

company car

THE MAGAZINE FOR
FLEET OPERATORS AND COST-CONSCIOUS
FREQUENT DRIVER:INSIDE

MEDIA DATA 2024

Dear advertiser,

The environment of our readers is changing at a rapid pace. What remains is the need for independent, well-founded information based on broad expertise. Around 22,500 subscribers to the print edition, numerous subscribers to our digital products, the steadily increasing number of users of our website and thousands of participants in our event series rely on the well-told, critically researched and profoundly classified information that they obtain from the many platforms of firmenwagen.co.at.

We speak the language of SMEs. We understand decision-makers. *firmenwagen* is the magazine for fleet operators and cost-conscious frequent drivers. With its editorial concept, which is unique in Austria, *firmenwagen* is established as an important information medium in the specialist publishing sector, offers real decision-making aids for car purchases and cost accounting and is aimed at companies that operate company cars or fleets. Target group: *firmenwagen* goes to fleet operators throughout Austria and addresses decision-makers who are responsible for the trade in vehicles, car parts, charging solutions for e-mobility, accessories and tyres as well as for the maintenance and service of company cars. *firmenwagen* thus also goes to all car dealers, car workshops, petrol stations, parts, accessories and tyre dealers in Austria.

Our leitmotif "We bring the industry together" has more meaning than ever, because our magazine "*firmenwagen*", as an Austrian communication platform, deals comprehensively with all topics related to information for fleet operators, SMEs and fleet managers. And it does so on all channels: print, online, LinkedIn, video channels such as YouTube and, of course, at our live events. That's what we call true 360° communication.

The car industry is in a constant state of flux. Not only the variety of models, but also new suppliers and new drive systems make fleet management and modernisation a major challenge. And for many companies, professional energy management has long been part of fleet management. *firmenwagen* therefore offers not only tips before purchasing a vehicle, but also useful information for the ongoing operation of company vehicles. This is becoming increasingly important in view of rising costs - because as the saying goes: the money is on the road.

See you soon,

Andreas Übelbacher & Karin Tober, Mag.

About the magazine

EDITION: 22,500 pieces/6 times a year

PUBLISHED SINCE: 1996



www.firmenwagen.co.at

CONTACTS

Have you acquired a taste for it? Then get in touch!



Andreas Übelbacher
Editor in Chief / Media Consultant
Tel. +43-1-40410-169

andreas.uebelbacher@industriemedien.at



Karin Tober, Mag.
Deputy Editor-in-Chief / Media Consultant
Tel. +43-1-40410-159

karin.tober@industriemedien.at

WEKA Industry Media GmbH

Dresdner Strasse 43, 1200 Vienna

Phone: +43-1-40410

www.firmenwagen.co.at
www.firmenwagen.com

UID: ATU72312035

Vienna Commercial Court, FN 360567 x Erste Bank,

IBAN AT58 2011 1837 5737 8700, BIC

GIBAA1WXXXX



360° COMMUNICATION

In order to disseminate your content in analogue as well as digital form in a target group-specific way, we design and produce content according to the "360° communication method". Thus, an article - online as well as in the print magazine - is not only published as text, but also highlighted in the form of TV news, videos as well as podcast episodes.

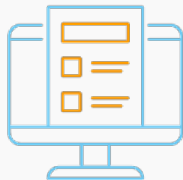
On our magazine platform, your content can be found in multiple and multimedia formats. But that's not all! We also offer your content pieces in the form of posts, reels and stories on our social media channels.

Thinking about content holistically and distributing it via multimedia



1. print

Example: Abridged version of an interview with a CEO/GF in the magazine (video is recorded in parallel or extra).



2. online

Full version of the interview in the online article, plus link to the podcast on Multimedia Stage, where the full-length video is embedded.



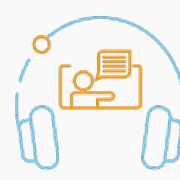
3. social media

The video is posted as a snippet (max. 60 s) on the magazine's social media channels (LinkedIn, Facebook or Instagram). Depending on the target group, stories, reels or collab postings are also possible.



4. TV News / Video

Video excerpt as a feature in the TV news or as a stand-alone video on the Multimedia Stage with intro/outro.



5. podcast

The audio track is edited as a podcast and provided with a professional jingle and recorded intro and published on the magazine platform.



6. events

Live is live and this is more true than ever. Meet experts, industry colleagues and future customers at our top-class congresses, conferences and round table discussions. Target group-specific and very close!

Print topics

You will find these topics as standard in all our print editions.

Additional topics are shown below in the respective months.



01/2024	02/2024	03/2024
AS: 05.02. // ET: 26.02.	AS: 12.03. // ET: 02.04.	AS: 21.05. // ET: 12.06.
HEAVY POINTS Winner "Fleet Car of the Year 2024" Car care Maintaining the value of the vehicle fleet	HEAVY POINTS Preliminary Report Car Test Day Summer tyres Fleet Car of the Year 2024* award ceremony Regional spring car fairs Vehicle maintenance Maintaining the value of the vehicle fleet	HEAVY POINTS Top 3 in charging management* award Service and repair networks Fuel/charging cards and charging apps Review Car Test Day
04/2024	05/2024	06/2024
AS: 16.08. // ET: 06.09.	AS: 04.10. // ET: 24.10.	AS: 20.11. // ET: 11.12.
HEAVY POINTS Winter Tyres & Winter Fit Car care Maintaining the value of the vehicle fleet	HEAVY POINTS Start of the election "Fleet Car of the Year 2025", Car Dealership of the Year* and "Commercial Vehicle Competence Centre of the Year" awards	HEAVY POINTS Start "Election to the Top 3 in Charging Management CarTo the preliminary report Service and repair networks Fuel/charging cards and charging apps



Andreas Übelbacher
 Editor in Chief / Media Consultant
 Tel. +43-1-40410-169








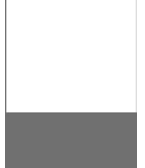






andreas.uebelbacher@car.com.at



Karin Tober, Mag.
 Deputy Editor-in-Chief / Media Consultant
 Tel. +43-1-40410-159

karin.tober@car.com.at

PRICES AND FORMATS

 <p>2/1 Type area 370 x 255 mm Falling 420 x 280 mm* € 9.800,-</p>	 <p>Cover Type area 210 x 196 mm € 7.100,-</p>	 <p>1/1 Type area 185 x 255 mm Falling 210 x 297 mm* € 6.950,-</p>	 <p>Junior Type area 137.5 x 200 mm Falling 152.5 x 215 mm* € 6.400,-</p>
 <p>1/2 high Type area 90 x 255 mm Falling 105 x 297 mm* € 4.120,-</p>	 <p>1/2 across Type area 185 x 125 mm Falling 210 x 143 mm* € 4.120,-</p>	 <p>1/3 high Type area 58 x 255 mm Falling 73 x 297 mm* € 3.230,-</p>	 <p>1/3 across Type area 185 x 81 mm Falling 210 x 96 mm* € 3.230,-</p>
 <p>1/4 high Type area 90 x 125 mm Falling 105 x 143 mm* € 2.600,-</p>	 <p>1/4 across Type area 185 x 60 mm Falling 210 x 75 mm* € 2.600,-</p>	 <p>1/4 1-column Type area 43 x 255 mm Falling 58 x 297 mm* € 2.600,-</p>	
 <p>1/8 high Type area 90 x 60 mm € 1.750,-</p>	 <p>1/8 across Type area 185 x 30 mm € 1.750,-</p>	 <p>1/8 1-column Type area 43 x 125 mm € 1.750,-</p>	

All formats: Width x height

* Falling formats require an overfiller of 3 mm on all sides.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-mail: advertising@mediaservice.at

Prices excl. & 5% Advertising tax

Placement U4:

€ 7.490,-

Placement U2 + U3:

€ 7.300,-

Advertorials




Inserts per 1.000 piece

per 1.000 piece
up to 10 g € 396,-
up to 20 g € 412,50,-
up to 30 g € 451,-
up to 40 g € 473,-

Bound inserts per 1.000 piece

per 1.000 piece
up to 10 g € 460
up to 20 g € 563,50,-
up to 30 g € 667,-
up to 40 g € 759

For inserts of less than 10,000 copies, a one-off lump sum of € 500,- will be charged.

 <p>1/1 approx. 3,000 characters + images</p>	 <p>1/2 approx. 1,500 characters + images</p>	 <p>1/3 approx. 1,000 characters + images</p>
---	---	---



Andreas Übelbacher
Editor in Chief / Media Consultant
Tel. +43-1-40410-169

andreas.uebelbacher@mediaservice.at



Karin Tober, Mag.
Deputy Editor-in-Chief / Media Consultant
Tel. +43-1-40410-159

karin.tober@mediaservice.at

Das Nachschlagewerk für Fuhrparkbetreiber

FLOTTENGUIDE

firmenwagen VOL  www.firmenwagen.co.at



Fleet Guide 2025

The Fleet Guide 2025 is an indispensable information medium and reference tool for fleet operators in Austria. It offers comprehensive

Space for your company portrait and image campaign.

The Fleet Guide 2025 provides competent and sound information for companies and for your customers and partners.

Circulation: 40,000 pieces

AS: 20.11.24

ET: 11.12.24

Prices & formats:

1/1 page € 6.950,-

1/2 page € 4.120,-

U2 or U3 € 7.300,-

U4 €

7.490,-

1 page company portrait € 4.850,-

Your Theme Booklet

You want to offer your (potential) customers more than just information? The booklet is the ideal product when it comes to dealing with more complex issues, to explain.

Format: A4

Paper cover: 200 g/m2 image print

Paper core: 100 g/m2 image print

Circulation: 25,000 copies in the supplement PLUS 1,000 pieces for your use

20 pages: € 18.900,-

28 pages: € 22.400,-

NEWSLETTER

Your message directly into the mailbox of the target group

Weekly Briefing

Frequency: 1x per week

Topics: Latest news for the transport industry.



Technical data

IAB Medium Rectangle:

300 x 250 px + target link

€ 480,-

Business Link:

Image in landscape format 4:3 (e.g. 800 x 600 px)

Title and teaser text (max. 300 characters) + target link

€ 480,-

TOP Banner - Your newsletter advertising for a full 3 months for only € 2.990,-.

MONTHLY ONLINE - THEMATIC FOCUS

Give your content the stage it deserves!

What benefit do you have?

- We are driving the digitalisation of content: every month, a topical thematic focus offers 360° information on what is currently moving the industry.
- Reports, interviews, professional articles, commentaries, videos and product information offer everything that professionals need to know about it. A newsletter summarises the findings and brings them together to the readers.
- Your advertisement will be featured in its own themed stage on our website. Thus, the visibility of your product or content is guaranteed and you appear in focal points that are important for you.
- Your advertising is embedded in this SEO-optimised environment on the theme-exclusive online stage. This guarantees the visibility of your message in the appropriate thematic focus.



□ Online Advertorial

Technical data:

- 200 displayed characters* (headline, heading + text)
- at least 1 picture in landscape format (16:9)
- Text for the creation of an article

Price on demand

* The 200 characters refer to the text displayed on the homepage. This is identical to the first 200 characters of the advertorial text.

□ Service Box

Technical data:

- 1 picture in landscape format (16:9)
- Title (max. 20 characters)
- Text (max. 140 characters)
- Button text (max. 15 characters)
- URL for Call-to-Action Button

Price on demand

□ Advertorial + Service Box

Can also be booked together to be the sole advertiser for a month!

ONLINE BANNER

Display advertising for more attention

- 1 IAB Billboard**
Price: monthly € 1.920,-
€ 320,- CPM
Format: 970 x 250 px
Playout on: Home page, subpages, article pages
- 2 Wallpaper**
Price: monthly € 2.160,-
€ 360,- CPM
Format: Leaderboard + Wide Skyscraper
Playout on: Home page, subpages, article pages
- 3 IAB Wide Skyscraper**
Price: monthly € 1.560,-
€ 260,- CPM
Format: 160 x 600 px
Playout on: Home page, subpages, article pages
- 4 Sidebar**
Price: monthly € 1.800,-
€ 300,- CPM
Format: dynamic, sticky
Playout on: Home page, sub-pages, article pages, + Mobile
- 5 IAB Leaderboard**
Price: monthly € 1.620,-
€ 270,- CPM
Format: 970 x 90 px
Playout on: Home page, subpages, article pages

- 6 Online advertorials**
The ideal tool to increase your reach and visibility

Home Page Advertorial

Your text is visible as an advertorial on the homepage and is linked to a sub-page or to your page, as desired.

Requirements:

- 1 picture in 16:9 ratio
- Title: approx. 50 characters
- Teaser text: 180 characters
- + URL or, if applicable, material for the creation of a sub-page.

Price per week: € 1.200,-

Playout on: Home + Mobile

- 7 HalfPage AD**
Price: monthly € 2.160,-
€ 360,- CPM
Format: 300 x 600 px
Playout on: Home, subpages + mobile

- 8 IAB Medium Rectangle**
Price: monthly € 1.380,-
€ 230,- CPM
Format: 300 x 250 px
Playout on: Home, subpages + mobile
Note: partially also on article pages under "Further interesting articles"

- 9 CMS-Advertorial**
[see online focus](#)
Playout on: Home + Mobile



DIGITAL PRODUCTS

Digital solutions for your effective marketing

THEMATIC FOCUS - CONTENT HUB



Win the topic leadership!

Reach your target group precisely on our online channels and on all search engines.

We editorially create 6 content pieces* on a relevant topic of your choice. These are placed online for 12 months on one of our 12 magazine home pages (depending on the topic). All texts are optimised for search engines and tagged with keywords so that your topic also receives additional high Google relevance through the power of our performance.

In addition, a service box with CTA complements this thematic focus; this service box leads directly to your website. *Tip: Collect leads there with an appealing service (whitepaper, event, webinar, Q&A or similar).*

Newsletter integration: Each of the 6 articles is published 1x in the corresponding magazine newsletter, i.e. 6 additional touchpoints for image cultivation, topics lead generation.

Costs

BASIC PACKAGE

Home page placement
6 editorially-written articles incl. SEO optimisation & teaser texts
1 service box with CTA on the homepage

Costs: 1 year = € 10,000

Shorter periods on request.

MONTHLY ONLINE FOCUS



We are driving the digitalisation of content:

Each month, a cutting-edge thematic focus provides 360-degree information on what is currently moving the industry.

Reports, interviews, professional articles, commentaries, videos and product information offer everything that professionals need to know about it. A newsletter summarises the findings and brings them together to the readers.

Your advertisement will be featured in its own theme stage on our homepage. Thus, the visibility of your product or content is guaranteed and you appear in focal points that are important for you.

Your advertising is embedded in this SEO-optimised environment on the theme-exclusive online stage. This guarantees the visibility of your message in the appropriate thematic focus.

Costs

BASIC PACKAGE

Home page placement
Service box or advertorial with image, text & CTA*.
Details can be found under the menu item "Online focus".

Costs: on request

*Also bookable together to be the sole advertiser for one month!

WEBINARE



From fancy webinars to professionally implemented press conferences, podcasts, studio talks and events individually tailored to your needs.

Webinars are an effective lead generation method that allows you, as a business, to attract quality leads who have already shown an interest in your products or services. With a well thought-out webinar strategy, you can expand your reach, demonstrate your expertise and build long-term relationships with potential customers.

You have an interesting topic, product or just want to gain new leads? We help you get your idea off the ground, starting with the concept, through application to implementation.

We can draw on our own 80-square-metre studio. Thanks to Green Screen, the studio can be individually designed and branded according to the customer's wishes.

Whether press conferences, studio talks, podcasts, company or product presentations - we guarantee the best picture, sound and audio quality.

Costs

BASIC PACKAGE

E-mail address
(verified by participation links)

- Personal details
- Company name
- professional data

Price on demand

WHITEPAPER



Place your whitepaper on www.firmenwagen.at and reach all those who are interested in your content.

Only pay for those leads that are valuable and of interest to you.

The Whitepaper Seal of Approval

Get an editorial seal of approval by having your whitepaper created or reviewed by our editorial team. This is how you boost lead generation and significantly increase conversion!

Costs

BASIC PACKAGE

E-mail address
(verified by sending the download link)

Costs: 30 Leads = € 1.800,-

The following information can be requested for an additional charge:

- Personal details
- Company name
- Location of the company
- Details of the company
- professional data
- Telephone number

Whitepaper Add-On "Pro

Secure the undivided attention of readers who are already interested.

After downloading your paper, a window branded according to your wishes opens with your high-quality content. Try it out!

Price on demand

Your white paper will be available on www.firmenwagen.at and on www.industriemedien.at/shop offered for download.