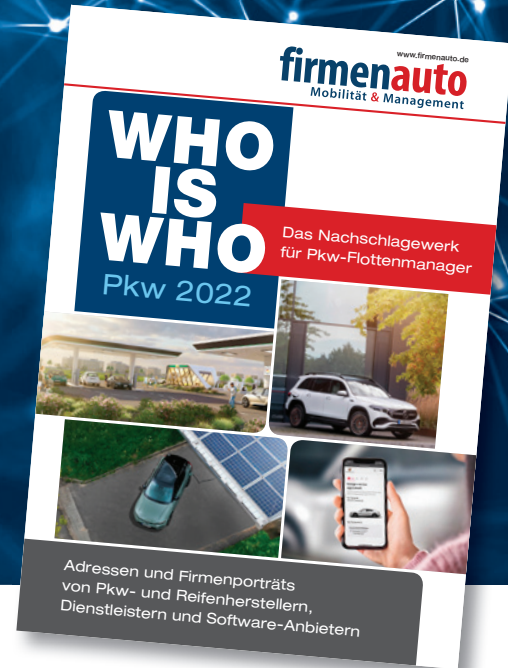


Who is Who Car Fleets

The Reference Book
for Car Fleet Managers



ETMverlag

Media Information 2022

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:

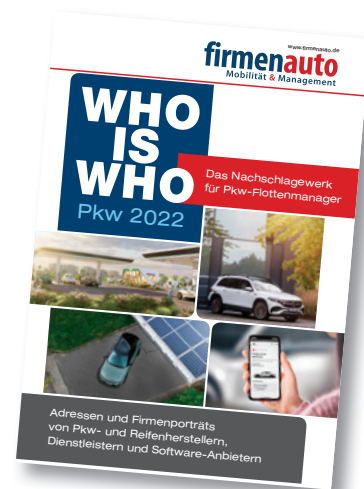
<http://www.firmenauto.de/wiwpdf>

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 (461,697 Pls acc. to IVW August, 2022).

Closing Date: 05. 10. 2022

Copy Date: 18. 10. 2022

Publication Date: 25. 11. 2022
(Supplement in [firmenauto](http://www.firmenauto.de) 08/22)



Printed Circulation

10,000* Copies as supplement in
[firmenauto](http://www.firmenauto.de) 08/22



Circulation Analysis:

Printed circulation:	10,000
Distributed circulation:	38,400
of which E-Paper	28,400
Foreign countries:	200
Paid circulation:	21,900
of which E-Paper	11,900

Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	copies
Home country	99,5 %	38,200
Foreign countries	0,5 %	200
Distributed circulation	100 %	38,400

Who is Who Car Fleets

Format	Size Bleed	4c
1/1 Page	148 x 210 mm	6,760.00 €

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	1,990.00 €
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Company Portrait Online

siehe www.firmenauto.de/wiw	1,990.00 €
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Combination Company Portrait Print and Online

1/1 Page + Online-Company Portrait	2,790.00 €
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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.

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.

Print Profile for Ad

ISOCOATED V2

Format: 148 mm x 210 mm + 5 mm Bleed on all sides

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.



Thomas Beck

Sales Manager

Media advice, offers and orders

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Motor Presse Stuttgart
und VF Verlagsgesellschaft