

All information for fleet and mobility management

Who reads?

- ▣ Top management
- ▣ Senior and middle company management with car fleet managerial responsibility and competence
- ▣ Car Fleet Managers
- ▣ Entrepreneurs and Self-employed persons
- ▣ Public administration, municipality, self-government and institutions



- ▣ Fleet suppliers

▣ **FLEET firemní automobily™** (FLEET Company Cars) is a professional „business-to-business“ magazine covering fleet administration and fleet management. The content of the FLEET is addressing wide scale of managers, entrepreneurs, self-employed persons and employees responsible for the company cars at all levels of the car fleet management, serving them with information about the current trends in modern fleet management, risk management and related topics as acquisition, financing, servicing, insuring, monitoring and operating the car fleet. Thanks to its wide range of cooperating experts and determination to bring the most credible information, the FLEET has been for thirteen years a respectable and appreciated source of information for Czech fleet managers and senior executives who deal with company car management within their managerial competence.

▣ **The FLEET** magazine has been also for years the key pillar of a comprehensive activities supporting the fleet business communication, thus connecting the clients with their suppliers and vice versa. Apart from printed magazine, the internet portal iFLEET.cz as well as event activities consisting of the series of fleet meetings Tour de Fleet, panel discussions Face to Face as well as the Fleet Awards (www.fleetawards.cz) and Firemní auto roku (Company Car of the Year; www.firemniautoroku.cz) surveys. All these activities represent, together with the printed and web magazine, systematical and complex communication platform for the professionals in fleet business.



Basic information

publication frequency
7 times annually

Distribution
subscription; direct mailing

Issue price 139 CZK (incl. VAT)

Annual subscription (CZ) 799 CZK

Annual subscription abroad 35 Euro

Electronic issue price 75 CZK

Publisher

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www.ifleet.cz

Subscription

www.periodik.cz
www.ifleet.cz/predplatne
Tel.: 800 30 03 02 (free of charge in CZ)

Digital format

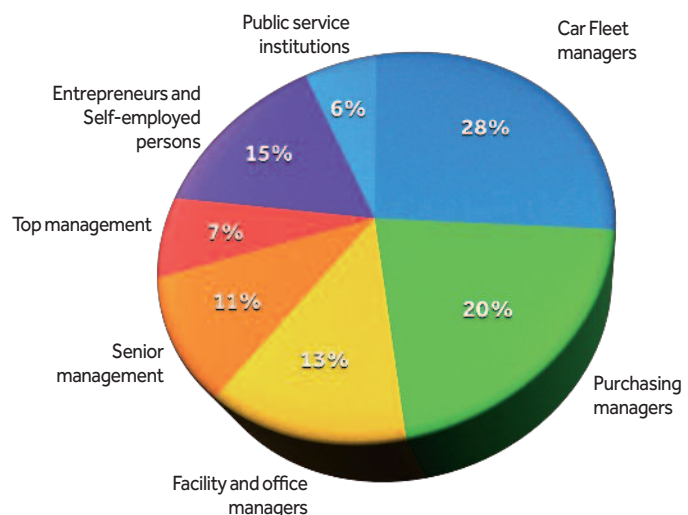
www.ifleet.cz
www.alza.cz/media

Regular sections

- FLEET**management - everything about car fleet policy and fleet operation
- FLEET**talks - interviews with the fleet business and fleet operation people
- FLEET**digest - regular overview of car segments
- FLEET**topic - main product theme of the issue
- FLEET**technology - focus on car technology of today
- FLEET**autoeco - everything about alternative drive
- FLEET**display - car reviews and car news

Definite main themes of particular issues can be found in Editorial plan 2018

Reader's structure



Source: internet survey TrendFLEET on iFLEET.cz

Price list

Prices in € excluding VAT
(no VAT charged within EU)

General price list

Alonge	7,920
1/1	4,200
Junior page	3,160
1/2	2,560
1/3	1,920
1/4	1,520
Eye-catcher big	1,440
1/6	1,040
1/8	840
Eye-catcher small	720
Business card	280

Cover pages

Front page (220 x 184)*	+ 70%
Back cover page*	+ 50%
2nd cover page	+ 10%
3rd cover page	+ 10%

*) including option of partial transparent layer
up to 60% of advert size

Advertorial (PR article)

Advertorial 1/1	4,400
Advertorial 2/1	7,600

Supplements

A4 Leaflet	4,200
Additional page	+ 50%
Large brochures and non-standard formats	Upon agreement

Discounts (From gross financial amount in calendar year)

4.000 - 8.000 EUR	3%
8.001 - 16.000 EUR	5%
16.001 - 24.000 EUR	8%
Over 24.000	12%

15% agency discount

(upon delivery of ready-to-print material)

No.	Deadline for ad orders	Deadline for print material	Date of distribution
1/2018	26. 2.	28. 2.	14. 3.
2/2018	26. 3.	28. 3.	11. 4.
3/2018	30. 4.	2. 5.	16. 5.
4/2018	28. 5.	30. 5.	13. 6.
5/2018	27. 8.	29. 8.	12. 9.
6/2018	24. 9.	26. 9.	10. 10.
7/2018	29. 10.	31. 10.	14. 11.

Advertising formats

(breadth x height) in mm

Bleed format 220x285 mm

Clean size format 190x240

Size of clean format

Size of bleed format

(necessary to add 3 mm for bleed)

Front page
220x184
(217x184 - při Alonge) + 3 mm bleed

Alonge
424x285 (217+207)x285 + 3 mm bleed

1/1
190x240
220x285 + 3 mm bleed

Junior page
125x182

1/2 breadth
190x118
220x138 + 3 mm bleed

1/2 height
92x240
105x285 + 3 mm bleed

1/3 breadth
190x77
220x97 + 3 mm bleed

1/3 height
60x240
73x285 + 3 mm bleed

1/3 Junior
125x117

1/4 column
44x240
57x285 + 3 mm bleed

1/4 standard
92x124
105x144 + 3 mm bleed

1/4 foot
190x60
220x80 + 3 mm bleed

1/6 breadth
190x38
220x58 + 3 mm bleed

1/6 height
60x121
73x141 + 3 mm bleed

1/8 breadth
190x28
220x48 + 3 mm bleed

Eye-catcher small
60x85

Eye-catcher big
60x170

business card
92x56

General terms for print advertising

Other conditions for advertising are subject to General Conditions of Media Services of Konverso, s.r.o. in current version published on the company Internet site

www.konverso.eu

Technical conditions for print ads

Ready-to-print material: Standard composite PDF file (min. Acrobat 8/PDF 1,6; resolution 300 dpi; embedded fonts), ICC profiles switched-off
resolution: 300 dpi
colour process: CMYK
bleed: 3 mm minimum

crop and matching marks: 3 mm from crop minimum
Format: 1:1
Material for further processing by the magazine
Images in jpg, tiff, eps, PDF
resolution 300 dpi.