

FLEET™

firemní automobily

+ ekonom

Basic data

Frequency:

quarterly

Pagination range: 20 – 44 pages

Distribution:

Subscription, direct mailing

Issue cost:

59 CZK / 2,40 EUR

Yearly subscription incl. postage:

200 CZK [CZ] / 39 EUR [EU]

Cost of electronic issue:

40 CZK / 1,50 EUR

Contacts

Publisher:

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www.ifleet.cz

Subscription orders

www.periodik.cz

www.predplatit.cz

or directly from ifleet.cz

Electronic formats

Available from www.ifleet.cz



**Additional
distribution
with Ekonom
business
weekly**

Magazine for fleet administration and management and corporate mobility

FLEET company car™ is a specialized business-to-business magazine for the field of fleet management and administration. For more than seventeen years of operation on the Czech market, it has become a recognized and sought-after source of information for Czech fleet managers and other executives of domestic companies who, within their scope of work, deal with the acquisition and operation of company cars. The FLEET magazine profiles leading experts in fleet management and its components, such as financing, insurance, telematics, fuel and energy management, maintenance and more.

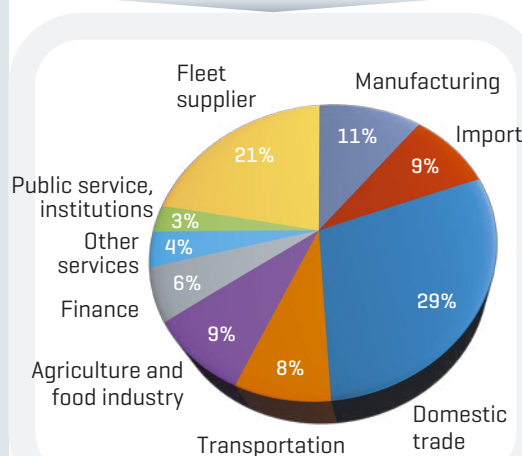
Since 2017, FLEET **has been published in addition to its own distribution as a supplement to the weekly Ekonom**. From the very beginning, the aim was to bring the fleet issues closer to the wider target group of managers and entrepreneurs and thus address the relevant target groups with both executive and decision-making powers. The events of the last 2-3 years further justify usefulness and relevancy of this wide distribution of the FLEET magazine. Corporate mobility cannot ignore trends that drive society as a whole and go far beyond the traditional fleet management framework. More than ever, FLEET ceases to be a magazine "about cars", but serves as an advisory tool to fleet executives and decision makers in overall company mobility issues. And even more than ever before, FLEET will become a platform for discussion among experts both on fleet operators' and their suppliers' side – embodied in 2022 in the format of the so-called Barometer of the Czech Fleet Business. This section will become a key part of each of the four editions to be published in 2022. The third issue of Fleet, which will be issued on November 10, will appear under the new title GREEN CAR™, which will thematically focus on undoubtedly the most discussed area not only in fleet management, but in the automotive industry in general.

Target groups

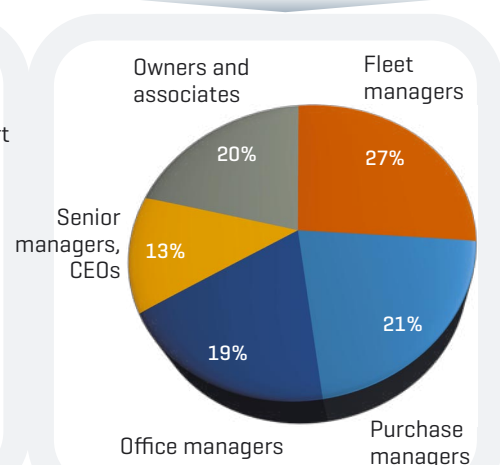
- ▶ Financial managers, purchase managers
- ▶ Fleet managers of fleet operators
- ▶ Fleet suppliers in all areas
- ▶ Public service, academies, institutions

Reader structure

- ▶ Reader structure by business groups



- ▶ Reader structure by function

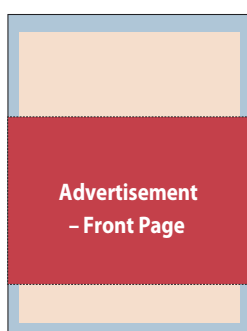


Harmonogram 2022

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/22	7.4.	14.4.	28.4.
2/22	23.6.	30.6.	14.7.
3/22 GREEN CAR	20.10.	27.10.	10.11.
4/22	17.11.	24.11.	8.12.

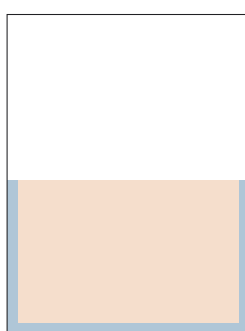
Rozměry inzerce

1/1



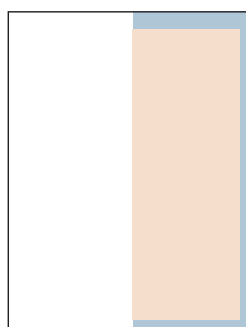
- 182x240
- 200x265 + 4 mm bleed
- 200x165 + 4 mm bleed

1/2 (horizontal)



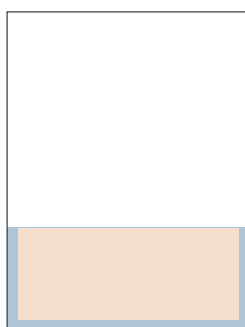
- 182x117
- 200x127 + 4 mm bleed

1/2 (vertical)



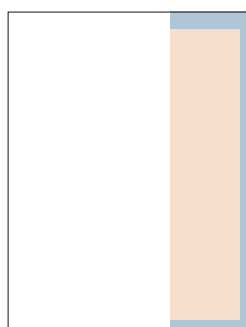
- 88x240
- 96x265 + 4 mm bleed

1/3 (horizontal)



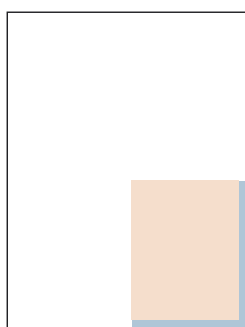
- 182x76
- 200x86 + 4 mm bleed

1/3 (vertical)



- 57x240
- 65x265 + 4 mm bleed

1/4



- 88x115
- 96x125 + 4 mm bleed

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

1/1	3 900
1/2	2 300
1/3	1 600
1/4	1 300

Cover Pages

Front page [200x165]	+ 70%
Back cover page*	+ 50%
2 nd cover page	+ 30%
3 rd cover page	+ 10%

Advertorial (PR article)

1/1	2 300
2/1	3 900

15 % agency discount (upon delivery of ready-to-print material)

Frequency discount

2 issues	- 10%
3 issues	- 20%
4 issues	- 30%



In each issue:

