

www.firmenauto.de

www.firmenauto.de
The Website for
Mobility & Management



ETMverlag

Media Information 2023



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

Doris Viktoria Lorch
Phone: +49. 711. 7 84 98-92
E-Mail: doris.lorch@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
Ad Bundle:	
- Superbanner:	728 x 90 Pixel +
- Skyscraper:	160 x 600 Pixel +
- Rectangle:	300 x 250 Pixel

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

Page impressions/month: 461,697

Visits/month: 98,741

of which mobile: 190,266

Visits/month: 54,583

Base: 08/2022 (IVW)*

*Source: IVW – most recent figures upon request.

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

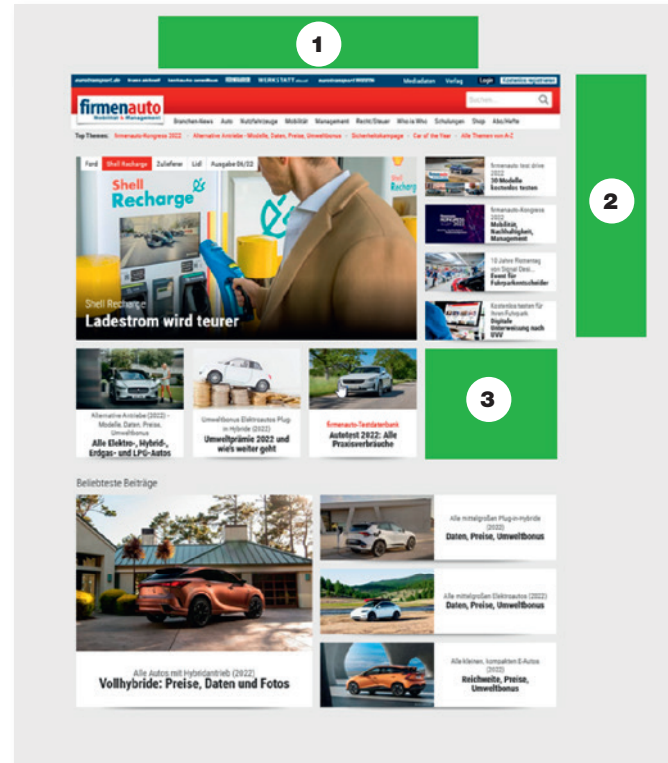
General Terms and Conditions of ETM Verlag apply.

- 1 Superbanner:** 728 x 90 px
TCP: Euro 67.00
- 2 Skyscraper:** 160 x 600 px
TCP: Euro 77.00
- 3 Rectangle:** 300 x 250 px
TCP: Euro 100.00
- Ad Bundle** made of
 - Superbanner: 728 x 90 px
 - Skyscraper: 160 x 600 px
 - Rectangle: 300 x 250 px
 TKP: Euro 95.00

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



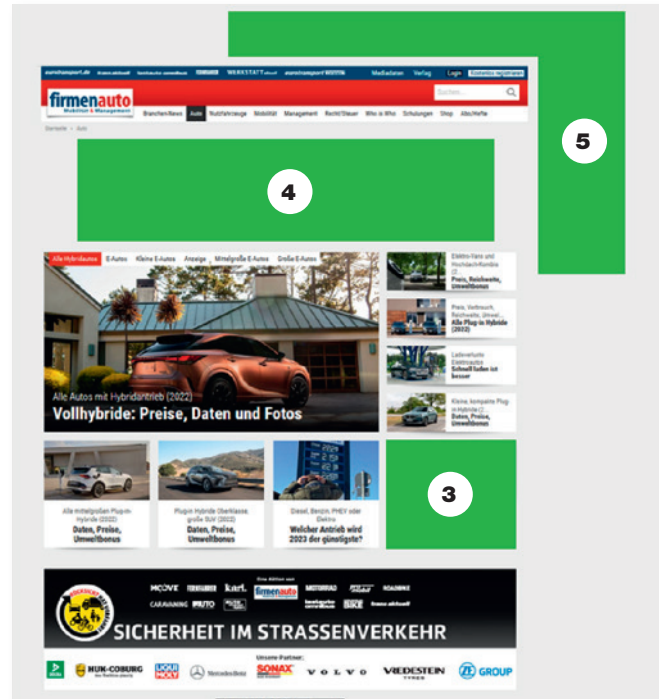
- 3** Rectangle: 300 x 250 px
TCP: Euro 100.00
- 4** Billboard: 900 x 250 px
TCP: Euro 120.00
- 5** Wallpaper =
Superbanner: 728 x 90 px
+
Skyscraper: 160 x 600 px
TCP: Euro 117.00

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

Data delivery: 14 days prior to start date.



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 102.00

Prices incl. VAT

Position

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

Data delivery: 14 days prior to start date.



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.

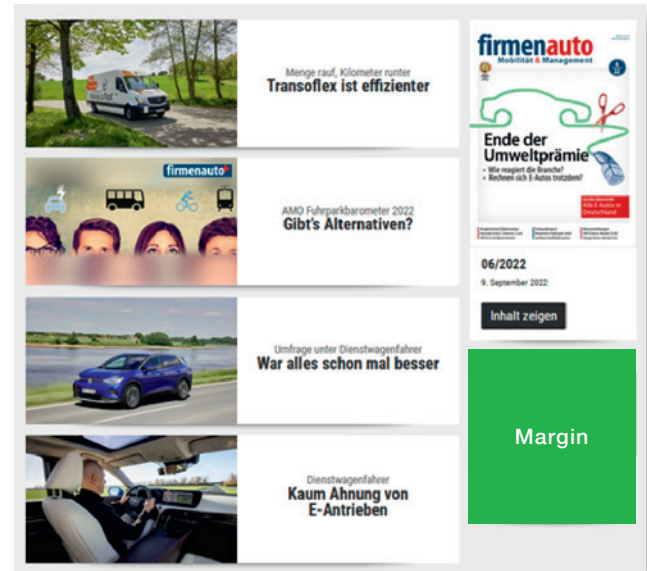
TCP: Euro 97.00

Prices incl. VAT

Position

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

Data delivery: 14 days prior to start date.



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: 190,266

Visits mobile website: 54,583

Base: 08/2022 (IVW)*

Mobile Formats

High Impact:

300 x 300 px

10 TCP: Euro 110.00

Integrated banner:

300 x 150 px

11 TCP: Euro 62.00

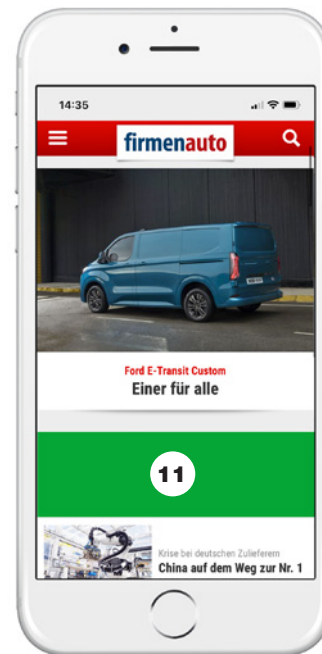
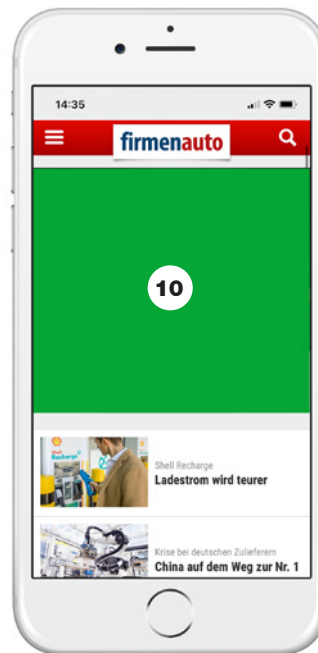
Picture files: GIF, JPG, PNG

Target-URL

Data delivery: 14 days prior to start date.

Prices + VAT

*Source: IVW – most recent figures upon request.



Mobile banner advertisement for Smartphones and Tablets

Mobile Formats

Interscroller:

640 x 920 px

320 x 480 px

12 TKP: Euro 125.00

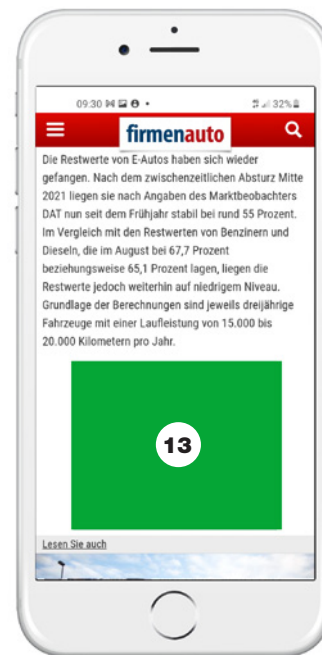
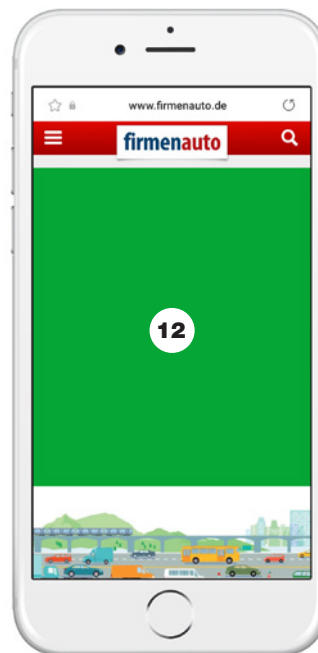
Rectangle:

300 x 250 px

13 TKP: Euro 100.00

Image Files: GIF, JPG, PNG

Target/URL



Data delivery: 14 days prior to start date.

Prices + VAT.

Newsletter firmenauto – weekly, Thursdays

The firmenauto Newsletter gives weekly information on the fleet market

Newsletter Subscribers:

1,115 (Base: 02/2023)*

Format:

Fullsize Banner
468 x 60 Pixel or 580 x 95 Pixel as jpeg,
static, not animated, 72 dpi

Further formats on request

Price per dispatch:

870.00 €

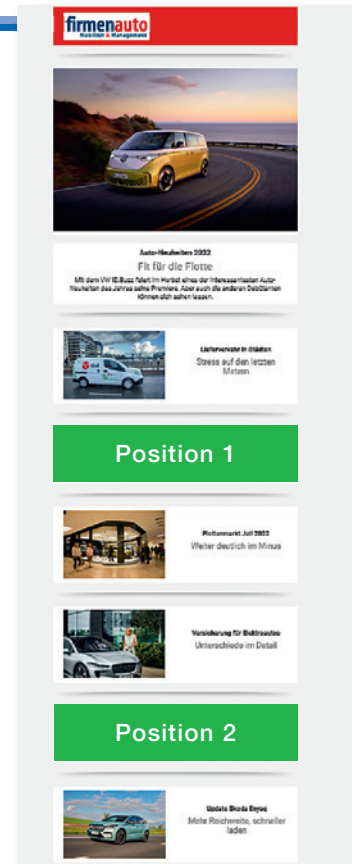
Discounts:

please check page 3

Runtime and Booking:

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

*Acc. to ETM – most recent figures upon request.



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, static, not animated, 72 dpi

Data delivery: ads@etm.de

Marketing Partner Online

businessAD

Mehr Wert für Marken

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

File formats and required entries:

- HTML 5: Data according to W3C standards, total size of extracted files max. 1000 KB
- jpg, png (static; gif (static and animated)
- 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



Doris V. Lorch

Marketing

Media advice, offers and orders

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
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70565 Stuttgart, Germany

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ETMverlag

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