

Who is Who Car Fleets

The Reference Book
for Car Fleet Managers



ETMverlag

Media Information 2025

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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 3

Closing Date: 24. 10. 2024

Copy Date: 14. 11. 2024

Publication Date: 19. 12. 2025
(Supplement in trans aktuell 24/25)

* Publisher information



Printed Circulation

15,500* Copies as supplement in
trans aktuell 24/25

Digital Circulation

22,000* Copies

Who is Who Car Fleets

Format	Size	
	Bleed	4c
1/1 Page	148 x 210 mm	7,190.00 €

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 Print and Online

1/1 Print Page + Online-Company Portrait	2,990.00 €
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Premium Partnership

The **Premium Partnership** includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

Upon request.

Circulation

- 37,500* copies of which
- 15,500* printed copies as supplement in *trans aktuell* 24/25
- 22,000* digital print

PDF-Views online

ca. 20,000* by www.firmenauto.de/wiwpdf

* Publisher information

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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 print and online

We will create the company portrait for you based on the input you provide created. For this we need your printable Logo, printable image files and text.

The text length depends on the number of the images to be used and will be determined for you when creating the portrait.

Company portrait online

Please provide 20 to 30 images in landscape format in 3,000 x 2,000 pixels, with a significant caption and the corresponding photo credit.

Video integration in the online portrait

The integration of videos is possible.

Online portrait updates

The portrait can be updated as often and free of charge during the one-year term. You send the new input and we put it online.



Alexander Fischer

Marketing

Media advice, offers and orders

EuroTransportMedia

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