

MEDIA KIT 2022

AUTOFLOTTE
The magazine for vehicle fleet and fleet management

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





monthly

10 ISSUES

28. year

2022

www.autoflotte.de

WEB ADDRESS (URL)



PUBLISHING HOUSE:

Springer Automotive Media
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CIRCULATION

83 % use specialist media to stay up-to-date on the current developments of the industry.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



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.

96 % of the B2B deciders are oriented towards specialist media.

Specialist media are the perfect advertising media – **78 %** consider advertisements in specialist media as beneficial. Anyone advertising in specialist media confirms his relevance in the market and enhances it.

Source: B2B Decision-maker analysis 2017/Deutsche Fachpresse, Frankfurt a. M.

SUBSCRIPTION

ISSN 0948-6682

Annual subscription price:

Inland: € 73.90 incl. packing/posting plus statutory VAT.

European countries € 85.90 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

General conditions:

Please note the General Terms and Conditions you can find at 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*

24,643

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

PRINT

595

PAID CIRCULATIONS*



DIGITAL

58,465

VISITS**

(average of three months, April to June 2021)



95,307

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



7,496

NEWSLETTER SUBSCRIBERS***

(June 2021)

69 % of professional decision-makers use trade media in both print and digital form (cross-media).

Source: B2B Decision-maker analysis 2017/Deutsche Fachpresse, Frankfurt a. M.

* 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

Mobility 2022

AD 04.01.22

CD 10.01.22

PD 01.02.22

ISSUE 3

Fleet management
New summer tyres

Pflegedienste (Care Services) 2022

AD 04.02.22

CD 09.02.22

PD 01.03.22

ISSUE 4

Mobility management
Electronic driver's licence verification system/
Electronic logbook
Two-wheeler

AD 09.03.22

CD 14.03.22

PD 01.04.22

ISSUE 5

Electromobility infrastructure
(charge card, wall box etc.)
Leasing, Financing

AD 04.04.22

CD 07.04.22

PD 02.05.22

ISSUE 6

Vehicle return/vehicle preparation/
Damage management
Fleet software

AD 06.05.22

CD 11.05.22

PD 01.06.22

MAIN TOPICS

SPECIAL

FAIRS

ISSUE 7

AD 07.06.22

CD 10.06.22

PD 01.07.22

Corporate Carsharing
Car subscription/Long-term rental
Autoflotte Fleet monitor

Kleine Flotten (Small Fleets) 2022

ISSUE 8-9

AD 21.07.22

CD 26.07.22

PD 16.08.22

TCO/Fleet reporting
Market overview fuel cards
Mobility management

ISSUE 10

AD 08.09.22

CD 13.09.22

PD 04.10.22

Fleet insurance
Winter tyres

ISSUE 11

AD 06.10.22

CD 11.10.22

PD 02.11.22

Vans
Corporate Carsharing

Fuhrparkwelt (Vehicle Fleet World) 2023

ISSUE 12

AD 18.11.22

CD 23.11.22

PD 13.12.22

Market overview leasing
Car subscription/Long-term rent

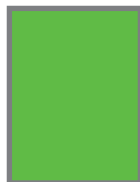
MAGAZINE FORMAT

210 X 279 mm



SPECIAL MAGAZINE FORMAT

203 X 277 mm



MAIN MAGAZINE

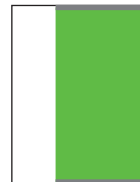
Type area (w x h)
Bleed size (w x h)

2/1 PAGES ACROSS GUTTER

—
420 x 279 mm*

1/1 PAGE

175 x 236 mm
210 x 279 mm*



2/3 PAGE UPRIGHT

115 x 236 mm
131 x 279 mm*



1/2 PAGE UPRIGHT

85 x 236 mm
101 x 279 mm*



1/2 PAGE HORIZONTAL

175 x 117 mm
210 x 137 mm*

SPECIAL

Type area (w x h)
Bleed size (w x h)

—
406 x 277 mm*

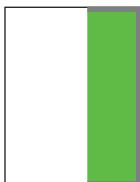
175 x 232 mm
203 x 277 mm*

—
—

85 x 232 mm
99 x 277 mm*

175 x 117 mm
203 x 136 mm*

* + 3 mm bleed

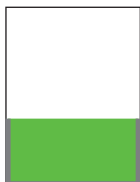


MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

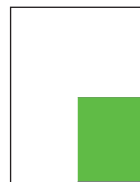
1/3 PAGE UPRIGHT

55 x 236 mm
71 x 279 mm*



1/3 PAGE HORIZONTAL

175 x 76 mm
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



1/4 PAGE UPRIGHT

40 x 236 mm
56 x 279 mm*



1/4 PAGE HORIZONTAL

175 x 56 mm
210 x 71 mm*

SPECIAL

Type area (w x h)
Bleed size (w x h)

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	8,200.00
4. cover page	8,950.00
2/1 page	14,180.00
1/1 page	7,455.00
2/3 page	5,090.00
1/2 page	3,915.00
1/3 page	2,640.00
1/4 page	2,040.00
1/8 page	1,055.00

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 43 mm wide	3.30	6.35
Job offer & Purchases and sales by agency	1 column 43 mm wide	3.88	7.47
Job-wanted	1 column 43 mm wide	2.15	
Box number fee	inland	€ 13.00	

TECHNICAL SPECIFICATIONS PRINT

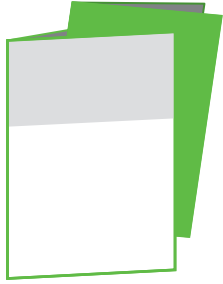
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.

* 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

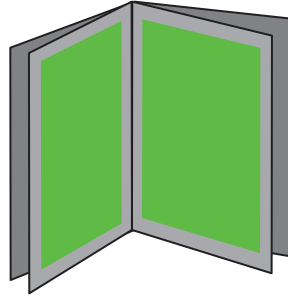
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 328.00**
- 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

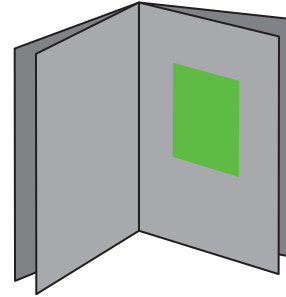
FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header

PRICE

- 1/1 page **€ 8,500.00**
- 2/1 pages **€ 13,900.00**

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

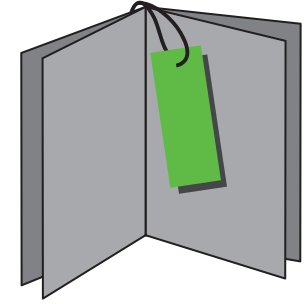
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 1,630.00**
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

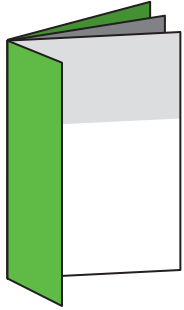
FORMAT

- 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 4th back cover page
- Optimally catches readers' attention

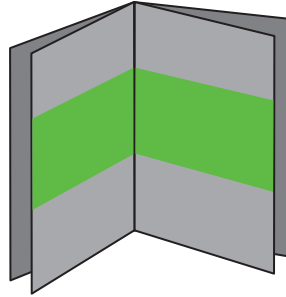
FORMAT

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

PRICE

- € 16,590.00

BANDEROLE AD



SPECIAL FEATURE

- Unobtrusive but memorable
- Suitable for prominent promotion of special topics
- High attention

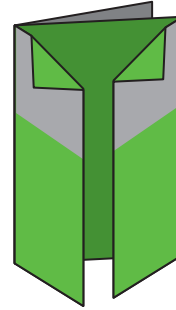
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 7,060.00

DOUBLE GATEFOLD



SPECIAL FEATURE

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

FORMAT

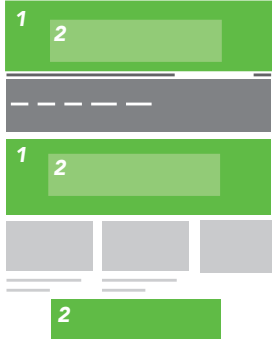
- Front cover + 1/1 page
- 2 x 1/2 page upright, 4c

PRICE

- On request

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

We'll be happy to advise you!



1 BILLBOARD FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

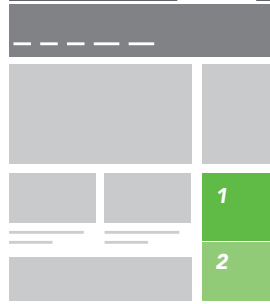
- € 150.00

2 SUPERBANNER FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 75.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

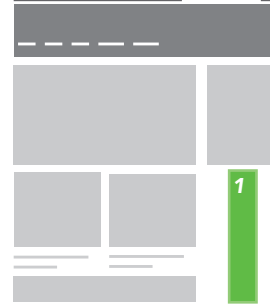
- € 75.00

1 + 2 HALF PAGE FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 150.00



1 SKYSCRAPER FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 75.00

**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	550.00
TextAd	2	650 x 366	650.00
Medium Rectangle	3	300 x 250	550.00



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

The online advertorial appears at www.autoflotte.de as an editorially designed article under the tab "Topspecials".

The advertorial is promoted with a teaser at www.autoflotte.de.

PRESENTATION:

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT

Online Advertorial

PLACEMENT

autoflotte.de

DURATION

4 weeks

PRICE IN €

6,500.00



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.

PRINT



DIGITAL

PRESENTATION IN PRINT AND ONLINE:

Autoflotte → every even issue = 6 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.



AD FORMAT	PLACEMENT	DURATION	PRICE IN €
1 category	Autoflotte + autoflotte.de	6 issues + 12 months	1,650.00



PRINT

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 accompanying publication of the content as a digital advertorial on the trade magazine portal.







DIGITAL

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE <i>PRINT & ONLINE</i>	PREMIUM <i>PRINT & ONLINE</i>	BASIC+ <i>PRINT & ONLINE</i>
Publication magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online PDF	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as Online Advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 17,250.00	1/1 € 12,200.00 2/1 € 16,250.00	1/1 € 8,500.00 2/1 € 13,900.00



DIGITAL





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

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 Startpage	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAD	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser-placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓		
	€ 11,200.00	€ 8,250.00	€ 6,500.00



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 Full service	✓ Full service	Customer delivers PDF
Duration Lead generation	8 weeks	4 weeks
Newsletter placement TextAd	✓ 8 x	✓ 4 x
SocialMedia placement Posting	 4 x	 2 x
Startpage placement Banner	 30' PI	 20' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 17,500.00	€ 12,500.00



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.

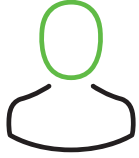
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	3 chapters	2 chapters	1 chapters (Onepager)
Duration	8 weeks	6 weeks	6 weeks
Newsletter placement TextAd	 8 x	 6 x	 6 x
SocialMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 22,500.00	€ 19,500.00	€ 11,900.00



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Fax +49 89 203043-1240



BIRGIT ZIPFEL

Key Account Manager

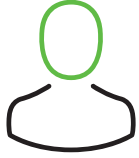
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Fax +49 89 203043-1240



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