

Since
2004

FLEET & BUSINESS + ekonom

Basic data

Frequency:

quarterly

Distribution:

Subscription, direct mailing

Costs and Subscriptions

FLEET & business	Single Issue	Subscription [4 issues incl. p&p]
Print magazine to CZ [CZK]	100,-	400,-
Print magazine to EU [EUR]	20,-	80,-
Electronic magazine [CZK]	50,-	200,-

Contacts

Publisher:

Club 91, s.r.o.

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www.ifleet.cz

Subscription orders

Send.cz [print]

Digiport.cz [electronic]

WWW

ifleet.cz

Magazine for fleet administration and management and corporate mobility

FLEET & business was created by merging the **FLEET company car™** and **Truck & business™** magazines, which have been established B2B titles since 2004 and 2006 respectively. It covers both the topic of fleet management in companies that do not have transport as their core business and the strategic management of road transport and logistics. Although these are two different business sectors, a number of common themes, e.g. technical, economic and operational (e.g. TCO), regulatory, legislative, etc., currently permeate them.

The editorial of both parts of the magazine is based on a long-running 'floating' poll in which leading executives from either sector give their views on the issues we raise - from the strategic to the operational, day-to-day. These discussions have come to be known as "Barometers", specifically the **Czech Fleet Barometer** and the **Road Transport Barometer**. This main part of the editorial content is complemented by mostly product issues presented by suppliers, which creates an attractive reading environment for both sides of the business relationship - users and suppliers.

The magazine is distributed in the traditional databases of **FLEET** and **Truck & business** magazines and at the same time as a supplement to the economic weekly **Ekonom**, which together creates a unique target group of executives from various industrial and business sectors, quantitatively incomparable to any similarly focused title. However, all readers have one thing in common - they are operators or customers of passenger or freight transport, because few companies can do without these services.



Additional distribution with Ekonom business weekly



FLEET & BUSINESS

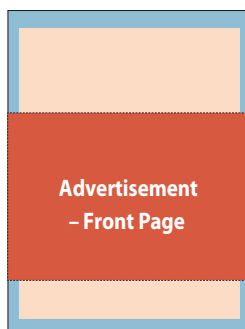


Harmonogram 2024

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/24	4.3.	11.3.	28.3.
2/24	3.6.	10.6.	27.6.
3/24	2.9.	9.9.	26.9.
4/24	18.11.	25.11.	12.12.

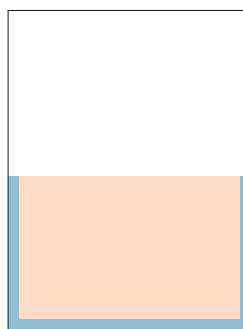
Advertising formats

1/1



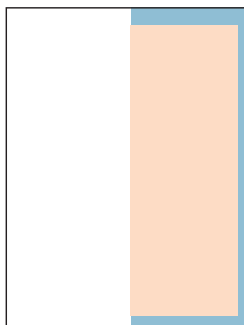
- 182x240
- 200x265 + 4 mm bleed
- 200x165 + 4 mm bleed

1/2 (horizontal)



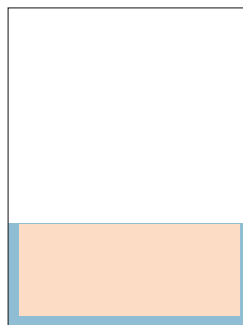
- 182x117
- 200x127 + 4 mm bleed

1/2 (vertical)



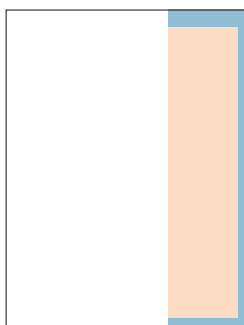
- 88x240
- 96x265 + 4 mm bleed

1/3 (horizontal)



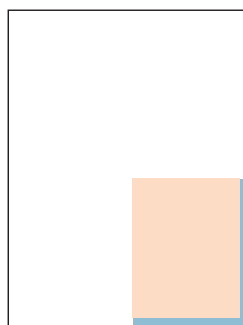
- 182x76
- 200x86 + 4 mm bleed

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:

