

## MEDIA KIT 2023

AUTOFLOTTE  
The magazine for vehicle fleet and fleet management

[www.autoflotte.de](http://www.autoflotte.de)





### WHAT DOES AUTOFLOTTE OFFER?

Autoflotte is the independent information medium for the fleet market in German-speaking regions. Board members, CEOs, managers and other decision-makers draw on Autoflotte to locate cost-cutting potentials, to be introduced to smart problem solutions and to be informed about technical and non-technical innovations.

The emphasis is to inform the expert readers comprehensively on current market data and operating-cost comparisons and to give competent support in all issues around the topic vehicle fleet.

All topics around the vehicle fleet justify the high acceptance of Autoflotte.

### THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- ePaper
- Newsletter
- Journal archive
- Books
- AUTOFLOTTE Academy





**7 issues per year**

2023

**29. year**

2023

**www.autoflotte.de**

WEB ADDRESS (URL)



**PUBLISHING HOUSE:**

Springer Automotive Media  
Springer Fachmedien München GmbH  
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81549 Munich, Germany  
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In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



### WHO ARE THE READERS OF AUTOFLOTTE?

In this growing market, fleet decision-makers in companies, authorities and other organisations with more than ten cars/estate cars and/or vans are oriented to Autoflotte as reading and reference source.

Board members, CEOs, managers and other decision-makers rely on Autoflotte.

Among the b2b decision makers, **63 %** of those up to the age of 39 and **55 %** of the age group 40 and above use trade magazines on a regular basis.

**40 %** of the age group above 39 already obtain information through digital offers.

Source: LAE 2019-2020/special analysis Deutsche Fachpresse (German Trade Press), Frankfurt am Main

### SUBSCRIPTION

ISSN 0948-6682

#### Annual subscription price:

Inland: € 84.40 incl. packing/posting plus statutory VAT.

European countries € 96.40 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1500

Fax Subscription service: +49 89 203043-2100

E-mail [vertriebsservice@springernature.com](mailto:vertriebsservice@springernature.com)

General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

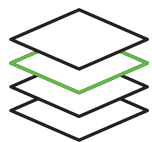
BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



**25,000**

PRINT RUN AUTOFLOTTE\*

PRINT

**24,397**

ACTUAL DISTRIBUTED CIRCULATION (ADC)\*

**577**

PAID CIRCULATIONS\*



DIGITAL

**33,157**

VISITS\*\*

(average of three months, April to June 2022)



**97,249**

PAGE IMPRESSIONS\*\*

(average of three months, April to June 2022)



**7,613**

NEWSLETTER SUBSCRIBERS\*\*\*

(June 2022)

Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

**78 %** agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

## Further channels

SOCIAL MEDIA



\* Circulation figures: own data collection

\*\* Online access control: IVW certified (ausweisung.ivw-online.de)

\*\*\* Dispatch: own data collection, current figures on request

### MAIN TOPICS

### SPECIAL

### FAIRS

#### ISSUE 1-2

AD 30.01.23

CD 02.02.23

PD 22.02.23

Two-wheeler  
Market overview car subscription  
Summer tyres

#### ISSUE 3-4

AD 13.03.23

CD 16.03.23

PD 05.04.23

Fleet management  
Market overview corporate car sharing

**Kleine Flotten (Small Fleets) 2023**  
(special section)

**Intern. Automobil-Salon**  
Geneva, 14.-19.02.2023

#### ISSUE 5

AD 27.04.23

CD 03.05.23

PD 24.05.23

Electromobility incl. infrastructure  
Leasing  
Financing

#### ISSUE 6-7

AD 12.06.23

CD 15.06.23

PD 05.07.23

Fleet software  
Market overview fuel and charging cards  
Claims management

**Pflegedienste (Care Services) 2023**  
(special section)

#### ISSUE 8-9

AD 21.08.23

CD 24.08.23

PD 13.09.23

Mobility management  
Winter tyres  
Insurance  
Market overview long-term rent

**IAA Mobility**  
Munich, 05.-10.09.2023

MAIN TOPICS

SPECIAL

FAIRS

ISSUE 10

AD 28.09.23  
CD 05.10.23  
PD 25.10.23

Electromobility  
Vans  
Car subscription

Fuhrparkwelt (Vehicle Fleet World) 2023

ISSUE 11-12

AD 13.11.23  
CD 16.11.23  
PD 06.12.23

Market overview leasing  
Megatrends fleet 2024

### MAGAZINE FORMAT

210 X 279 mm

### SPECIAL MAGAZINE FORMAT

203 X 277 mm

#### MAIN MAGAZINE

Type area (w x h)

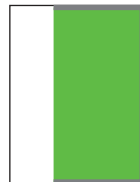
Bleed size (w x h)

#### SPECIAL

Type area (w x h)

Bleed size (w x h)

\* + 3 mm bleed



#### 2/1 PAGES ACROSS GUTTER

—  
420 x 279 mm\*

#### 1/1 PAGE

175 x 236 mm  
210 x 279 mm\*

#### 2/3 PAGE PORTRAIT

115 x 236 mm  
131 x 279 mm\*

#### 1/2 PAGE PORTRAIT

85 x 236 mm  
101 x 279 mm\*

#### 1/2 PAGE LANDSCAPE

175 x 117 mm  
210 x 137 mm\*

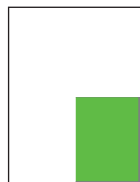
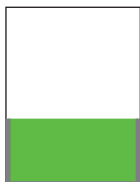
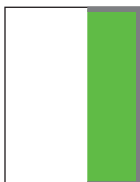
—  
406 x 277 mm\*

175 x 232 mm  
203 x 277 mm\*

—  
—

85 x 232 mm  
99 x 277 mm\*

175 x 117 mm  
203 x 136 mm\*



#### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

#### SPECIAL

Type area (w x h)

Bleed size (w x h)

#### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*

#### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*

#### 1/4 PAGE BLOC

85 x 117 mm  
101 x 137 mm\*

#### 1/4 PAGE PORTRAIT

40 x 236 mm  
56 x 279 mm\*

#### 1/4 PAGE LANDSCAPE

175 x 56 mm  
210 x 71 mm\*

55 x 232 mm  
69 x 277 mm\*

175 x 76 mm  
203 x 93 mm\*

85 x 117 mm  
99 x 135 mm\*

40 x 232 mm  
54 x 277 mm\*

175 x 56 mm  
203 x 73 mm\*





FORMAT	4-COLOURS IN €
2. + 3. cover page	8,610.00
4. cover page	9,400.00
2/1 page	14,890.00
1/1 page	7,830.00
2/3 page	5,340.00
1/2 page	4,110.00
1/3 page	2,770.00
1/4 page	2,140.00
1/8 page	1,110.00

### DISCOUNTS\*

For insertions within one calendar year

### FREQUENCY SCALE

3 times	3 %
6 times	10 %
10 times	15 %
15 times	20 %

### QUANTITY SCALE

3 pages	5 %
6 pages	10 %
10 pages	15 %
15 pages	20 %

### DISCOUNT CLASSIFIED ADVERTISEMENTS

If repeated twice without any changes	5 %
If repeated thrice or more without any changes	10 %

### CLASSIFIED ADVERTISEMENTS

#### FORMAT IN MM TYPE AREA

#### PER COLUMN AND MM IN € B/W 4-COLOURS

Job offer & Purchases and sales directly	1 column 40 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 40 mm wide	3.88	7.47
Job-wanted	1 column 40 mm wide	2.15	
Box number fee	€ 13.00		

### TECHNICAL SPECIFICATIONS PRINT

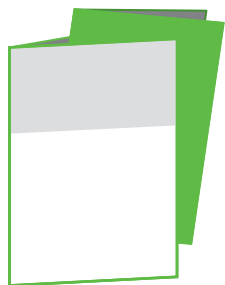
In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2023.

\* Always only one scale of discount applies. Technical costs will not be discounted.

### LOOSE INSERT



#### SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in the entire print run

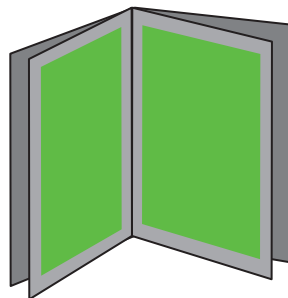
#### FORMAT

- 200 mm width x 269 mm height

#### PRICE

- Up to 25 g total weight per thou. **€ 345.00**
- Per further 5 g total weight per thou. **€ 39.00**
- Further formats on request
- Must be delivered in its finished form

### ADVERTORIAL



#### SPECIAL FEATURE

- Content is editorially prepared and published
- Communication objective transported in a credible manner
- Alternative to a classic ad

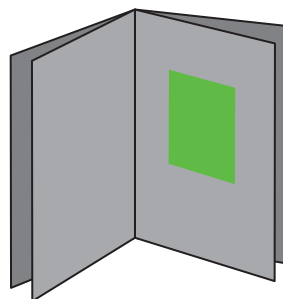
#### FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header
- Technical specifications [here](#) as PDF summarised

#### PRICE

- 1/1 page **€ 8,910.00**
- 2/1 pages **€ 14,890.00**

### ISLAND AD



#### SPECIAL FEATURE

- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

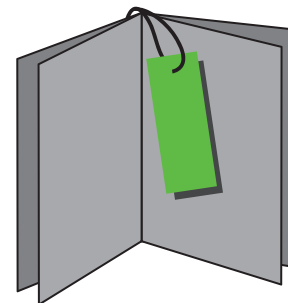
#### FORMAT

- 90 mm width x 67.5 mm height

#### PRICE

- **€ 3,915.00**  
Further formats on request

### BOOKMARK



#### SPECIAL FEATURE

- Creative, unconventional advert type
- Helpful while reading
- Extremely high acceptance
- Directly connected to the magazine with a decorative band

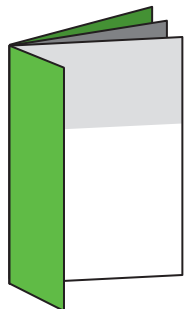
#### FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

#### PRICE

- On request

### COVERSAMPLING



#### SPECIAL FEATURE

- Prominent placement on shortened jacket pages over the front cover plus 4<sup>th</sup> back cover page
- Optimally catches readers' attention

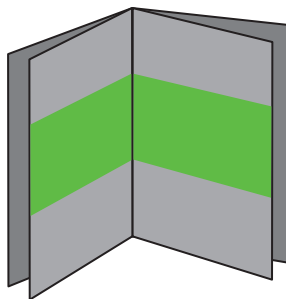
#### FORMAT

- Front cover and 2<sup>nd</sup> inside front cover: 105 mm width x 279 mm height
- 3<sup>rd</sup> inside back cover and 4<sup>th</sup> back cover: 210 mm width x 279 mm height

#### PRICE

- € 17,700.00

### BANDEROLE AD



#### SPECIAL FEATURE

- Unobtrusive but memorable
- Suitable for adding add-ons, to support advertising, to prominent promoting of special topics

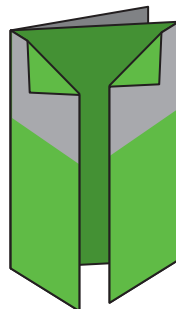
#### FORMAT

- 210 mm width x 98 mm height

#### PRICE

- € 7,410.00

### DOUBLE GATEFOLD



#### SPECIAL FEATURE

- Top placement through opening of the "double gate" on the front cover
- Causes a moment of thrill and curiosity

#### FORMAT

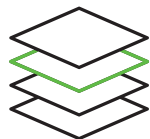
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

#### PRICE

- On request

**MORE FORMATS AND  
SPECIAL AD FORMATS  
ON REQUEST.**

We'll be happy to advise  
you!



### PRINT



### DIGITAL

#### GRAND APPEARANCE IN THE INDUSTRY:

Your special issue as supplement to the trade magazine. A special edition in editorial style works with the credibility of the trade magazine and high utility value to the readers. As supplement, it reaches the target group very accurately. Furthermore, the magazine format allows the optimal usage for own distribution.

#### CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, SPECIAL is the heart of special publications of the trade magazine.

#### OPTIONAL ONLINE COMPONENT:

At autoflotte.de the online publication of four articles appears as online advertorial. The central start page (content dashboard) refers to the Forum. Four TextAds in the Autoflotte newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	25,000 copies + overprint	30,700.00
16 pages incl. cover	25,000 copies + overprint	39,900.00
20 pages incl. cover	25,000 copies + overprint	45,800.00
Online publication	4 articles, 4 TextAds, social media posting	13,900.00*

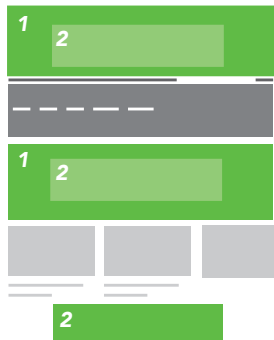
**TECHNICAL SPECIFICATIONS  
FORUM**

On request

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2023.

\*Price is only valid in combination with the print special. Prices of special ad formats are not subject to agency discounts.

**PRINT + ONLINE**



### 1 BILLBOARD FORMAT

- 950 x 250 px (max. 80 KB)

#### CPM\*

- € 160.00

### 2 SUPERBANNER FORMAT

- 728 x 90 px (max. 80 KB)

#### CPM\*

- € 95.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 80 KB)

#### CPM\*

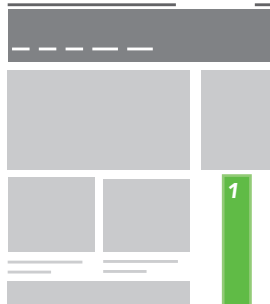
- € 95.00

### 1 + 2 HALF PAGE FORMAT

- 300 x 600 px (max. 80 KB)

#### CPM\*

- € 160.00



### 1 SKYSCRAPER FORMAT

- 160 x 600 px (max. 80 KB)

#### CPM\*

- € 95.00

### MORE FORMATS ON REQUEST.

We'll be happy to advise you!

### TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF.



## DIGITAL

3 times per week, **Autoflotte** informs decision-makers and managers for fleet management, company cars & leasing and service & mobility with an up-to-date e-mail newsletter. It summarizes compactly the important events on Monday, Wednesday and Friday.

### REGISTRATION:

newsletter.springerfachmedien-muenchen.de/af

### DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

AD FORMAT	PLACEMENT	SIZE IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	580.00
TextAd	2	650 x 366	680.00
Medium Rectangle	3	300 x 250	580.00



### TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF for Autoflotte.



### DIGITAL

For a duration of four weeks, the online advertorial appears as an editorially designed article at [www.autoflotte.de](http://www.autoflotte.de). The first seven days it even appears directly on the start page.

The advertorial is promoted with a text ad teaser in the newsletter, social media posting and teaser on the start page of [www.autoflotte.de](http://www.autoflotte.de).

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 keystrokes  
Teaser ca. 400 keystrokes
- Body text with max. 3,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



#### AD FORMAT

Online advertorial

#### PLACEMENT

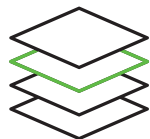
autoflotte.de

#### DURATION

4 weeks

#### PRICE IN €

6,830.00



### PRINT



### DIGITAL

A cross-medial provider directory (print and online) for fleet and fleet operators which is sorted alphabetically by categories.

### PLACEMENT BY CATEGORIES:

Bio-methane/CNG, car glass, car rental & car sharing & carpool management, consulting & fleet optimization & data services, electromobility, vehicle wraps, vehicle manufacturers & importers, fleet software, driver's licence verification system & UVV, fleet management, fleet service & logistics, used car marketing, assessors, vehicle preparation, maintenance & smart repair, charging infrastructure, leasing & financing, mobility service, tyres & tyre service, damage and risk management, fuel cards, telematics & vehicle communication, insurances, workshop service and two-wheelers.

### PRESENTATION IN PRINT AND ONLINE:

**Autoflotte** → every issue = 7 issues:

Display, 43 x 25 mm, 4-coloured, with company logo, company name and address

**autoflotte.de/flottenlösungen** → in the selected categories:

Company logo, company name and address, company profile, products and services, contact persons, references and contact

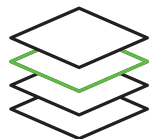
Please contact us for the coordination of the extensive presentation possibilities.

**TECHNICAL SPECIFICATIONS**  
**INTERESTING FLEET SOLUTIONS**

You can find all information summarized [here](#) in a PDF for Autoflotte.

AD FORMAT	PLACEMENT	DURATION	PRICE IN €
1 category	<b>Autoflotte + autoflotte.de</b>	7 issues + 12 months	<b>1,730.00</b>





### PRINT



### DIGITAL

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING





In a print advertorial, a special editorial format is styled like an article.

The ideal complement is the accompanying publication of the content as a digital advertorial on the trade magazine portal.

**In addition to your advertorial, choose your preference package of advertising means!**

### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publication magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online PDF</b>	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as <b>Online advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 18,110.00	1/1 € 12,810.00 2/1 € 17,060.00	1/1 € 8,910.00 2/1 € 14,890.00



**DIGITAL**





### NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

For a duration of **4 weeks**, an online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial, choose your preference package of advertising means!**

### MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser-placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓		
	€ 11,760.00	€ 8,660.00	€ 6,830.00



### DIGITAL

### BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITE PAPER BRINGS CONTENT AND USER TOGETHER





In a white paper beneficial content is processed as a digital online publication.

The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

**In addition to your white paper, choose your preference package of advertising means!**

### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	8 weeks	4 weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 30' PI	 20' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	€ 18,380.00	€ 13,130.00



### DIGITAL

#### DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL





A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

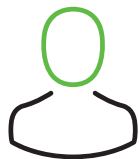
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

**In addition to your white paper, choose your preference package of advertising means!**

#### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE	PREMIUM
Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	3 chapters	2 chapters
<b>Duration</b>	8 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Portal placement <b>Banner</b>	✓ 100' PI	
	€ 23,630.00	€ 20,480.00



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Key Account Manager

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Mobile phone +49 160 90834374



### BIRGIT ZIPFEL

Key Account Manager

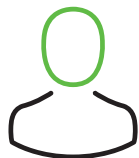
birgit.zipfel@springernature.com  
Phone +49 89 203043-1191  
Mobile phone +49 160 90592984



### RAINER BAUER

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**PETRA WENNINGER**

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**MIRIAM GREISSL**

Campaign Manager

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