

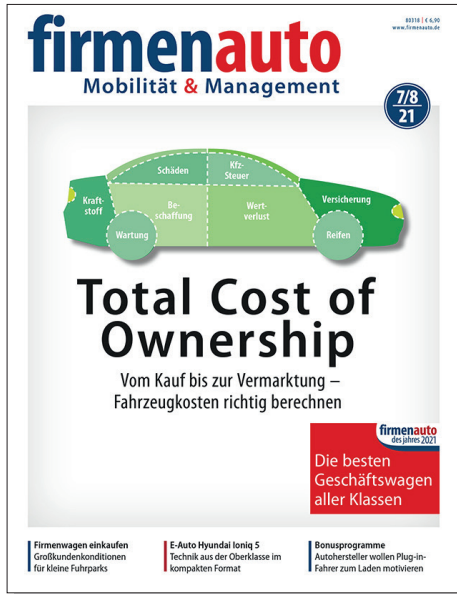
firmenauto

The Magazine for
Mobility & Management



ETMverlag

Media Information 2022



firmenauto
Mobilität & Management

7/8 21

Total Cost of Ownership
Vom Kauf bis zur Vermarktung –
Fahrzeugkosten richtig berechnen

firmenauto
40. Jahrgang 2021

Die besten
Geschäftswagen
aller Klassen

Firmenwagen einkaufen
Großkundenkonditionen
für kleine Fuhrparks

E-Auto Hyundai Ioniq 5
Technik aus der Oberklasse im
kompakten Format

Bonusprogramme
Autohersteller wollen Plug-in-
Fahrer zum Laden motivieren

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 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

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: 8 editions per year

3 Year: 28th year 2022

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

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12 Subscription Price
Subscription:

Germany Euro 69.00

Cover Price: Euro 6.90

13 ISSN-No.: 1618-4998

14 Volume analysis 2020 = 9 editions

Format: 215 x 280 mm

Total size: 612 pages = 100.0 %

Editorial: 518 pages = 84.6 %

Advertisement: 94 pages = 15.4 %

of which

Classified ads: 0 pages = 0.0 %

Bound inserts: 0 pages = 0.0 %

House ads: 14 pages = 14.9 %

Inserts 0 editions

15 Analysis editorial 2020 = 518 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:	41,225
Distributed circulation:	40,632
of which E-Paper	90
Foreign countries:	182
Paid circulation:	21,888
Foreign countries:	20
– Subscriptions:	21,883
Members:	21,573
– Single sales:	–
– General sales:	5
Free copies:	18,745

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99.6 %	40,450
Foreign countries	0.4 %	182
Distributed circulation	100 %	40,632

Please note:

In addition to the IVW verified print run, every edition is sent to fleetmanagers and fleet decision-makers as full E-Paper via E-Mail.

With the E-Paper **firmenauto** is visualized as the digital 1:1 image of the printed edition.

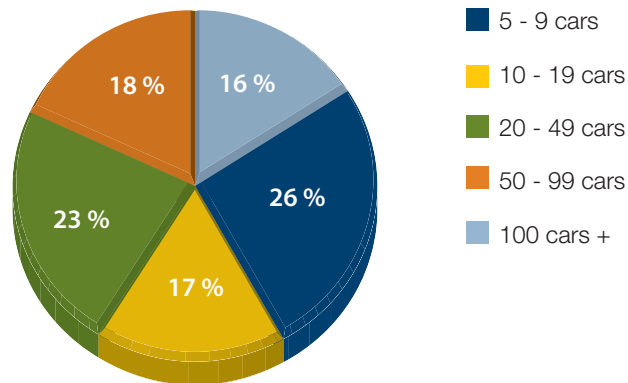
E-Paper copies per edition (yearly average):

for the period of 01 July 2020 – 30 June 2021:
15,788 (acc. to ETM)

firmenauto with two channels:

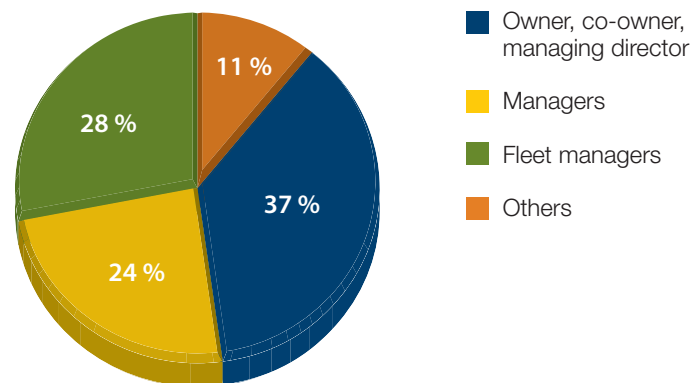
Distribution via
DATAFORCE
FleetBase Online Addresses.

Fleet Sizes



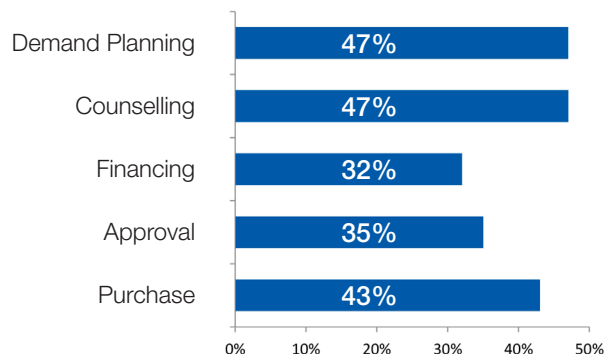
Distribution via
DEKRA attended fleets
Alles im grünen Bereich.

Profession



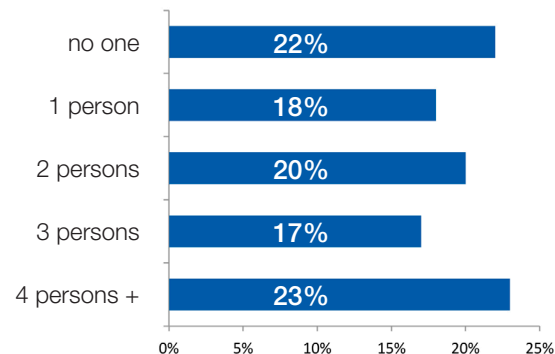
Source: firmenauto Readers' Survey 21.12.2012 - 22.03.2013, 1,507 participants (acc. to ETM Verlag)

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.



- 1 **Circulation:** Printed circulation (yearly average): 41,225
Distributed circulation (yearly average): 40,632
- 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.
- 5 **On sale date:** Fridays
- 5 **Publ. House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
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 11.
- 12 **Combinations:** please see page 11.
- 13 **Inserts:** please see page 15.
- 14 **Loose inserts:** please see page 16.
- 15 **Glued inserts:**
please see page 16.
- 16 **Address for inserts:** please see page 16.

All prices are in Euro + VAT.

General terms and conditions of ETM Verlag apply



Edition No.	Special Features	Further Topics	Closing Date	Copy Date Date	Publication
1/2022	Electronic Logbooks – Practical Applications	Fuel Cards Leasing Tires	28. 01. 2022	31. 31. 2022	18. 02. 2022
2/2022	Business Travel & Mobility – Organization – Car Rental – Sustainable Mobility – Mobility as a Service	Tank management Leasing	04. 03. 2022	07. 03. 2022	25. 03. 2022
3/2022	Tires – Summer tire test – Tires: new releases – Service Provider	Fuel Cards Supplies Summer Tire Test Financing	06. 04. 2022	07. 04. 2022	29. 04. 2022
4/2022	Electric mobility – New E-Cars – Test: charging infrastructure in the company – Promotion	Navigation Leasing	01. 06. 2022	02. 06. 2022	24. 06. 2022



Edition No.	Special Features	Further Topics	Closing Date	Copy Date	Publication Date
5/2022	Vans – Overview E-Vans – Tests – Last Mile firmenauto des Jahres – Results Expert Choices		15. 07. 2022	18. 07. 2022	05. 08. 2022
6/2022	Total Cost of Ownership (TCO) – How are TCO made up? – Fleet structure	Tires Leasing	19. 08. 2022	22. 08. 2022	09. 09. 2022
7/2022	Insurance – Fleet Insurance – Risk- and Damage-management	Tires Leasing IAA Munich from 07. - 12. 09. 2021	22. 09. 2022	23. 09. 2022	14. 10. 2022
8/2022	Tankmanagement – Fuel Cards – Fleet Management with fuel cards Company Cars 2023	Winter tire test Fuel Cards	04. 11. 2022	07. 11. 2022	25. 11. 2022



Formats			Width x Height	4c/bw
	1/1 page	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro 12,650.00
	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 6,630.00
	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 4,930.00
	1/4 page	2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro 3,740.00
	2/1 page	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro 25,300.00
	2/2 page	type area <i>bleed*</i>	400 x 123 mm 430 x 145 mm	in Euro 12,650.00
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.

ETM-Kombi

trans aktuell

+

firmenauto

+

WERKSTATT AKTUELL

Combinatory
Discount

Series:

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

Volume:

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

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.

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: 41,225*

*Print Run (yearly average) 1 July, 20 – 30 June, 21



Modell plan:

The car model plan supplement gives information on car innovations 2022 on two pages.
The planner will be placed as a poster in the center of the the **firmenauto** 8/2022 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: 41,225*

Prices upon request:

minus 15 % agency discount

Edition: firmenauto 8/2022
(Release date 25. 11. 2022)

*Print Run (yearly average): 01. 07. 20 – 30. 06. 21



Factsheet

The **Car Test** presents a series model with several variations, engines and equipments as well as operating costs and residual value projections. Car model and publication date of **Car Test** is determined after consultation.

Content

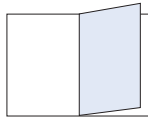
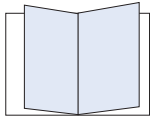
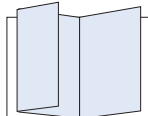
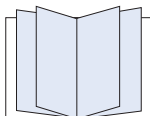
- 6 pages purchasing advice in print edition **firmenauto** (created by editor office firmenauto)
- Online renewal at www.firmenauto.de
- 2/1 pages manufacturer interview
- 1/1 page print ad in **firmenauto**

Price: 23,900.00– €



Inserts

Prices for Inserts:

	2 pages Euro 12,650.00		4 pages Euro 19,280.00
	6 pages Euro 25,300.00		8 pages Euro 31,930.00

Discounts:

please see series, page 11. 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.

Inserts

Prices for Inserts:

Euro 280.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10.00

Discounts:

No discounts for inserts

Formats:

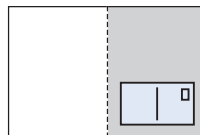
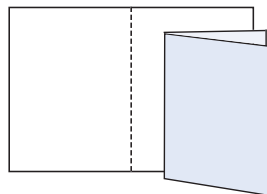
Minimum: 105 x 148 mm
Maximum: 195 x 260 mm

Required Circulation:

upon request

Delivery Date:

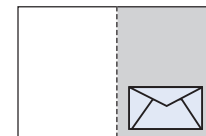
10 days past closing date.



Glued Inserts

Glued postcards and other rectangle
prints incl. envelopes Euro 52,-
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.

A AIV ALD Auto-Leasing Alfa Romeo Allianz Alphabet Alte Leipziger Aral AG ARI Fleet Arval Athlon ATU Audi Axa-Versicherung	D Dacia Logan Daimler DEKRA Deutsche Leasing Dunlop	G Goodyear	Mazda Mercedes Messe Essen Messe Leipzig Michelin Mitsubishi	S Seat Sixt Sixt Leasing Skoda Smart Suzuki
B BMW	E E-Plus E.ON Euroforum Euromaster Europa Park Europcar Euromobil EuroShell Eurotax-Schwacke	H Hankook Reifen HDI Hiepler Hyundai	N Nissan Novofleet O Opel	T Top Service Team Total Toyota
C Carglass Car Professional Chrysler Citroën Continental	F Faircar FERRYs Fiat 4Fleet FleetCompany FMD Ford	I Infiniti	P Peugeot Pirelli Pit Stop Point S Porsche PS-Team	V VDO Vergölst GmbH VHV VMF Volkswagen Volkswagen Nfz Volvo VW Leasing
		J Jaguar	R Renault Rover RWE	W Westfalen
		K Kia Motors		
		L Land Rover Lease Plan Lexus		
		M Management Circle Maske Maserati		



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
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
E-Mail: jruprecht@motorpresse.de

ETMverlag

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