

WEATHER

TODAY mostly sunny
Standard pressure
TOMORROW
even more beautiful
Comfortable temperature

Media data 2011

Saturday January 1, 2011

Corporate Sales on the Rise

Although the market for new cars has fallen compared to last year the quarter, sales rose in companies and thus help mitigate the impact of low interest of individual clients.

Text: ABM
BREAKING NEWS

Company's fleet renewal has started after hesitation and prolonging of vehicles using intervals in 2009, caused by the economical crisis. After last year's exceptionally bad period, the sales of trucks are also growing - around one-tenth. Experts agree that a strong action exactly focused at target group of corporate clients is essential for the success of car brands and suppliers of other products or services. There is only one such a bridge between suppliers and buyers in the area of passenger cars and light commercial vehicles: **FLEET Business Cars** magazine. The search is easy even in the case of trucks: just browse for **Truck & Business** magazine.



Magazines forming a bridge between suppliers and customers in automotive business

The Most Important Fleet Events

In addition to communication via web and prints, Auto Business Media Ltd. is in direct contact with managers through regular events.

Text: External writers

In addition to Breakfast with FLEET, Auto Business Media organizes annually **A Day with the FLEET**. It is the largest nationwide forum for networking of leading representatives of the fleet and automotive business in the Slovak Republic. Overnight event is a combination of the expert level conference, informal pro-

gram and test runs. In the years 2009 and 2010, always more than 200 managers of leading companies and representatives of the Slovak automotive brands took part. A Day with the FLEET 2011 will be held in the second half of September 2011. The regular **Breakfast with FLEET** is a smaller forum for discussion of 25 managers of the most important Slovak companies.



See also articles in FLEET Business Cars magazine

Decision Makers: Cars and Everything for Business

Excellent response of FLEET Business Cars and Truck & Business magazines between corporate and fleet clients was achieved thanks to distribution through direct mailing directly to the hands of representatives of the decision makers group.

Text: our editors,
SLOVAKIA, BRATISLAVA

Magazines are sent by post directly to managers, who hold decision-making powers in the selection and procurement of all corporate vehicles and related goods and services. They are also in charge of managing and influencing the investment and procurement of all items associated with running their business - from office supplies through the purchase of equipment for trade and production to the choice of health care for employees. Magazines are intended to the

owners, managers and directors, economic and financial managers, fleet administrators and specialists in procurement and purchase of companies, operating larger fleets. Only through this form it is possible - as opposed to free distribution - to ensure high accuracy intervention target groups, which moreover is verifiable.

Thanks to a precise database, the magazines with 7,500, respectively 4,000 units distributed are reaching high percentage coverage of the market for passenger and commercial vehicles, trucks, trailers, but also special equipment for construction, forestry, agriculture and transport.

→ OnLINE

Web Support

Text: ABM,
SLOVAKIA, REVUCA CITY

Print magazines, published by Auto Business Media, are using an efficient support of websites www.ifleet.sk and www.truck-business.sk. They provide a daily contact with subscribers of print magazines **about** information about current news in the fleet and automotive business. Daily update fleetwebsites are focused on latest management, trends and market developments.

Another communication platform is the E-Newsletter, delivering fresh news directly to e-mail accounts of managers every second Monday. In the case of significant news or changes in legislation is the E-Newsletter distributed in real time.

Targeted Marketing

Publishing house Auto Business Media brings through FLEET Business Cars and Truck & Business magazines real results of effective activity directly to clients and actually realized business.

Text: our editors,
SLOVAKIA, BRATISLAVA

FLEET Business Cars deals with efficient management of company car parks from the acquisition of vehicles and all other related services (finance, insurance, monitoring ...) through their operations (HR, car policy, efficiency, legislation, economics ...) to the remarketing.

Truck & Business consists of

two parts: Company deals with business with trucks, construction equipment, buses, agricultural machinery etc. (legislation, European law, effectiveness, HR, remarketing ...), part Truck deals with the technical side and tests of trucks, heavy and trailer technologies and other tools.

Prestige of the magazines is increased by content, exactly focused on the Slovak market, attractive graphics, full color printing and high quality paper.



INSIDE ACTION Business Car of the Year

Auto Business Media also organizes the Business Car of the Year selection in Slovakia.

The best business cars in eight categories, ranging from pool through management to light commercial vehicles, are elected by key managers of large and medium-sized Slovak firms. The election goes under support of the Secretary of Transport of the Slovak Republic, Mr. Ján Figeľ. Winners use the awards in marketing communication, and the results have a wide media attention. Ceremony of this year results announcement will be held in April 2011 in Bratislava Motor Show. Novelty in the year 2011 will be the FLEET AWARDS prizes in new categories.

Did you know, that:

79,71 % of all registered vehicles of categories N2 and N3 in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

91,38 % of all new vehicles of category N2, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

96,44 % of all new vehicles of category N3, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

91,34 % of all registered trailers of category O4 in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

89,93 % of all registered trailers of category O3 in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

84,42 % of all registered trailers of category O2 in Slovakia are owned by companies, which are subscribers of Truck & Business magazine

94,64 % of all new trailers of category O4, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

87,50 % of all new trailers of category O3, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

82,14 % of all new trailers of category O2, registered from January to October 2010, were purchased by companies, that are readers of Truck & Business magazine

(Applies to companies holding more than two vehicles)

**Advertisement Prices on
www.ifleet.sk
and www.truck-business.sk**

77,28 % of all registered vehicles of categories N1 and M1 in Slovakia are owned by companies, which are subscribers of FLEET Business Cars magazine

87,59 % of all new vehicles of category N1, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

83,88 % of all new vehicles of category M1, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

66,29 % of all trailers of category O1 in Slovakia are owned by companies, which are subscribers of FLEET Business Cars magazine

62,65 % of all new trailers of category O1, registered from January to October 2010, were purchased by companies, that are readers of FLEET Business Cars magazine

(Applies to companies holding more than three vehicles)

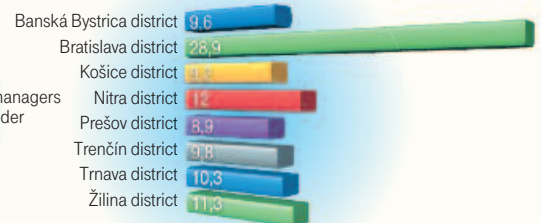
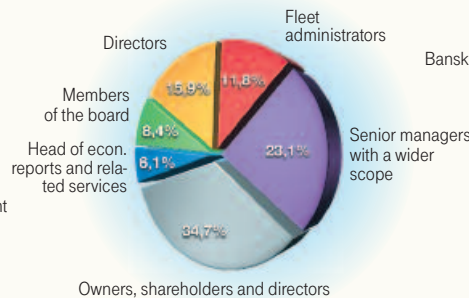
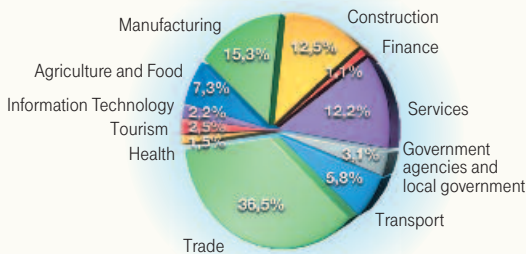
TARGET GROUP STRUCTURE



▼ according to business sector

▼ according to position in company

▼ regional distribution



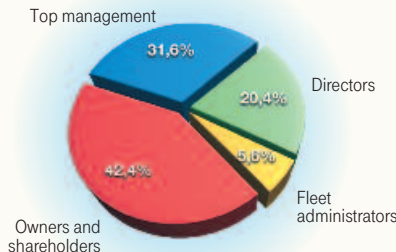
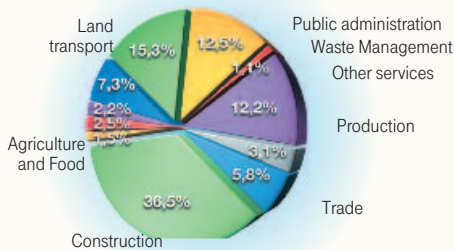
TARGET GROUP STRUCTURE



▼ according to business sector

▼ according to position in company

▼ regional distribution



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„Important information to important people“

Advertisement Prices

2011 Production schedule



Issue	Deadline	Data/adds/supplements deadline	Distribution
1/2011	08.03.2011	15.03.2011	22.03.2011
2/2011	24.05.2011	01.06.2011	07.06.2011
3/2011	30.08.2011	06.09.2011	13.09.2011
4/2011	02.11.2011	08.11.2011	15.11.2011

Prices

Format	FLEET fremné automobily	Truck & business
Alonge	6 655 €	5 380 €
1/1	3 520 €	2 560 €
Junior page	2 665 €	2 270 €
1/2	2 130 €	1 650 €
1/3	1 650 €	1 250 €
1/4	1 250 €	960 €

2011 Production schedule



Issue	Deadline	Data/adds/supplements deadline	Distribution
01/2011	01.03.2011	08.03.2011	15.03.2011
02/2011	01.06.2011	07.06.2011	14.06.2011
03/2011	06.09.2011	13.09.2011	20.09.2011
04/2011	08.11.2011	15.11.2011	22.11.2011

Cover pages

U1 (Front cover page)	1/1 + 60 %	1/1 + 60 %
U2 (2 nd cover page)	1/1 + 30 %	1/1 + 30 %
U3 (3 rd cover page)	standard 1/1 page price	standard 1/1 page price
U4 (Back cover page)	1/1 + 50 %	1/1 + 50 %

Advertorial (PR article)

1/1 page	3 875 €	2 920 €
2/1 page	6 955 €	5 300 €

Discounts

(Based on financial turnover per one calendar year)

FLEET fremné automobily	Truck & business	Discount
2 835 - 5 670 €	1 660 - 5 000 €	- 3 %
5 671 - 10 645 €	5 001 - 8 400 €	- 5 %
10 645 - 17 760 €	8 401 - 11 700 €	- 8 %
over 17 760 €	over 11 700 €	- 12 %

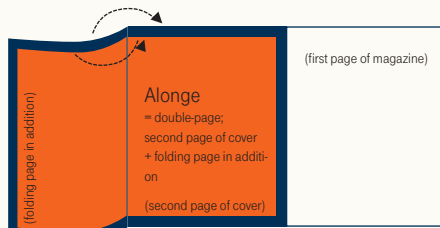
Technical conditions for print advertisement

Advertisement data in a **standard composite PDF file** (resolution 300 DPI, colour matching: C=15° M=75° Y=90° K=45°), **colour process CMYK**, deactivated ICC profiles, bleed 5 mm, crop and **matching marks minimum 3 mm from crop**.
Format 1:1.

Advertising formats



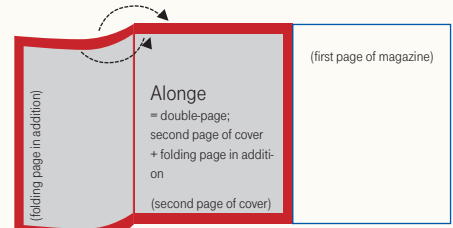
■ Bleed format (w x h)
210 x 180 mm



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



■ Clean size (w x h)
207 x 178 mm

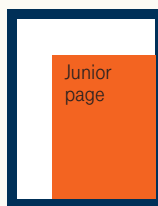


■ Bleed format (w x h)
402 (206+196) x 297 mm



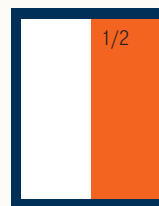
■ Clean size (w x h)
180 x 256 mm

■ 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



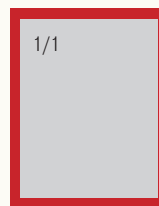
■ Clean size (w x h)
88 x 256 mm

■ Bleed format (w x h)
103 x 297 mm



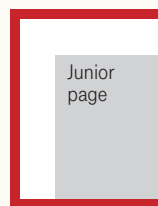
■ Clean size (w x h)
180 x 125 mm

■ Bleed format (w x h)
210 x 144 mm



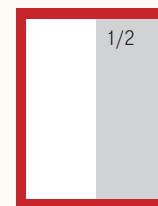
■ Clean size (w x h)
188 x 257 mm

■ Bleed format (w x h)
210 x 297 mm



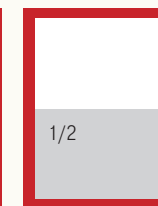
■ Clean size (w x h)
140 x 219 mm

■ Bleed format (w x h)
151 x 232 mm



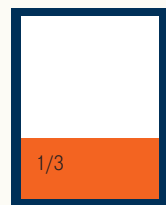
■ Clean size (w x h)
92 x 257 mm

■ Bleed format (w x h)
103 x 297 mm



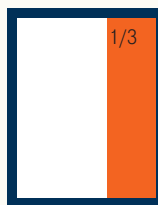
■ Clean size (w x h)
188 x 126 mm

■ Bleed format (w x h)
210 x 139 mm



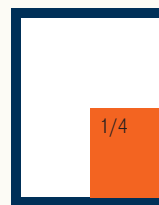
■ Clean size (w x h)
180 x 82 mm

■ 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



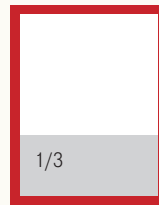
■ Clean size (w x h)
88 x 125 mm

■ Bleed format (w x h)
103 x 148 mm



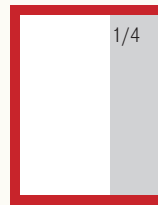
■ Clean size (w x h)
180 x 61 mm

■ Bleed format (w x h)
210 x 80 mm



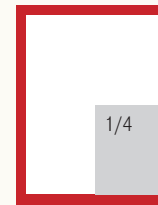
■ Clean size (w x h)
188 x 83 mm

■ Bleed format (w x h)
210 x 95 mm



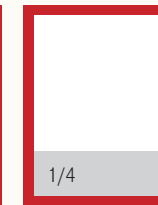
■ Clean size (w x h)
44 x 257 mm

■ Bleed format (w x h)
55 x 297 mm



■ Clean size (w x h)
92 x 126 mm

■ Bleed format (w x h)
103 x 139 mm



■ Clean size (w x h)
188 x 63 mm

■ Bleed format (w x h)
210 x 76 mm

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

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„Important information to important people“