

International Media Rates 2016

bfp FUHRPARK
& MANAGEMENT



Focusing on the fleet:

The independent
trade journal
for fleet operators

e-mail: info@fuhrpark.de

www.fuhrpark.de

10 times a year

International Media Rates 2016



JOIN OUR BFP FUHRPARK-FORUM
AT THE NÜRBURGRING ON 8TH/9TH JUNE



FUHRPARK.DE
NEW: CHANNEL-SPONSORING!

For advertising material contact:

Schlütersche Verlagsgesellschaft mbH & Co. KG
International Department – bfp
Hans-Böckler-Allee 7
30173 Hannover - Germany
www.fuhrpark.de
baere@schluetersche.de
lemke@schluetersche.de

For editorial material contact:

Schlütersche Verlagsgesellschaft mbH & Co. KG
bfp fuhrpark + management
Rheinallee 193
55120 Mainz - Germany
Chief-Editor: Hans-Joachim Mag
Fon +49 (0) 6131 62776-11
Fax +49 (0) 6131 62776-20
mag@fuhrpark.de

DEAR CLIENT,

We would like to introduce you to our trade journal,
bfp fuhrpark+management.

bfp fuhrpark+management is the independent trade magazine for vehicle fleet management with back-ground reports, current information and concrete tips for the efficient management of automobile and transporter fleets. The vehicle fleet decision makers in Germany are the target group.

In supplement to our trade magazine, our event team organizes various events and training options for fleet managers. Our online platform, www.fuhrpark.de offers up-to-date news, useful downloads, information on current events, the current edition of the trade magazine and the archive with the annual contents.

bfp fuhrpark+management is published 10 times a year with an ivw inspected circulation of 50,000 copies.

4 reasons that speak for **bfp fuhrpark+management** as the leading independent trade magazine on the German vehicle fleet market:

- With 50,031 distributed copies*, largest single shipment circulation of all German vehicle fleet magazines.
- Best price-service ratio (CPT) among vehicle fleet magazines based on the distributed circulation.* *
- Editorial and event team – competency in the vehicle fleet market with more than 19 years of experience!
- Successful events speak for themselves – and the right target group!

If you are interested in presenting your company, your products or services in **bfp fuhrpark+management**, or would like to join the readership, please do not hesitate to get in touch at any time.

Best regards

MARION BÄRE

Advertising manager

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* Source: Media rates 2015

** Source: Media rates 2015, prices 1/1 4c und distributed copies

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WE DESIGN YOUR SALES APPROACH – WITH CROSS-MEDIA OFFERS!

Use the possible combinations of our cross-media packages:

- Customer publishing » large coverage and basic information
- Web-TV » medium coverage and further information
- Events » limited number of participants and detailed, high-quality information

crossmedia sales promotion reaches a larger audience – for your more specific sales approach.

Please ask for about the many possible options!

If you like a specific offer, or have any questions about advertising in this magazine, do not hesitate to call our

international advertising department

Fon +49 (0)511/8550-2645 or -2648

Fax +49 (0)511/8550-2600

e-mail baere@schluetersche.de or lemke@schluetersche.de

SPECIAL POSITIONS:

Magazine Covers: 9,060.– Euro
(Bleed Size full page: 216 x 303 mm)

DISCOUNTS: (applies to orders within one year)

No. of issues:	Quantity:
2 issues 5 %	2 pages 10 %
5 issues 10 %	5 pages 15 %
10 issues 15 %	8 pages 20 %

INTERNET: WWW.FUHRPARK.DE

MECHANICAL DATA

Trimmed Size Full Page:	210 x 297 mm
Bleed Size:	trimmed size plus 3 mm
Bleed Size double page spread:	432 x 303 mm
Bleed Size full page:	216 x 303 mm

Please send all advertising material as datafiles.

Printing Process: offset printing

Printing Material: digital data for Apple Macintosh

Remote data transmission bfp by e-mail:

anzeigendaten-bfp@schluetersche.de

Please also send a copy of your advertisement and file information (name of the file, which customer, which magazine and issue, program, screen, used fonts, colours and your name and company)

by fax to: +49/511/8550-2401 or

e-mail: AnzeigenDaten-KFZ@schluetersche.de

Remote data transmission up to 20 MB (alternative on CD-ROM)

ADVERTISEMENT RATES 2016

Details	Width x Height (+ 3 mm trim on each side)	4-Color Euro
2/1 page	420 x 297	18,120.–
1/1 page	210 x 297	8,400.–
1/2 page	210 x 148 • 100 x 297	4,350.–
1/3 page	210 x 102 • 68 x 297	2,950.–
1/4 page	210 x 79 • 100 x 148	2,250.–
1/8 page	100 x 79 • 210 x 45	1,185.–

Features and dates 2016

Print and Online

Issue	1-2	3	4	5	6	Special issue
Advertising placement deadline	January 14, 2016	February 9, 2016	March 7, 2016	April 8, 2016	May 9, 2016	May 11, 2016
Deadline for copy to printers	January 20, 2016	February 15, 2016	March 11, 2016	April 14, 2016	May 13, 2016	May 18, 2016
Publication date	February 5, 2016	March 2, 2016	March 31, 2016	May 2, 2016	June 1, 2016	June 8, 2016

Focus topics	Fuel cards	Fleet management / Leasing	Insurance	Green Fleet	FORUM at Nürburgring*	SERVICEFINDER
	Document management / registration service	Vehicle lamination	Fleet advisors	Long-term rental: Cars and vans	Reporting	Car dealerships with key account service
	Internationalization	Securing loads	Traffic jam reporting	Telematics	Fuel cards of leasing societies	
	Tire management	Tire sales in the internet on the rise?	New summer tires	Car ergonomics	Connectivity	
Vans	Securing loads – what standards apply?	A lot of outfit or less?	Assistance systems	Alternate drives	Work lighting and ergonomics	
				Exhibitor profiles for FORUM*		
Messen		Intern. Automobil-Salon Genf	AMI Leipzig	Tire exhibition Essen	FORUM at Nürburgring	

Issue	Special issue	7-8	9	10	11	12
Advertising placement deadline	June 13, 2016	July 12, 2016	August 10, 2016	September 8, 2016	October 12, 2016	November 9, 2016
Deadline for copy to printers	June 17, 2016	July 18, 2016	August 16, 2016	September 15, 2016	October 18, 2016	November 15, 2016
Publication date	July 5, 2016	August 3, 2016	September 1, 2016	October 4, 2016	November 3, 2016	December 1, 2016

Focus topics	FORUM Special issue*	Networked mobility	IAA Nutzfahrzeuge	Pure fleet management	Car sharing for business clients	Driving license check
	Reports from FORUM at Nürburgring	Driver assistance	Free shop concepts	Smart repair	Car rental	Damage management
		Risk Management	Vehicle direct marketing	New winter tires	Software for fleet management	Leasing formats
		Tire management	Electronic driving logs	Telematics	Car glass	Smartphones as navigational aids
Vans		Chassis/Setup	Upgrades and retrofit	Market overview vans	Industry vehicles	Shuttle vehicles
Exhibitions			IAA Nfz. Hannover			

* Depending on event date

Recurring topics: Market, fleet management, law & tax, events, vans & costs, cars & costs
Please submit your editorial material 5 weeks ahead of the advertising deadline.