

FERNFAHRER

The Truck Magazine
for Professionals



ETMverlag

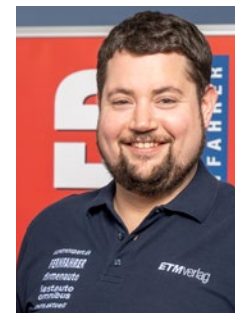
Media Information 2023



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

- 2 Publication:** monthly,
12 editions
- 3 Year:** 41th year 2023
- 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: Norbert Blucke,
Phone: +49. 711. 7 84 98-94
norbert.blucke@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 4.70

13 ISSN-No.: 02573180

14 Volume analysis 2021 = 12 editions

Format: 230 x 298 mm

Total size: 1,198 Pages = 100.0 %

Editorial: 996 Pages = 83.4 %

Advertisement: 204 Pages = 17.0 %

of which

Classified ads: 78 Pages = 38.2 %

Inserts: 0 Pages = 0 %

House ads: 76 Pages = 25.9 %

Inserts 0 editions

15 Content Analysis of Editorial 2021 = 996 Pages



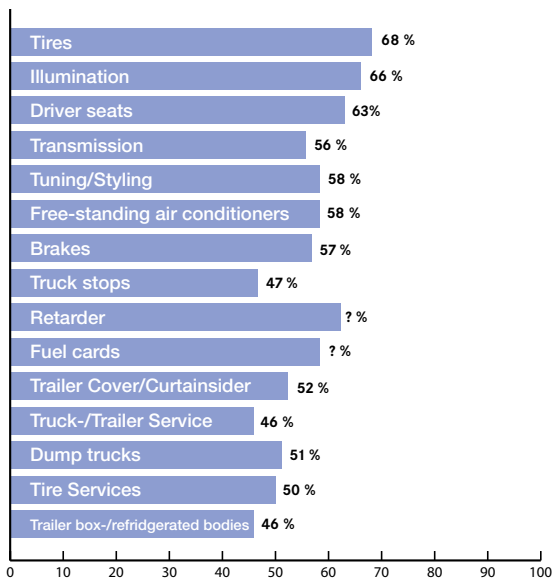
16 **Circulation analysis:**

Total circulation:	25,000
Distributed circulation:	18,500
of which e-paper:	2,000
Foreign countries:	1,500
Paid circulation:	16,100
of which e-paper:	1,500
Foreign countries:	1,400
– Subscription:	8,600
– Single sales:	6,500
– General sales:	1,500

17 **Geographic distribution:**

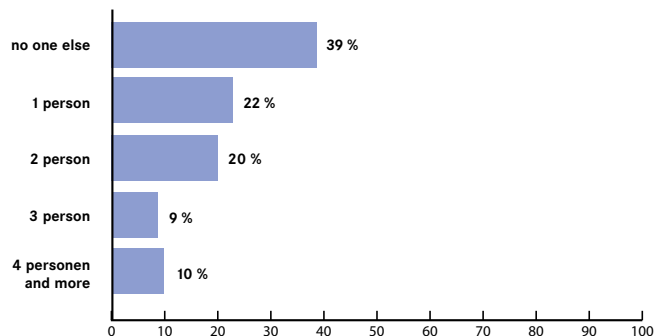
Economic sector		Percentage of distributed circulation copies
	%	
Home country	91.9 %	17,000
Foreign countries	8.1 %	1,500
Distributed circulation	100.0 %	18,500

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



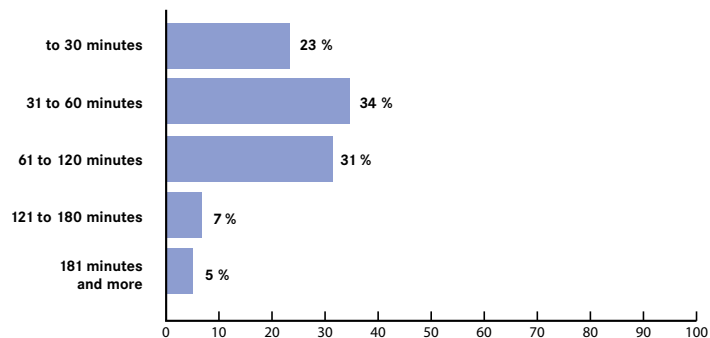
How many people, but you, are receiving your copy of FERNFAHRER to read or look at?

Number co-readers:
2.7 readers per copy

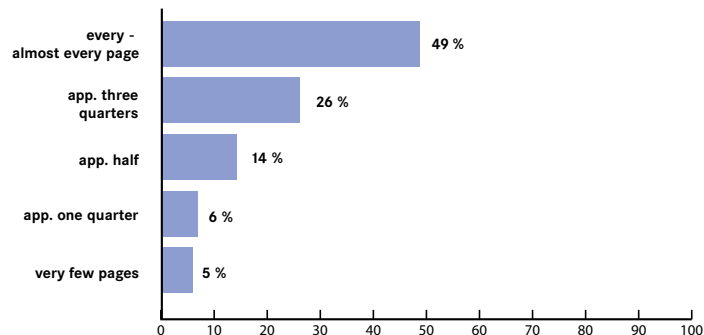


**How does the FERNFAHRER reader
use FERNFAHRER?**

Average reading time per copy: 82 minutes



How many pages are being read?





- 1 **Circulation:** Printed circulation: 25,000
Distributed circulation 18,500
- 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:
Address: Handwerkstraße 15, 70565 Stuttgart,
Germany
Internet: www.eurotransport.de
Advertisement: Phone: +49. 711. 784 98-94
- 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
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Backcover

4c	in Euro	12,240.00
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**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

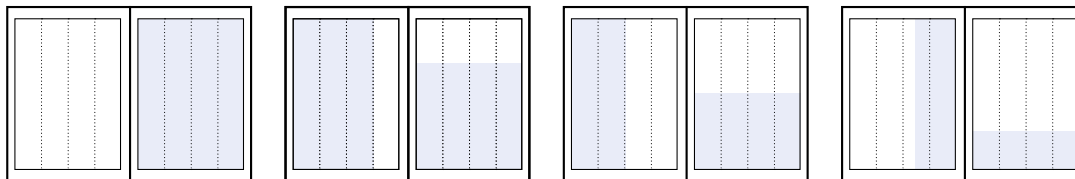
Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	10,200.00
3/4 page	type area <i>bleed*</i>	vertical horizontal <i>vertical</i> <i>horizontal</i>	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	7,680.00
1/2 page	type area <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.

General terms and conditions of ETM Verlag apply.



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

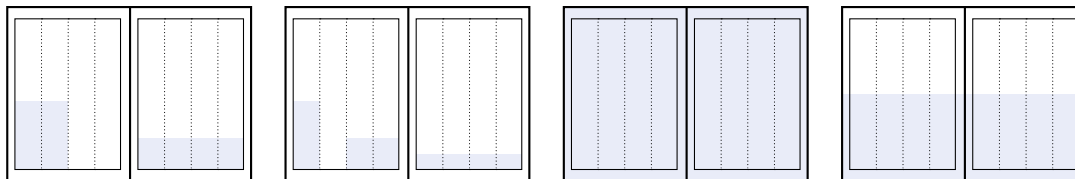
1/2 page
vertical: 95 x 263 mm
horizontal: 196 x 129 mm
vertical: 114 x 298 mm
horizontal: 230 x 150 mm

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
2/2023	money: expenses, taxes, requirements, tips	Spielwarenmesse Nürnberg	09. 12. 2022	13. 12. 2022	07. 01. 2023
3/2023	breakdown services, truck assistance systems		10. 01. 2023	12. 01. 2023	04. 02. 2023
4/2023	trailer & superstructure, work safety telematics and load safety		07. 02. 2023	09. 02. 2023	04. 03. 2023
5/2023	tuning, styling, truck features		07. 03. 2023	09. 03. 2023	01. 04. 2023
6/2023	tires and tire services, air-conditioning	transport logistic München	06. 04. 2023	12. 04. 2023	06. 05. 2023
7/2023	Anniversary Edition 40 Years FERNFAHRER + service fuel cards + fire and rescue vehicles		05. 05. 2023	09. 05. 2023	03. 06. 2023
8/2023	preview Truck-Grand-Prix	Truck-Grand-Prix Nürburgring	05. 06. 2023	07. 06. 2023	01. 07. 2023
9/2023	maintenance, care, cleaning truck driver's seats		11. 07. 2023	13. 07. 2023	05. 08. 2023
10/2023	preview fair NUFAM trailer and superstructure	NUFAM Karlsruhe	11. 08. 2023	15. 08. 2023	07. 09. 2023
11/2023	construction vehicles education and training for truck drivers		07. 09. 2023	11. 09. 2023	05. 10. 2023
12/2023	truck lighting, load safety		04. 10. 2023	06. 10. 2023	02. 11. 2023
1/2024	outlook and innovations 2024		10. 11. 2023	14. 11. 2023	07. 12. 2023

ETM-Kombi

trans aktuell

+

FERNFAHRER

+

WERKSTATT aktuell

Combined Discount

Combination terms:

There are combinatory discounts for ETM publications. Respective volume discount can be applied if advertiser places ads within one order year (12 calendar months). Motif changes, different ad formats and variable insert dates upon request.

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>

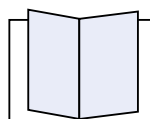
Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

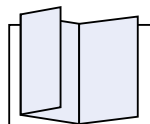
Iris Eifrig/**FERNFAHRER**
Phone: +49. 711. 182-1613
E-Mail: ieifrig@motorpresse.de

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:

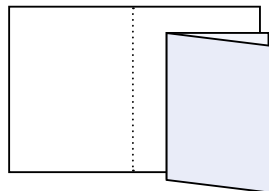
No discounts for inserts

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:

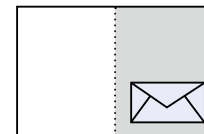
Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

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

Further information:

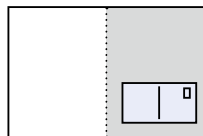
Prices can be raised if quality of products or
manufacturing requires additional costs.
Additional freight costs will be charged separately.

VAT: all prices are in Euro + VAT.

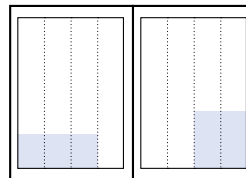
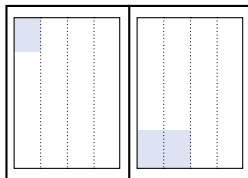


15 **Glued inserts:**

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



Format



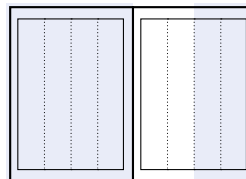
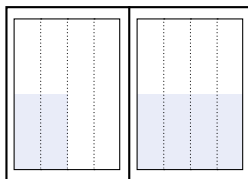
type area

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.

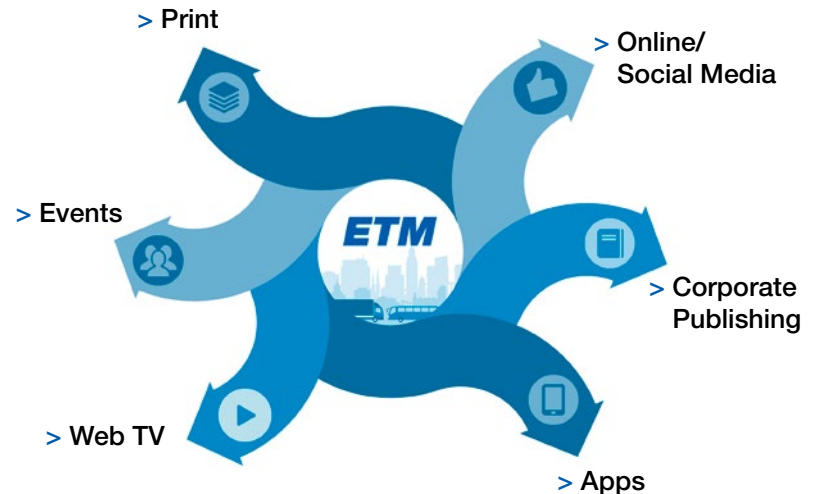
Please see our **KOMBIMARKT** with mutual classified advertisement section of **FERNFAHRER** and **trans aktuell** (please see separate media kit **KOMBIMARKT**).

* 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 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 Uhrleben Reinert Recaro Renault Trucks S Sachs SAF Scania Scheuerle Schmitz Cargobull Schoch Schwarzsmüller 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 magazines **trans aktuell** (print and digital) and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the online portal with a monthly page impression rate of 468,699 page impressions (IVW July, 2022)
- **eurotransportTV** with more than 17 million video calls* and about 184,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status July, 2022)
- The **ETM SocialMedia Channels** are characterized by large interaction ranges for contents as well as a steady growth of followers:
Facebook: 80.000, YouTube: 40.000,
Instagram: 8.100, Twitter: 1.800
ETM Verlag, status September, 2022)
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 100,000 visitors per weekend

With the ETM Multichannel Offer on all Media Channels:



**Possible booking
in subsequent newsletter**

→ FERNFAHRER

Recipients: 3,797*

Days of dispatch: 1 day prior publication date

Price per release: Euro 1,620.00

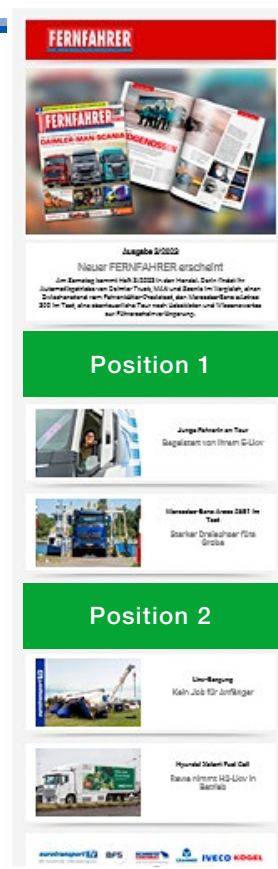
Data delivery: 10 days prior to start date.

Data transfer:

Advertising material Fullsize-Banner 468 x 60 Pixel
or 580 x 95 Pixel
static, not animated as jpg
and naming of target-URL
Delivery ads@etm.de

Price + VAT.

* Current access figures/addressees upon request.





Norbert Blucke

Marketing

Media advice, offers and orders

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

Norbert Blucke
Phone +49. 711. 7 84 98-94
E-Mail norbert.blucke@etm.de

Internet www.eurotransport.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