

## MEDIA KIT 2022

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





**monthly**

10 ISSUES

**28. year**

2022

**www.autoflotte.de**

WEB ADDRESS (URL)



**PUBLISHING HOUSE:**

Springer Automotive Media  
Springer Fachmedien München GmbH  
Aschauer Straße 30  
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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](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\*

**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](http://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

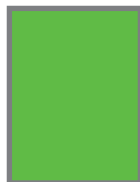
### MAGAZINE FORMAT

210 X 279 mm



### SPECIAL MAGAZINE FORMAT

203 X 277 mm



### MAIN MAGAZINE

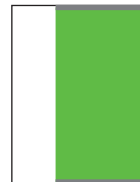
Type area (w x h)  
Bleed size (w x h)

### 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\*

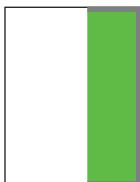
175 x 232 mm  
203 x 277 mm\*

—  
—

85 x 232 mm  
99 x 277 mm\*

175 x 117 mm  
203 x 136 mm\*

\* + 3 mm bleed

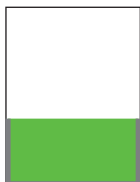


### MAIN MAGAZINE

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

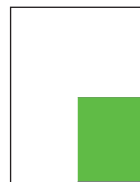
### 1/3 PAGE UPRIGHT

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	5 %
12 times	10 %

### QUANTITY SCALE

2 pages	10 %
3 pages	15 %
5 pages	20 %
7 pages	25 %

### 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

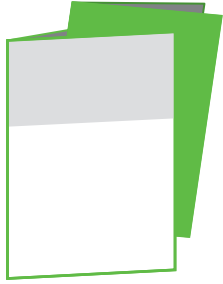
In the case of supplying digital printing materials please note the information on our data ticket.

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

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

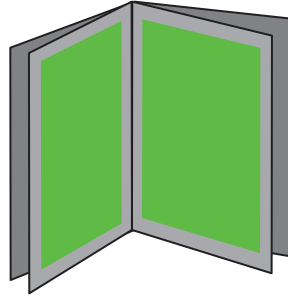
#### FORMAT

- 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

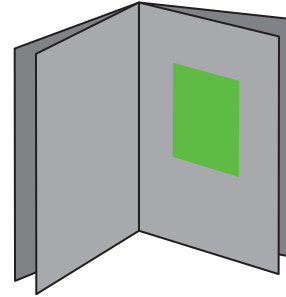
#### FORMAT

- 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

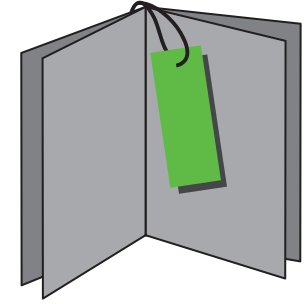
#### FORMAT

- 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

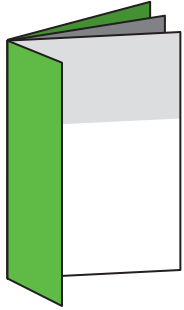
#### FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m<sup>2</sup>
- 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

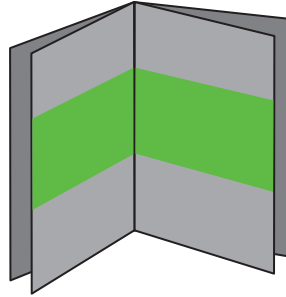
#### FORMAT

- 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

- € 16,590.00

### BANDEROLE AD



#### SPECIAL FEATURE

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

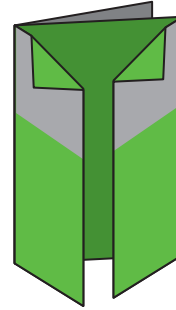
#### FORMAT

- 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

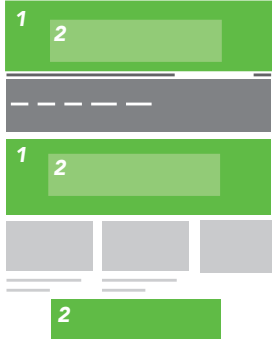
- Front cover + 1/1 page
- 2 x 1/2 page upright, 4c

#### 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\*

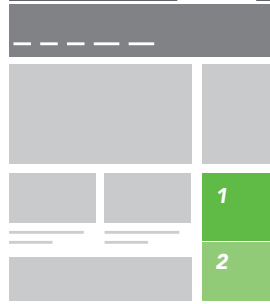
- € 150.00

### 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\*

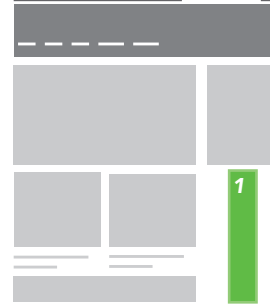
- € 75.00

### 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](http://www.autoflotte.de) as an editorially designed article under the tab "Topspecials".

The advertorial is promoted with a teaser at [www.autoflotte.de](http://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	<b>Autoflotte + autoflotte.de</b>	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

	<b>ULTIMATE</b> PRINT & ONLINE	<b>PREMIUM</b> PRINT & ONLINE	<b>BASIC+</b> 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 € 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 <b>Startpage</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>	✓		
	€ 11,200.00	€ 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 <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Startpage placement <b>Banner</b>	 30' PI	 20' PI
Clever Push <b>Notification</b>	✓ 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.

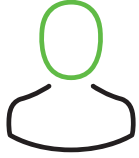
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

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

#### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Startpage</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	3 chapters	2 chapters	1 chapters (Onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 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

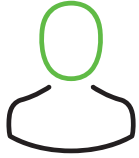
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