

www.firmenauto.de

www.firmenauto.de
The Website for
Mobility & Management



ETMverlag

Media Information 2022



1. Web Address (URL)

www.firmenauto.de
The portal for Mobility & Management

2. Characteristics

At www.firmenauto.de the company car is the centre of attention. Cost-conscious management and constantly improving vehicle techniques make it a complex and challenging task to manage a fleet and choose the adequate company car.

www.firmenauto.de offers valuable advice for managing fleets and finding a suitable partner for external fleet management.

3. Target Groups

Fleet managers and professionals for passenger car fleets.

4. Quality Check

- Optimized campaign monitoring
- Transparent reporting

5. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany
www.eurotransport.de

6. Contact

Thomas Beck
Phone: +49. 711. 7 84 98-98
E-Mail: thomas.beck@etm.de

7. Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone: +49. 211. 17 93 47 50
E-Mail: werbung@businessad.de

<http://www.businessad.de/channel/mittelstand/firmenauto>



7. Advertising:

Superbanner:	728 x 90 Pixel
Skyscraper:	160 x 600 Pixel
Halfpage:	300 x 600 Pixel
Wallpaper:	728 x 90 + 160 x 600 Pixel
Rectangle:	300 x 250 Pixel
Fireplace:	160 x 600 + 1020 x 90 Pixel + 160 x 600 Pixel

**Further formats, please see page 5,
prices upon request.**

Page impressions/month: 847,380

Visits/month: 121,444

of which mobile: 286,624

Visits/month: 59,650

Base: 12/2021 (IWW)*

8. Discounts

Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:

Net order volume	from 10,000 € up	10%
Net order volume	from 20,000 € up	15%
Net order volume	from 30,000 € up	20%
Net order volume	from 40,000 € up	25%

Volumes and duration apply to one order year.

9. Terms of payment

All insertion orders are accepted on a strictly prepaid basis only. For payments we give a 2% trade discount (only if there are no outstanding bills).

10. Bank

Baden-Württembergische Bank AG, Stuttgart
Account No. 7871 5092 76, Bank Code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

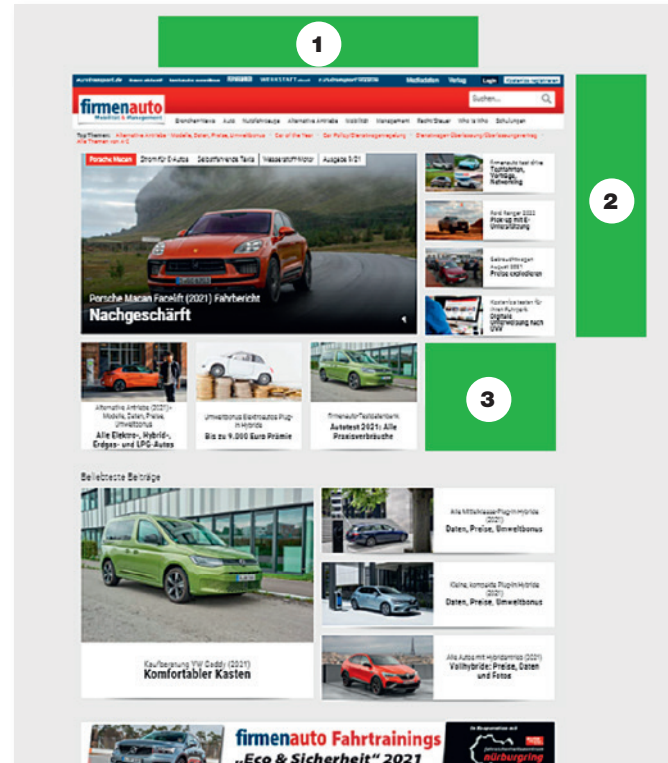
General Terms and Conditions of ETM Verlag apply.

- 1 Superbanner: 728 x 90 px
TCP: Euro 65.00
- 2 Skyscraper: 160 x 600 px
TCP: Euro 75.00
- 3 Rectangle: 300 x 250 px
TCP: Euro 90.00

Prices incl. VAT

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks

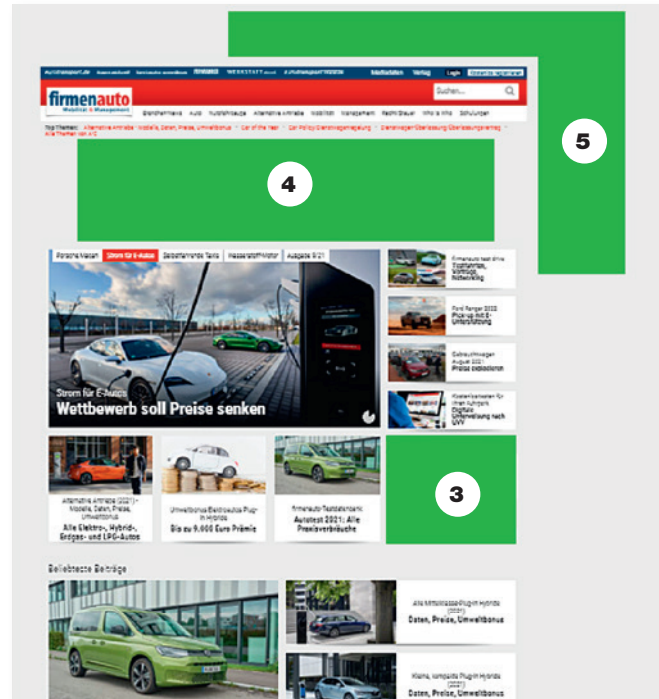


- 3** Rectangle: 300 x 250 px
TCP: Euro 90.00
- 4** Billboard: 900 x 250 px
TCP: Euro 115.00
- 5** Wallpaper =
Superbanner: 728 x 90 px
+
Skyscraper: 160 x 600 px
TCP: Euro 115.00

Prices incl. VAT

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks



Native Ad In

Your content will be integrated in the editorial part as labelled sponsored article or advertisement. Video integration is possible. Teaser and article page are adapted to the look & feel of the page.

Native Ad In with microsite, look & feel of page, incl. picture galleries.

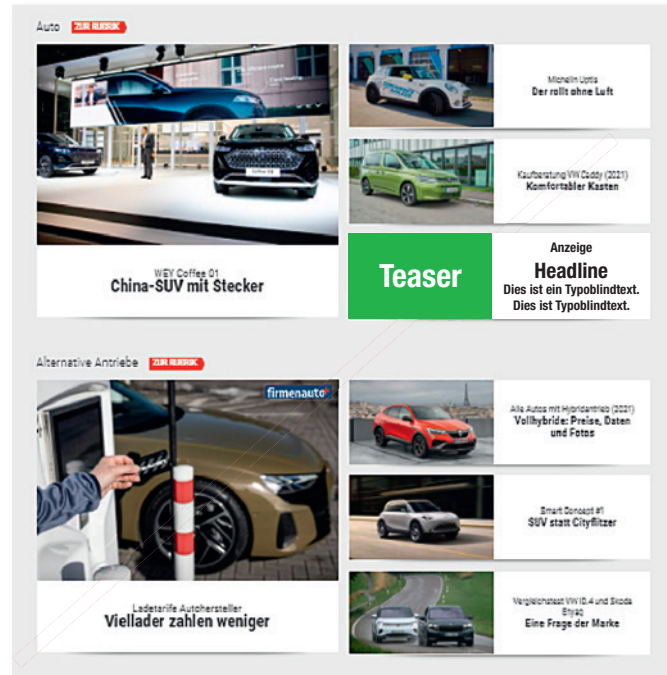
Linking with microsite.

TCP: Euro 100.00

Prices incl. VAT

Position

- Homepage, teaser area, section „Auto“
- On article page below article text
- Within the margin



Native Ad Out

The Native Ad Out format is a text-photo advertisement with a high grade of adaption to the editorial section, linked to your site with one click.

Text-picture ads are always fully adapted to regular news teasers and labelled as an ad.

TCP: Euro 95.00

Prices incl. VAT

Position

- Homepage, teaser area, section „Auto“
- On article page below article text
- Within the margin

Alle Autos mit Hybridantrieb (2021)
Vollhybride: Preise, Daten und Fotos

Preis, Verbrauch, Reichweite, Umweltprämie
Alle Plug-in Hybride (2021)

Überklasse: Alle großen Plug-in Hybriden (2021)
Daten, Preise, Umweltbonus

Kleine, kompakte Plug-in Hybride (2021)
Daten, Preise, Umweltbonus

firmenauto
Mobilität & Management

E-Autos als Geschäftswagen
Sonderkassen, Wert Steuer

09/2021
1. September 2021

Inhalt zeigen

Margin

Mobile Banner Advertisement for Smartphones and Tablets

Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

m.firmenauto.de

Page impressions mobile website: 286,624

Visits mobile website: 59,650

Base: 12/2021*

Mobile Formats

Rectangle:

300 x 250 px

10 TCP: Euro 95.00

Integrated banner:

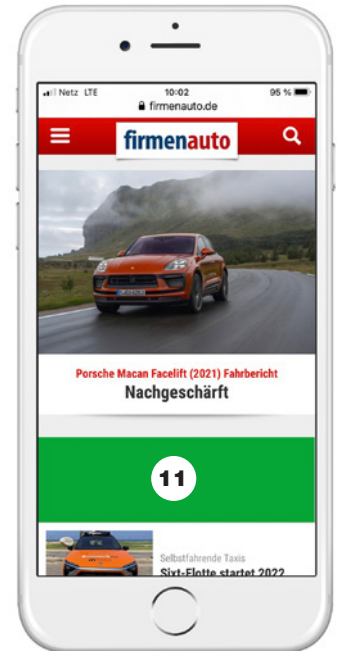
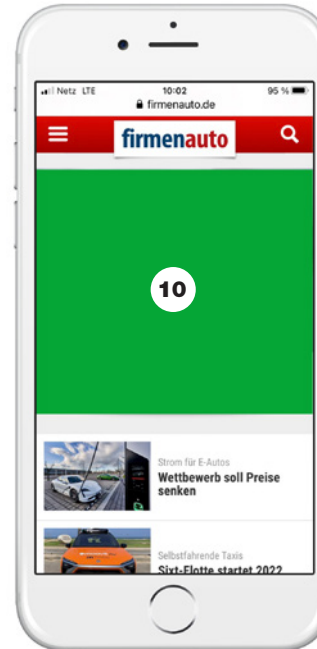
300 x 150 px

11 TCP: Euro 60.00

Picture files: GIF, JPG, PNG

Target-URL

Prices incl. VAT



Newsletter firmenauto – weekly, Thursdays

The firmenauto Newsletter gives weekly information on the fleet market

Newsletter Subscribers:

1,066 (Base: 12/2021)*

Format:

Fullsize Banner

468 x 60 Pixel or

580 x 95 Pixel as jpeg

Further formats on request

Price per dispatch:

840.00 €

Discounts:

please check page 3

Runtime and Booking:

Duration, frequency and date of booking are subject to availability.



Vergleichen Sie V6 4.0 und 5.0 mit 2.0
Eine Frage der Marke
Bereits vier Autos sind jetzt in der Lage, mit der 2.0 zu fahren. In der
Motorleistung sind die V6 4.0 und 5.0 nicht nur um die Länge der
Hubstrecke, sondern auch um die gleiche Länge, wie eine 2.0 besser.



Flottenmarkt August 2021
E-Autos überholen Diesel

Position 1



Kraftstoffverbrauch im Probenland
Diese Autos verbrauchen
unter 6,0 Liter



Top Ten der V6-Motoren
Bauen Sie Motoren der
Zukunft

Position 2



Flottenmarkt August 2021
Alle
Flottenmarkteure

Online Advertorial

Content and image in the look & feel of the firmenauto.de site, positioned in a thematically fitting section.

Additional teasers on the start page and in the firmenauto.de newsletter draw attention to your company in a targeted and effective manner.

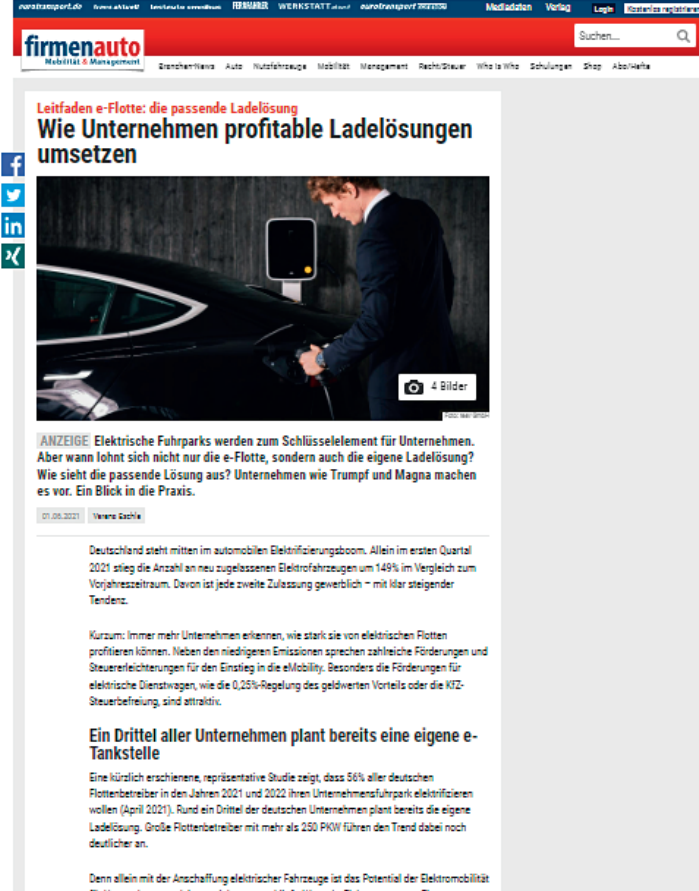
Advertisement

- Marking as advertisement/advertorial
- image and text ad in a thematically fitting section
- on the day of publication 24 h on the start page
- 1x teaser in newsletter
- 1x publication in the social media channel
- runtime: 4 weeks

Price: Euro 2,200.00

Data delivery

- return of completed template 14 days prior start date
- 1 corrective phase possible



The screenshot shows the homepage of firmenauto.de. The navigation bar includes links for 'konstruktiv.de', 'firmenaktiv.de', 'firmenauto.de', 'FIRMENAUTO', 'WERKSTATT.de', 'eurotransport.de', 'Mediadaten', 'Verlag', 'Login', and 'Konten/registrieren'. A search bar is located on the right. Below the navigation bar, there are social media icons for Facebook, Twitter, LinkedIn, and X. The main content area features an article titled 'Leitfaden e-Flotte: die passende Ladelösung' with a sub-headline 'Wie Unternehmen profitable Ladelösungen umsetzen'. The article includes a photo of a man plugging a charging cable into a car. Below the photo, there is a section labeled 'ANZEIGE' (Advertisement) with the text: 'Elektrische Fuhrparks werden zum Schlüsselement für Unternehmen. Aber wann lohnt sich nicht nur die e-Flotte, sondern auch die eigene Ladelösung? Wie sieht die passende Lösung aus? Unternehmen wie Trumpf und Magna machen es vor. Ein Blick in die Praxis.' The article is dated 01.08.2021 and is by Verena Sachle. The text of the article discusses the growth of electric vehicle fleets in Germany and the importance of charging infrastructure for companies.

Coordination Online

Doris Viktoria Lorch
Phone: +49. 711. 7 84 98-92
E-Mail: doris.lorch@etm.de

Desktop

Standard formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 bzw. 160 x 600 Pixel
- Halfpage: 300 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of superbanner and skyscraper
- Fireplace: Combination of skyscraper on the left, superbanner and skyscraper on the right

Mobile banner formats:

- Rectangle: 300 x 250 Pixel
- Integrated banner: 300 x 75 Pixel
300 x 50 Pixel
320 x 50 Pixel

Picture files: GIF, JPG, PNG, Target-URL

Ad Management

Gabi Volkert
Phone: +49. 711. 1 82-14 03
E-Mail: gvolkert@motorpresse.de

Special formats:

- Expandable skyscraper: 160 x 600 Pixel plus 600 Pixel extended
- Banderole ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

Newsletter advertisement:

- Fullsize-banner: 468 x 60 Pixel
or
580 x 95 Pixel
as jpg

Data delivery: ads@etm.de

Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone: +49. 02 11. 17 93 47 50
E-Mail: werbung@businessad.de

**[http://www.businessad.de/
channel/mittelstand/firmenauto](http://www.businessad.de/channel/mittelstand/firmenauto)**

File formats and required entries:

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- Redirect
- Entry of Target-URL for data transfer
- Banner (jpg, png, gif) not exceeding 120 KB
- Implementation of the clickTAG to count the number of clicks



Thomas Beck

Marketing:

Media advice, offers and orders

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

Thomas Beck
Key Account Manager Print/Digital Media/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 GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart, Germany
Gabriele Volkert
Phone: +49. 711. 182-14 03
E-Mail: gvolkert@motorpresse.de