

FERNFAHRER Roadshow

Drive Your Dream-Tour

FERNFAHRER ROADSHOW 2024
DAS TRUCK-MAGAZIN FÜR BERUFSKRAFTFAHRER DRIVE YOUR DREAM-TOUR

ETMverlag

Media Information 2024

THE TOUR

With our roadshow „Drive your Dream“, FERNFAHRER has successfully for the 14th time in major truck festivals/events FERNFAHRER presents branded showtrucks including stages live programme, music, moderation and visitors' attractions.

TOUR STOPS 2022 (Subject to modifications)

- **Rüssel Truck Show**, Autohof Lohfeldener Rüssel
19 - 21 April, 2024
- **Trucker- und Country Festival**, Geiselwind
17 - 20 May, 2024
- **Truck-Grand-Prix**, Nürburgring,
11 - 14 July, 2024
- **Ländle Truckshow**, Bludesch, A
14 - 15 September, 2024
- **IAA Transportation**, Hannover
17 - 22 September, 2024



ACTIVITIES

Logo presentation on all posters, banners „**FERNFAHRER Roadshow 2024**“ - sponsored by are distributed at exhibitions, music stages and event trucks.

Logo presentation of sponsors on event trucks/stage trucks.
On-site flyers and promotion material.

All sponsors appear on the specific page including their logo on printed and online reporting page.

Presentation word + image at www.eurotransport.de

Logo presentation with banner at www.eurotransport.de

Every event will be reported in the printed edition **FERNFAHRER** as well as on the internet. Sponsor logos will be presented on the showtrucks, on posters, advertisements and on internet banners. This means the advertising effect will be guaranteed all year. The tour will be advertised at sales' spaces, on the highways at every Autohof and many service areas.

Visitors at the festivals are commercial vehicle enthusiasts, drivers and businessmen.

Professional drivers and their families are attracted by the combination of truck and music. A relaxed atmosphere guarantees contact with target group. „**FERNFAHRER Roadshow**“ sponsoring is an attractive and convenient way to get in touch with your target group without advertising and staff expenses. There are no extra costs for exhibition space and personnel.

With the reporting in **FERNFAHRER** you will reach more than 30,000 freight carriers, professional drivers, haulage contractors and managers of the commercial vehicle industry as well as www.eurotransport.de 310,150 additional users and 542,111 page impressions (08/23 IWW)*. Compared to traditional advertising there is a much wider recognition and acceptance.

Premium Packet	13,700.00 €
Base Packet	10,800.00 €

* Source: IWW-most recent figures 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 €**

TOUR IMPRESSIONS





Natalie Cubric

Media Advice, Offers and Orders

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

Natalie Cubric
Phone +49. 711. 7 84 98-91
E-Mail natalie.cubric@etm.de



Bernd Steinfeldt

Marketing

Bernd Steinfeldt
Phone +49. 711. 7 84 98-17
E-Mail bernd.steinfeldt@etm.de

Internet www.eurotransport.de

ETMverlag

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