

# FERNFAHRER

The Truck Magazine  
for Professionals



ETMverlag

Media Information 2024



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 ten times a year, competent drivers's 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:** 10 editions
- 3 **Year:** 42nd year 2024
- 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

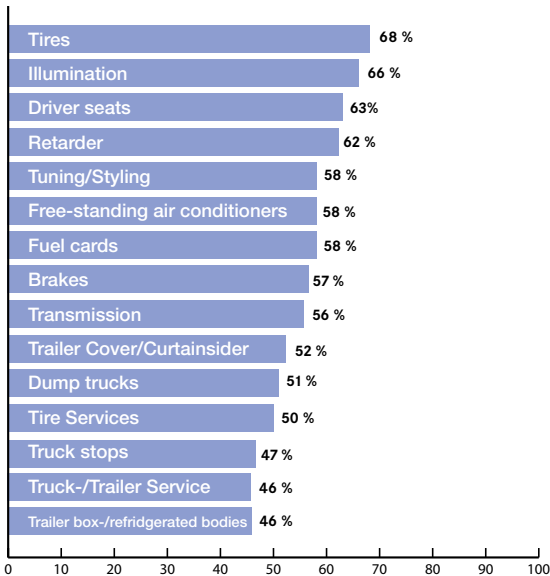
- 9 **Editor:** Markus Bauer, Editor-in-Chief  
Phone: +49. 711. 784 98-35  
markus.bauer@etm.de
- 10 **Advertisement:** Norbert Blucke,  
Phone: +49. 711. 7 84 98-94  
norbert.blucke@etm.de
- 11 **Marketing:** Bernd Steinfeldt, Marketing Manager  
Phone: +49. 711. 784 98-17  
bernd.steinfeldt@etm.de
- 12 **Cover price**  
**Subscription:**  
Germany Euro 45.30  
**Cover price:** Euro 4.90
- 13 **ISSN-No.:** 02573180
- 14 **Volume analysis 2022 = 12 editions**  
**Format:** 230 x 298 mm  
**Total size:** 1,200 Pages = 100.0 %  
**Editorial:** 1,003 Pages = 83.6 %  
**Advertisement:** 197 Pages = 16.4 %  
of which  
Classified ads: 61 Pages = 30.9 %  
Inserts: 0 Pages = 0 %  
House ads: 76 Pages = 38.6 %  
**Inserts** 0 editions
- 15 **Content Analysis of Editorial 2022 = 1,003 Pages**

16 Circulation analysis:

Printed edition:	30,000
Distributed circulation:	17,200
Plus digital:	10,100
Paid circulation print:	16,650
Thereof digital:	450
Thereof subscribed copies:	9,000
Thereof individual sales:	5,500
Thereof other sales:	1,700

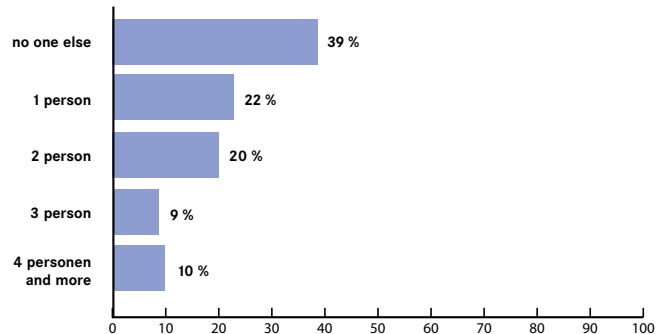


FERNFAHRER readers are very interested in the following topics (Best Brands):



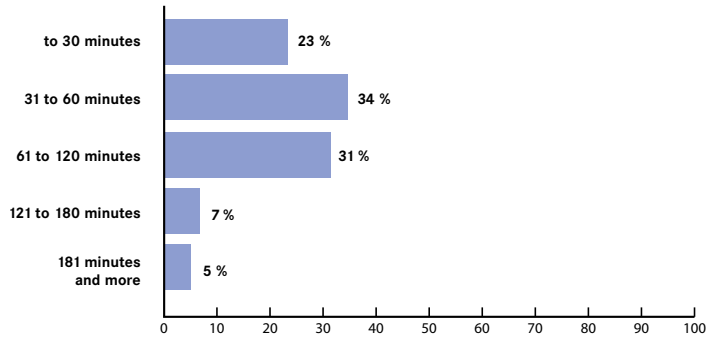
How many people, but you, are receiving your copy of FERNFAHRER to read or look at?

Number co-readers:  
2.7 readers per copy

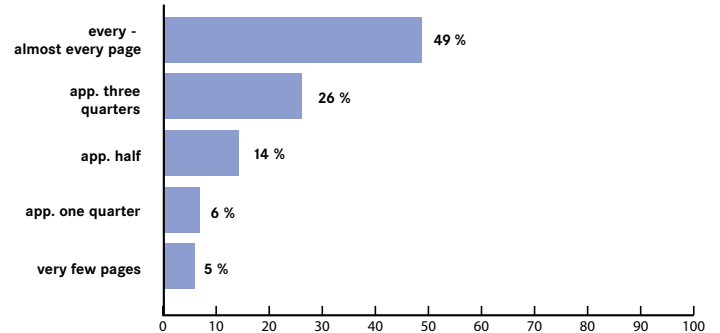


**How does the FERNFAHRER reader use FERNFAHRER?**

Average reading time per copy: 82 minutes



**How many pages are being read?**





- 1 **Circulation:** Printed circulation: 30,000
- 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:**

<b>1/1 page</b>		
<b>2nd Cover</b>		
4c	in Euro	12,850.00

<b>3rd Cover</b>		
4c	in Euro	11,790.00

<b>Backcover</b>		
4c	in Euro	12,850.00

**For 1st right advertising page and further preferred positioning add: 20%.**

**Classified ads with 1 column**  
only upon request

4c	in Euro	27.00
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No discounts

- 9 **Classified advertisement:**  
please see Media Information **KOMBIMARKT**
- 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
<b>1/1 page</b>	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	10,700.00
<b>3/4 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm 163 x 298 mm 230 x 219 mm	in Euro	8,050.00
<b>1/2 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm 114 x 298 mm 230 x 150 mm	in Euro	5,450.00
<b>1/3 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	62 x 263 mm 196 x 86 mm 80 x 298 mm 230 x 108 mm	in Euro	4,350.00
<b>1/4 page</b>	type area	1 column 2 columns 4 columns	45 x 263 mm 95 x 129 mm 196 x 64 mm	in Euro	3,050.00
<b>1/8 page</b>	type area	1 column 2 columns 4 columns	45 x 129 mm 95 x 64 mm 196 x 32 mm	in Euro	1,690.00
<b>2/1 pages</b>	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	21,400.00
<b>1 1/2 pages</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	323 x 263 mm 424 x 193 mm 341 x 298 mm 460 x 219 mm	in Euro	16,150.00
<b>2/2 pages</b>	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	10,700.00

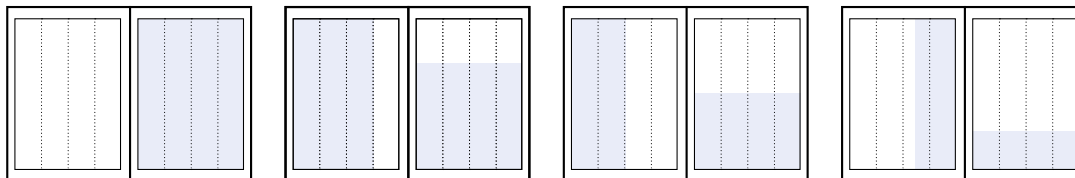
\* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge.

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

**1/2 page**  
vertical: 95 x 263 mm  
horizontal: 196 x 129 mm

**1/3 page**  
vertical: 62 x 263 mm  
horizontal: 196 x 86 mm

*bleed\**

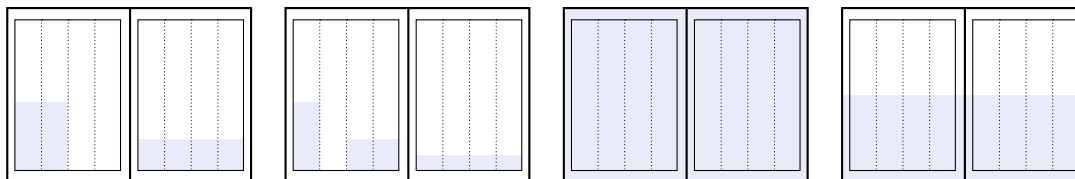
230 x 298 mm

vertical: 163 x 298 mm  
horizontal: 230 x 219 mm

vertical: 114 x 298 mm  
horizontal: 230 x 150 mm

vertical: 80 x 298 mm  
horizontal: 230 x 108 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**  
2 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
2-3/2024	money and expenses		29. 12. 2023	04. 01. 2024	01. 02. 2024
4/2024	H <sub>2</sub> -Lkw, fuel & loading		05. 02. 2024	08. 02. 2024	07. 03. 2024
5/2024	construction vehicles and charging lkw	FERNFAHRER Roadshow Rüssel Truck Show	29. 02. 2024	05. 03. 2024	04. 04. 2024
6/2024	tires and tire services	FERNFAHRER Roadshow Truckerfestival Geiselwind	05. 04. 2024	10. 04. 2024	08. 05. 2024
7-8/2024	maintenance, care, cleaning truck driver's seats Preview Truck-Grand-Prix Nürburgring	Tire Cologne Köln	16. 05. 2024	22. 05. 2024	20. 06. 2024
9/2024	telematics & IT	FERNFAHRER Roadshow Truck-Grand-Prix Nürburgring	08. 07. 2024	11. 07. 2024	08. 08. 2024
10/2024	trailer & superstructure, refrigerated trucks, Preview IAA Transportation	IAA Transportation	02. 08. 2024	07 08. 2024	05. 09. 2024
11/2024	IAA-Highlights	Ländle Truck Show Bludesch	06. 09. 2024	11. 09. 2024	10. 10. 2024
12/2024	tires and tire services		02. 10. 2024	08. 10. 2024	07. 11. 2024
1-2/2025	E-Lkw, H <sub>2</sub> -Lkw, trailer & superstructure, service, fuel & loading		11. 11. 2024	14. 11. 2024	12. 12. 2024

For Classified Advertisement and media information of **trans aktuell** and **FERNFAHRER** please check  
Media brochure of **KOMBI**MARKT.

### 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](http://www.duon-portal.de)

**Delivery of printing material:** Please send advertisements within editorial part electronically via „[www.duon-portal.de](http://www.duon-portal.de)“  
You will find support at [support@duon-portal.de](mailto: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>

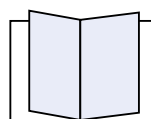
Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

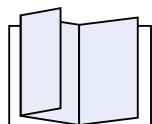
Iris Eifrig/**FERNFAHRER**  
Phone: +49. 711. 182-1613  
E-Mail: [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

13 **Inserts**

**Prices:**



4 pages  
Euro 16,150.00



6 pages  
Euro 21,450.00

**Other prices:**

8 pages Euro 26,850.00

**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/m<sup>2</sup>  
6 pages: min. 80 g/m<sup>2</sup>

- 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 315.00 per  
1,000 copies up to 25 g.  
Each additional 5 g cost  
Euro 11.00

**Discounts:**

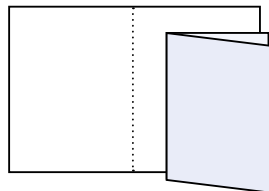
No discounts for inserts

**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:**

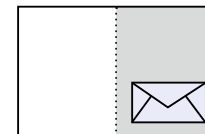
Dierichs Druck & Media GmbH & Co. KG,  
Frankfurter Straße 168, 34121 Kassel, Germany  
Phone: +49. 5 61. 6 02 80-1 62

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

**Further information:**

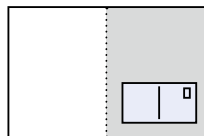
Prices can be raised if quality of products or  
manufacturing requires additional costs.  
Additional freight costs will be charged separately.

**VAT:** all prices are in Euro + VAT.

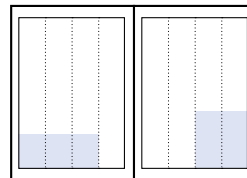
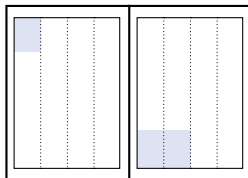


15 **Glued inserts:**

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



**Format**



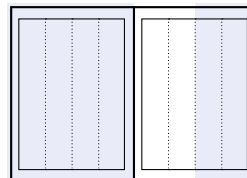
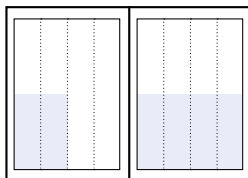
type area

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.

The Advertorial „Geschäftliche Informationen“ offers companies to provide their customers as well as business partners with up-to-date information on special occasions and/or topics.

On editorial newspaper pages you can introduce or present your company, your events, services and innovations. **Native Ad „Geschäftliche Informationen“** is the platform for business presentation - whether it is a start-up company, an anniversary, a new business division or an introduction of a new product and/or service.

Your advertisement or that of an associated company can be placed inside.

**Geschäftliche Informationen/Advertorial**

Size	Price
1 page (Advertorial) incl. online renewal at <a href="http://eurotransport.de">eurotransport.de</a> (Native Ad, six weeks duration) Other print or online formats upon request.	8,290.00 €

**Booking**  
6 weeks prior publication date



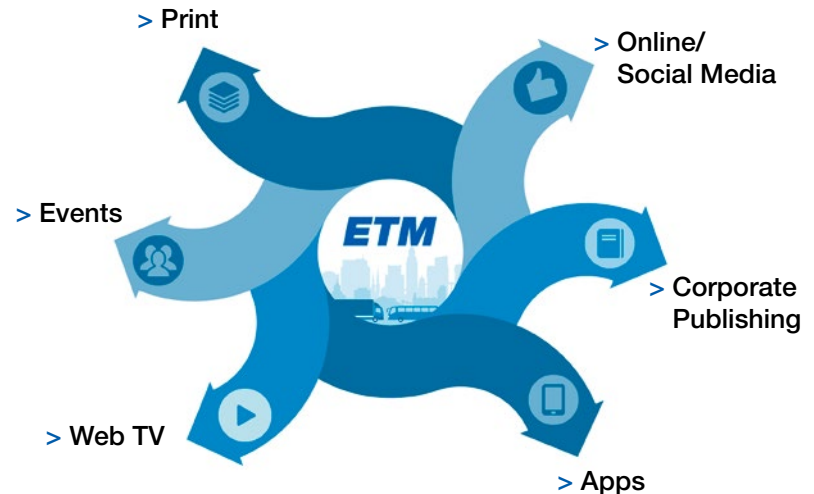


<b>A</b> 24autohof ADAC ALAN Electronics Arconic/Alcoa American Truck Promotion Apollo Vredestein ARAL-BP Autohof Strohofer AWM Modelle	<b>F</b> Fahrlehrerversicherung Fahrschule Mülln Fliegl Ford FS Fahrerschmiede F-Trucks	<b>K</b> Knorr-Bremse Kögel Trailer Kraiburg KRAVAG Krone	<b>P</b> Paccar Leasing Paysafecard Pearl PEMA Pieper Prodecon Pirelli ProSiebenSat Profi Pro Fahrer	<b>T</b> Tankpool 24 TimoCom Toll Collect TomTom Total Traton Truma Gerätetechnik TruckWorks
<b>B</b> BFS Big Move BPW	<b>G</b> GITI Goodyear Grammer Greenpower Greiwing	<b>L</b> Leipziger Messe Liqui Moly	<b>R</b> Rasthof Uhrleben Reinert Recaro Renault Trucks Rüssel Truck	<b>U</b> UTA UTA Leasing
<b>C</b> Car Guard Charterway Continental	<b>H</b> Hahn Racing Haldex Hankook Hella Hellmann Hendrickson Herpa Hesterberg	<b>M</b> MAN Mann & Hummel Meiller Mercedes-Benz Megaform Messe Amsterdam Messe Karlsruhe Mevissen Michelin Motoren AG Motorbuch Verlag	<b>S</b> Sachs SAF Scania Scheuerle Schmitz Cargobull Schoch Schwarz Müller Schuco Service 24 Shell Sonax Star Distribution Strohofer Stars & Stripes	<b>V</b> Varta VDA Volvo Trucks Vredestein
<b>D</b> DAF Trucks Daimler DEKRA Diesel-Nonn DKV Dometic	<b>I</b> ISP/Dreieich Isringhausen Iveco	<b>O</b> OVS Europa Truck Trial		<b>W</b> Wabco Waeco Webasto Westfalia Winkler
<b>E</b> Euro Leasing Euromaster Euro Rastpark	<b>J</b> Jost JWE Events			<b>Z</b> ZF Friedrichshafen ZF Trading

- 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 of the commercial vehicle industry with up to 1 million page impressions per month, supplemented by newsletters on the topics of logistics and management, driver topics and truck and trailers
- **eurotransportTV**, with approx. 4 million video views per year and an average of approx. 47,000 views per contribution, eurotransportTV is the attractive web TV format for the commercial vehicle industry
- The **ETM SocialMedi channels** are characterised by high interaction rates, wide reach for content and constant and a steady growth in followers:  
Facebook: 91,000, YouTube: 40,000,  
Instagram: 10,000, LinkedIn: 5,020
- 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

All data publisher's information, as of September 2023.

### With the ETM Multichannel Offer on all Media Channels:



**Possible booking  
in subsequent newsletter**

➔ **FERNFAHRER**

Recipients: 3,895\*

Days of dispatch: 1 day prior publication date

**Price per release: Euro 1,700.00**

**Data delivery: 10 days prior to start date.**

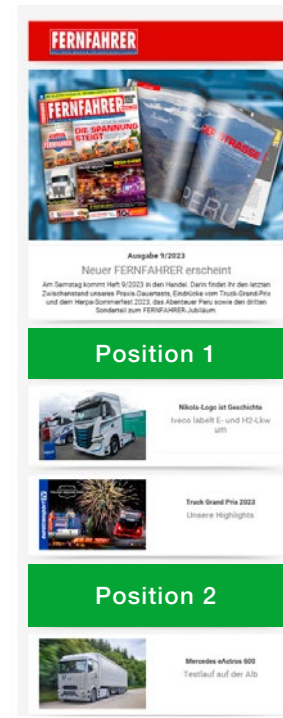
**Data transfer:**

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.



## PREMIUM PAKET

The **FERNFAHRER Roadshow Premium Package** includes next to

### 5 tour points

- Presentation on site
- Logo display for 12 months
- Reporting in print and online

### a communication package with

- ½ page in the FERNFAHRER / own motif / issue of your choice
- 2 posts FERNFAHRER Facebook Community / period by arrangement

### and an image package with

participation in the „Good Drivers“ campaign

- Delivery to vocational schools  
FERNFAHRER sponsored by (your logo)
- Logo presentation in print and online / 10 issues per year
- 1/1 p. company portrait in FERNFAHRER / issue of your choice

→ Price 13,700.00 €

All prices in Euro + VAT.

## BASIS PAKET

The **FERNFAHRER Roadshow Basis Package** includes next to

### 5 tour points

- Presentation on site
- Logo display for 12 months
- Reporting in print and online

### a communication package with

- ½ page in the FERNFAHRER / own motif / issue of your choice
- 2 posts FERNFAHRER Facebook Community / period by arrangement

→ Price 10,800.00 €



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](mailto:norbert.blucke@etm.de)

Internet [www.eurotransport.de](http://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](mailto:ieifrig@motorpresse.de)