

FLEET

+ 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. In 2023, FLEET will continue to be distributed in two ways: traditionally on its own and as a supplement to the Ekonom weekly. Thanks to this, FLEET will be published in a much larger circulation than in the past, but above all - the issue of mobility and fleet management will reach a much wider range of economically active people in managerial positions in Czech companies. The success of the special edition under the title GREEN CAR in 2022 will be reflected in two editions in 2023, focusing on alternative mobility in companies. The spring and autumn issues will be published under the title GREEN FLEET, while issues 2 and 4 / 2023 under the traditional title FLEET company cars.

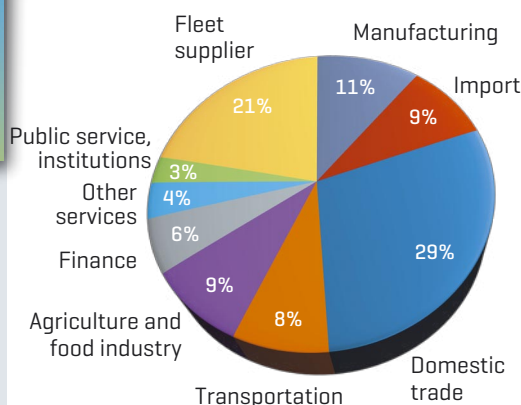
The year 2023 also brings the merger of the FLEET and Truck & business titles into one publication: a 50/50 split, with each title having its own cover, oppositely oriented. Years of working in both industries have taught us that the two share a number of common issues and points of convergence that may be of interest to readers of the other group. Thus, from 2023 FLEET and Truck & business "under one roof", each with its own industry "Barometer" (Czech Fleet Barometer and Road Transport Barometer), all in their own distribution and all as a supplement to the weekly Ekonom!

Target groups

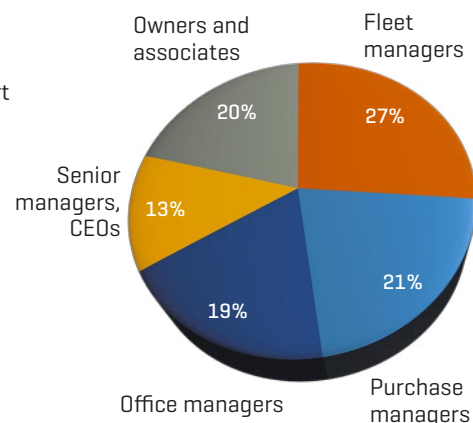
- ▶ Financial managers, purchase managers
- ▶ Fleet managers of fleet operators
- ▶ Fleet suppliers in all areas
- ▶ Public service, academies, institutions

Reader structure

▶ Reader structure by business groups



▶ Reader structure by function

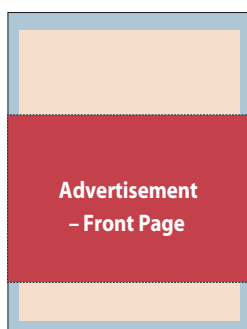


Harmonogram 2022

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/23	22.2.	1.3.	16.3.
2/23 GREEN FLEET	31.5.	7.6.	22.6.
3/23	6.9.	13.9.	29.9.
4/23 GREEN FLEET	22.11.	29.11.	14.12.

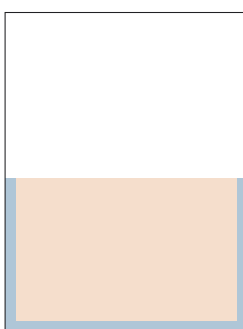
Advertising formats

1/1



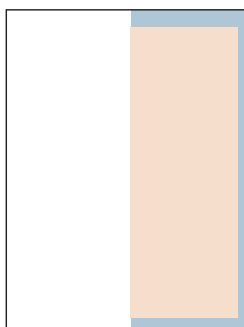
- 182x240
- 200x265 + 4 mm bleed
- 200x165 + 4 mm bleed

1/2 (horizontal)



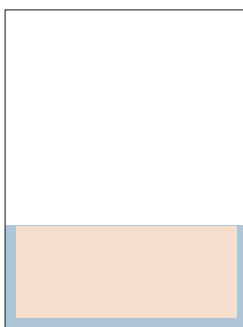
- 182x117
- 200x127 + 4 mm bleed

1/2 (vertical)



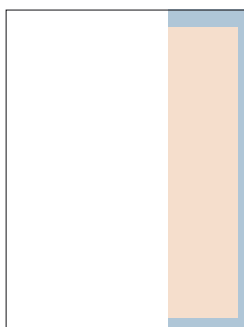
- 88x240
- 96x265 + 4 mm bleed

1/3 (horizontal)



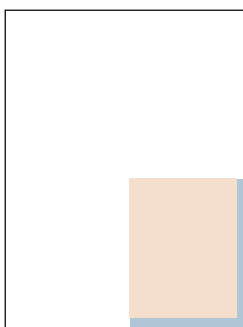
- 182x76
- 200x86 + 4 mm bleed

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:

