

Who is Who Car Fleets

The Reference Book
for Car Fleet Managers



ETMverlag

Media Information 2023

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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>

Publish your company portrait additionally online at [firmenauto.de](http://www.firmenauto.de)

Prices see page 4

Closing Date: 24. 10. 2023

Copy Date: 07. 11. 2023

Publication Date: 15. 12. 2023
(Supplement in trans aktuell 24/23)

* Publisher information



Printed Circulation

20,000.00* Copies as supplement in
trans aktuell 24/23

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.

Circulation

37,200.00*	copies of which
20,000.00*	printed copies as supplement
	in <i>trans aktuell</i> 24/23
17,200.00*	digital print

* Publisher information

NEW: Expert Article

Share your expertise on a Who is Who section and receive 2 pages print + online renewal of your expert article.

Your article appears as exclusive lead in the relevant section. Prices on request.

Specifications text and image material

Characters: max. approx. 4,000 characters
(incl. blank spaces and potential infoboxes)

Images: approx. 1-3 images with photo proof in print quality (300dpi), logo and portrait photo.

For the online publication, SEO optimization is carried out for the teaser text, which we are happy to undertake and coordinate with you.

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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

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 + corresponding photo proof.



Alexander Fischer

Marketing

Media advice, offers and orders

EuroTransportMedia

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Motor Presse Stuttgart
und VF Verlagsgesellschaft