







# Inform – Qualify – Experience

MEDIA DATA 2024



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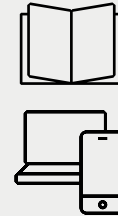


		
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# At a Glance



**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 30,100

Copies per issue, as of July 2023

## PAGE IMPRESSIONS

Ø 89,600

Source Google Analytics, monthly average  
07/2022-06/2023

## NEWSLETTER RECIPIENTS

~ 6,000

per mailing (as of July 2023)

# Topics 2024

Issue	Deadline	Printing data deadline	Publication date	Topics
1	05/02/24	06/02/24	23/02/24	<p>As an up-to-date fleet &amp; mobility magazine, bfp FUHRPARK &amp; MANAGEMENT regularly covers the following topics:</p> <ul style="list-style-type: none"> <li>▶ Basics of fleet and mobility management</li> <li>▶ Digitalisation</li> <li>▶ Driving reports and vehicle tests (cars and vans)</li> <li>▶ eMobility and alternative drives</li> <li>▶ Transport combinations and innovative company transport</li> <li>▶ Financing and forms of procurement</li> <li>▶ Insurance</li> <li>▶ Risk and claims management</li> <li>▶ Market reviews</li> <li>▶ Vans &amp; logistics</li> <li>▶ Occupational safety</li> <li>▶ Load securing &amp; UVV</li> <li>▶ Vehicle servicing</li> <li>▶ Technology and innovations</li> <li>▶ Fleet tools</li> <li>▶ Law &amp; taxes</li> <li>▶ Best practice</li> </ul>
2	28/03/24	02/04/24	19/04/24	
3	17/05/24	21/05/24	07/06/24	
4	16/08/24	19/08/24	05/09/24	
5	30/09/24	01/10/24	21/10/24	
6	20/11/24	21/11/24	10/12/24	

# 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

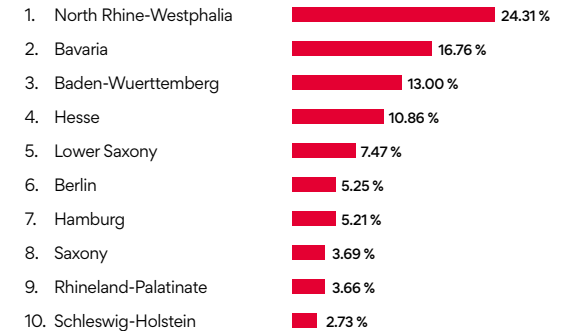
**81% of our users are primary decision makers in mobility management\***

\*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

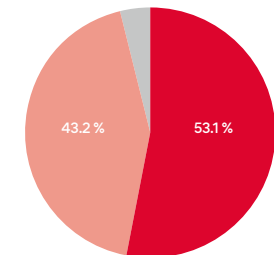
\*\*\*Source: Google Analytics (07/2021-06/2022)

## TOP 10 FEDERAL STATES\*\*\*



## DEVICES\*\*\*

- Desktop
- Mobile
- Tablet





# Print





Copies per issue as a yearly average from 1 July 2022 to 30 June 2023

Publication frequency: 6 times a year + special issues 47th volume 2024

**PRINT RUN**

Ø 30,100

**ACTUAL DISTRIBUTED CIRCULATION**

29,960

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

if purchased within 12 months (insertion year)

Frequency scale	
3 times	5%
6 times	10%
9 times	15%

Supplements 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

**VOLUME** ..... 47th volume 2024

## CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2022 to 30 June 2023

<b>Print run</b> .....	30,100	
<b>Actual distributed circulation</b> .....	29,960	of those, abroad 129
<b>Sold circulation</b> .....	494	of those, abroad 2
– Subscribed copies .....	494	
– Retail sales .....	–	
– Other sales .....	–	
<b>Free copies</b> .....	29,466	
<b>Remaining, archive and file copies</b> .....	140	

## GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actually distributed circulation	
	%	Copies
Domestic:	99.57	29,831
Abroad:	0.43	129
<b>Actual distributed circulation:</b>	<b>100</b>	<b>29,960</b>

# Circulation and Distribution Analysis

## BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.25	2,162
Postcode area 1	5.02	1,498
Postcode area 2	8.11	2,420
Postcode area 3	9.87	2,945
Postcode area 4	12.09	3,605
Postcode area 5	11.30	3,371
Postcode area 6	18.29	5,546
Postcode area 7	10.84	3,234
Postcode area 8	8.07	2,408
Postcode area 9	8.85	2,641
<b>Total</b>	<b>100</b>	<b>29,831</b>

## DOMESTIC DISTRIBUTION BY NIELSEN REGIONS:

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	12.11	3,612
Nielsen region 2 (North Rhine-Westphalia)	37.92	11,311
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	12.03	3,589
Nielsen region 3b (Baden-Wuerttemberg)	11.76	3,508
Nielsen region 4 (Bavaria)	12.79	3,815
Nielsen region 5 (Berlin)	1.77	528
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	5.36	1,598
Nielsen region 7 (Thuringia, Saxony)	6.27	1,870
<b>Actual distributed circulation</b>	<b>100</b>	<b>29,831</b>

# 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:** ..... 42,176

**2.3 Total number of varying recipients:**..... 40,459

#### 2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation**..... 494

**of those: subscribed copies** ..... 494

Retail sales ..... 0

Other sales ..... 0

- Free copies..... 29,466

**of those: permanent free copies** ..... 1,335

rotating free copies ..... 28,092

Promotional copies ..... 39

**Actual distributed circulation** ..... 29,960  
of those, domestic ..... 29,831  
of those, abroad ..... 129

### 3. Description of the analysis

#### 3.1. Population (proportion studied)

Population (actual distributed circulation) ..... 29,960 = 100%

of those, not included in the analysis: ..... 66 = 0,22%

- Retail sales ..... 0

- Other ..... 27

- Promotional copies ..... 39

Of the actually distributed circulation,

the analysis represents ..... 29,894 = 99,78%

**3.2. Date of file evaluation:** ..... 18/07/23

#### 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

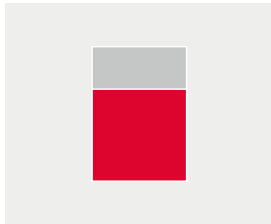
**3.5. Definition of the reader:** ..... not applicable

**3.6. Analysis period:** ..... 01/07/2022 to 30/06/2023

**3.7. Execution of the analysis:** ..... publisher

# Advertisements

Title page



Cover: 194 × 180 mm

Price on request

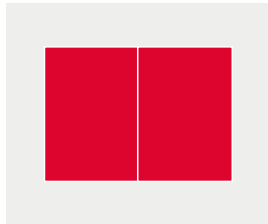
1/3 page landscape



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

€ 2,350

2/1 page



Bleed: 420 × 297 mm

€ 12,490

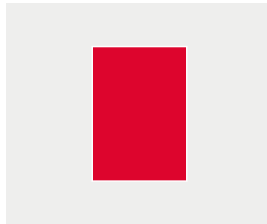
1/3 page portrait



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

€ 2,350

1/1 page



Bleed: 210 × 297 mm

€ 6,490

1/4 page landscape



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

€ 1,750

Junior page



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

€ 4,250

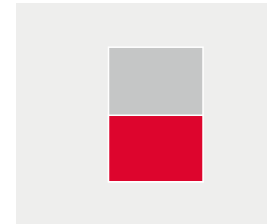
1/4 page portrait



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

€ 1,750

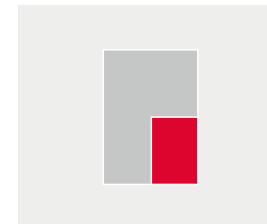
1/2 page landscape



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

€ 3,290

1/4 page 2-column



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

€ 1,750

1/2 page portrait



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

€ 3,290

1/8 page 2-column



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

€ 950

Bleed plus 3 mm bleed overleaf

# Sonderformate

## Bound inserts



Scope: 4-8 pages, wire stitching

Weight: 70-130 g/m<sup>2</sup>

Format: 213-221 x 315 mm

Special formats on request

Submission of a sample required.

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 € 6,250
- ▶ achtseitig ..... Price on request

## Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g,  
Single sheets DIN A6 min. 150 g/m<sup>2</sup>, Single sheets larger  
than DIN A6 min. 115 g/m<sup>2</sup>

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

€ 7,190

# 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\*: € 6,490

## 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.

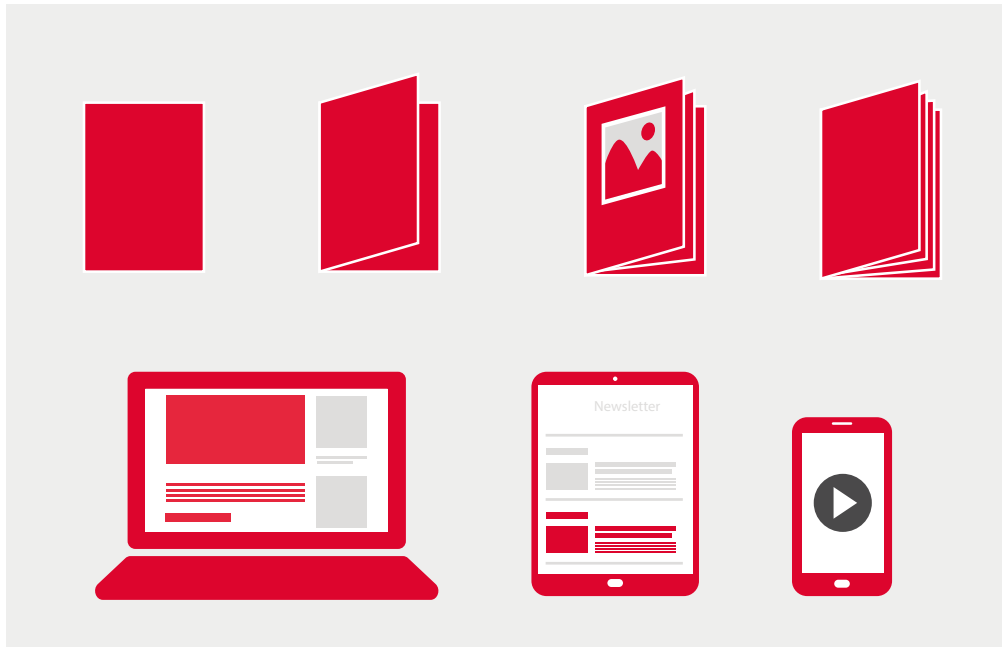
### SPECIFICATION

- ▶ 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\*: € 7,990

# 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](mailto: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](mailto: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

Vogel Druck und Medienservice GmbH

Goods Receipt

Leibnizstrasse 5

97204 Höchberg

Acceptance times: Monday to Friday, 8 a.m. to 4 p.m

Delivery at the earliest 20 and at the latest 5 working days before the delivery date.

## 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](http://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) (bvdM). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from [www.fogra.org](http://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 89,600

Source Google Analytics,  
monthly average 07/2022-06/2023

## TOTAL USERS

Ø 49,100

Source Google Analytics,  
monthly average 07/2022-06/2023

## VISITS

Ø 60,100

Source Google Analytics,  
monthly average 07/2022-06/2023

## NEWSLETTER RECIPIENTS

~ 6,200

per mailing (as of July 2023)

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

if purchased within 12 months  
(insertion year)

### Frequency scale

3 times	5%
6 times	10%
9 times	15%

Supplements 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.

# Newsletter

## Fullsize 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

## Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.

Format: 600 x 120 px

**€ 990**

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.

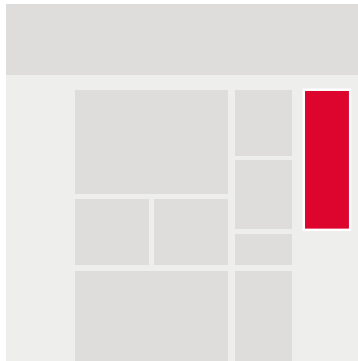
**€ 3,990**

per dispatch

# Banners



## Skyscraper

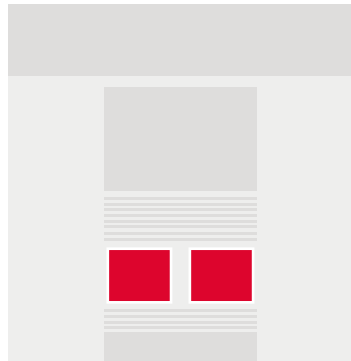


Eye-catching form of advertising that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

**Size**

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.

**Size**

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**

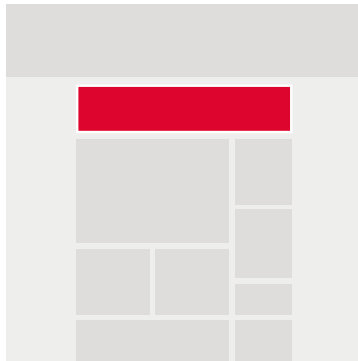
Image format 16:9 (1075 x 605 px)  
Overline max. 30 characters  
Title line max. 55 characters      € 3,190  
Teaser text max. 156 characters      per month

**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**

1,075 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.

**Size**

728 x 90 px  
120 x 600 px oder 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.

**Size**

1,125 x 270 px oder 1,125 x 90 px  
120 x 600 px oder 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-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

**You only pay for what you get:** you pay a pre-determined price for each user of your article.

## 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 user (minimum purchase: 300 pcs.; individually agreed upper limit possible)

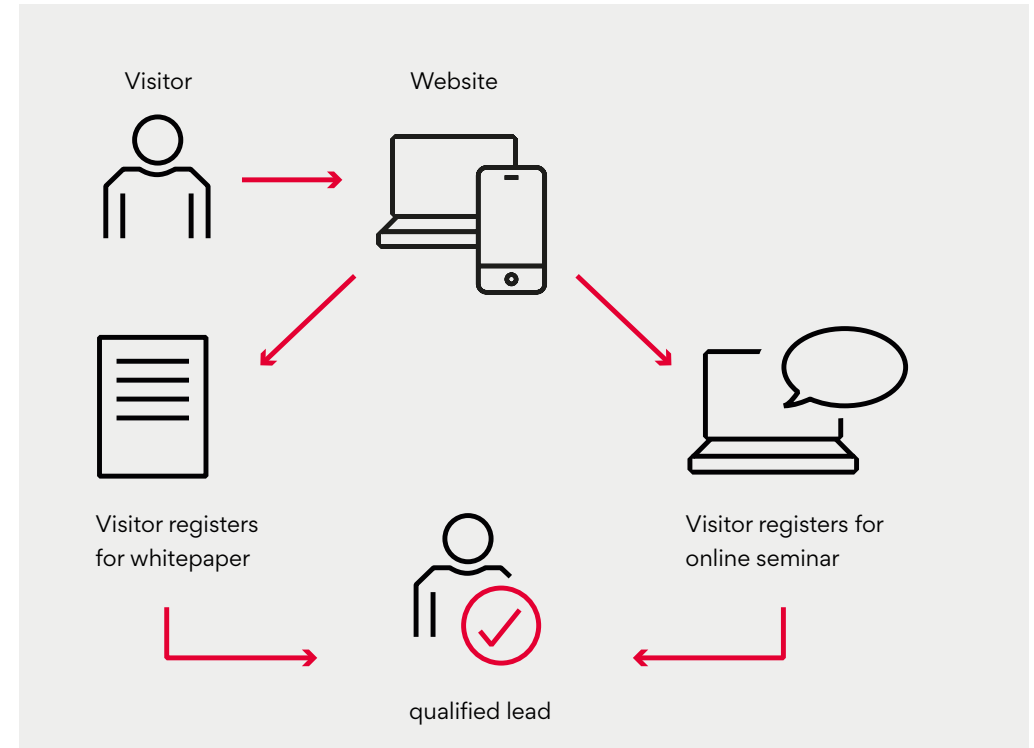
# Lead Generation

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

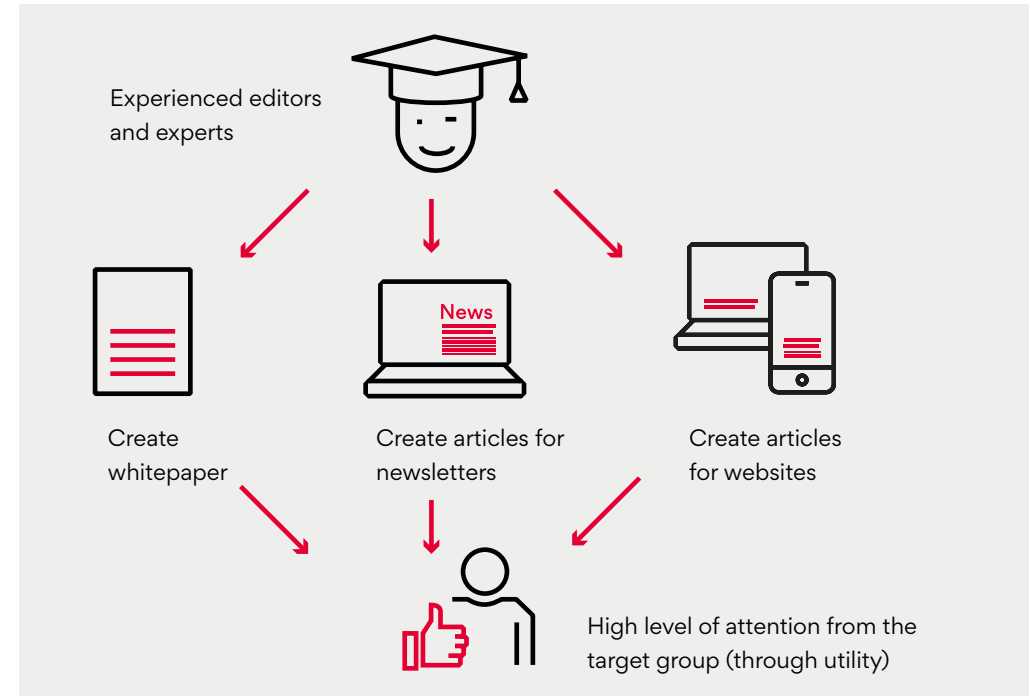
# Content Creation

## 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](mailto:anzeigendaten-bfp@schluetersche.de)

For HTML5 files (responsive), 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](mailto: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](mailto:anzeigendaten-bfp@schluetersche.de).

Animated GIFs are also possible, however, they may not play correctly on all devices.

## DELIVERING YOUR ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to

[anzeigendaten-bfp@schluetersche.de](mailto:anzeigendaten-bfp@schluetersche.de):

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for 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](mailto:anzeigendaten-bfp@schluetersche.de):

- ▶ Subject line & headline: “Customer-Name: Headline” (total 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](mailto:anzeigendaten-bfp@schluetersche.de):

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: 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](mailto:anzeigendaten-bfp@schluetersche.de):

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):  
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px  
(the more formats that you provide us with, 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.

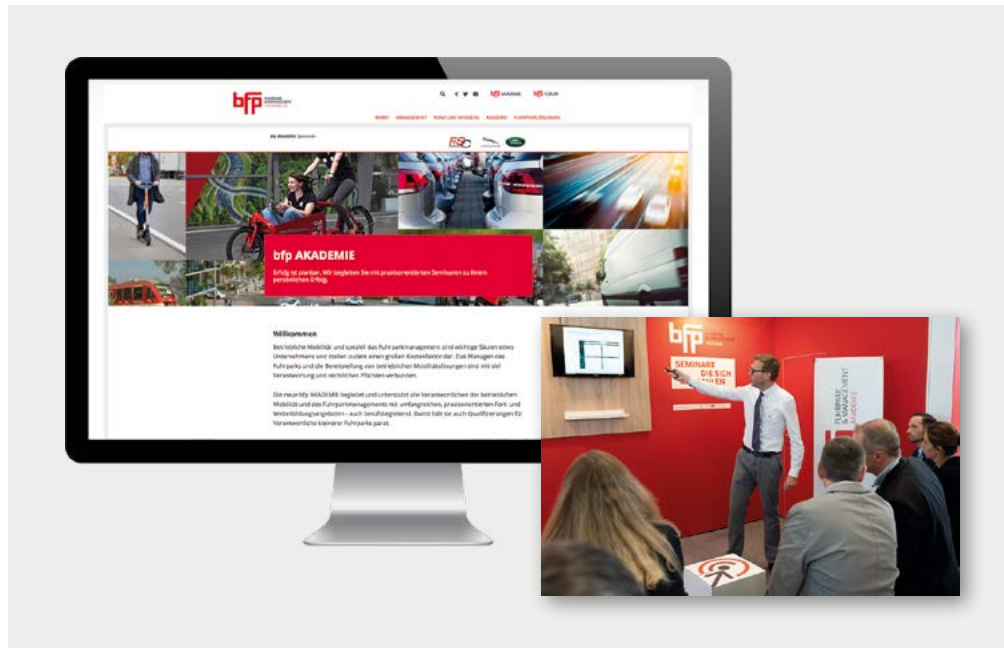
As an exhibitor or partner, you can communicate directly with your target groups here. Present your company at the **bfp FORUM** and secure your position on the market!

- ▶ 25. and 26. September 2024 Halle 45 in Mainz

[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



# Strong brands under one roof

## Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 ..... Impressions<sup>1</sup>  
6,100..... Newsletter recipients<sup>2</sup>  
70,402 ..... Readers<sup>3</sup>

**2** Homepages  
**2** Newsletters  
**5** Magazines

Kleintierpraxis  
News 4 Vets  
Tierisch dabei

Deutsches Tierärzteblatt  
Der praktische Tierarzt

[www.vetline.de](http://www.vetline.de)  
[tfa-wissen.de](http://tfa-wissen.de)

## Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 ..... Impressions<sup>1</sup>  
8,500..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**4** Newsletters  
**4** Magazines

Asphalt & Bitumen  
Die Schweizer Baustoffindustrie  
Steinbruch und Sandgrube  
Straßen und Tiefbau

[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Trade

With our media, we offer tradespeople valuable practical knowledge. Readers<sup>3</sup> and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 ..... Impressions<sup>1</sup>  
8,500 ..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**2** Newsletters  
**2** Magazines

Genau  
Norddeutsches Handwerk

[www.handwerk.com](http://www.handwerk.com)

## Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 ..... Impressions<sup>1</sup>  
14,400.... Newsletter recipients<sup>2</sup>  
65,613 ..... Readers<sup>3</sup>

**3** Homepages  
**3** Newsletters  
**3** Magazines

amz - Die Aftermarketzeitschrift  
AutoRäderReifen-Gummibereifung  
bfp - FUHRPARK & MANAGEMENT

[www.amz.de](http://www.amz.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)

## Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 ..... Impressions<sup>1</sup>  
13,500 ..... Newsletter recipients<sup>2</sup>  
81,607 ..... Readers<sup>3</sup>

**6** Homepages

**9** Newsletters

**6** Magazines

**8** LinkedIn profiles

Blech Protector  
K Zeitung Konstruktion und Entwicklung  
NC Fertigung International Aluminium Journal

[www.aluminium-journal.de](http://www.aluminium-journal.de) [www.blechonline.de](http://www.blechonline.de)  
[www.k-zeitung.de](http://www.k-zeitung.de) [www.ncfertigung.de](http://www.ncfertigung.de)  
[www.protector.de](http://www.protector.de) [www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)

<sup>1</sup> Source Google Analytics, monthly cumulative average 07/2022-06/2023

<sup>2</sup> Cumulated per dispatch, as of July 2023

<sup>3</sup> Cumulative printed copies per issue, as of June 2023

# Everything for your online presence



*Coco makes digital communication simple*

## Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

*We have everything you need*

## Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

[www.coco.one](http://www.coco.one)



# Contact

# We Are Here For You!



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

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



Christian Frederik Merten  
Editor-in-Chief

[christian.merten@fuhrpark.de](mailto:christian.merten@fuhrpark.de)  
+49 (0)511 8550 2702



Kai Burkhardt  
Key Account Automotive

[kai.burkhardt@schluetersche.de](mailto:kai.burkhardt@schluetersche.de)  
+49 (0)511 8550 2566



Stephan Lehmann  
Sales Manager

[stephan.lehmann@schluetersche.de](mailto:stephan.lehmann@schluetersche.de)  
+49 (0)511 8550 2644

## 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](http://www.schluetersche.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)

## Reader/subscription service

[vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)  
Phone +49 (0)511 8550-8822

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

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

Alternatively, send data to [anzeigendaten-bfp@schluetersche.de](mailto:anzeigendaten-bfp@schluetersche.de).

All prices plus VAT.

[Our GTC](#)