

Basic data

Frequency:

6 times/year + one special monothematic issue

Distribution:

Subscription, direct mailing

Issue cost:

139 CZK

Yearly subscription:

799 CZK [CZ]/58 EUR [abroad]

Cost of electronic issue:

75 CZK

Contacts

Publisher:

Club 91, s.r.o.

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140 00 Praha 4

Czech Republic

Tel.: +420 261 221 953

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Fax: +420 241 403 333

info@ifleet.cz

www.ifleet.cz

Subscription orders

www.periodik.cz or www.ifleet.cz

Tel.: 800 30 03 02

[free call from Czech R.]

Electronic formats

Available from www.ifleet.cz



Magazine for fleet administration, fleet management and company mobility

FLEET firemní automobily™ is a professional „business-to-business“ magazine for the area of fleet administration and fleet management. Since 10 years FLEET has been a respectable and appreciated source of information for Czech fleet managers and other senior executives who deal with company car management within their managerial competence. Leading national experts in fleet management and its components, such as financing, insurance, telematics, petrol management, servicing and others, contribute to the magazine contents renowned for its expertise. Since 2011 the editorial contents of the magazine has been included a regular supplement „Company Mobility“ which deals with a complex mobility of company staff focusing on all available means of transport.

FLEET magazine is a key pillar of a comprehensive communication platform for fleet management whose other components are: internet portal www.ifleet.cz, Facebook profile, electronic newsletters and social events, mainly the renowned “Fleet Days” and award contest “Czech Fleet Awards”.

NEW in 2016! 3 issues of 2016 edition will be distributed in one pack with Ekonom (leading business weekly), apart from its own distribution. Fleet has been successfully developing media partnerships with relevant print and on-line media in order to introduce the fleet management issues to a larger target group of managers and entrepreneurs. The common distribution with Ekonom daily is another opportunity to fulfill this ambition.

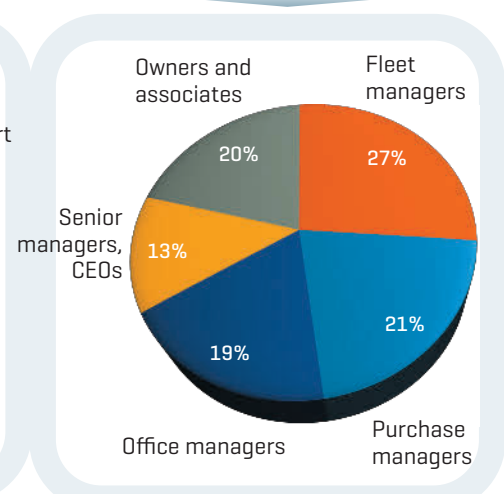
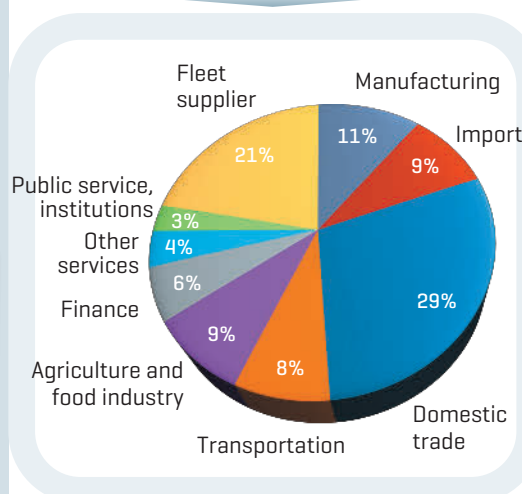
Target groups

- ▶ Financial managers, purchase managers
- ▶ Fleet managers of fleet operators
- ▶ Fleet suppliers in all areas
- ▶ Public service, academies, institutions

Reader structure

▶ Reader structure by business groups

▶ Reader structure by function



2016 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/16	12.2.2016	19.2.2016	3.3.2016
2/16	24.3.2016	31.3.2016	14.4.2016
3/16	13.5.2016	20.5.2016	3.6.2016
Monothematic issue	18.8.2016	25.8.2016	8.9.2016
4/16	2.9.2016	9.9.2016	23.9.2016
5/16	29.9.2016	6.10.2016	20.10.2016
6/16	7.11.2016	14.11.2016	30.11.2016

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 Alonge 1/1 Junior page

220x184 424x285 190x240 125x182

[217x184 - by Alonge] + 3 mm bleed [217+207]x285 + 3 mm bleed 220x285 + 3 mm bleed

1/2 breadth 1/2 height 1/3 breadth 1/3 height 1/3 Junior

190x118 92x240 190x77 60x240 125x117

220x138 + 3 mm bleed 105x285 + 3 mm bleed 220x97 + 3 mm bleed 73x285 + 3 mm bleed

1/4 column 1/4 standard 1/4 foot 1/6 breadth 1/6 height

44x240 92x124 190x60 190x38 60x121

57x285 + 3 mm bleed 105x144 + 3 mm bleed 220x80 + 3 mm bleed 220x58 + 3 mm bleed 73x141 + 3 mm bleed

1/8 breadth Eye-catcher small Eye-catcher big business card

190x28 220x48 + 3 mm bleed 60x85 60x170 92x56

Technical conditions for print ads

Ready-to-print material:

Standard **composite PDF file** (Acrobat 8/PDF 1.6; resolution **300 dpi**, colour matching C = 15° M = 75° Y = 90° K = 45°), types in curves, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 3 mm minimum, **ICC profiles to be switched-off**, crop and matching marks 3 mm from crop minimum. Format 1:1

Material for further processing by the magazine: Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

Please e-mail your print material to:

info@ifleet.cz
Contact: +420 261 221 953, +420 724 183 891

General terms for print advertising

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. effective from January 1st, 2015 and published on the company Internet site www.club91.cz

Price list

Prices in € excluding VAT
[no VAT charged within EU]



General price list

Alonge	7 538	14 424
1/1	4 000	7 654
Junior page	3 038	5 813
1/2	2 423	4 636
1/3	1 923	3 680
1/4	1 500	2 885
Eye-catcher big	1 385	2 655
1/6	1 192	2 281
1/8	885	1 694
Eye-catcher small	809	1 548
Business card	231	442

Cover pages

Front page [220x184]*	+ 70%
Back cover page*	+ 50%
2 nd cover page	+ 30%
3 rd cover page	+ 10%

*] including option of partial UV painting up to 60 % of advert. size

Advertorial (PR article)

Advertorial 1/1	4 230	8 094
Advertorial 2/1	7 615	14 575

Inserts

A4 Leaflet	4 000	7 654
Additional page	+50%	

Large brochures and non-standard formats Upon agreement

Discounts [From gross financial amount in calendar year]

3 500-7 000 EUR	- 3 %
7 001-11 000 EUR	- 5 %
11 001 - 19 000 EUR	- 8 %
Over 19 000	- 12 %

15 % agency discount [upon delivery of ready-to-print material]