

# Media data 2019

More than 10 years of important information to important people

## Printed magazines



**FLEET Company Cars** magazine is focused on corporate fleet management strategies, from the acquisition of vehicles and any related services (finance, insurance, monitoring...) through their operations

(HR, car policy, efficiency, legislation, economics...) to remarketing. As the only one of its kind in Slovakia, FLEET is completely devoted to the latest trends in fleet management with respect to corporate fleet economy. The magazine is sent by post to managers with decision-making powers in selection and procurement of company vehicles and any related goods and services. They are also the people who manage and influence the investment and procurement of all items related to running their business - from office supplies through the purchase of equipment for trade and production to choosing health care for employees.



### Basic data

Year: XIII.  
Circulation: 8 500 copies  
Distribution: direct mailing

Print Price: 3,50 €  
All-year subscription: 12 €  
Statistics: see page 5

[www.fleet.eu.sk](http://www.fleet.eu.sk)



**Truck & business** magazine is the only B2B magazine in Slovakia, which is focused on management of fleets over 3,5 tons.

It has two parts: Company part is dedicated to business with trucks, construction equipment, buses and agricultural machinery (legislation, European law, efficiency, HR, remarketing...). Truck part deals with the technical side of trucks, tests of heavy vehicles and other tools. Truck & business is a part of pan-European network of the eponymous magazines, but the content is prepared specially for the Slovak market. The magazine has the same distribution channel as FLEET Company Cars: it goes right on the desk of managers with decision-making powers. Thanks to it, Truck & business is the most efficient communication platform between suppliers and clients in this segment.



### Basic data

Year: XII.  
Circulation: 4 500 copies  
Distribution: direct mailing

Print Price: 3,50 €  
All-year subscription: 12 €  
Statistics: see page 5

[www.truck-business.sk](http://www.truck-business.sk)



**Pneu revue™** is a specialized B2B magazine, which covers the area of tyre industry, tyre distribution, tyre retail and all related areas, especially car aftermarket.

The magazine covers all aspects of the trade both from the side of supply (manufacturers, sellers and service providers) and demand (mainly car fleets). It deals with further sectors which are becoming natural parts of tyre business with the recent market development, such as quick fit and car parts sale. Pneu revue monitors the status and trends of the sector both in national and international scale. Tyre sales and servicing industry have undergone a dynamic development over the past quarter century. New distribution channels, the impact of the Internet and mergers of companies, expansion of new brands, formation of franchise concepts, competition between workshops and tyre shops, and the increasing technical skill intensity ... it's just a part of the whole portfolio of impacts that have fundamentally changed the business in tyre service industry in Slovakia.

The aim of Pneu revue is to map the state of the industry, introduce its most important players, suggest future directions and inform about the situation in the main supply industries, particularly service technology and equipment.



### Basic data

Year: VI.  
Circulation: 1 800 copies  
Distribution: direct mailing

Print Price: 4,50 €  
All-year subscription: 8 €  
Statistics: see page 4

[www.pneurevue.sk](http://www.pneurevue.sk)

[www.flotila.sk](http://www.flotila.sk)

# Media data 2019

More than 10 years of important information to important people

## 2019 Production schedule



Issue	Data/adds/supplements deadline	Distribution
1/2019	9. 3. 2019	29. 3. - 5. 4. 2019
2/2019	8. 6. 2019	28. 6. - 5. 7. 2019
3/2019	7. 9. 2019	27. 9. - 4. 10. 2019
4/2019	9. 11. 2019	29. 11. - 6. 12. 2019

## 2019 Production schedule



Issue	Data/adds/supplements deadline	Distribution
1/2019	14. 3. 2019	29. 3. - 5. 4. 2019
2/2019	14. 6. 2019	28. 6. - 5. 7. 2019
3/2019	13. 9. 2019	27. 9. - 4. 10. 2019
4/2019	15. 11. 2019	29. 11. - 6. 12. 2019

## 2019 Production schedule



Issue	Data/adds/supplements deadline	Distribution
1/2019	16. 2. 2019	8. 3. - 15. 3. 2019
2/2019	24. 8. 2019	13. 9. - 20. 9. 2019

## Advertisement prices

Format	FLEET	TRUCK & BUSINESS	pneurevue
Alonge	6 655 €	5 380 €	3 590 €
1/1	3 990 €	2 990 €	2 490 €
Junior page	3 100 €	2 490 €	1 890 €
1/2	3 090 €	2 490 €	1 590 €
1/3	1 990 €	1 590 €	990 €
1/4	1 500 €	1 000 €	790 €

### Cover pages

U1 (Front cover page)	1/1 + 70 %
U2 (2nd cover page)	1/1 + 50 %
U3 (3rd cover page)	standard 1/1 page price
U4 (Back cover page)	1/1 + 50 %
Page 5 (next to Editorial)	1/1 + 20 %

### Advertorial (PR article)

1/1 page	4 490 €	3 500 €	2 790 €
2/1 pages	5 990 €	5 300 €	4 390 €

Cancellation fee: - 22 or more days prior to publishing date: 50 % of advertisement price  
 - 21 to 15 days: 75 % of advertisement price  
 - less than 15 days: 100 % of advertisement price

The complete General Conditions are available on the internet at: [www.flotila.sk](http://www.flotila.sk)

## Technical conditions for print advertisement

Advertisement data in a **standard composite PDF file** (resolution 300 DPI), **colour process CMYK**, deactivated ICC profiles, bleed 5 mm, crop and **matching marks minimum 4 mm from crop**. Format 1:1.

## Advertising formats

**Advertising formats are the same for all magazines.**

Format in mm (width x height)  
 Magazin size: 220x285 mm  
 Typesetting size: 190x240 mm

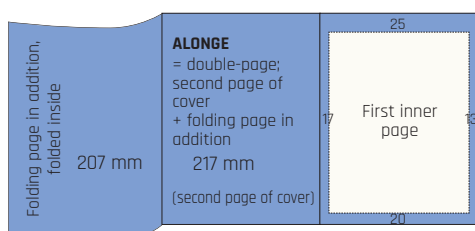
■ Cutten size  
■ Outrunner size (additional 4 mm must be added for cut)

### Cover page



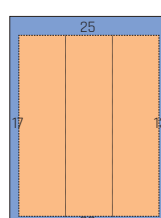
■ 220x184  
■ (217x184 - for Alonge) + 4 mm for cut

### Alonge



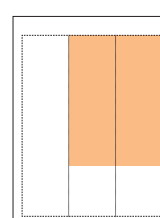
■ 424x285  
 (217+207)x285 + 4 mm for cut

### 1/1



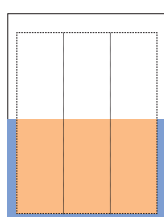
■ 190x240  
■ 220x285 + 4 mm for cut

### 1/2 Junior



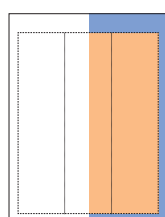
■ 125x182

### 1/2 width



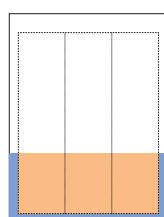
■ 190x118  
■ 220x138 + 4 mm for cut

### 1/2 width



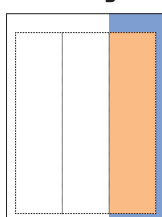
■ 92x240  
■ 105x285 + 4 mm for cut

### 1/3 width



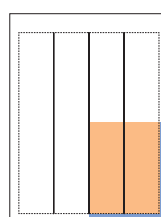
■ 190x77  
■ 220x97 + 4 mm for cut

### 1/3 height



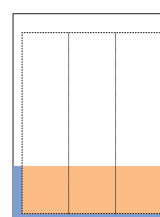
■ 60x240  
■ 73x285 + 4 mm for cut

### 1/4 standard



■ 92x124  
■ 105x144 + 4 mm for cut

### 1/4 foot



■ 190x60  
■ 220x80 + 4 mm for cut

## Contact

### Contact:

Auto Business Media, s.r.o.  
 Drieňová 23  
 821 01 Bratislava  
 Slovak Republic  
 Tel/ fax: +421-2-3900 9175

[info@ifleet.sk](mailto:info@ifleet.sk)  
[info@truck-business.sk](mailto:info@truck-business.sk)

**[www.flotila.sk](http://www.flotila.sk)**

### Managing director

Ján Keder  
 e-mail: [jan.keder@ifleet.sk](mailto:jan.keder@ifleet.sk)  
 mobile: +421-911-915-308

# Media data 2019

More than 10 years of important information to important people

## Fleet events

### FLEET DAY

[www.fleetday.sk](http://www.fleetday.sk)



**FLEET DAY** is the biggest event of its kind in Slovakia with tradition from year 2009. The event offers an excellent platform for meeting of both groups, representing B2B. Professional presentations in the first part are focused on topics, relevant for higher efficiency of fleet management. Second, informal part of the day, includes test drives of new cars and discussions in the forum. For more information about the partnership and photo galleries from previous years please visit [www.fleetday.sk](http://www.fleetday.sk).

### TRUCK & BUSINESS DAY

[www.truckday.sk](http://www.truckday.sk)



**TRUCK&BUSINESS DAY** is the only event of its kind, dedicated to companies with fleets over 3,5 tons, not only from the sector of international transport, but also to companies active in agriculture, construction, forestry, municipal services or national transport. The professional conference is focused on presentations concerning legislation, costs and news in the process towards higher efficiency of management of this type of fleets. The afternoon part is devoted to informal discussions and test drives. For more info please visit [www.truckday.sk](http://www.truckday.sk).

## Company Car of the Year



[www.firemneautoroka.sk](http://www.firemneautoroka.sk)



Auto Business Media is the organizer of the elections and ceremony of **FLEET AWARDS - Company Car of the Year** in Slovakia. Best company cars in nine categories from pool through management to light commercial vehicles are chosen by voting of key managers of large and medium-sized Slovak companies. Winners use the awards for marketing and communications, the results of the elections have wide media coverage. You can find more information at [www.firemneautoroka.sk](http://www.firemneautoroka.sk).



# Media data 2019

☐ Auto  
☒ Business  
☐ Media

**FLEET**  
 TRUCK & BUSINESS  
 new review

**More than 10 years of important information to important people**

## Fleet events

# FLEET DAY



**TRUCK & BUSINESS  
DAY**



**EVENT PARTNER**

### Price for advertising clients

Partner FLEET DAY	Partner T&B Day	Partner of both events (discount price)
4 990 €* 3 315 €*	2 490 €* 1 650 €*	5 610 €* 3 720 €*

### PROMOTION AND COMMUNICATION:

- \* partner's logo in materials related to the event
- \* partner's logo with dimensions 60 x 50 cm on the priority place in the conference hall
- \* acknowledgement of the partner with logo projection at the opening ceremony of the conference
- \* 3 tickets to the event for invited guests and representatives of the partner
- \* possibility of partner's presentation with a booth
- \* advertising interview with moderator during event program
- \* partner's promotional materials in conference folders for all participants
- \* partner's logo in the first part of the conference materials
- \* comprehensive set of photos from the event



## MAIN PARTNER

### Price for advertising clients

8 490 €*	4 240 €*	9 550 €*
6 630 €*	3 310 €*	7 450 €*

### PROMOTION AND COMMUNICATION:

(in addition to PARTNER)

- ✳ possibility of main partner's presentation in duration of 15 minutes during the conference program
- ✳ main partner's logo on the web site [www.flotila.sk](http://www.flotila.sk) in FLEET DAY section (resp. Truck & Business Day section) with hyperlink to partner's site one month before and three months after event
- ✳ partner's logo with dimensions 80 x 60 cm on the priority place in the conference hall
- ✳ 3 tickets to the event for main partner's representatives
- ✳ possibility to invite 5 guests
- ✳ acknowledgement of the main partner with logo projection at the opening ceremony of the conference
- ✳ acknowledgement of the main partner with logo projection at the end of the conference



## GENERAL PARTNER

### Price for advertising clients

10 490 €* 8 960 €* 15 300 €	5 240 €* 4 480 €* 7 650 €	11 790 €* 9 990 €* 16 400 €
-----------------------------------	---------------------------------	-----------------------------------

### PROMOTION AND COMMUNICATION:

PROMOTION AND COMMUNITY  
(in addition to MAIN PARTNER)

- ✳ only one company
- ✳ logo and name of the general partner as a part of the event title in the form "Name of partner" FLEET DAY 2019 / T&B Day 2019 in the materials and media communication related to the event
- ✳ possibility of general partner's presentation in duration of 20 minutes during the conference program
- ✳ annotation of the presentation in FLEET Company Cars (resp. Truck & Business) magazine
- ✳ article about general partner's activities in FLEET Company Cars (resp. Truck & Business) magazine
- ✳ acknowledgement of the general partner with logo projection at the opening ceremony of the conference
- ✳ acknowledgement of the general partner with logo projection after every block of presentations
- ✳ general partner's banner on the web site [www.flotila.sk](http://www.flotila.sk) in FLEET DAY section and in FLEET firemné automobily section (resp. Truck & Business Day section and Truck & Business section) with hyperlink to partner's site one month before the event and whole time till next year's event
- ✳ general partner's logo with dimensions 120 x 80 cm on a priority place in the conference hall
- ✳ 5 tickets to the event for general partner's representatives
- ✳ possibility to invite 10 guests

\* Standardized booth is included in the price. Prices are stated without VAT.

**PROGRAM DETAILS CAN BE FOUND ON [WWW.FLOTILA.SK](http://WWW.FLOTILA.SK) in the sections Fleet Day and Truck & Business Day**

**Contact:** Auto Business Media, s.r.o.  
info@ifleet.sk, +421 911 915 308, [www.flotila.sk](http://www.flotila.sk)

## WHY BECOMING A PARTNER?

- the most important and biggest gathering of managers from fleet business in Slovakia
- annually representative participation of decision makers from the sectors of selection, procurement and management of business vehicles and representatives of the automotive sector
- proven combination of educational conference and informal afternoon program with test drives
- extended program with selection of the Company Car of the Year

# Media data 2019

More than 10 years of important information to important people

## Statistic data

**TRUCK & BUSINESS**

**85,36 %**

of all registered vehicles of categories **N2** and **N3** in Slovakia are owned by companies, which receive the **Truck & Business** magazine

(Applies to companies with more than two vehicles)

**FLEET**  
firemné automobily

**70,05 %**

of all registered vehicles of categories **N1** and **M1** in Slovakia are owned by companies, which receive the **FLEET Company Cars** magazine

(Applies to companies with more than four vehicles)

## Target groups' structure

**FLEET**  
firemné automobily

### ▼ according to business sector

Production	15,3%
Agriculture and food industry	7,3%
Information technologies	2,2%
Tourism	2,5%
Healthcare	1,5%
Trade	36,5%
Construction	12,5%
Financial services	1,1%
General services	12,2%
Government and public institutions	3,1%
Transport	5,8%

### ▼ according to position in company

Directors	15,9%
Members of the board	8,4%
Heads of econ. units and services	6,1%
Owners, partners and managers	34,7%
Fleet managers	11,8%
Top managers with wider scope	23,1%

### ▼ regional distribution

Banská Bystrica Region	9,6%
Bratislava Region	28,9%
Košice Region	9,2%
Nitra Region	12,0%
Prešov Region	8,9%
Trenčín Region	9,8%
Trnava Region	10,3%
Žilina Region	11,3%

## Target groups' structure

**TRUCK & BUSINESS**

### ▼ according to business sector

Land transport	36,6%
Agriculture and food industry	13,3%
Construction	10,6%
Trade	18,8%
Production	8,2%
General services	6,8%
Waste management	3,0%
Public institutions	2,7%

### ▼ according to position in company

Top management	31,6%
Owners and partners	42,4%
Fleet managers	5,6%
Directors	20,4%

### ▼ regional distribution

Banská Bystrica Region	11,1%
Bratislava Region	15,8%
Košice Region	10,8%
Nitra Region	14,6%
Prešov Region	11,1%
Trenčín Region	10,6%
Trnava Region	13,5%
Žilina Region	12,8%

## Contact

**Auto Business Media, s.r.o.**  
Drieňová 23  
821 01 Bratislava  
Tel/ fax: +421-2-3900 9175

info@ifleet.sk  
info@truck-business.sk  
**www.flotila.sk**

**Managing director**  
Ján Keder  
e-mail: jan.keder@ifleet.sk  
mobile: +421-911-915-308

More than 10 years of important information to important people