

### Basic data

Circulation: 15000 pc  
 Number of pages: 80 + cover (total 84)  
 Frequency: 6/year  
 Distribution: subscription, direct mailing and retail network of PNS a.s.  
 Price per issue: 105 CZK  
 Annual subscription: 599 CZK / 48 EUR (incl. postage within Europe)

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www.periodik.cz  
 or contact the editorial office

**FLEET Company Cars™** is a market-leading business-to-business magazine for the fleet administration and fleet management. FLEET focuses on running fleets from using company's own resources, through partial outsourcing of selected tasks to external suppliers, up to full outsourcing. Questions of fleet financing, risk management and the whole after-sales area make an integral part of the content of the FLEET magazine. Apart from professional articles presenting progressive solutions for fleet management and searching for effectiveness, the variety of fleet suppliers, such as car manufacturers, service networks, financial institution, IT providers, etc. are also given attention to present their fleet solutions.

The aim of FLEET is not only to reflect the typical issues of large fleets, but also the specific topics for selecting and operating company cars within a company of any size. FLEET also acts as a communication platform of the fleet branch in the country and creates link between fleet operators and their suppliers.

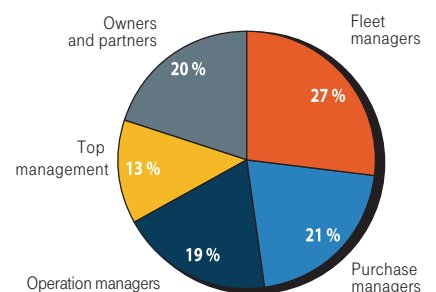
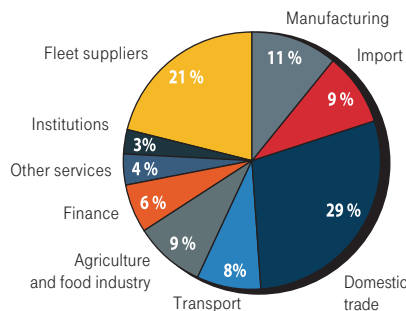
FLEET works together with a number of renowned specialists in the field both from the Czech Republic and from abroad. It partners several conferences and exhibitions in fleet and automotive sector. Thanks to the "Fleet Agent" programme, FLEET works together with a large panel of managers from the whole country involved in fleet management. The programme is a source of valuable information, arising from surveys, interviews, questionnaires, etc. and helps to optimize the editorial part of the magazine. Comprehensive fleet communication is assisted by internet portal Fleet On-Line, bi-weekly newsletters and special events.

### Target Groups

- ▶ Financial directors, purchase managers
- ▶ Fleet managers of fleet operators
- ▶ Suppliers of fleets in all areas
- ▶ Government administration, schools, institutions

### Reader profiles

- ▶ Business groups
- ▶ Company position



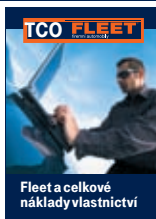
Source: internet research of the Fleet On-Line server

### Special issues



### Selection from 2011 Topics

- No.1 (March)/2011**
  - Development of car navigation systems
  - Hotel car fleets
- No.2 (April)/2011**
  - Optimum in Car Pool policy
  - Cars for craftsmans
- No.3 (May)/2011**
  - Company car crash, injury and legislative
  - Cars in the state administration
- No.4 (September)/2011**
  - Ecology and fleets
  - Fleets of energy companies
- No.5 (October)/2011**
  - Fleet management in the winter period
  - Damage precaution plan
- No.6 (November)/2011**
  - Strategic fleet management
  - Pre crash systems in car

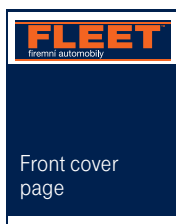


**Special issue  
- Total Cost of  
Ownership**

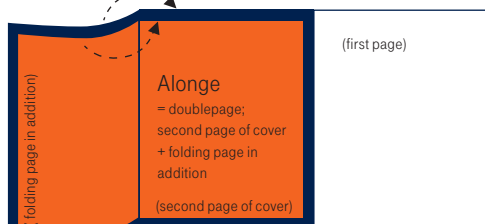
### 2011 Production schedule

Issue	Deadline for ad orders	Deadline for printing material	Distribution
1/11	11.2.	18.2.	3.3.
2/11	25.3.	1.4.	14.4.
3/11	10.5.	17.5.	31.5.
4/11	12.8.	19.8.	1.9.
Special issue	26.8.	1.9.	14.9.
5/11	3.10.	10.10.	20.10.
6/11	11.11.	18.11.	30.11.

### Formats



■ Bleed format (w x h)  
**210 x 180 mm**



■ Bleed format (w x h)  
**402 (206+196) x 297 mm**



■ Clean size (w x h)  
**180 x 256 mm**  
■ Bleed format (w x h)  
**210 x 297 mm**



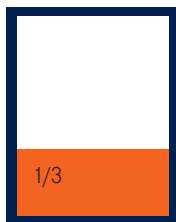
■ Clean size (w x h)  
**119 x 201 mm**  
■ Bleed format (w x h)  
**134 x 220 mm**



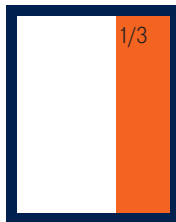
■ Clean size (w x h)  
**88 x 256 mm**  
■ Bleed format (w x h)  
**103 x 297 mm**



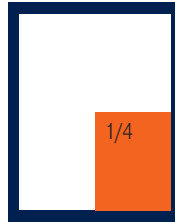
■ Clean size (w x h)  
**180 x 125 mm**  
■ Bleed format (w x h)  
**210 x 144 mm**



■ Clean size (w x h)  
**180 x 82 mm**  
■ Bleed format (w x h)  
**210 x 97 mm**



■ Clean size (w x h)  
**57 x 256 mm**  
■ Bleed format (w x h)  
**72 x 297 mm**



■ Clean size (w x h)  
**88 x 125 mm**



■ Clean size (w x h)  
**180 x 61 mm**  
■ Bleed format (w x h)  
**210 x 80 mm**

■ For all **Bleed formats** an extra **5 mm** must be **added for cut!**

### Technical conditions for print advertisements

#### Ready for print material:

**Standard composite PDF file** (Acrobat 4/PDF 1,3; resolution 300 lpi, colour matching C = 15° M = 75° Y = 90° K = 45°), **types in curves**, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 5 mm, crop and matching marks minimum **3 mm from crop**. Format 1:1

#### Material for further processing by Fleet:

Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

#### Please e-mail your printing material to:

E-mail: info@ifleet.cz

### General conditions for print advertising

#### Cancellation terms:

- cancellation 22 days and more prior to publishing date: 30 % of the price
- 21 - 15 days: 60 %
- less than 15 days: 100 %

For full version of General Conditions please refer to [www.club91.cz](http://www.club91.cz)

### Price

#### Price list\*

Alonge	7200 EUR
1/1	3800 EUR
Junior page	2880 EUR
1/2	2280 EUR
1/3	1800 EUR
1/4	1400 EUR

#### Cover pages

Front page** and back cover page	+ 50 %
2 <sup>nd</sup> cover page and 3 <sup>rd</sup> cover page	+ 30 %

\*\*\*) format 210 x 180 mm

#### Advertorial\*

1 page	3960 EUR
2 pages	7120 EUR

#### Inserts\*

A4 leaflet, double-sided	3800 EUR
Additional page	+ 50 %

More voluminous prints and non-standard formats up to negotiation

**\*) all prices are excluding VAT** (no VAT charged on orders from other EU countries)

#### Discounts

Based on financial turnover per one calendar year	
3000 - 6000 EUR	- 3%
6001 - 11 500 EUR	- 5%
11 501 - 19 200 EUR	- 8%
Over 19 200 EUR	- 12%
15 % agency commission (applicable on delivery of ready - for - print ad material only)	

## SPECIAL SUPPLEMENTS TO THE FLEET MAGAZINE

- **Topical supplements on 8 pages** (product launches, important events...)
- **Full price including** editorial work, graphical lay-out, DTP, printing and inserting
- **Possibility of reprint** for more informations call + 420 602 339 089

**11 000 EUR**

**Magazine for professional car fleet management**