


FERNFAHRER

The Truck Magazine
for Professionals



ETMverlag

Media Information 2025



Portrait and Factsheet	Page 3 and 4
Circulation Analysis	Page 5
Readership Facts	Page 6 and 7
Price List	Page 8 and 9
Advertising Sizes	Page 10
Schedule	Page 11
Discounts for your media plan	Page 12
Technical Data	Page 13
Inserts	Page 14
Inserts and Glued Inserts	Page 15
Prices for Classified Advertisements	Page 16
Native Ad „Geschäftliche Informationen“	Page 17
Multichannel Marketing	Page 18
Newsletter Advertising	Page 19
FERNFAHRER Roadshow	Page 20
Your contact	Page 21



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



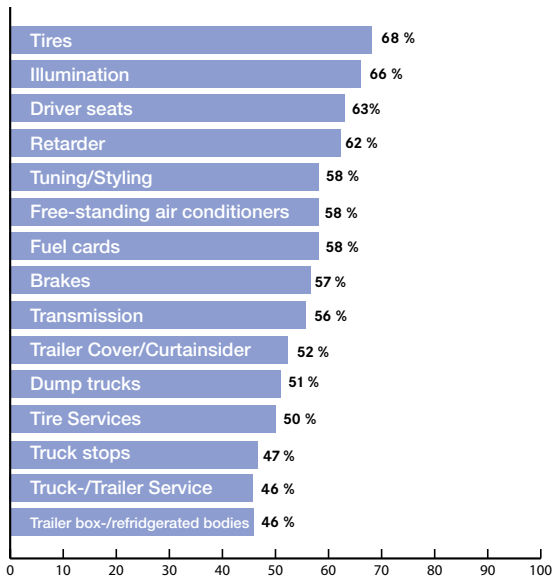
- 1 **Characteristics and target group:**
FERNFAHRER is the German language truck magazine with latest and comprehensive news for the dedicated truck driver. Vehicle reports, tests and news about innovations provide the reader with a wide range of information.
 Furthermore, lively reports and fascinating 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:** 43rd year 2025
- 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 2023 = 12 editions**
Format: 230 x 298 mm
Total size: 1,200 Pages = 100.0 %
Editorial: 990 Pages = 82.5 %
Advertisement: 210 Pages = 17.5 %
 of which
 Classified ads: 48 Pages = 22.9 %
 House ads: 98 Pages = 46.7 %
- 15 **Inserts** 0 editions
- 15 **Content Analysis of Editorial 2023 = 1,200 Pages**

16 **Circulation analysis:**

Printed edition:	27,000
Distributed circulation:	16,700
Plus digital:	10,100
Paid circulation print:	16,150
Thereof digital:	450
Thereof subscribed copies:	8,500
Thereof individual sales:	5,500
Thereof other sales:	1,700

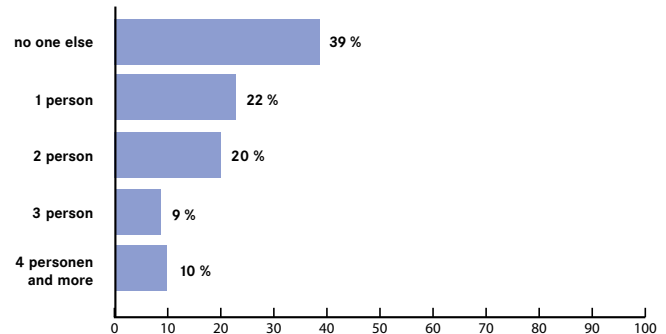


FERNFAHRER readers are very interested in the following topics (Best Brands):



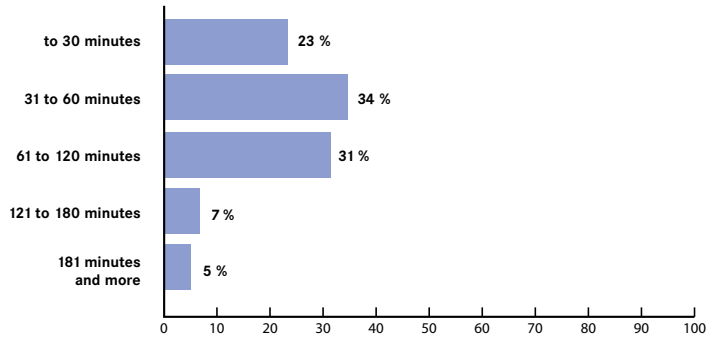
How many people, but you, are receiving your copy of FERNFAHRER to read or look at?

Number co-readers:
2.7 readers per copy

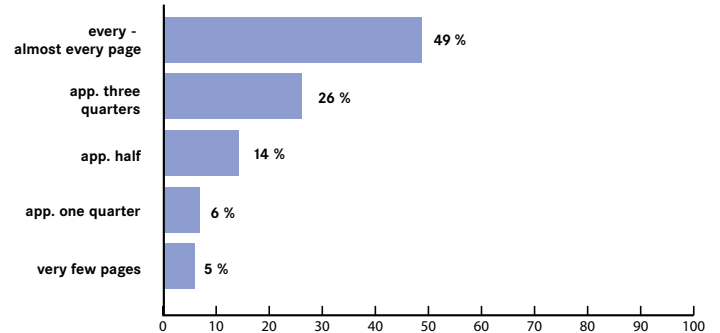


How does the FERNFAHRER reader use FERNFAHRER?

Average reading time per copy: 82 minutes



How many pages are being read?





- 1 **Circulation:** Printed circulation: 27,000
- 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 13
Data file: please see page 13
- 4 **Schedule:** please see page 11
Publication date: Thursdays
- 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:			For 1st right advertising page and further preferred positioning add: 20%.
1/1 page 2nd Cover			
4c	in Euro	12,850.00	Classified ads with 1 column only upon request
<hr/>			
3rd Cover			
4c	in Euro	11,790.00	4c in Euro 28.00
<hr/>			
Backcover			No discounts
4c	in Euro	12,850.00	
<hr/>			

- 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 14
- 14 **Loose inserts:** please see page 15
- 15 **Glued inserts:** please see page 15
- 16 **Address (for Pos. 13, 14, 15):** please see page 15
VAT: all prices in Euro + VAT

7 Advertising Formats and Prices – Variations please see page 10

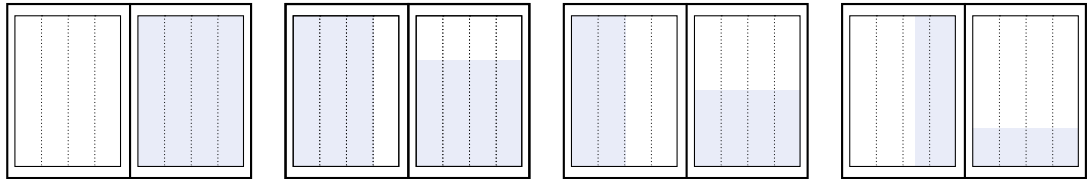
Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	10,700.00
3/4 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm 163 x 298 mm 230 x 219 mm	in Euro	8,050.00
1/2 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm 114 x 298 mm 230 x 150 mm	in Euro	5,450.00
1/3 page	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
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	3,050.00
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	1,690.00
2/1 pages	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	21,400.00
1 1/2 pages	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
2/2 pages	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**

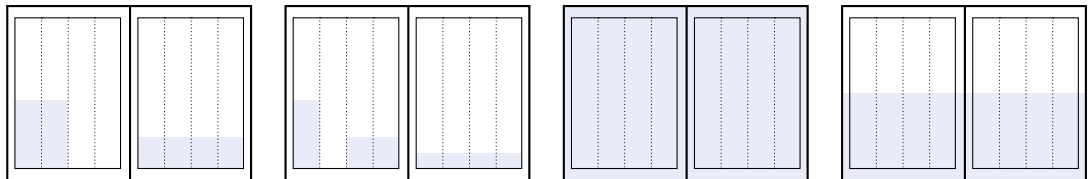
230 x 298 mm

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
2-3/2025	Money and expenses	LogiMAT Stuttgart	08. 01. 2025	15. 01. 2025	06. 02. 2025
4/2025	Construction vehicles and tippers	bauma München	10. 02. 2025	13. 02. 2025	13. 03. 2025
5/2024	Commercial vehicle tyres and service	Rüssel Truck Show	10. 03. 2025	13. 03. 2025	10. 04. 2025
6/2025	Trailers and bodies, truck stops, truck parking	transport logistic München Truckerfestival Geiselwind	10. 04. 2025	15. 04. 2025	15. 05. 2025
7-8/2025	Care and maintenance, commercial vehicle tyres and service	Truck-Grand-Prix Nürburgring	21. 05. 2025	26. 05. 2025	26. 06. 2025
9/2025	E-trucks, charging infras digital payment systems		07. 07. 2025	10. 07. 2025	07. 08. 2025
10/2025	Trailers and bodies, trucks, Preview IAA Transportation	NUFAM Rheinstetten	01. 08. 2025	06. 08. 2025	04. 09. 2025
11/2025	REMOTE DRIVER testdrive		05. 09. 2025	10. 09. 2025	09. 10. 2025
12/2025	Commercial vehicle tyres and service, trailers and bodies		10. 10. 2025	15. 10. 2025	13. 11. 2025
1/2026	Outlook 2026, Christmas presents		17. 11. 2025	20. 11. 2025	18. 12. 2025

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>

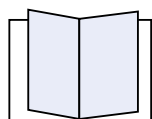
Printing Material: PDF/X-3, CMYK-Modus

Please ask for:

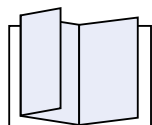
Iris Eifrig/**FERNFAHRER**
Phone: +49. 711. 182-1613
E-Mail: ieifrig@motorpresse.de

13 **Inserts**

Prices:



4 pages
Euro 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/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 325.00 per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 12.00

Discounts:

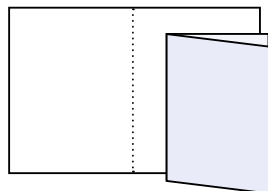
No discounts for inserts

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:

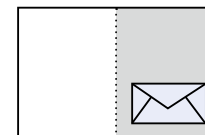
Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

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

Further information:

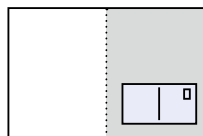
Prices can be raised if quality of products or
manufacturing requires additional costs.
Additional freight costs will be charged separately.

VAT: all prices are in Euro + VAT.

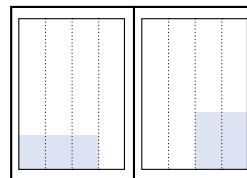
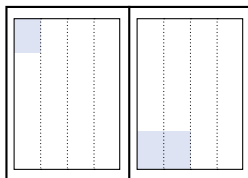


15 **Glued inserts:**

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



Format



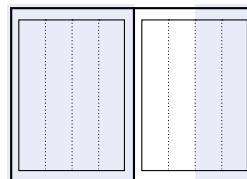
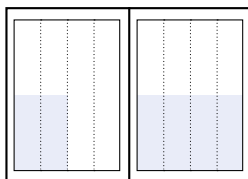
type area

1 column: 43 x 43 mm Euro 120.40
2 columns: 90 x 50 mm Euro 280.00

3 columns: 137 x 45 mm Euro 378.00
2 columns: 90 x 107 mm Euro 599.20

Format

**Special prices for
personal ads**



type area

2 columns: 90 x 180 mm Euro 1,008.00 bleed

1/2 page

horiz.: 185 x 123 mm Euro 1,350.00

1/1 page 230 x 298 mm* Euro 3,000.00

1/2 page 120 x 298 mm* Euro 1,550.00

*allow 5 mm bleed

Classified Ads

Advertisement in advertising section only:

mm-Price 2c/3c, 4c or b/w: Euro 2.80*

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

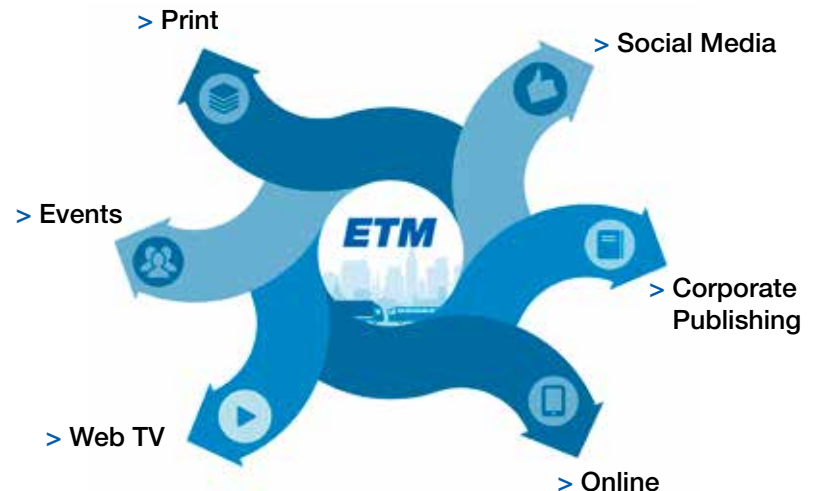
Size	Price
1 page (Advertorial) incl. online renewal at eurotransport.de (Native Ad, six weeks duration) Other print or online formats upon request.	8,500.00 €

Booking
6 weeks prior publication date

- 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 1/2 million page impressions per month, supplemented by newsletters on the topics of logistics and management, driver topics and truck and trailers
- **eurotransportTV**, with approx. 6.7 million video views per year and an average of approx. 67,000 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: 84,856, YouTube: 50,983,
Instagram: 10,582, LinkedIn: 7,000, Tiktok: 1,047
- We activate your target groups by starting with expert conferences of more than 50 participants up to **Truck-Grand-Prix Events** with 130,000 visitors per weekend

All data publisher's information, as of September 2024.

With the ETM Multichannel Offer on all Media Channels:



**Possible booking
in subsequent newsletter**

➔ **FERNFAHRER**

Recipients: 3,784*

Days of dispatch: 1 day prior publication date

Price per release: Euro 1,751.00

Data delivery: 10 days prior to start date

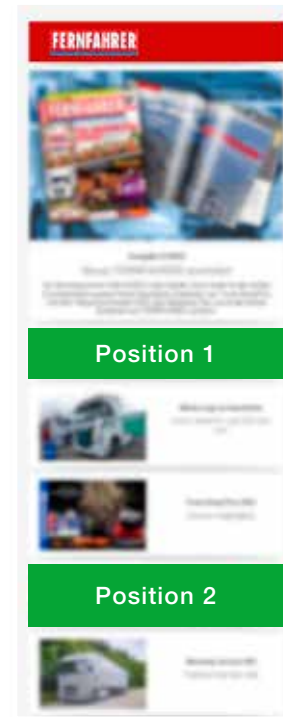
Data transfer:

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

4 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

4 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

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