

firmenwagen

www.firmenwagen.co.at

media
data
2022

firmenwagen

THE JOURNAL FOR FLEET OPERATORS AND COST-CONSCIOUS FREQUENT DRIVERS



firmenwagen is the journal for fleet operators and cost-conscious frequent drivers. With its unique editing concept in Austria, **firmenwagen** is an established medium of information in the specialist printer's area. **Firmenwagen** offers fundamental support in decision-making when buying cars and when calculating costs, while addressing companies that operate with company cars or fleets.

Target group: **firmenwagen** focuses on fleet operators in the whole of Austria and addresses decision-maker that are in charge of vehicle trading, car parts, accessories and tyres as well as car maintenance and service of company cars. Therefore, **firmenwagen** also focuses on car dealers, garages, petrol stations, parts-, accessories and tyre dealers in Austria.

The journal for fleet operators and cost-conscious frequent drivers

CIRCULATION: 22.500 Stück/6x jährlich
published since: 1996

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Dear advertisers,

The environment of our readers changes rapidly. What remains is the need for independent, well-founded and substantiated information. Approximately 22.500 readers of our print issue, numerous subscribers of our digital products, constantly growing number of users of your advertising offer and thousands of participants of our events count on the well-written, critically researched and profoundly discussed information, that they obtain from the many platforms of firmenwagen.co.at.

We speak the language of SMEs.
We understand decision-makers.

We are looking forward to hearing from you soon!

Andreas Übelbacher & Mag. Karin Tober



Andreas Übelbacher, Editor-in-Chief/Advertising manager

Mag. Karin Tober, Deputy Editor-in-Chief



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READER DEMOGRAPHY

READERS, RECIPIENTS, REACH

- Decision-makers in Austrian businesses, involved with the provision of company cars (Retail and wholesale)
- Industrial companies

Service companies and commercial companies from five employees and cost-conscious frequent drivers

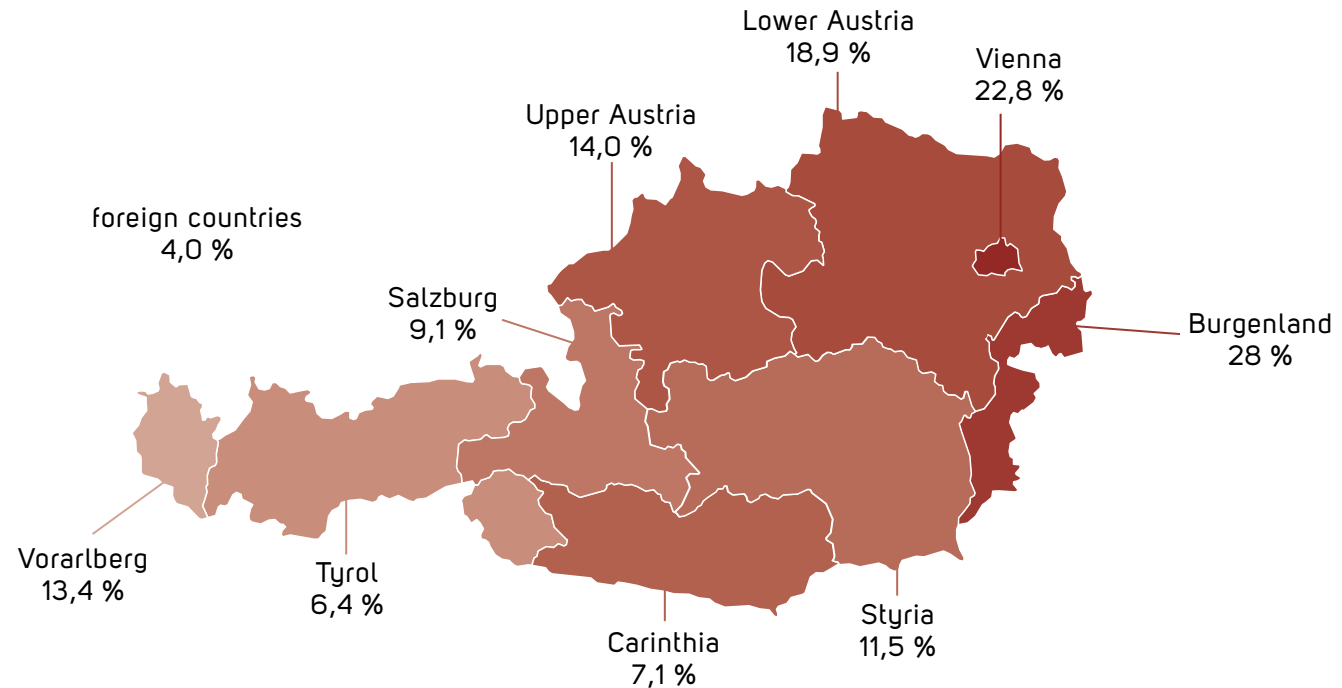
WEKA Industrie Medien Verlag operates with a professionally built business address data base. The recipients are constantly updated. The numbers in the infographics below are therefore subject to minor fluctuations and are rounded averages.



Target groups

READERS

Circulation distribution in % according to federal states



Our Thematic Areas

	FOCUS	EXHIBITIONS & EVENTS	CONSTANT SECTIONS	SPECIAL ISSUES
 01 FEB./MARCH AD: 04.02.2022 PD: 02.03.2022	Winner „Fleet Car of the Year 2022“, „Van of the Year 2022“, „International Pick-up Award 2022“, Car maintenance, Value retention fleet, Summer tourism, Countdown for claiming the eco reward electric vehicle, Preview summer tourism	Preview Tiroler Autosalon, Automesse Salzburg, Linzer Autofrühling, AutoEmotion Graz	• firmenwagen „REGIONAL“ • car tests • fleet management • recent publications • travel & leisure • finance & insurance • telecommunication • service facilities • parts & supplies • tyres & wheels • technology & trends • transport • vans	 2023 AD: 25.11.2022 PD: 19.12.2022 The Flottenguide is an essential medium of information and reference work for fleet operators in Austria. The Flottenguide is delivered together with issue 6/2022 of firmenwagen.
 02 APRIL/MAY AD: 18.03.2022 PD: 01.04.2022	Summer tyres Awarding „Fleet Car of the Year 2022“	Review Tiroler Autosalon, Automesse Salzburg, Linzer Autofrühling, AutoEmotion Graz, Preview The Tire Colonge, Preview „firmenwagen“- car testing day		
 03 JUNE/JULY AD: 03.06.2022 PD: 14.06.2022	Service- and repair network Transporter Special with Traktuell Fuel card and charge management	Review The Tire Colonge, Review „firmenwagen“- car testing day		
 04 AUG./SEPT. AD: 20.08.2022 PD: 07.09.2022	Winter tyres + fit for the winter, car maintenance, value retention fleet, e-mobility, winter tourism, preview winter tourism	Preview Automechanika		
 05 OCT./NOV. AD: 10.10.2022 PD: 02.11.2022	Start of the election „Fleet Car of the Year 2023“, Awarding „Autohaus des Jares“ and „Nutzfahrzeug Kompetenz-zentrum des Jahres“	Review Automechanika		
 06 DEC./JAN. AD: 25.11.2022 PD: 19.12.2022	Winner „International Van of the Year 2023“, service and reparation network, fuel card and charge management			

Prices & formats - print-issue

Valid from 1. 1. 2022

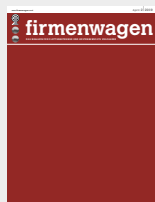
2/1



Type area
370 x 255 mm
Full-bleed
420 x 280 mm¹⁾

€ 9.800,-

Cover



Format
210 x 196 mm

€ 7.100,-

1/1



Type area
185 x 255 mm
Full-bleed
210 x 297 mm¹⁾

€ 6.950,-

Junior



Type area
137,5 x 200 mm
Full-bleed
152,5 x 215 mm¹⁾

€ 6.400,-

1/2 portrait



Type area
90 x 255 mm
Full-bleed
105 x 297 mm¹⁾

€ 4.120,-

1/2 landscape



Type area
185 x 125 mm
Full-bleed
210 x 143 mm¹⁾

€ 4.120,-

1/3 portrait



Type area
58 x 255 mm
Full-bleed
73 x 297 mm¹⁾

€ 3.230,-

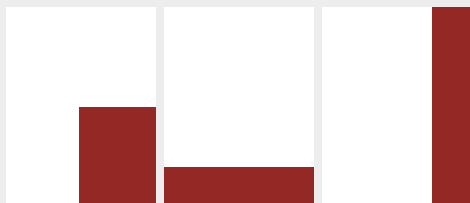
1/3 landscape



Type area
185 x 81 mm
Full-bleed
210 x 96 mm¹⁾

€ 3.230,-

1/4 portrait **1/4 landscape** **1/4 one-column**



Type area
90 x 125 mm 185 x 60 mm 43 x 255 mm
Full-bleed
105 x 143 mm¹⁾ 210 x 75 mm¹⁾ 58 x 297 mm¹⁾

€ 2.600,-

1/8 portrait **1/8 landscape** **1/8 one-column**



Type area
90 x 60 mm 185 x 30 mm 43 x 125 mm

€ 1.750,-

Placement U4:

€ 7.490,-

Placement U2 + U3:

€ 7.300,-

Attachment

per 1.000 copies

up to 10 g	€ 356,-
up to 20 g	€ 371,-
up to 30 g	€ 410,-
up to 40 g	€ 440,-

Circulation under 10.000 copies

(+ standard amount)

up to 10 g	€ 0,37	+ € 400,-
up to 20 g	€ 0,39	+ € 400,-
up to 30 g	€ 0,42	+ € 400,-

Attachment

per 1.000 copies

up to 10 g	€ 400,-
up to 20 g	€ 492,-
up to 30 g	€ 580,-
up to 40 g	€ 660,-

Alle Formate: Width x Height

¹⁾ **Full bleed formats** require a bleed of 3 mm on all sides. Surcharge: €290,-

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

E-Mail: anzeige@industriemedien.at

FLOTTENGUIDE 2023

The reference work for fleet operators

The Flottenguide is an essential medium of information and reference work for fleet operators in Austria. It offers extensive space for your business portrait and your image campaign. The Flottenguide 2023 provides competent and substantiated information for companies as well as customers and partners.

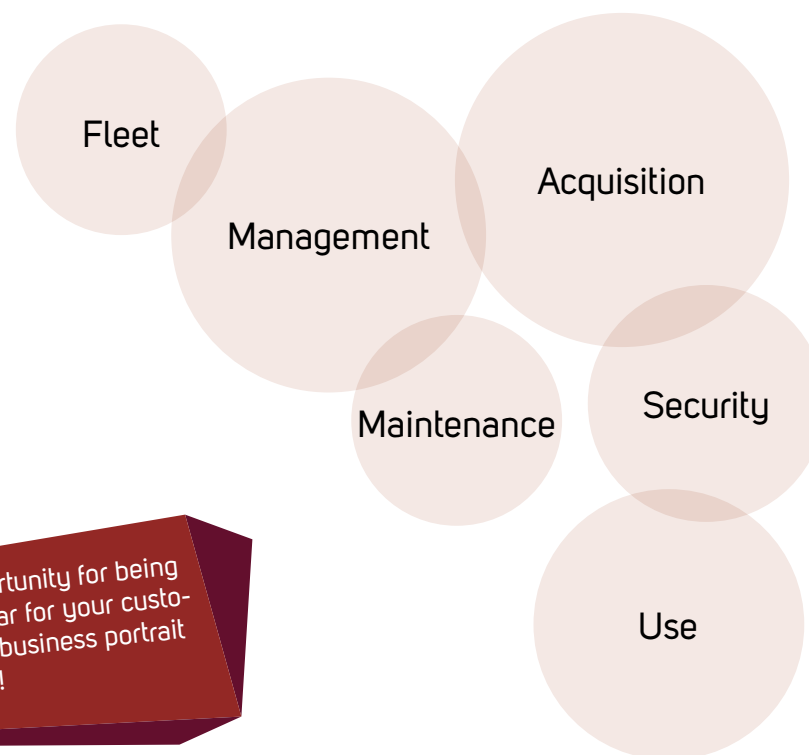


Circulation: 40.000 copies
Publication date: December 2022



Readers and target group

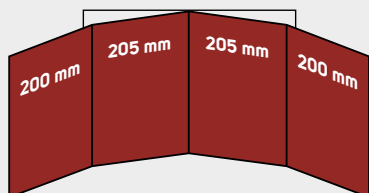
Fleet operators in Austria, tax consultants and auditors. Subscribers of „firmenwagen“ receive the Flottenguide 2021 per post. In addition to this, it is available at the most important fleet-events and exhibitions.



prices & formats

1/1 page	€ 6.950,-
1/2 page	€ 4.090,-
U2 or U3	€ 7.300,-
U4	€ 7.490,-
1 page company portrait	€ 4.850,-

Special Advertisement Formats



Grand cinema: The tabernacle

Space en masse - with impressive design possibilities across 800mm width. The tabernacle is printed on strong paper quality - 22.500 copies to your target group. 1.000 copies for your purposes are included as well.

Format open: 810 x 297 mm portrait

Price: € 9.900,-
plus € 2.870,- production cost



Greetings to your target group

The Tip-On-Card is an interactive ad: Surprise your target group with an original design of the card and the underground. The Tip-On-Card makes curious and enables haptic contact.

Price: € 3.030,-
plus surface starting from 1/2 page plus €1.860,-

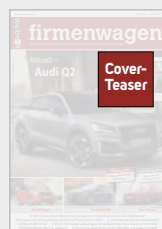


The connecting banderole

With the banderole across the cover page and U4 the reader holds your advertising message in hands during the first contact during the first contact with the magazine.

Format open: 480 mm x 100 mm portrait

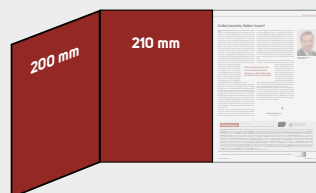
Preis: € 7.150,-
plus production cost



The Cover Teaser

The cover teaser is an unique, extremely attention-grabbing advertising format. With a high-quality sticky note of 76 x 76 mm with your sujet, information or announcements, the cover teaser is glued to the cover page.

Price: € 5.990,-



Flap on the U2

3 full pages for your success. Choose your best sujet for the U2 and position your best sujet on a full double page. Of course we also support you in regard to layout and text.

Format U2: 210 mm x 297 mm portrait
Format open: 410 mm x 297 mm hoch

Preis: € 9.200,-
plus production cost



Enough and to spare

For the shipping of Firmenwagen to our readers we produce personalized covers with a dedication according to your wishes. They are a printed one-sided in 4C and ready to be used for your advertising message.

Preis: € 6.200,-

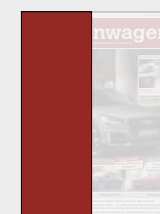
Ihr Themenbooklet



You would like to provide your (potential) customers with more than just information? The booklet is the ideal product, in regard to explaining more complex topics.

Format: A4
Paper cover: 200 g/m² image print
Papier core: 100 g/m² image print
Circulation: 25.000 copies in the supplement, PLUS 1.000 copies for your own use

20 pages **€ 18.900,-**
28 pages **€ 22.400,-**



Cover flap

With the one-sided flap across the cover page and U4 the reader holds your advertising message in hands from the first second. Skipping this format is impossible.

Format open: 230 x 297 mm

Price: € 4.800,- plus €1990,- printing cost

Display Ads

This way you are visible for your target group on our platforms.



1) IAB Billboard

Price:

€ 320,- CPM

Format:

970 x 250 px

monthly

€ 1.920,-

2) Wallpaper

Price: € 360,- per month

Formats: Leaderboard

+ Wide Skyscraper

7) HalfPage Ad

Price:

€ 320,- CPM

Format:

300 x 600 px

monthly

€ 2.160,-

also **MOBILE!**

9) CMS Advertorial

see:

FOCUS ONLINE

3) IAB Wide Skyscraper

Price:

€ 260,- CPM

Format:

160 x 600 px

monthly

€ 1.560,-

4) Sidebar

Price:

€ 300,- CPM

Format:

dynamic, sticky

monthly

€ 1.800,-

also **MOBILE!**

8) IAB Medium Rectangle

Price:

€ 230,- CPM

Format:

300 x 250 px

monthly

€ 1.380,-

also **MOBILE!**

5) IAB Leaderboard

Price:

€ 270,- CPM

Format:

970 x 90 px

monthly

€ 1.620,-

6) Online-Advertorials

The ideal addition to your content marketing.

Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.200,-

The Whitepaper Platform

With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.

BASIC PACKAGE

E-Mail-Adresse

(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber



SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our firmenwagen editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-

Newsroom



YOUR NEWSROOM

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

**Total price per year:
€ 6.980,-**

One whole year!

Top-Banner in our newsletter are a very successful advertising means! And you can book your top-banner for an entire year and additionally change your sujet four times during this period.

Prices from: € 3.300,-

Videocontent

We do not only distribute your clips and videos, we are also looking forward to producing them for you!



Our experienced videoteam supports you through the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- Tutorials
- product videos
- webinars
- event videos
- advertising trailers
- explanatory videos

Newsletter products

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.

firmenwagen

Liebe Leserin, lieber Leser,

auf einem 3000er ein Fahrserlebnis durchzuliefern, hat schon einen besonderen Reiz: Die Luft wird dünner, in den Schnees mischt sich Eis. Zwischen Tiefen- und Retsabwärtischer fok sich der firmenwagen-Redaktion bei der Hyundai Driving Experience die Möglichkeit misant heueter Fahrzeuge daran teilzunehmen. Mehr darüber lesen Sie im Artikel: **Mit Profil über Eis und Schnee.**

Wir wünschen Ihnen ein schönes Wochenende!

Lukas Klamert, BA
Redaktion WEKA Automotive

29.9.2022 **SAVE THE DATE!**
DRIVING CAMP PACHFURTH **AUTOTESTTAG**



BMW X3 M: Hoch motorisiert durch den Alltag

Power soll verspricht bereits der „normale“ BMW X3 M mit 480 PS, als Competition steigt die Leistung noch einmal um 30 auf schlussendlich 510 PS an. Ausreichend oder vielleicht doch schon fast ein wenig viel für ein auf sportlich getrimmtes SUV? **weiterlesen**

Business

Organisation im Händel
Etwas anders war Zukunft sein

Für jedes Unternehmen bieten Industrie 4.0 und Digitalisierung große Chancen. Aber vorher muss jedes Unternehmen seine Hausaufgaben machen. Denn die Herausforderungen sind ebenso vielfältig und unterschiedlich wie es die Unternehmen selbst sind. Da also niemand Lösung gibt es viele – von dafür erante Produkte, Methoden und Plänen, die Sie dabei unterstützen, die Digitalisierung in Ihren Unternehmen zu verankern, dass alle Beteiligten mitkommen und davon profitieren.

WAS22 gestaltet mit Ihnen die Industri 4.0- und Digital Future



Für jedes Unternehmen bieten Industrie 4.0 und Digitalisierung große Chancen. Aber vorher muss jedes Unternehmen seine Hausaufgaben machen. Denn die Herausforderungen sind ebenso vielfältig und unterschiedlich wie es die Unternehmen selbst sind. Da also niemand Lösung gibt es viele – von dafür erante Produkte, Methoden und Plänen, die Sie dabei unterstützen, die Digitalisierung in Ihren Unternehmen zu verankern, dass alle Beteiligten mitkommen und davon profitieren.

Main newsletter „Weekly Briefing“

Frequency: 1x per week

Topics: Up-to-date news from the automotive sector

	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 480,-
Business Link	300 letters + 1 picture*	€ 480,-
Video Preview	300 letters	€ 480,-

*ideally portrait format



WEKA-Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance with your corporate identity.

requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Tel.: +43-1-97000-431

MEE+YOO – the virtual platform for your content

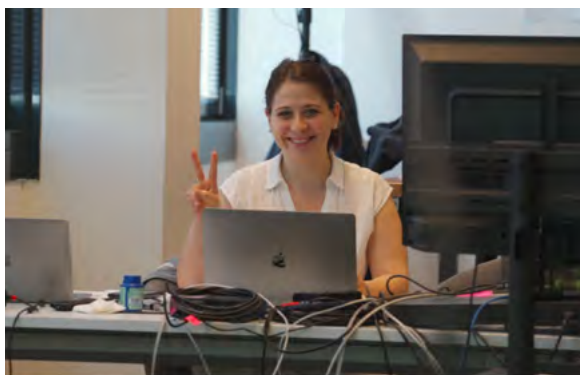
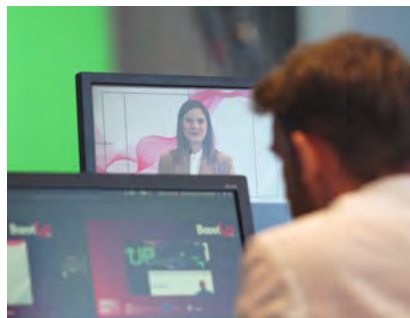
Our high-end product meetyoo, that has won multiple the German „Innovationspreis IT“ multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

request: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Tel.: +43-1-97000-443

Webcast / Webinar

- Announcement of your webinar via business links in two newsletters
- Your webinar widget for announcement stays online for one month
- Your own landing page for registration of participants
- Conduct of your webinar using our Webinar-Software
- The slides and the youtube link with the webinar recording stay online on our website for three months. This guarantee further leads of interested readers.

request: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Tel.: +43-1-97000-431



Our congresses for your leading success!



www.autotesttag.at



AUSTRIAN
AUTOMOTIVE
BUSINESS SHOW

VIRTUAL EXPO & CONFERENCE

www.industriemedien.at/project/austrian-automotive-business-show/



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital was poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.