

Inform – Qualify – Experience

MEDIA DATA 2023



Contents

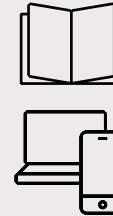


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At a Glance



PRINT & ONLINE → **Inform:** bfp FUHRPARK & MANAGEMENT and fuhrpark.de provide up-to-date independent industry news, market reviews, tests, basic texts and practical examples. Reach the fleet and mobility managers directly.



EVENT → **Experience:** the bfp FORUM is the top event of the bfp brand. The industry trade fair, specialist programme and networking opportunities provide the ideal environment for direct discussions with decision-makers.



AKADEMIE → **Qualify:** with new concepts and methods for further and advanced training, the bfp AKADEMIE prepares fleet managers for the challenges of professional practice. Present yourself in this setting.

PRINT RUN

Ø 37,325

Copies per issue, as of July 2022, IVW-verified

PAGE IMPRESSIONS

Ø 99,300

Source Google Analytics, monthly average
07/2021-06/2022

NEWSLETTER RECIPIENTS

~ 6,200

per mailing (as of June 2022)

Topics 2023

Issue	Deadline	Printing data deadline	Publication date	Topics
1 - 2	17/01/23	18/01/23	06/02/23	<p>As an up-to-date fleet & mobility magazine, bfp FUHRPARK & MANAGEMENT regularly covers the following topics:</p> <ul style="list-style-type: none"> ▶ Basics of fleet and mobility management ▶ Digitalisation ▶ Driving reports and vehicle tests (cars and vans) ▶ eMobility and alternative drives ▶ Transport combinations and innovative company transport ▶ Financing and forms of procurement ▶ Insurance ▶ Risk and claims management ▶ Market reviews ▶ Vans & logistics ▶ Occupational safety ▶ Load securing & UVV ▶ Vehicle servicing ▶ Technology and innovations ▶ Fleet tools ▶ Law & taxes ▶ Best practice
3	14/02/23	15/02/23	06/03/22	
4	14/03/23	15/03/23	03/04/23	
5	11/04/23	12/04/23	02/05/23	
6	11/05/23	12/05/23	02/06/23	
7 - 8	13/07/23	14/07/23	02/08/23	
9	14/08/23	15/08/23	01/09/23	
10	13/09/23	14/09/23	04/10/23	
11	20/10/23	23/10/23	10/11/23	
12	20/11/23	21/11/23	08/12/23	

Target Groups

Fleet managers



Whether it's legal or tax requirements, corporate strategy or requests, fleet managers operate in a complex environment. bfp FUHRPARK & MANAGEMENT provides support with everyday operations.

HR managers



Company vehicle schemes often serve primarily to motivate employees. bfp FUHRPARK & MANAGEMENT supports HR managers with specific and relevant topics.

Owners/managing directors



The development of a company transport strategy is a management task. We provide up-to-date and practical reports so that your company scheme can be set up in a contemporary and efficient way.

Buyers & decision-makers



Fleet management without purchasing decisions? Practically impossible. That's why we always target our content at buyers and decision-makers so that they can quickly procure suitable vehicles and services.

User key data at a glance

TOP 10 TOPICS**

- ▶ E-mobility (including charging infrastructure)
- ▶ News from the industry
- ▶ General fleet management
- ▶ Operating costs/TCO analysis
- ▶ Accident prevention regulations / Cargo securing
- ▶ Alternative mobility (e.g.: car subscriptions, mobility budget, company bikes)
- ▶ Vehicles & vehicle procurement
- ▶ Law and taxes
- ▶ Digitalization / Software solutions

FLEET SIZE OF OUR USERS*

Fleet size	200+	100-199	50-99	20-49	Lower than 20	Total
Our users in %	41	14	14	12	19	100

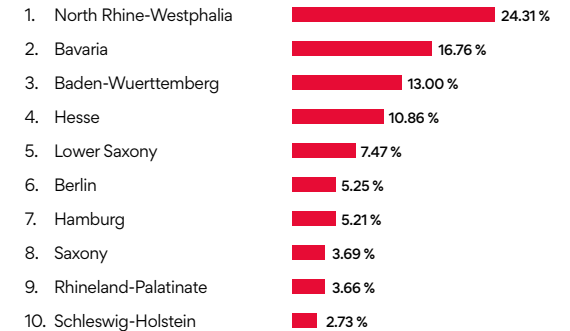
81% of our users are primary decision makers in mobility management*

*Result of a cross-channel view of the existing user data of bfp Fuhrpark & Management (As of: Nov. 22)

**Result of a user survey at fuhrpark.de from june to september 22

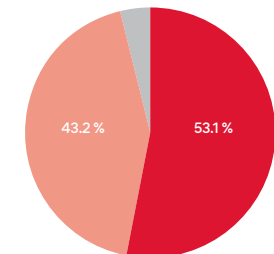
***Source: Google Analytics (07/2021-06/2022)

TOP 10 FEDERAL STATES***



DEVICES***

- Desktop
- Mobile
- Tablet





Print





Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

Copies per issue as a yearly average from 1 July 2021 to 30 June 2022

Publication frequency: 10 times a year + special issues 46th volume 2023

PRINT RUN

37,325

ACTUAL DISTRIBUTED CIRCULATION

37,126

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months (insertion year)

Frequency scale

2 times	5%
5 times	10%
10 times	15%

Quantity scale

2 pages	10%
5 pages	15%
10 pages	20%

Inserts and technical costs are not discountable. For more extensive contracts, conditions on request.

COMBINATIONS

Advertise additionally in other publications from our company. You will achieve higher market penetration and benefit from discounts.

Circulation and Distribution Analysis

CIRCULATION MONITORING

⚠ Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

VOLUME 46th volume 2023

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2021 to 30 June 2022

Print run	37,325	
Actual distributed circulation	37,126	of those, abroad 144
Sold circulation	533	of those, abroad 2
– Subscribed copies	519	
– Retail sales	–	
– Other sales	14	
Free copies	36,593	
Remaining, archive and file copies	199	

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actually distributed circulation	
	%	Copies
Domestic:	99.61	36,982
Abroad:	0.39	144
Actual distributed circulation:	100	37,126

Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.80	2,885
Postcode area 1	5.42	2,006
Postcode area 2	9.10	3,364
Postcode area 3	10.89	4,029
Postcode area 4	13.37	4,946
Postcode area 5	12.35	4,568
Postcode area 6	10.29	3,805
Postcode area 7	12.00	4,438
Postcode area 8	9.03	3,339
Postcode area 9	9.74	3,601
Total	100	36,982

DOMESTIC DISTRIBUTION BY NIELSEN REGIONS:

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	15.07	5,575
Nielsen region 2 (North Rhine-Westphalia)	22	8,586
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	14.78	5,467
Nielsen region 3b (Baden-Wuerttemberg)	14.64	5,415
Nielsen region 4 (Bavaria)	15.83	5,855
Nielsen region 5 (Berlin)	2.15	797
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	6.64	2,455
Nielsen region 7 (Thuringia, Saxony)	7.66	2,833
Actual distributed circulation	100	36,982

Summary of the Analysis Method

SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

1. Analysis method

- Distribution analysis through file evaluation – full analysis

2. Description of the recipients at the time of data collection:

2.1. Type of file:

The recipient file contains the addresses of all recipients.
Due to the postal information available, the file
can be sorted according to postcodes or recipients in Germany and abroad.

2.2 Total number of recipients in the file: 35,721

2.3 Total number of varying recipients: 28,229

2.4 Structure of recipients of an

average issue according to forms of distribution:

- Sold circulation	533
of those: subscribed copies	519
Retail sales	0
Other sales	14
- Free copies	36,593
of those: permanent free copies	1,393
rotating free copies	35,190
Promotional copies	10

Actual distributed circulation	37,126
of those, domestic	36,982
of those, abroad	144

3. Description of the analysis

3.1. Population (proportion studied)

Population (actual distributed circulation)	37,126 = 100%
of those, not included in the analysis:	38 = 0.1%
- Retail sales	0
- Other	28
- Promotional copies	10
Of the actually distributed circulation, the analysis represents	37,088 = 99.9%

3.2. Date of file evaluation: 20/07/22

3.3. Description of the database:

The analysis is based on the complete file. The distribution percentages for Germany and abroad were determined according to the actually distributed circulation on an average annual basis in line with AMF, Item 17.

3.4. Target of the analysis: not applicable

3.5. Definition of the reader: not applicable

3.6. Analysis period: 01/07/2021 to 30/06/2022

3.7. Execution of the analysis: publisher

Advertisements

Title page



Cover: 194 × 180 mm

Price on request

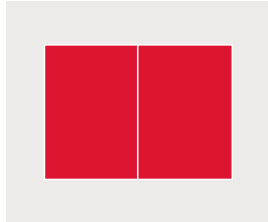
1/3 page landscape



Bleed: 210 × 102 mm
Type area: 175 × 79 mm

€ 3,290

2/1 page



Bleed: 420 × 297 mm

€ 17,790

1/3 page portrait



Bleed: 68 × 297 mm
Type area: 55 × 248 mm

€ 3,290

1/1 page



Bleed: 210 × 297 mm

€ 9,090

1/4 page landscape



Bleed: 210 × 79 mm
Type area: 175 × 58 mm

€ 2,490

Junior page



Bleed: 132 × 187 mm
Type area: 115 × 165 mm

€ 5,990

1/4 page portrait



Bleed: 52 × 297 mm
Type area: 40 × 248

€ 2,490

1/2 page landscape



Bleed: 210 × 148 mm
Type area: 175 × 121 mm

€ 4,790

1/4 page 2-column



Bleed: 100 × 148 mm
Type area: 85 × 121 mm

€ 2,490

1/2 page portrait



Bleed: 100 × 297 mm
Type area: 85 × 248 mm

€ 4,790

1/8 page 2-column



Bleed: 100 × 79 mm
Type area: 85 × 58 mm

€ 1,290

Bleed plus 3 mm bleed overleaf

Special Formats

Bound inserts



Scope: 4-8 pages, wire stitching
Format: 213-221 x 315 mm
Submission of a sample required.

Weight: 70-130 g/m²
Special formats on request

Exclusive placement in the centre of the magazine. The bound insert is firmly attached to the magazine and offers plenty of space for your information. The bound insert is delivered ready for use. Special formats on request. A sample must be submitted when placing the order. Please deliver bound inserts closed and in untrimmed format with 4 mm foot and 14 mm head trim. High folio lap 8 mm wide (21.3/22.1 x 31.5 cm). Grammage: 70-135 gsm (wire stitching).

- ▶ four-page **from € 8,850**
- ▶ achtseitig **Price on request**

Supplements

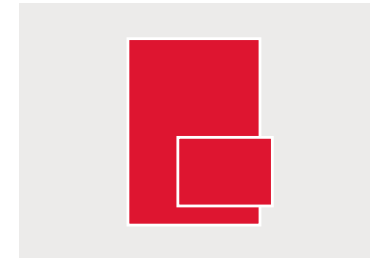


Format: 105 x 148 – 200 x 283 mm Weight: up to 50g,
Single sheets DIN A6 min. 150 g/m², Single sheets larger
than DIN A6 min. 115 g/m²

Prices for heavier inserts and partial circulation on request and with possible postage charges. Submission of a sample required.

from € 215/thousand plus postage

Affixed advertising material

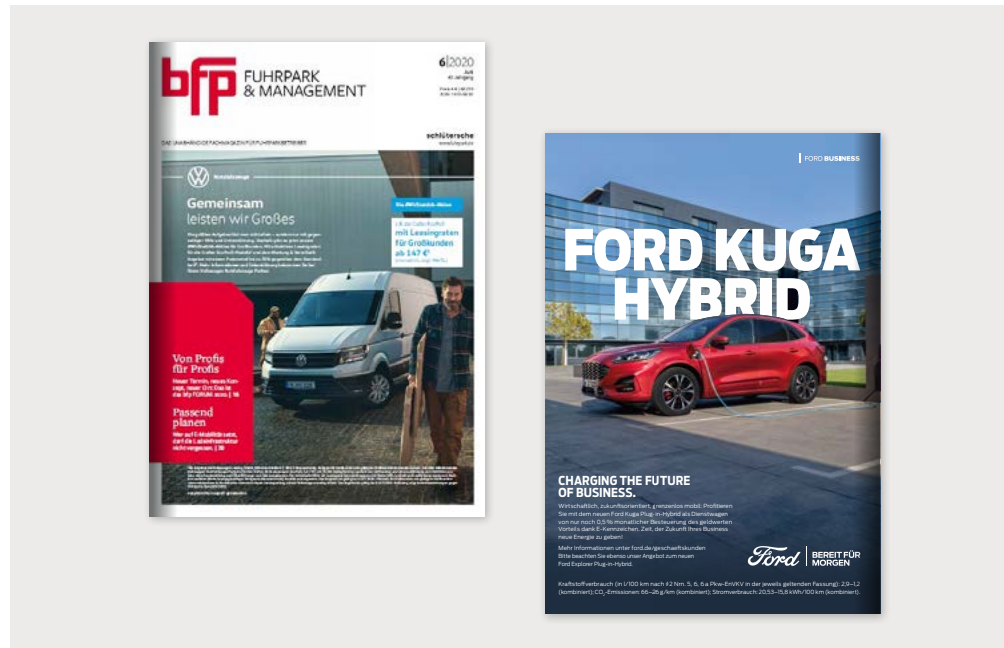


Affixed postcards/product samples/CDs/brochures.
Submission of a binding sample required. Up to 5 g and only in conjunction with 1/1 advertising page, plus adhesive costs and additional distribution costs. Binding sample required. Bookable as standard for total circulation, partial circulation on request.

Price on request

Special Pages

Title and cover pages



More attention due to exclusive placement on the cover and high-quality paper.

Reserve your premium placement in good time!

Title:
194 mm x 220 mm

Price on request

Cover pages:
210 x 297 mm plus 3 mm bleed all around € 9,850

Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your well-placed, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images. When it comes to the text, you can choose between** supplying the content yourself or having it professionally created or edited by our specialist editorial team.

Thinking across channels:

book a cross-media campaign with online and print advertorial!

*Additional ad formats available; prices on request.

Advertorial basic



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 9,090

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

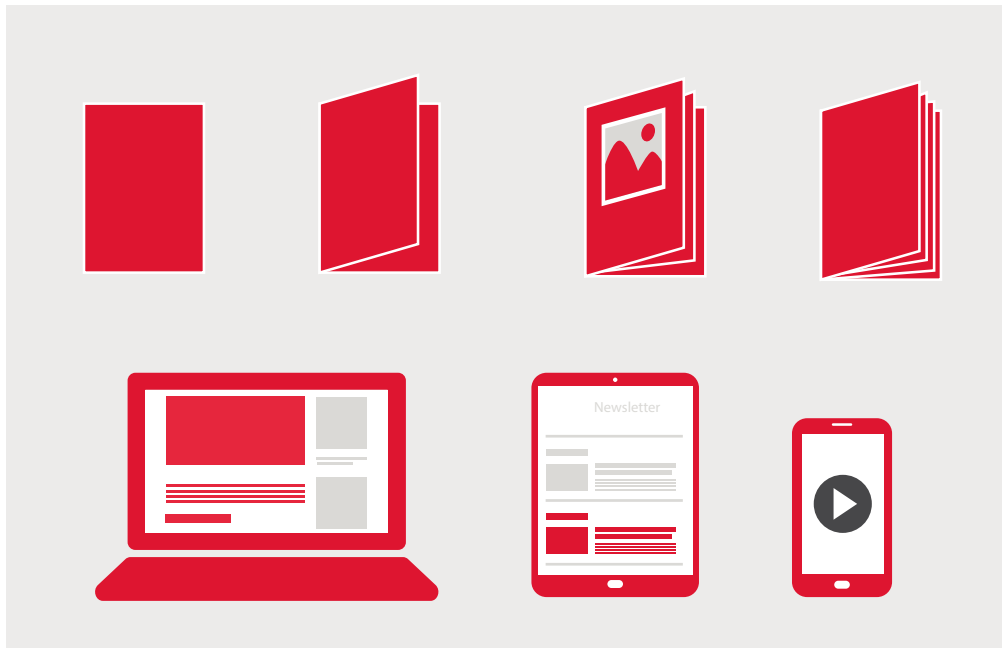
SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 10,590

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all of the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-bfp@schluetersche.de

For queries, phone +49 (0)511 8550-2522.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the deadline for the booked edition to cm@schluetersche.de.

1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

1/1-page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

2/1-page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates:

<https://svg.to/print-advertorials>

DELIVERY ADDRESS FOR

SPECIAL ADVERTISING FORMATS

Dierichs Druck+Media GmbH & Co. KG
Warenannahme/Tor 2

Frankfurter Straße 168, 34121 Kassel

Receiving hours: Monday to Friday, 7:00 a.m. to 6:00 p.m.
or by special arrangement.

Goods receiving, phone +49 (0)561 60280-362

TERMS OF PAYMENT

Account information:

8 days after invoice date, 2% discount;
otherwise 30 days without deduction.

Direct debit possible.

VAT ID no. DE 316 433 496

BANK DETAILS

Bank details

Commerzbank Hannover

IBAN: DE21 2504 0066 0331 8961 00,

BIC: COBADEFFXXX

All prices plus VAT.

Technical Specifications and Delivery

JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4, untrimmed: 216 mm wide x 303 mm high

PRINTING AND BINDING METHODS

Web offset printing, saddle stitching.

We reserve the right to switch to perfect binding if necessary.

DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.

Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

COLOURS

Printing colours (CMYK) according to ISO 12647-2 (PSO).

Regarding conversion and control of the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org).

COLOUR PROFILES BFP

Content: PSO_LWC_Improved_eci.icc

Cover: ISOcoated_v2_eci.icc

PROOF

Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from www.fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

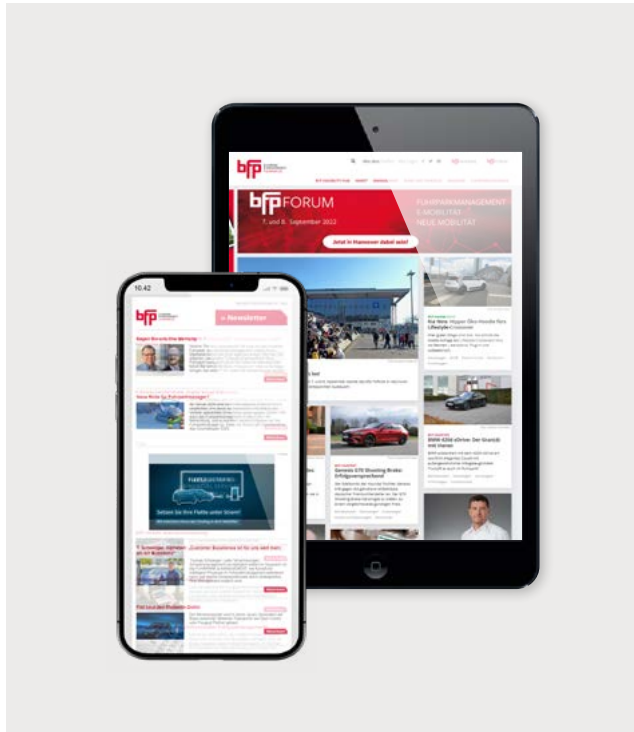
CONTACT

Service tel. +49 (0)511 8550-2522



Digital

Digital



PAGE IMPRESSIONS

Ø 99,300

Source Google Analytics, monthly average
07/2021-06/2022

VISITS

Ø 62,700

Source Google Analytics, monthly average
07/2021-06/2022

LENGTH OF VISIT

~ 2 min

per visit to the website

NEWSLETTER RECIPIENTS

~ 6,200

per mailing (as of June 2022)

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.

Format: 468 x 60 px

€ 890

Premium placement: € 1,050

per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.

Format: 300 x 250 px

€ 950

per dispatch

Text Ads

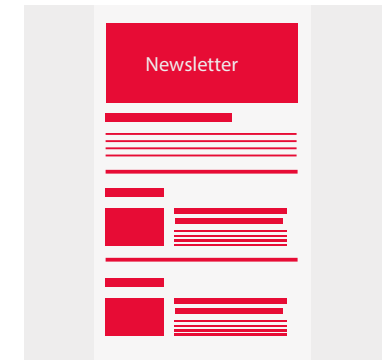


Text ads are structured in the same way as our articles and marked with the word "advertisement". They contain 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 990

per dispatch

Standalone Newsletter



The standalone newsletter is structured to suit the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the complete newsletter is provided by the customer.

Incl. one correction loop.

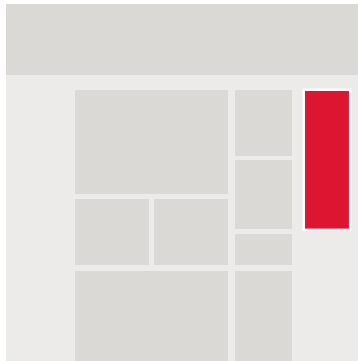
€ 3,990

per dispatch

Banners



Skyscraper



Eye-catching form of advertising that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

Standard: 120 x 600 px € 2,890 per month
Wide: 160 x 600 px € 2,990 per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px € 3,090 per month

Native Teaser



Authentically embedded advertising format within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

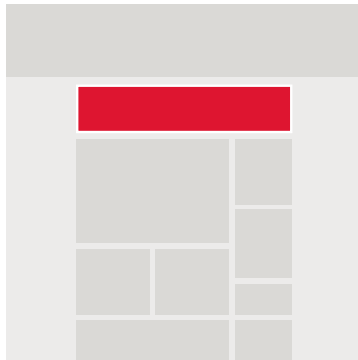
Image format 16:9 (640 x 400-450 px)
Overline max. 30 characters
Title line max. 55 characters € 3,190
Teaser text max. 156 characters per month

Note for all banners: in rotation with max. 5 advertising formats

Banners



Billboard



Eye-catching advertising format directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size

1075 x 250 px
(alternatively 970 x 250 px)

€ 3,290
per month

Wallpaper



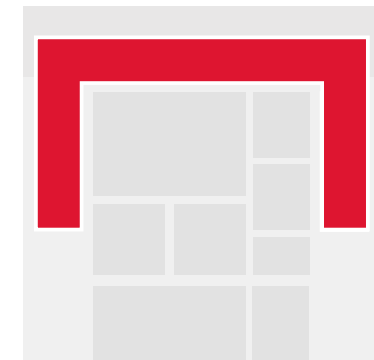
Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes

728 x 90 px
120 x 600 px or 160 x 600 px

€ 3,390
per month

Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes

1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 4,200
per month

Note for all banners: in rotation with max. 5 advertising formats

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our "Top 100 AGOF" **marketing network**, we will also display **your banner** there.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look & feel of our media brand. This format is particularly suitable for attracting the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created** by our **specialist editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

Advertorial basic



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement **€ 3,690**
- ▶ Reach boost incl. Runtime 1 month
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl. **€ 5,190**
- ▶ Labelled as an advertisement Runtime 1 month
- ▶ Reach boost incl.
1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

Native Advertising: Sponsored Article

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is a **beneficially placed text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article will be designed so you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-specific and search engine-optimised **text rewrite** and is **constantly reach and SEO-optimised** during the four-month runtime for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: for each individual view of your article, you pay a pre-determined price.

Sponsored article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.
Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google etc.
- ▶ **Unlimited runtime;**
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

from € 10 per unique page view (minimum purchase: 300 pcs; individually agreed upper limit possible)

Lead Generation

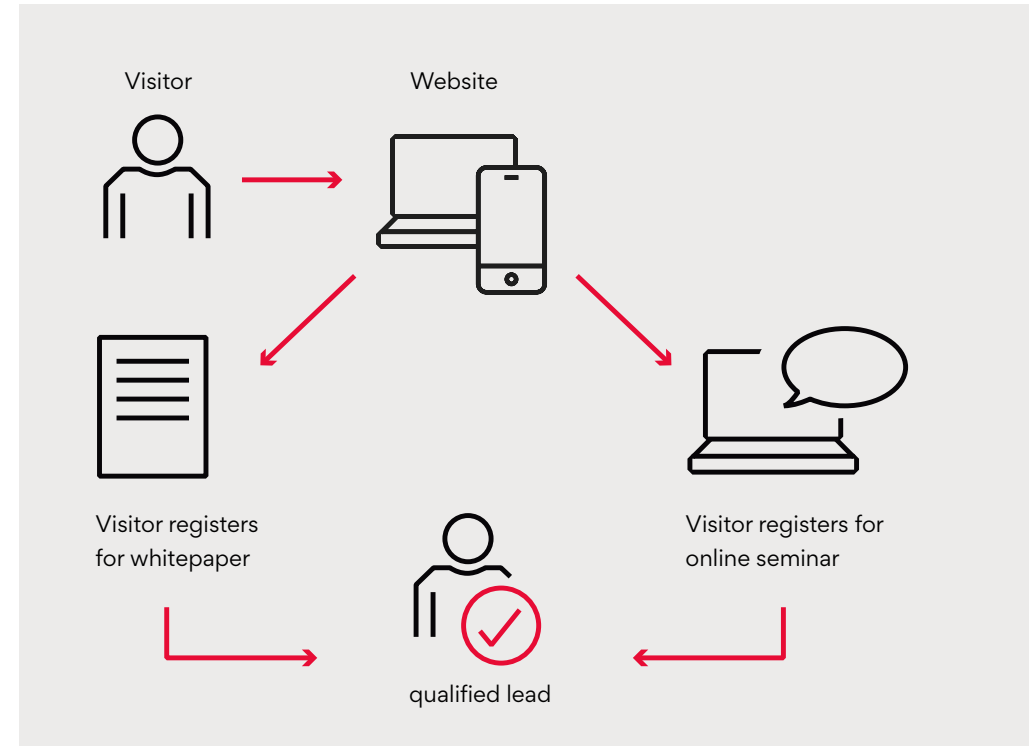
Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group**:
We identify the appropriate **lead magnets**
(**whitepaper or online seminar**).

You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation

We offer three types of **lead generation**, individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare
a lead forecast for you.

Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 2,890 plus Cpl*

Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 4,790 plus Cpl*

Runtime 4 months

Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 6,190 plus Cpl*

Runtime 4 months

*Cost per lead, individually agreed

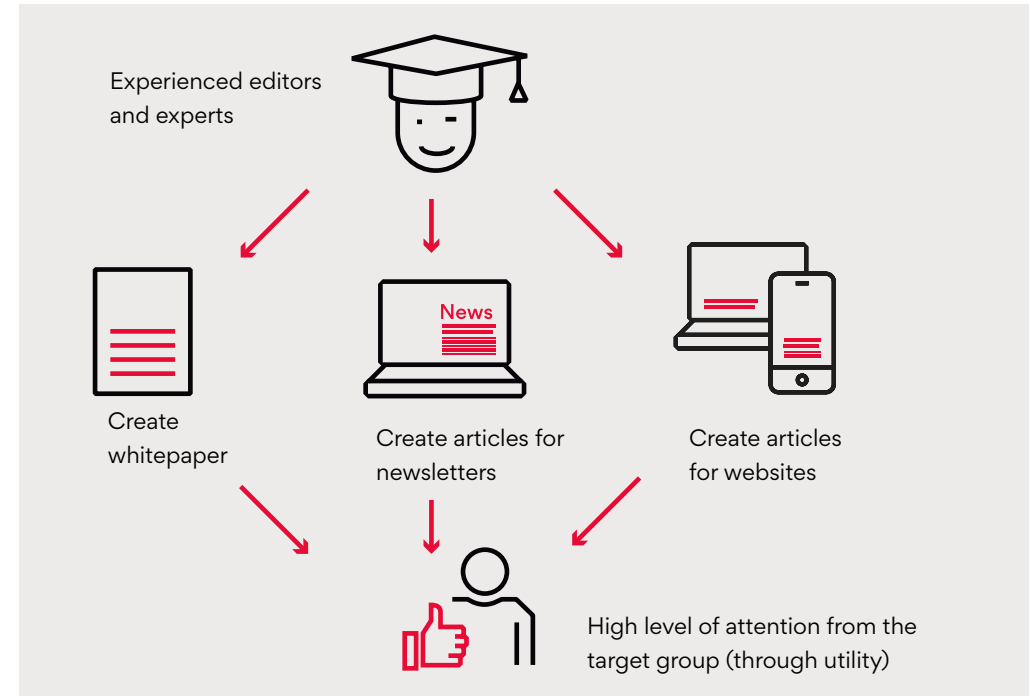
Content Creation

Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all of the agency work for you** and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Articles for websites**



Price on request

Technical Specifications and Delivery

DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to

anzeigendaten-bfp@schluetersche.de

With HTML5 files, please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to

anzeigendaten-bfp@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-bfp@schluetersche.de. Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE ADVERTORIAL

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the booked publication date to

anzeigendaten-bfp@schluetersche.de:

- ▶ Images in the format 16:9 (image file no larger than 250 KB) as a JPG, GIF or PNG incl. copyright/image credit: 1 lead image (1920 x 1080 px), additional article images (900 x 640 – 1920 x 1080 px): 1 with Advertorial Basic, up to 9 with Advertorial Premium
- ▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to

anzeigendaten-bfp@schluetersche.de:

- ▶ Subject line & headline: “Customer-Name: Headline” (max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
- or
- ▶ Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

Technical Specifications and Delivery

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to

anzeigendaten-bfp@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 title image: (min: 900 x 640 px, max: 1920 x 1080 px), headline (approx. 60 characters incl. spaces), teaser text (max. 300 characters incl. spaces), introductory text (800-1000 characters incl. spaces)
- ▶ Optional additional material for advertising campaign: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-bfp@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970x250 px, 300x300 px, 320x50 px, 800x250 px, 300x600 px, 320x480 px, 320x160 px, 300x250 px
(The more formats you supply, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction.

Direct debit possible.

VAT ID no. DE 316 433 496

Bank details:

Commerzbank Hannover

IBAN no.: DE21 2504 0066 0331 8961 00

BIC: COBADEFFXXX



Events

Event For Decision-Makers

bfp FORUM



The bfp FORUM in Halle 45 in Mainz is the top event for the bfp FUHRPARK & MANAGEMENT brand.

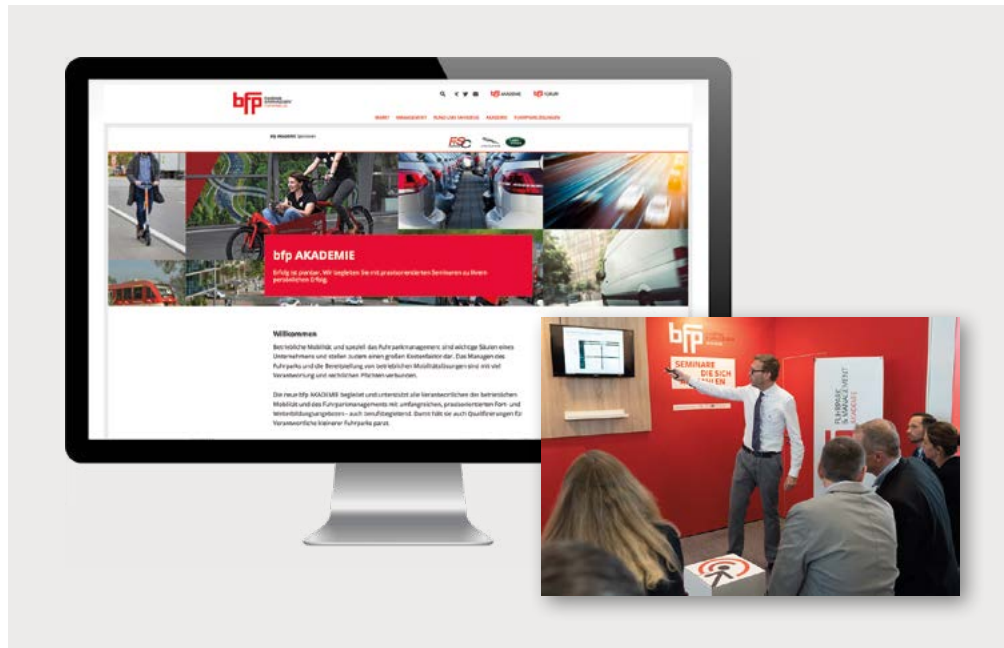
Big-name exhibitors, a first-rate specialist training programme and networking opportunities with real added value make the **bfp Forum** an interactive and modern industry event. It is also possible to test drive the **latest models** from the manufacturers. The **ADAC Driver Safety Training Centre** located close by is an event partner and offers many opportunities.

As an exhibitor or partner, you can communicate directly with your target groups here. Present your company at the **bfp FORUM** and secure your position on the market!

[To the bfp FORUM](#)

Further Education and Training

bfp AKADEMIE



Company transport schemes and, in particular, fleet management represent a large cost factor for companies and are associated with a lot of responsibility and legal obligations.

The **bfp AKADEMIE** accompanies and supports all those involved with **extensive, practice-oriented classroom and eLearning opportunities** according to the latest didactic and methodological standards – and on a part-time basis. To achieve this, we work with **specialists** from **gsr Unternehmensberatung GmbH**.

Present yourself as a reliable provider of company transport within the framework of the **bfp AKADEMIE**! We are happy to advise you on how we can help you reach your target groups.

To the bfp AKADEMIE

We have even more to offer!
Discover the Schlütersche media group portfolio.



Portfolio

Portfolio

Construction

**ASPHALT
& BITUMEN**

baunetzwerk.biz

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

**STEINBRUCH
& SANDGRUBE**

**STRASSEN-
& TIEFBAU**

Health and Care

PFLEGEKAMMER

 **pflegen-online.de**

 **TOP-MANAGEMENT PFLEGE**
Frauennetzwerk

Trade

genau

 **handwerk.com**

 **HOLZHELDEN**

Norddeutsches Handwerk

Industry

Aluminium
Praxis Zeitung für
Beratung & Anwendung

INTERNATIONAL
ALUMINIUM
JOURNAL

BLECH

**KONSTRUKTION
& ENTWICKLUNG**

 Das Branchenblatt
der Kunststoffindustrie
ZEITUNG

NC FERTIGUNG

 **PROTECTOR**

 **SICHERHEIT**.info

Motor Vehicles
and Mobility

amz
DIE AFTERMARKETZEITSCHRIFT

 **FUHRPARK
& MANAGEMENT**

 **FUHRPARK
& MANAGEMENT
AKADEMIE**

 **FORUM**

 **GUMMI
BEREIFUNG**

 **AKADEMIE
GUMMI
BEREIFUNG**

Animal Health

**Der Praktische
Tierarzt**

**Deutsches
Tierärzteblatt**

Kleintierpraxis

NEWS  **VETS**

**TIERISCH
DABEI**

vetline Akademie

vetline.de

BERLINER UND MÜNCHENER
**TIERÄRZTLICHE
WOCHENSCHRIFT**
Deutsche Tierärztliche Wochenschrift

Everything for Your Online Presence

You do your job. We've got your online marketing covered!

We lead your company forward and make it easy for you to attract new employees and customers, increase your sales among existing customers and handle regulations and legislation with confidence. We support you with our extensive industry experience and tried-and-tested products that are continually optimised.

We do our job, so you can do yours. Undisturbed. And with peace of mind, knowing that everything is taken care of. Make your marketing decisions with confidence!

Find our complete product portfolio at:
<https://schluetersche-marketing.de/produkte>

Website

Websites today are much more than a digital business card. They can help you to attract new customers and even recruit new employees – think of it almost like having a digital colleague. In short, every modern company needs a website. We show you the easy way to achieve an effective online presence that is informative, appealing and legally compliant.

<https://schluetersche-marketing.de/produkte/webseiten>

Local Listing

Making your business show up in local searches is becoming increasingly important: two trillion searches are conducted on Google each year and more than a third of these are for nearby services or products. To make sure that you are found in these searches, it is important that you are listed on as many different internet portals as possible, along with your up-to-date address information. You can do this easily with our product: “Local Listing”.

<https://schluetersche-marketing.de/produkte/local-listing>

SEO

The easy way to help your website climb to the top of Google searches etc.! More than 90% of internet users turn to search engines to find information and services. Through search engine optimisation (SEO), we ensure that you rank highly in the search results. Almost 70% of all internet users only choose one link from page 1 of the search results.

<https://schluetersche-marketing.de/produkte/suchmaschinenoptimierung>

Don't want to miss out on any information? Subscribe to our free online marketing newsletter today at: <https://schluetersche-marketing.de/newsletter>





Contact

We Are Here For You!



Clemens Noll-Velten
Editor-in-Chief, Publisher, V.i.S.d.P.

clemens.noll-velten@fuhrpark.de
+49 (0)511 8550 2701



Christian Frederik Merten
Editor-in-Chief

christian.merten@fuhrpark.de
+49 (0)511 8550 2702



Jannis Göbel
Advertising Manager

jannis.goebel@schluetersche.de
+49 (0)511 8550 2644



Kai Burkhardt
Key Account
Automotive

kai.burkhardt@schluetersche.de
+49 (0)511 8550 2566

Editor and publisher

Schlütersche Fachmedien GmbH
A company of the Schlütersche Mediengruppe
Postal address: 30130 Hannover
Address: Hans-Böckler-Allee 7
30173 Hannover
Phone +49 (0)511 8550-0
Fax +49 (0)511 8550-2600
www.schluetersche.de
www.fuhrpark.de

Reader/subscription service

vertrieb@schluetersche.de
Phone +49 (0)511 8550-8822

Print data

Simply upload the data to the AdPortal independently, track the current status and make adjustments.

Send questions about the AdPortal to anzeigendaten@schluetersche.de or call +49 (0)511 8550-2522.

Alternatively, send data to anzeigendaten-bfp@schluetersche.de.

All prices plus VAT.

Our GTC