

6

COMMUNICATION PLATFORMS

FLEET COMPANY CARS

Printed Magazine

1

FLEET Company Cars magazine is engaged in 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 only one 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, holding the decision-making powers in the 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: VI
 Circulation: 10,000 copies
 Number of pages: 84 to 100
 Frequency: 4 times per year
 Distribution: direct mailing and subscription
 Print Price: € 3.50
 All-year subscription: € 12



TRUCK & BUSINESS

Printed Magazine

2

Truck & business magazine has two parts: part Company is dedicated to business with trucks, construction equipment, buses and agricultural machinery (legislation, European law, effectiveness, 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, the content is however prepared to measure the Slovak market. Magazine has the same distribution channel as FLEET Company Cars: it goes right on the desk of managers with decision-making powers, but the target group is different.

Basic data

Year: V
 Circulation: 5,000 copies
 Number of pages: 84
 Frequency: 4 times per year
 Distribution: direct mailing and subscription
 Print Price: € 3.50
 All-year subscription: € 12



FLEET PARTNER

Exclusive Partnership

3

More than 200 Slovak companies, operating almost 30 000 vehicles, are active in the **FLEET PARTNER** programme. Cooperation is based on regular exclusive market researches and information exchanges. The program is a basis for the collection of data essential to the further development of the market for company cars in Slovakia.

FLEET DAY & FLEET CLUB

Fleet Events

FLEET DAY

4

FLEET DAY is the biggest event of its kind in Slovakia. In September 2012, the fourth annual daylong event will again bring together business and corporate clients, suppliers and importers, who will take part at expert level conference and informal afternoon program. It includes test drives, for which there are available approximately 70 new vehicle models each year. FLEET DAY has more than 200 participants every year. For more information about the partnership and photo galleries from previous years please visit www.flotila.sk. **FLEET CLUB** is a forum for the regular meetings of the managers of major Slovak companies operating corporate vehicles. Content is usually an informal discussion on current issues. FLEET CLUB is held four times a year, we organize ad hoc meetings in case of an urgent agenda.

FLEET AWARDS

Company Car of the Year



5

Auto Business Media is the organizer of the elections and ceremony of **FLEET AWARDS - Company Car of the Year in Slovakia**. It will take place for the third year in 2012.

Best company cars in eight categories from pool through management to light commercial vehicles are chosen by voting of 50 key managers of large and medium-sized Slovak companies. Patronage for both previous elections was taken by the transport ministers Lubomír Vážny and Ján Figel'. Winners use the awards for marketing and communications, the results of the elections have wide media coverage. The award ceremony of FLEET AWARDS 2012 will be held in April 2012 at Bratislava Motor Show.

FLOTILA.SK

New Information Portal

6

Auto Business Media has launched a new information web portal **www.flotila.sk** from November 2011. It is concentrated on corporate fleet management strategies, whether for personal or commercial vehicles. Daily updated website is focusing on fleet management, informing about trends and latest market developments. The other content part are vehicles tests, focusing on vehicle operating costs, and news from the automotive world. Subscribers receive an electronic newsletter every second Monday.

www.flotila.sk

2012 Production schedule



Issue	Deadline	Data/adds/supplements deadline	Distribution
1/2012	28.02.2012	06.03.2012	20.03.2012
2/2012	22.05.2012	29.05.2012	12.06.2012
3/2012	21.08.2012	28.08.2012	11.09.2012
4/2012	30.10.2012	06.11.2012	20.11.2012

Prices

Format	FLEET fremné automobily	Truck & Business
Alonge	6 655 €	5 380 €
1/1	3 520 €	2 560 €
Junior page	2 665 €	2 270 €
1/2	2 130 €	1 650 €
1/3	1 650 €	1 250 €
1/4	1 250 €	960 €

2012 Production schedule



Issue	Deadline	Data/adds/supplements deadline	Distribution
01/2012	06.03.2012	13.03.2012	26.03.2012
02/2012	29.05.2012	05.06.2012	19.06.2012
03/2012	28.08.2012	04.09.2012	18.09.2012
04/2012	06.11.2012	13.11.2012	27.11.2012

Cover pages

U1 (Front cover page)	1/1 + 60 %	1/1 + 60 %
U2 (2 nd cover page)	1/1 + 30 %	1/1 + 30 %
U3 (3 rd cover page)	standard 1/1 page price	standard 1/1 page price
U4 (Back cover page)	1/1 + 50 %	1/1 + 50 %

Advertorial (PR article)

1/1 page	3 875 €	2 920 €
2/1 page	6 955 €	5 300 €

Discounts

(Based on financial turnover per one calendar year)

FLEET fremné automobily	Truck & Business	Discount
2 835 - 5 670 €	1 660 - 5 000 €	- 3 %
5 671 - 10 645 €	5 001 - 8 400 €	- 5 %
10 645 - 17 760 €	8 401 - 11 700 €	- 8 %
over 17 760 €	over 11 700 €	- 12 %

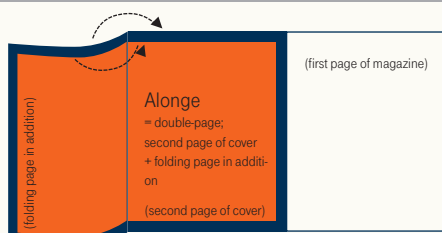
Technical conditions for print advertisement

Advertisement data in a **standard composite PDF file** (resolution 300 DPI, colour matching: C=15° M=75° Y=90° K=45°), **colour process CMYK**, deactivated ICC profiles, bleed 5 mm, crop and **matching marks minimum 3 mm from crop**.
Format 1:1.

Advertising formats



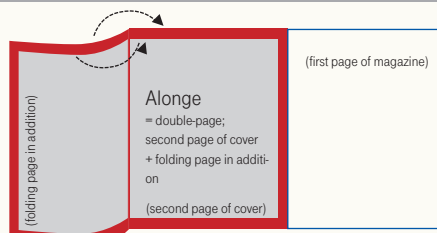
■ Bleed format (w x h)
210 x 180 mm



■ Bleed format (w x h)
402 (206+196) x 297 mm



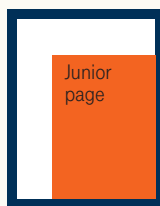
■ Clean size (w x h)
207 x 178 mm



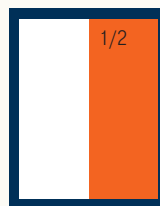
■ Bleed format (w x h)
402 (206+196) x 297 mm



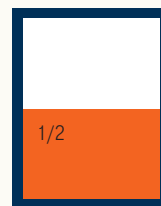
■ Clean size (w x h)
180 x 256 mm
■ Bleed format (w x h)
210 x 297 mm



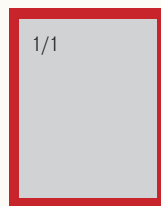
■ Clean size (w x h)
119 x 201 mm
■ Bleed format (w x h)
134 x 220 mm



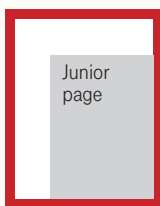
■ Clean size (w x h)
88 x 256 mm
■ Bleed format (w x h)
103 x 297 mm



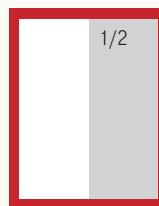
■ Clean size (w x h)
180 x 125 mm
■ Bleed format (w x h)
210 x 144 mm



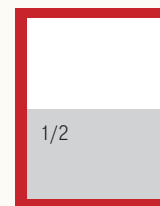
■ Clean size (w x h)
188 x 257 mm
■ Bleed format (w x h)
210 x 297 mm



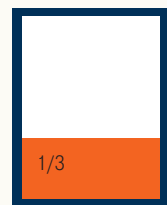
■ Clean size (w x h)
140 x 219 mm
■ Bleed format (w x h)
151 x 232 mm



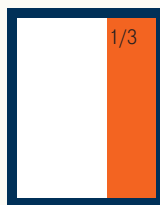
■ Clean size (w x h)
92 x 257 mm
■ Bleed format (w x h)
103 x 297 mm



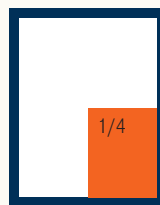
■ Clean size (w x h)
188 x 126 mm
■ Bleed format (w x h)
210 x 139 mm



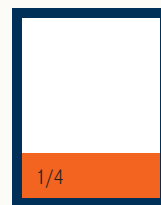
■ Clean size (w x h)
180 x 82 mm
■ Bleed format (w x h)
210 x 97 mm



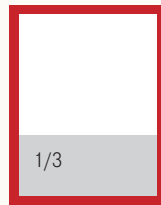
■ Clean size (w x h)
57 x 256 mm
■ Bleed format (w x h)
72 x 297 mm



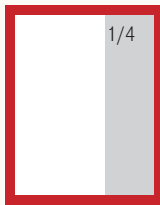
■ Clean size (w x h)
88 x 125 mm
■ Bleed format (w x h)
103 x 148 mm



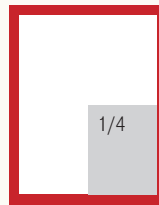
■ Clean size (w x h)
180 x 61 mm
■ Bleed format (w x h)
210 x 80 mm



■ Clean size (w x h)
188 x 83 mm
■ Bleed format (w x h)
210 x 95 mm



■ Clean size (w x h)
44 x 257 mm
■ Bleed format (w x h)
55 x 297 mm



■ Clean size (w x h)
92 x 126 mm
■ Bleed format (w x h)
103 x 139 mm



■ Clean size (w x h)
188 x 63 mm
■ Bleed format (w x h)
210 x 76 mm

■ ■ For all Bleed formats an extra 5 mm must be added for cut!

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79,71 % of all registered vehicles of categories **N2** and **N3** in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

91,38 % of all new vehicles of category **N2**, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

96,44 % of all new vehicles of category **N3**, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

91,34 % of all registered trailers of category **O4** in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

89,93 % of all registered trailers of category **O3** in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

84,42 % of all registered trailers of category **O2** in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

94,64 % of all new trailers of category **O4**, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

87,50 % of all new trailers of category **O3**, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

82,14 % of all new trailers of category **O2**, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

(Applies to companies holding more than two vehicles)

Advertisement Prices on **www.flotila.sk**

77,28 % of all registered vehicles of categories **N1** and **M1** in Slovakia are owned by companies, which are subscribers of FLEET Business Cars magazine

87,59 % of all new vehicles of category **N1**, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

83,88 % of all new vehicles of category **M1**, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

66,29 % of all trailers of category **O1** in Slovakia are owned by companies, which are subscribers of FLEET Business Cars magazine

62,65 % of all new trailers of category **O1**, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

(Applies to companies holding more than three vehicles)

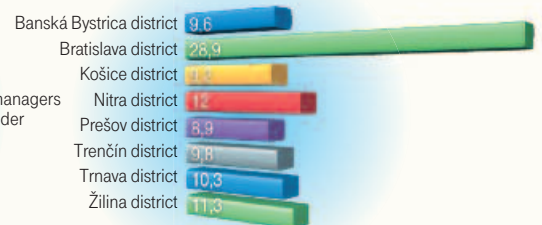
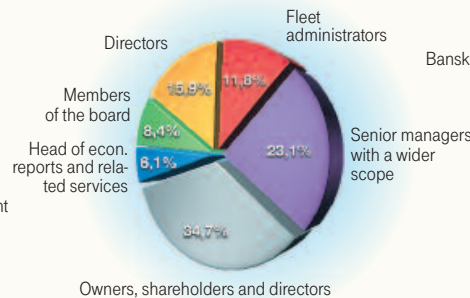
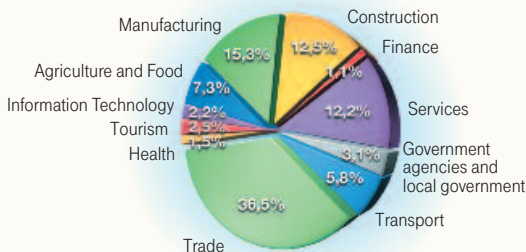
TARGET GROUP STRUCTURE



according to business sector

according to position in company

regional distribution



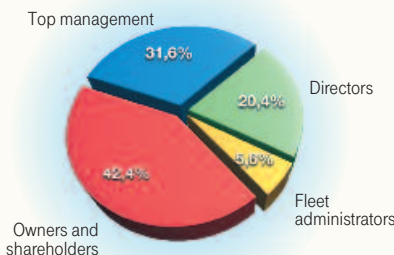
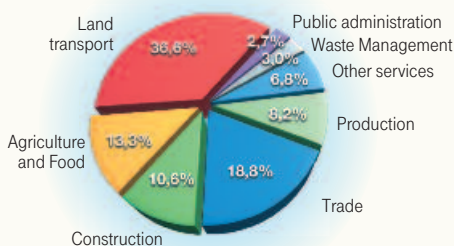
TARGET GROUP STRUCTURE



according to business sector

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