

Media Information 2026



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ETMverlag

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Das Gemeinschaftsunternehmen von DEKRA,
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→ **4 issues per year**
(print and e-paper)

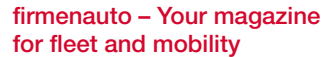
→ **31st year**
2026

→ **www.firmenauto.de**



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The vehicle section offers new launches and in-depth driving reports. The spectrum of topics covered by the management articles ranges from legal and tax aspects aspects, data protection, best practice, news from the the industry through to claims management.

firmenauto is therefore the ideal management tool for decision-makers in the fleet and mobility sector, providing practical information and sound recommendations.

1 Characteristics and target group:

Cost optimisation, constantly new vehicle technology and constantly changing framework conditions make the selection of the right **firmenauto** and the management of the fleet is becoming increasingly complex. With practical articles, tests and guidebook stories, firmenauto helps you to manage your fleet in a cost-optimised way. The journalistic offering is supplemented by the „Firmenauto des Jahres“ training to become a „certified fleet manager (by firmenauto and the DEKRA Akademie), workshops and the website www.firmenauto.de.

2 Publication: 4 editions per year

3 Year: 31st year 2026

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*Publisher information

Print Edition

15,000* copies supplement in trans aktuell 8/26, 12/26,
16/26 and 22/26
2,000 copies direct sales to fleet manager distributors,
VIP and display events

Digital Edition

22,000 copies as digital edition

- 1 **Circulation:** print run: 17,000, 15,000 as a supplement in trans aktuell, 2,000 as a direct mailing and further copies as a digital edition.
- 2 **Magazine size:** 215 x 280 mm, type area 183 x 248 mm, 3 columns, width of column 58 mm

- 3 **Printing:** Offset,
Cover: ISOcoated_v2_300_eci.icc (FOGRA 39L),
Inside: PSO_LWC_Improved_eci.icc (FOGRA 45L)



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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.

- 4 **Schedule:** please see page 7.
On sale date: Fridays
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- 6 **Payment:** Invoices are due for payment immediately upon receipt without deduction. If a direct debit authorization (SEPA direct debit) has been granted, the publisher grants a 2% discount (provided there are no outstanding older claims).

Payments can be made by International Money Order/ Bankers draft in Euro to:

Landesbank Baden-Württemberg
IBAN: DE13 6005 0101 7871 5092 76
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- 7 **Formats and Prices:** please see page 8.
Please ask for classified advertisements in the appointments section.
- 8 **Surcharge:**
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Format: Free advertisements across gutter.
- 9 **For special requests** please contact:
Doris V. Lorch, Phone: +49. 711. 7 84 98-92

All prices are in Euro + VAT.

General terms and conditions of ETM Verlag apply

Issue 1/2026

Focus: Transformation & Mobility Strategies

- Mobility budgets vs. traditional car policies
- Comparison of leasing; car subscriptions, and purchasing
- Electric mobility in 2026. Which models are coming?
- Transformation in the vehicle fleet

Issue 2/2026

Focus: Infrastructure & Energy

- Charging infrastructure in operation
- Vehicle-to-grid, smart charging, and energy management
- Home charging solutions for company car drivers

Issue 3/2026

Focus: Digitalization & Efficiency:

- Telematics and fleet software
- AI in fleet management
- Legal & compliance: Data protection, driver's license checks, owner liability

Issue 4/2026

Focus: Market & Trends 2027

- Outlook for manufacturer strategies in 2027
- Residual values & total cost of ownership
- Sustainability in the fleet Claims and risk management

Further topics:

Electric mobility:

- Transformation in the fleet
- Charging infrastructure
- Home charging
- Energy management

Fleet management:

- Continuing education
- Total cost of mobility (TCM)
- Remarketing
- Operational mobility solutions
- Fleet transformation
- Best practices
- Damage and risk management

Big data:

- Telematics
- Cyber security
- Digitalization/AI in the fleet

Legal & Tax:

- Company car tax
- Owner liability & driver's license test
- Relevant court rulings
- Advice

Industry news & background:

- Market analyses: Trends/studies
- Company car test drive
- Interviews

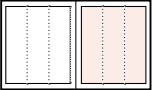
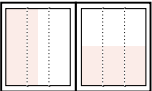
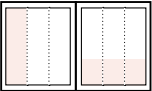
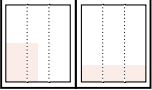
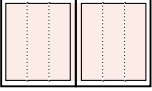
Vehicles (passenger cars):

- Large comparison test in every issue
- Test drive reports on current models
- New model launches
- Top 10 rankings in the fleet market
- Manufacturer strategies

Vehicles (vans):

- Test drive reports
- New model launches
- Manufacturer strategies



Formats			Width x Height		4c/bw
	1/1 page	type area <i>bleed*</i>	183 x 248 mm 215 x 280 mm	in Euro	7,100.00
	1/2 page	type area <i>bleed*</i>	vertical 92 x 248 mm horizontal 183 x 123 mm vertical 107 x 280 mm horizontal 215 x 145 mm	in Euro	4,000.00
	1/3 page	type area <i>bleed*</i>	vertical 58 x 248 mm horizontal 183 x 85 mm vertical 73 x 280 mm horizontal 215 x 107 mm	in Euro	2,900.00
	1/4 page	2-columns: 4-columns:	vertical 92 x 123 mm vertical 183 x 62 mm	in Euro	2,200.00
	2/1 page	type area <i>bleed*</i>	400 x 248 mm 430 x 280 mm	in Euro	14,200.00
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3rd Cover U3				in Euro	7,100.00
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on request

*Additional 5mm for bleed. Text and picture elements need to have at least 10 mm space from edge. All prices are in EURO + VAT.

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firmenauto

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6 Insertions	15 %

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E	Ad Bundle + Mobile Medium Rectangle	€ 105.00

Formats:

Billboard	970 x 250 Pixel
Sitebar	250 x 600 Pixel
Wallpaper	728 x 90 Pixel plus 120 x 600 Pixel
Halfpage Ad	300 x 600 Pixel
Ad Bundle	728 x 90 Pixel plus 120 x 600 Pixel plus 300 x 250 Pixel
Mobiler Interscroller	640 x 920 Pixel oder 320 x 480 Pixel
Mobile High Impact Ad	300 x 400 Pixel
Mobile Halfpage Ad	300 x 600 Pixel
Mobile Medium Rectangle	300 x 250 Pixel

Data delivery: 14 days prior to start date.

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→ firmenauto

Days of dispatch: Monday and Thursday
Recipients: ca. 1,200*

Prices per release

Position 1: € 1,010.–
Position 2 and 3: € 806.–

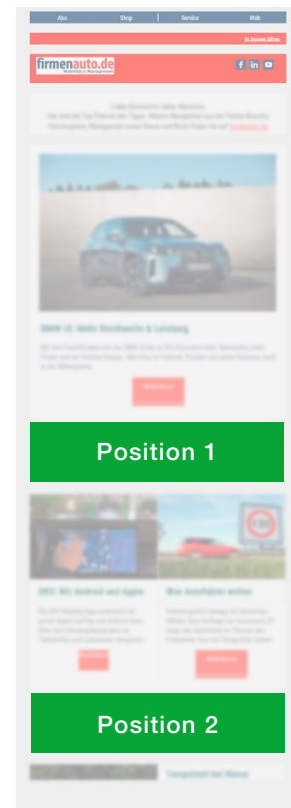
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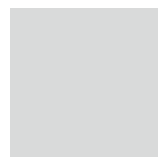


firmenauto.de Mobilität & Management 2027											
Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
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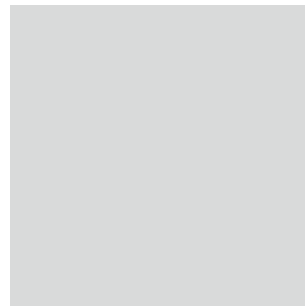
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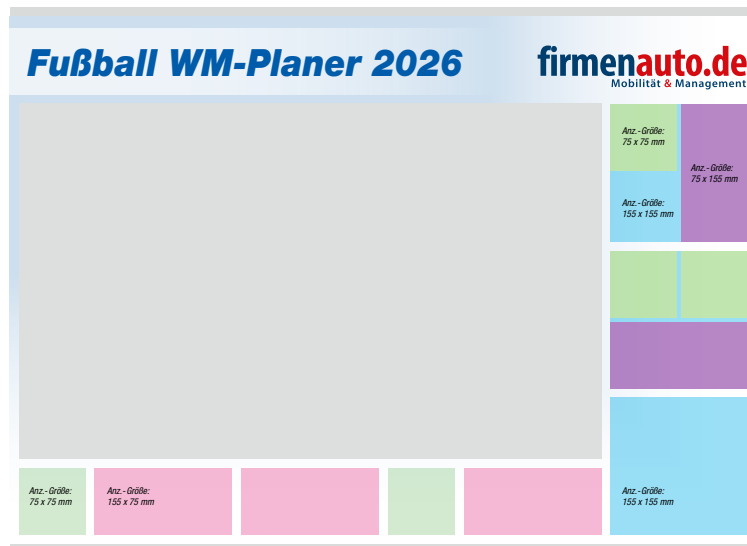
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Publication date: 24. 04. 2026
as insert in firmenauto 01/2026

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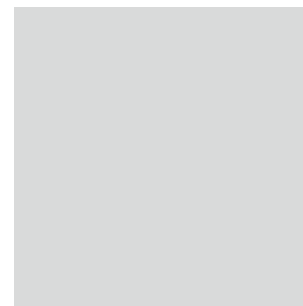
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TV

> 15 million views per year



Youtube

> FERNFAHRER
56k subscribers

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> 130.000 visitors



Digital eurotransport.de

PI: > 700.000 per month



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PI: > 200.000 per month

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trans aktuell 23k per edition
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