

firmenwagen

The professional magazine for car fleet operators and cost-conscious frequent drivers



www.firmenflotte.at

MEDIADATA

2012

Brief description

Firmenwagen is the professional magazine for car fleet operators and cost-conscious frequent drivers. Thanks to its editorial concept, which is unique in all Austria, Firmenwagen has established itself as an important medium of information in the specialist printer's area – a magazine which offers real help in decision-making when buying cars and calculating costs and which, with its circulation of 30,200, addresses itself to companies which operate company cars or car fleets.

Firmenwagen also appeals to decision-makers who are responsible for the trade in cars, car parts, accessories and tyres, as well as for the service and maintenance of company cars. Firmenwagen is thus also sent to all car dealers, garages, petrol stations, and car part, accessory and tyre dealers in Austria.








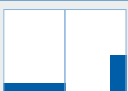
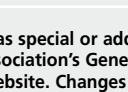
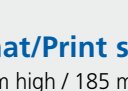

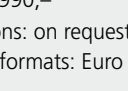
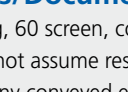
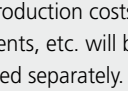
Editorial Calendar and Publishing Schedule

Issue	Main Themes/Focus	Exhibitions
firmenwagen 1/2012 Publication date 22.02.2012 Closing date/ Copy deadline 03.02.2012	Fleet Car of the Year 2012	Vienna Autoshow follow-up report and review 12.01. – 15.01.2012
firmenwagen 2/2012 Publication date 02.04.2012 Closing date/ Copy deadline 13.03.2012	Summer Tyres Preliminary report Fleet Day Teesdorf, Award Presentation FOY, TOY, VOY, POY	Automobilsalon Genf follow-up report and review 08.03. – 18.03.2012
firmenwagen 3/2012 Publication date 11.06.2012 Closing date/ Copy deadline 21.05.2012	Fleet Day Teesdorf follow-up report and review Transporter Special with TRAKTUELL	Preliminary report Tyre Exhibition Essen 05.06. – 08.06.2012
firmenwagen 4/2012 Publication date 10.09.2012 Closing date/ Copy deadline 20.08.2012	Winter Tyres	Preliminary report Automechanika Frankfurt 11.09. – 16.09.2012
firmenwagen 5/2012 Publication date 22.10.2012 Closing date/ Copy deadline 02.10.2012	Automechanika follow-up report and review, Preliminary report Motorshow Essen	Motorshow Essen 01.12. – 09.12.2012
firmenwagen 6/2012 Publication date 10.12.2012 Closing date/ Copy deadline 19.11.2012	Van of the Year 2012, Pick Up of the Year 2012	Preliminary report AutoZum 2013

Permanent Topics and Features: Vehicle Tests, Fleet Management, New Releases, Travel and Leisure, Insurance and Finance, Telecommunications, Service Facilities, Parts and Accessories, Wheels and Tyres, Technology and Trends, Transporter, Vans

Flottenguide 2013 Publication date 10.12.2012 Closing date/ Copy deadline 03.11.2012	The Fleet Guide is an indispensable information medium and reference publication for fleet operators in Austria. Issue 6/2012 of firmenwagen includes a copy of the Fleet Guide.
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Advertisement prices and formats

Format	Print space (width x height)	Bled + 3 mm trapping (width x height)	Print space price
1/1 	185 x 255 mm	210 x 297 mm	Euro 6.490,-
Juniorpage 	137,5 x 200 mm	152,5 x 215 mm	Euro 5.990,-
1/2 horizontal  1/2 vertical 	185 x 125 mm 90 x 255 mm	210 x 147 mm 105 x 297 mm	Euro 3.690,-
1/3 horizontal  1/3 vertical 	185 x 81 mm 58 x 255 mm	210 x 96 mm 73 x 297 mm	Euro 2.990,-
1/4 horizontal  1/4 single-column  1/4 vertical 	185 x 60 mm 43 x 255 mm 90 x 125 mm		Euro 2.290,-
1/8 horizontal  1/8 single-column  1/8 vertical 	185 x 30 mm 43 x 125 mm 90 x 60 mm		Euro 1.490,-

Black and white as well as special or additional colours available on request. Prices do not include the statutory advertising tax and VAT. The Austrian Periodical Publishers' Association's General Terms and Conditions of Advertising Businesses apply. These can be requested from the publishing house or obtained through our website. Changes and errors excepted.

Magazine format/Print space

210 mm wide, 297 mm high / 185 mm wide, 255 mm high

Additional charges for special formats and positions

2nd and 3rd cover page: Euro 6.890,-

4th cover page: Euro 6.990,-

Other preferred positions: on request

Surcharge for bled off formats: Euro 290,-

Printing process/Documents

Reel-fed offset printing, 60 screen, colours: Euroscale (cyan, magenta, yellow, black). We do not assume responsibility for the correctness and completeness of any conveyed electronic data/documents/advertisements. Any production costs which may arise for corrections, creation of advertisements, etc. will be charged in accordance with expenditure and invoiced separately. In order to achieve optimal printing results, a contract proof in the final colours must necessarily be provided with the data. Accomplishment of subsequent corrections or changes only by written order.

ICC colour profile: Europe ISO Coated V2 (FOGRA39)

Please send your print materials to: produktion@weka.at

Programmes and formats

System: PC; file delivery: printable PDF; software: InDesign CS5, Illustrator CS5, Photoshop CS5; data carriers: CD-ROM, USB; FTP server (login data on request)

Supplements

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 250.00/thousand	Euro 290.00/thousand	Euro 360.00/thousand

Inserts

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 400.00/thousand	Euro 520.00/thousand	Euro 610.00/thousand

Galley proofs

Delivery on request only. Considered as approved if not returned to the publisher within 4 days.

Cancellations

Can only be accepted if the publisher is notified in writing. No fees will be charged for cancellations made up to two weeks prior to the advertisement deadline. 30% cancellation fee will be charged for cancellations within the two weeks prior to the advertisement deadline. The date of receipt by post is decisive in every case.

Rabates (for one-year orders)

Rabate:	Frequency scale
5 %	3 adverts
10 %	6 adverts

Rabates apply in the case of one-year orders accepted within 12 months (insertion year). No rebate on supplements.

Terms of payment

Net payment within 30 days from date of invoice. In case of default of payment, 15% default interest plus collection costs will be charged.

VAT number: ATU14897806

Bank details: Bank Austria Creditanstalt, Bank code 12000,

Account No: 109-146652/00

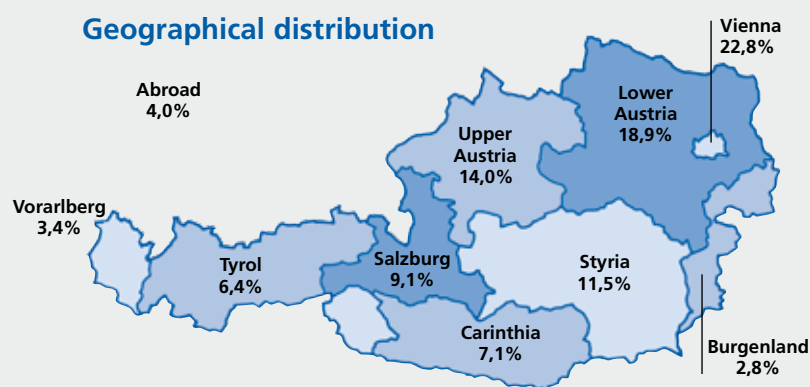
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Target group

Readers, recipients

- Decision-makers in Austrian companies which deploy company vehicles (retail and wholesale trade)
- Industrial Enterprises
- Service providers and business enterprises with at least five employees and cost-conscious frequent drivers

Our publishing house has a professionally built business address file available. We are constantly updating the addresses of our recipients: the precise number of addresses is therefore subject to fluctuations. All percentages given have been rounded up/down mathematically.



Online rates

You'll find more information about our online advertising solutions (banner, newsletter sponsoring etc.) on our website at

www.firmenflotte.at/mediadaten

Information on the internet

Media data available as a PDF download:
www.firmenflotte.at/mediadaten

firmenwagen on the internet:
www.firmenflotte.at

Newsletter subscription:
www.firmenflotte.at/newsletter

Publishing house data and media titles:
www.weka.at/fachzeitschriften

Print Run Monitoring



The firmenwagen is subject to regular print run monitoring by the ÖAK.

Print run (yearly average 2010)

25.033

Trade fair and special issue print runs will be increased as necessary.

Publication form, year

6 issues, 17th volume, 2012

Purchase price inland

One-year subscription
Unit sales price

Euro 30,-
Euro 5,50

Purchase price abroad

One-year subscription

Euro 48,-

Bezugspreis Flottenguide

Euro 20,-

Team firmenwagen



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BEST OF B2B

The WEKA Publishing House Austria's specialised trade magazines

About 14 magazine titles in the business-to-business segment are currently being published under the umbrella of the WEKA publishing house. We are one of the leading publishers of specialised information in Austria. Our portfolio includes 5 publishing fields. Our publishing house is member of the Austrian Print Run Monitoring Body (ÖAK). You'll find more detailed information about our publishing house and media on our website www.weka.at/fachzeitschriften

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Trade

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Automotive



Industry



Construction



Trade

