

## 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  
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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: € 76.70 incl. packing/posting plus statutory VAT.

European countries € 88.70 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

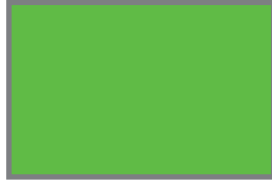
CD 23.11.22

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\*



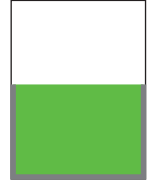
### 2/3 PAGE PORTRAIT

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\*

### SPECIAL

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

—  
406 x 277 mm\*

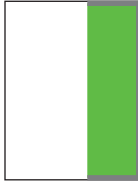
175 x 232 mm  
203 x 277 mm\*

—  
—

85 x 232 mm  
99 x 277 mm\*

175 x 117 mm  
203 x 136 mm\*

\* + 3 mm bleed

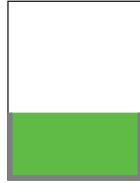


### MAIN MAGAZINE

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

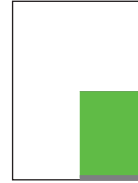
### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



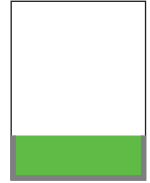
### 1/4 PAGE BLOC

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\*

### 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

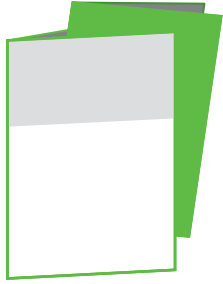
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 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

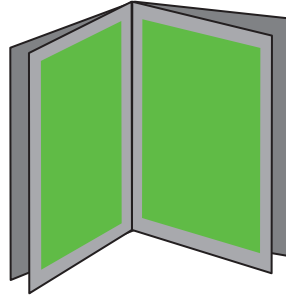
#### FORMAT

- 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

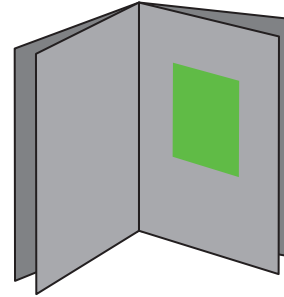
#### FORMAT

- 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

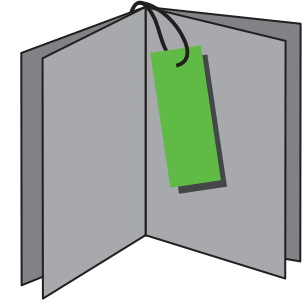
#### FORMAT

- 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

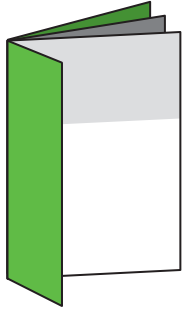
#### FORMAT

- 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

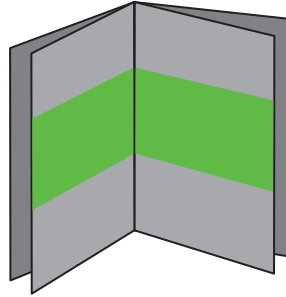
#### FORMAT

- 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

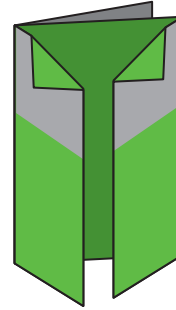
#### FORMAT

- 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

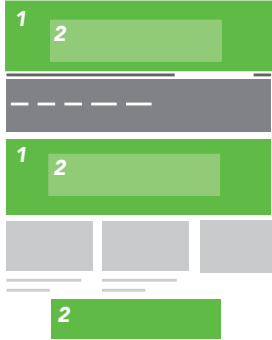
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

#### 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\*

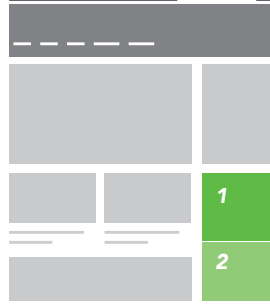
- € 150.00

### 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\*

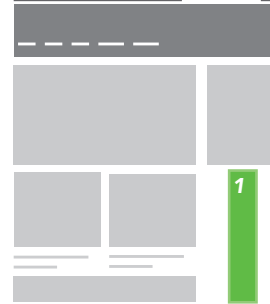
- € 75.00

### 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.

<b>AD FORMAT</b>	<b>PLACEMENT</b>	<b>SIZE IN PX</b>	<b>PRICE PER NL IN €</b>
Cross/Full-Size Banner	1	650 x 150	<b>550.00</b>
TextAd	2	650 x 366	<b>650.00</b>
Medium Rectangle	3	300 x 250	<b>550.00</b>



#### **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 (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. above 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 €

6,500.00



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.

**TECHNICAL SPEZIFIKATIONEN  
INTERESSANTE FLOTTENLÖSUNGEN**

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>	6 issues + 12 months	1,650.00



### 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 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

	<b>ULTIMATE</b> <i>PRINT &amp; ONLINE</i>	<b>PREMIUM</b> <i>PRINT &amp; ONLINE</i>	<b>BASIC+</b> <i>PRINT &amp; ONLINE</i>
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.

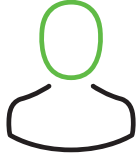
As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

**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

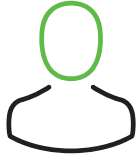
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