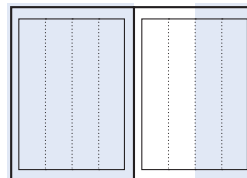
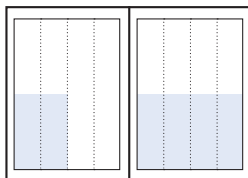
type area

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.

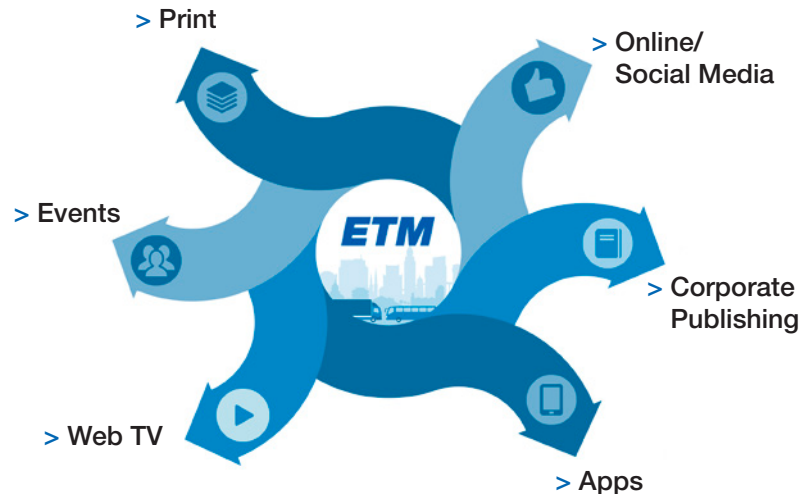
Please see our **KOMBIMARKT** with mutual classified advertisement section of **FERNFAHRER**, **lastauto omnibus** and **trans aktuell** (please see separate media kit **KOMBIMARKT**).

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

A 24autohof ADAC ALAN Electronics Arconic/Alcoa American Truck Promotion Apollo Vredestein ARAL-BP Autohof Strohofer AWM Modelle 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 Mann & Hummel Marlen Meiller Mercedes-Benz Trucks Megaform Messe Amsterdam Messe Karlsruhe Mevissen Michelin Motoren AG Motorbuch Verlag O OVS Europa Truck Trial	P Paccar Leasing Paysafecard Pearl PEMA Pieper Prodecon Pirelli ProSiebenSat R Rasthof Uhrsleben Reinert Recaro Renault Trucks S Sachs SAF Scania Scheuerle Schmitz Cargobull Schoch Schwarz Müller Schuco Service 24 Shell Sonax Star Distribution Strohofer Stars & Stripes	T Tankpool 24 TimoCom Toll Collect TomTom Total Traton Truma Gerätetechnik TruckWorks U UTA UTA Leasing V Varta VDA Volvo Trucks Vredestein W Wabco Waeco Webasto Westfalia Winkler Z ZF Friedrichshafen ZF Trading
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- 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 790,000 page impressions (IVW July, 2021)
- **eurotransportTV** with more than 11 million video calls* and about 115,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status July, 2021)
- 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:**





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

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*