

# FERNFAHRER Reporter App



**ETM**verlag

Media Information 2022

2,000 professional truck drivers have been using the **FERNFAHRER Reporter App** for

- sharing their favourite private and professional moments with colleagues, families and friends
- upload, browse and comment on photos and videos in vertical and horizontal format
- make a little extra money with their photos and, most of all
- meet with exclusive industry partners and learn about their contents

### Key Figures:

- more than 12,000 app downloads (Android/iOS)
- 4.1 Stars (Play Store)
- more than 2,000 registered users (can upload, rate and comment on media)
- 17,000 uploaded photos, videos and counting
- 30,000 sessions (preceding 12 months)
- 250,000 persons (minimum) were reached with contents (coverage online, social media)

Download the app and see for yourself:



[www.fernfahrer.de/repios](http://www.fernfahrer.de/repios)



[www.fernfahrer.de/repand](http://www.fernfahrer.de/repand)



### Offer 1: Exclusive Partnership

- **Logo placement** on app **icon** and on app **loading screen** (incl. stores)
- App: placement of **sponsor banner** between image and its comment section (appr. 450,000 AI/p.a.)
- Option for sponsors to place **own missions** (in agreement)
- **Social Media**: each mission shared at least twice on facebook and instagram by FERNFAHRER (>60,000 „Likes“), incl. tagging of sponsor
- Press release at beginning of cooperation
- Print: **logo placement** (“presented by“) on photo album **of each FERNFAHRER issue.**
- Print: 2 x **1/3 page ad** for app with co-branding FERNFAHRER/sponsor
- Print/online: **advertorial** at beginning of cooperation (appr. ½ page print + online)
- Online: **logo placement** on fernfahrer-reporter.de
- Online: **logo placement** in self-promotion banners on mobile version on eurotransport.de
- Social media: **cover page of facebook page** FERNFAHRER usually from the app, incl. tagging of sponsor - modifications once a month
- Upon request: quarterly coordination of contents and reporting
- Sponsor is mentioned in all communication concerning the app

**Booking Period:** 12 months

**Price:** 20,000 €

All prices + VAT

## Offer 2: Sponsoring of a Mission

- Topic for mission upon consultation
- Logo placement ("presented by") in teaser for mission
- App/Social Media: each mission will be presented at least twice on facebook and instagram FERNFAHRER (>60.000 „Likes“) including tagging of sponsor

**Booking Period:** 4 - 6 weeks

**Base Price:** 5,000 € + sponsoring of a prize for the winner

Banner advertisement on eurotransport.de and in our newsletters as well as extension in FERNFAHRER magazine upon request.

All prices + VAT



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Das Gemeinschaftsunternehmen von DEKRA,  
Motor Presse Stuttgart  
und VF Verlagsgesellschaft