

Basic data

Frequency:

6 times

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

+420 241 409 318

Fax: +420 241 403 333

info@ifleet.cz

www.ifleet.cz

Subscription orders

www.periodik.cz or

www.ifleet.cz/predplatne

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™ (FLEET Company Cars) is a professional „business-to-business“ magazine for the area of fleet administration and fleet management. Since more than 12 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, fuel management, servicing and others, contribute to the magazine contents appreciated for its expertise. Since 2011 the editorial contents of the magazine has been strengthened with a regular supplement „Company Mobility“ which deals with company mobility as a whole focusing on further means of transport. In 2017 FLEET **receives even more potential through joint distribution together with leading national business weekly “Ekonom”** which goes in addition to its own distribution. The main goal of the cooperation with the Economia publishing company which has been successfully running since more than 5 years is to draw the fleet management sector closer to even broader target group both of fleet executives and decision makers within Czech companies.

FLEET magazine is a key pillar of a comprehensive communication platform for fleet management whose other components are: internet portals iFLEET.cz, FleetAwards.cz, Firemniautoroku.cz and testujauto.cz, event activities [Tour de Fleet] and business contest Fleet Awards and Company Car of the Year.

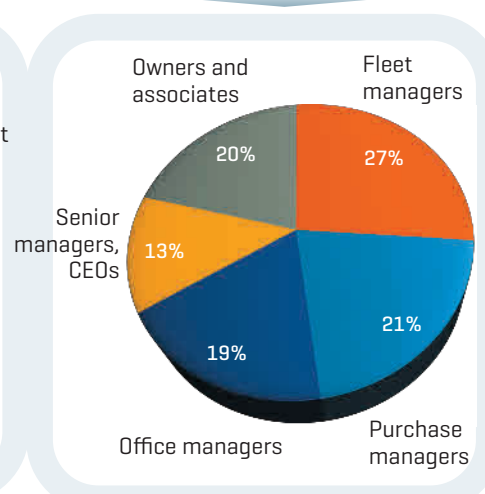
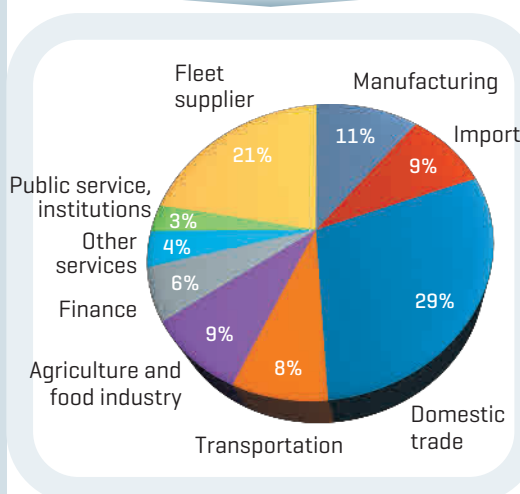
Target groups

- ▶ 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



2017 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution	FLEET + ekonom
1/17	11.2.2017	18.2.2017	2.3.2017	
2/17	23.3.2017	30.3.2017	13.4.2017	
3/17	11.5.2017	18.5.2017	1.6.2017	
4/17	10.8.2017	17.8.2017	31.8.2017	
5/17	20.9.2017	27.9.2017	12.10.2017	
6/17	9.11.2017	16.11.2017	30.11.2017	

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

[217x184 - by Alonge] + 3 mm bleed

424x285

[217+207]x285 + 3 mm bleed

190x240

220x285 + 3 mm bleed

125x182

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. in current version published on the company Internet site www.club91.cz

Price list

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



General price list

Alonge	14 424
1/1	7 654
Junior page	5 813
1/2	4 636
1/3	3 680
1/4	2 885
Eye-catcher big	2 655
1/6	2 281
1/8	1 694
Eye-catcher small	1 548
Business card	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	8 094
Advertorial 2/1	14 575

Inserts

A4 Leaflet	7 654
Additional page	+50%

Large brochures and

non-standard formats Upon agreement

Discounts [From gross financial amount in calendar year]

3 900 - 7 800 EUR	- 3 %
7 801 - 15 400 EUR	- 5 %
15 401 - 23 000 EUR	- 8 %
Over 23 000	- 12 %

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