

The International
Truck Magazine



Media Information 2012



FERNFAHRER
Media Information
2012

**General
Information**



The transport industry and also the politicians have now realized that our economic force is the truck driver. Truck drivers 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 under considerable strain. Reliable and qualified drivers, who know about effective technical details and political developments, lead the path to success because all of them read **FERNFAHRER**.

The magazine **FERNFAHRER** publishes competent vehicle tests including all important novelties for the commercial vehicle industry. Because of their exact and authentic ratings for consumption and performance professionals have the operative word here. They know exactly which challenges need to be faced every day and which techniques work most effectively. Truck drivers transport all pieces of information needed by decision makers to invest and maintain fleets.

FERNFAHRER accompanies the driver through political, economic and legal topics. This provides useful information for the job and shows readers the manifold facets of this very underestimated profession.



Editor-in-Chief
Andreas Techel
about
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.

In this monthly published journal there is an emphasis on political, social and legal issues that are of great interest for truck drivers, haulage contractors as well as fleet managers.

- 2 **Publication:** monthly,
12 editions
- 3 **Year:** 30th year 2012
- 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:** Andreas Techel, Editor-in-Chief
Phone: *49 (711) 784 98-43
andreas.techel@etm-verlag.de
- 10 **Advertisement:** Norbert Blucke, Advertising Manager
Phone: *49 (711) 7 84 98-94
norbert.blucke@etm-verlag.de
- 11 **Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: *49 (711) 784 98-17
bernd.steinfeldt@etm-verlag.de

- 12 **Cover price**
- Subscription:**
- Germany Euro 39,90
- Cover price:** Euro 3,70
- 13 **ISSN-No.:** 02573180
- 14 **Volume analysis 2008 = 13 editions**
- Format:** 230 x 298 mm
- Total size:** 1.412 Pages = 100,0 %
- Editorial:** 1.013 Pages = 71,7 %
- Advertisement:** 399 Pages = 28,3 %
- of which
- Classified ads: 200 Pages = 51,5 %
- Inserts: 0 Pages = 0,0 %
- House ads: 109 Pages = 27,3 %
- Inserts** 5 editions

- 15 **Content Analysis of Editorial 2010 = 1.412 Pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

Editions per issue (on average) for the period of 1 July 2010 until 30 June 2011

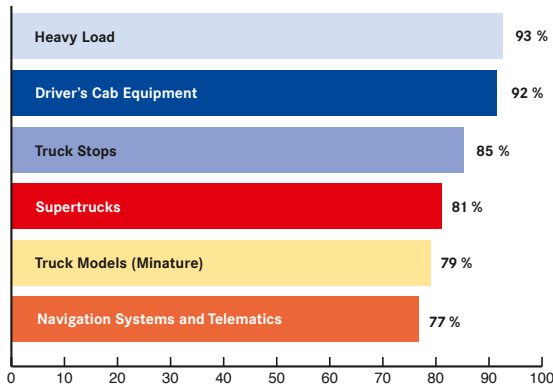
Total circulation:	84.659
Distributed circulation:	43.538
Foreign countries:	4.737
Paid circulation:	41.516
Foreign countries:	4.597
– Subscription:	12.075
Members:	42
– Single sales:	28.660
– General sales:	792
Free copies:	1.999
Remaining, file and specimen copies	1.142

18 **Geographic distribution:**

Economic sector	Percentage of distributed circulation	
	%	copies
Home country	89,1 %	38.801
Foreign countries	10,9 %	4.737
Distributed circulation	100,0 %	43.583



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



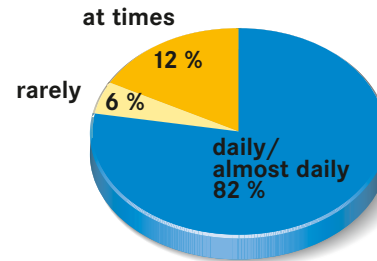
Source: Reader analysis, FERNFAHRER 5+6/2011

How many persons except yourself receive your copy of FERNFAHRER to read or look at?

Number co-readers: 3.5 reader per copy

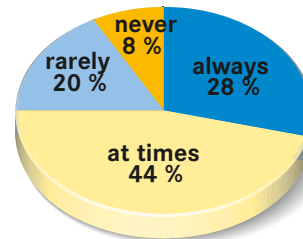
Source: Reader analysis, FERNFAHRER 5+6/2006

How often do you drive a truck with 16 tons and over?



Source: Reader analysis, FERNFAHRER 5+6/2011

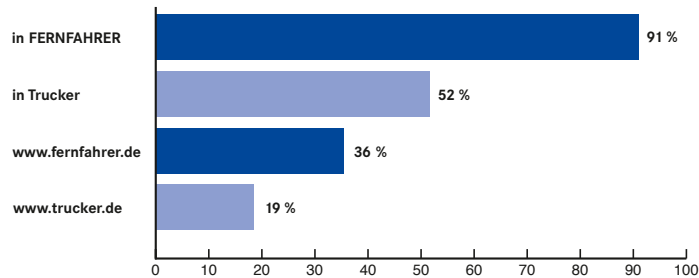
How often do you visit truck stops?



Source: Reader analysis, FERNFAHRER 5+6/2011



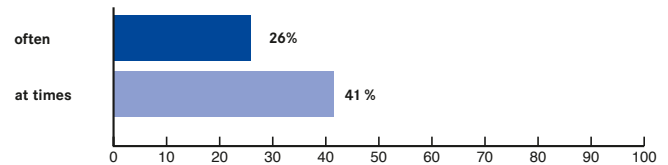
Where do you find useful information on trucks?



Source: Reader Survey, FERNFAHRER 3+4/2011

Internet use with mobile phone

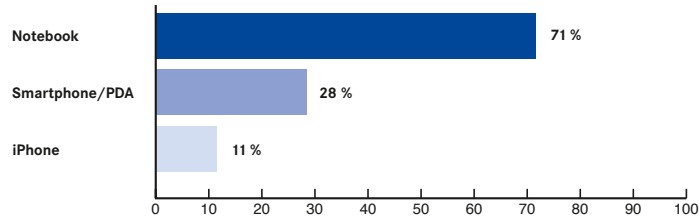
Base: mobile phone user = 100 %



Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011, lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011

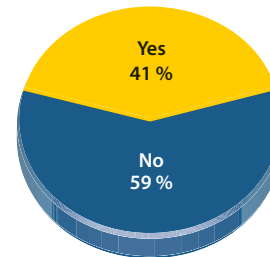
User mobile phone with internet access

Base: mobile phone user = 100 %



Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011, lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011

User mobile phone with internet access



Source: Reader Survey, Best Truck 2011 in FERNFAHRER 3+4/2011, lastauto omnibus 3+4/2011, *trans aktuell* 5 bis 7/2011



FERNFAHRER
Media Information
2012

Economic Efficiency



	FERNFAHRER	TRUCKER
Solid Circulation (IVW 3/11)	46.675	48.208
Prices 2011 1/1 page 4c*	7.820,- €	9.260,- €
Price per 1.000 solid copies ca. 1.000 mm 4c*	167,54 €	192,08 €

* Base: Media Information 2011 / IVW 3/2011

Comparing solid copies FERNFAHRER (IVW 3/2011, 1/1 page 4c with TRUCKER, an advertisement in FERNFAHRER 13 % cheaper!





- 1 **Circulation:** Printed circulation (yearly average): 84.659
Distributed circulation (yearly average): 43.538
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
4 columns, width of column 45 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)
Copy material: please see page 13
Data file: please see page 13
- 4 **Schedule:** please see page 11
Publication date: Tuesdays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
P.O.Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart,
Germany
Internet: www.eurotransport.de
Advertisement: Phone: +49 (7 11) 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, account no.
7871 5092 76, bank code 600 501 01
- 6 **Advertising Formats and Prices:**
please see page 9

- 8 **Surcharge:** Print across gutter without charge

Special Inserts:		Backcover	
1/1 page		4c	in Euro 8.690,-
2nd Cover			
4c	in Euro	8.590,-	
3rd Cover			
4c	in Euro	8.190,-	
		Classified ads with 1 column only upon request	
		4c	in Euro 17,90
No discounts			

- 9 **Classified advertisement:**
please see Media Information *Kombi*Markt
- 10 Special advertisements on request:
Stephanie Steck, Phone: +49 (7 11) 784 98-12
- 11 **Discounts:** please see page 12
- 12 Combinations: please see page 12
- 13 **Inserts:** please see page 14
- 14 **Loose inserts:** please see page 15
- 15 **Glued inserts:** please see page 15
- 16 **Address:** please see page 15
VAT: all prices in Euro + VAT

7 Advertising Formats and Prices – Variations please see page 8 and 14

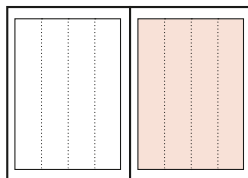
Formats			width x height		4c
1/1 page	type area <i>bleed*</i>		196 x 263mm <i>230 x 298 mm</i>	in Euro	7.980,-
3/4 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	145 x 263 mm 196 x 193 mm <i>163 x 298 mm</i> <i>230 x 219 mm</i>	in Euro	6.120,-
1/2 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	95 x 263 mm 196 x 129 mm <i>114 x 298 mm</i> <i>230 x 150 mm</i>	in Euro	3.990,-
1/3 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	62 x 263 mm 196 x 86 mm <i>80 x 298 mm</i> <i>230 x 108 mm</i>	in Euro	2.760,-
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 -	2.120,,
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	1.090,-
2/1 pages	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	15.960,-
1 1/2 pages	type area <i>bleed*</i>	vertical horizontal vertical horizontal	323 x 263 mm 424 x 193 mm <i>341 x 298 mm</i> <i>460 x 219 mm</i>	in Euro	11.970,-
2/2 pages	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	7.980,-
Sponsoring of the expenses table in FERNFAHRER 2/2012					3.000,-

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

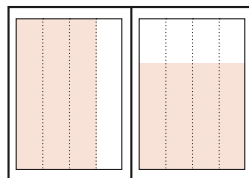
General terms and conditions of ETM Verlag apply.



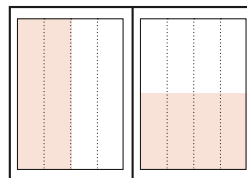
Page



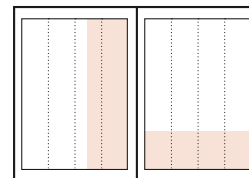
1/1 page
type area
196 x 263 mm
*bleed**
230 x 298 mm



3/4 page
vertical: 145 x 263 mm
horizontal: 196 x 193 mm
vertical: 163 x 298 mm
horizontal: 230 x 219 mm

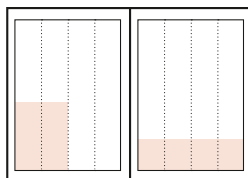


1/2 page
vertical: 95 x 263 mm
horizontal: 196 x 129 mm
vertical: 114 x 298 mm
horizontal: 230 x 150 mm

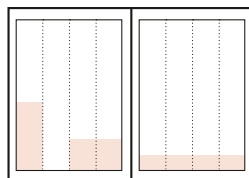


1/3 page
vertical: 62 x 263 mm
horizontal: 196 x 86 mm
vertical: 80 x 298 mm
horizontal: 230 x 108 mm

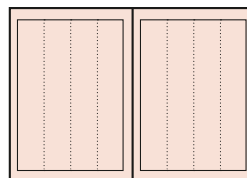
Page



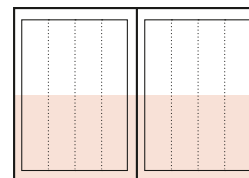
1/4 page
type area
1 column: 45 x 263 mm
2 columns: 95 x 129 mm
4 columns: 196 x 64 mm



1/8 page
1 column: 45 x 129 mm
2 columns: 96 x 64 mm
4 columns: 196 x 32 mm



2/1 pages
424 x 263 mm
*bleed**
460 x 298 mm



2/2 pages
424 x 129 mm
*bleed**
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	Trade Fairs	Closing Date	Copy Date	Publication Date
2/2012	Expenses extra		12. 12. 2011	14. 12. 2011	09. 01. 2012
3/2012	Truck Breakdown				
	Call for Reader Survey	Spielwarenmesse	10. 01. 2012	12. 01. 2012	06. 02. 2012
4/2012	Air Conditioning + Heating				
	Call for Reader Survey	SITL	14. 02. 2012	16. 02. 2012	12. 03. 2012
5/2012	Autohof chains in Germany	RESALE, NUFAM	16. 03. 2012	19. 03. 2012	10. 04. 2012
6/2012	Consumer Electronics in the driver's cab		10. 04. 2012	12. 04. 2012	07. 05. 2012
7/2012	Reader Survey- Die besten Nutzfahrzeuge/ Die besten Marken 2012		08. 05. 2012	10. 05. 2012	04. 06. 2012
8/2012	Tuning & Styling		05. 06. 2012	07. 06. 2012	02. 07. 2012
9/2012	Truck-Grand-Prix Nürburgring	Truck-Grand-Prix	10. 07. 2012	12. 07. 2012	06. 08. 2012
10/2012	Preview Nfz-IAA 2012		14. 08. 2012	16. 08. 2012	10. 09. 2012
11/2012	Tires & Rims, Highlights Nfz-IAA 2012		11. 09. 2012	13. 09. 2012	08. 10. 2012
12/2012	Service Petrolcards		09. 10. 2012	11. 10. 2012	05. 11. 2012
1/2013	Novelties 2013		06. 11. 2012	08. 11. 2012	03. 12. 2012

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KombiMarkt**.



ETM-Kombi 1

lastauto omnibus
+
lastauto omnibus KATALOG
+
FERNFAHRER
+
TRANSPORTER MAGAZIN

Combinatory Discount

Further information about combinatory discounts on request.

ETM-Kombi 2

trans aktuell
+
FIRMENAUTO
+
KEP aktuell
+
trans aktuell spezial

Combinatory Discount

Series:		Volume:	
2 inserts	5 %	2 pages	5 %
4 inserts	10 %	4 pages	10 %
6 inserts	12 %	6 pages	12 %
9 inserts	15 %	9 pages	15 %
12 inserts	18 %	12 pages	18 %
18 inserts	20 %	18 pages	20 %
24 inserts	22 %	24 pages	22 %
30 inserts	25 %	30 pages	25 %



Printing:

Unseperated PDF/X3, CMYK-Modus.
Type, logo + pictures included
Resolution: picture elements:
CT: 304 dpi, Linework LW 1200 dpi.
Trim addition: 5 mm from all sides
One reliable proof from delivered data.

Datenversand von Anzeigen:

Bitte senden Sie Ihre Druckunterlagen
über „Elektronisches Datenticket“ auf
www.eurotransport.de/daten

Iris Eifrig/**FERNFAHRER**

Phone: +49 (711)182-1613

Fax: +49 (711)182-1818

E-Mail: ieifrig@motorpresse.de

The publisher retains the right to sell a PDF-file at cost if printing material as, i.e. films and other data, are not transmitted as requested. Please ask for further information.

Printing material should be sent to:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

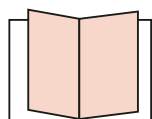
please ask for:

Iris Eifrig/**FERNFAHRER**



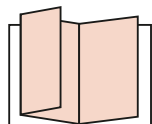
13 **Inserts**

Prices:



4 pages

Euro 12.570,-



6 pages

Euro 18.850,-

Other prices:

8 pages Euro 24.890,-

Discounts:

2 page inserts are equivalent to 1 advertising page,
please see page 10

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«.

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 145,- per
1,000 copies up to 25 g.
Each additional 5 g cost
Euro 10,-

Discounts:

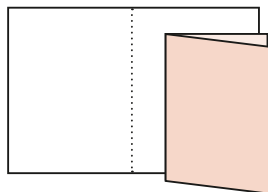
No discounts for inserts

Formats:

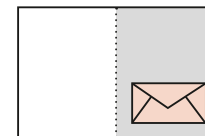
Minimum: 105 x 148 mm
Maximum: 220 x 290 mm

Required circulation: upon request

Delivery date: 10 days after closing date



Envelopes with content,
glued free samples cost
from Euro 38,-
per 1,000 copies.
Brochures per 1,000
cost Euro 45,-



Formats:

Minimum: 75 x 75 mm (1/1 page)
Maximum: 175 x 210 mm

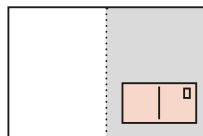
Delivery date: 2 weeks prior publication

Delivery Address:

Vogel DRUCK,
Herr Döll,
Phone: +49 (931)46 00 20-46
Leibnizstr. 5,
97204 Höchberg bei Würzburg
Germany

15 Glued inserts:

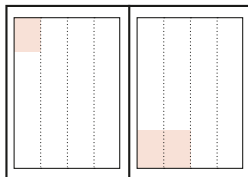
glued postcards and other
rectangle prints incl. envelopes
Euro 28,- per 1,000 issues
+ postal fees.



VAT: all prices are in Euro + VAT.

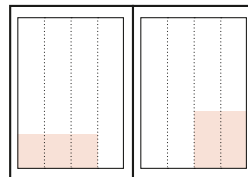


Format



type area

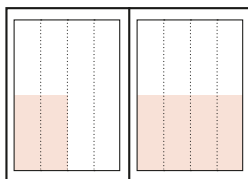
1 column: 43 x 43 mm Euro 94,60
2 columns: 90 x 50 mm Euro 220,-



3 columns: 137 x 45 mm Euro 297,-
2 columns: 90 x 107 mm Euro 470,80

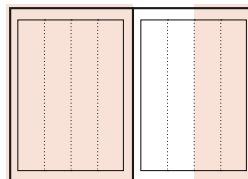
Format

**Special prices for
personal ads**



type area

2 columns: 90 x 180 mm Euro 792,-
1/2 page horiz.: 185 x 123 mm Euro 1.000,-



bleed

1/1 page 230 x 298 mm* Euro 2.400,-
1/2 page 120 x 298 mm* Euro 1.300,-
*allow 5 mm bleed

Classified Ads

Advertisement in advertising section only:

**mm-Price 2c/3c,
4c or b/w:** Euro 2,20*

Personal Ads

4c or b/w: Euro 2,75*

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, lastauto omnibus** and **trans aktuell** (please see separate media kit **KombiMarkt**).

* Price per mm height at 43 mm width of column. All prices in Euro + VAT.



A

24autohof
ADAC
A.I.S.Construct
ALAN Electronics
American Express
American Truck Promotion
AWM Modelle
ARAL-BP
ARAL-Rheinböllen
Autohof Strohofer
Autoscout24

B

Bastei Lübbe
Ben's Cabinemeubels b. v.
BFS Business Fleet Services
Bibby Financial Services
Big Move
BPW Bergische Achsen
Brembo

C

Cologne Truck Wash
Continental

D

DAF Trucks
Daimler AG
DanBox
DEKRA
DKV
Dometic

E

East West
Electrolux
Euro Leasing

F

Fahrlehrerversicherung
Fleetboard
Fliegl
Ferrero
Fulda

G

GPS/Gräfelfing
Grammer
Greenpower
Grünhage

H

Hahn Racing
Haldex
Hankook
Hella
Herpa
Hertz
Hesterberg
Hot Action Records
Humbaur
Hunger

I

IBM
ISP/Dreieich
Isringhausen
Iveco

J

Jost
Jumbo-Fischer
JWE Events

K

Kapsch
KLV Kaltenhauser
Knorr-Bremse
Kögel
Kraiburg
Krombacher
Krone
Kuda Aero-Spoiler

L

Leipziger Messe
Liqui Moly

M

Mairs
MAN
Marlen
Mercedes-Benz
Megaform
Messe Amsterdam
Mevisen
Mobile.de
Modern Trucking
Motoren AG
Motorbuch Verlag

O

OVS Europa Truck Trial

P

Paccar Leasing GmbH
PEMA
Pieper
Pirelli

Q

Quorum

R

Rasthof Uhrleben
Renault

S

Sachs
Scania
Scheuerle
Schmitz Cargobull
Schoch
Schuco
Service 24
Shell
Spanntrucks
SSAB

T

Tankpool 24
TimoCom
Troostwijk
Truma Gerätetechnik
Truckscout24.de

U

Union Tank
UTA-Leasing

V

VDA
Voith
Volvo Trucks

W

Waeco
Walther
Webasto
Westfalia
Witteler/Brilon
Winkler

Z

ZF Friedrichshafen
ZF Trading



Your contact for advertising in **FERNFAHRER**



Norbert Blucke

Advertisement:

Media advice, offers and orders

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

Advertising Manager **FERNFAHRER**

Norbert Blucke

Phone: +49 (711) 784 98-94

Fax: +49 (711) 784 98-29

E-Mail: norbert.blucke@etm-verlag.de

For your orders:

Confirmations, invoices, printing material
and production enquiries

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart, Germany

Iris Eifrig

Phone: +49 (711) 182-1613

Fax: +49 (711) 182-1818

E-Mail: ieifrig@motorpresse.de



*EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart GmbH & Co. KG
und VF Verlagsgesellschaft*