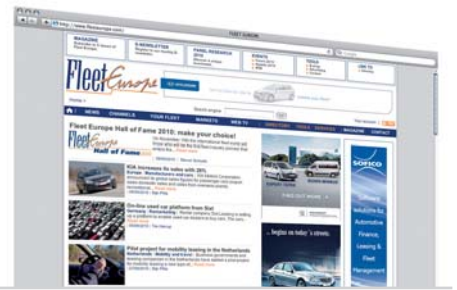


Understand
Inform
→ Interact
Meet



▶ WEBSITE
NEWSLETTER

▶ WWW.FLEETEUPROE.COM

The unique portal for International Fleet Managers



▶ ADVERTISING RATES 2011

		HOMEPAGE	NEWS AND TOOLS	OTHER PAGES
Banner	1 month	2 200 EUR	1 650 EUR	1 100 EUR
Skyscraper	1 month	2 200 EUR	1 650 EUR	1 100 EUR
Square	1 month	2 650 EUR	1 990 EUR	1 325 EUR
1/2 Square	1 month	1 460 EUR	1 050 EUR	730 EUR
Button	1 month	860 EUR	645 EUR	430 EUR

Tailor-made WEB solutions are available on request (take over, splash page, expand banner, overlay, vidéos, etc.)
Examples on <http://pubs.mmm.be> Rates excl. Production costs. Video production from 1.500 EUR on (excluding travel costs).

TECHNICAL DETAILS

Material delivery: one week before publication to the attention of plavergne@mmm.be

Format: only files in .gif, .jpeg or .swf (flash+html)

TERMS AND CONDITIONS: Our general terms and conditions of sale are available on www.fleeteurope.com/advertising.

CANCELLATION: Minimum 3 weeks before publication. The right to cancel an order or a request for an insertion automatically entails payment of 50 % of the total amount due on this order or request.

▶ STATISTICS

	MMM CAMPAIGNS*	AVERAGE % / MARKET RATE**
Number of e-mails sent out	6 998	100%
Number of e-mails opened / Views	26%	16,11%
Newsletter Members	7 103	

* Source for all MMM statistics: Google Analytics, August 2010

** Source for the market rates: Journal du Net.com

▶ CONTACTS

Marleen Neukermans, Sales Director - mneukermans@mmm.be - Mobile +32 (0) 496 50 91 54

David Baudeweyns, Sales Manager - dbaudeweyns@mmm.be - Mobile +32 (0) 474 75 04 03

All info on our prices are compiled on the website www.fleeteurope.com/advertising



MMM Business Media s.a. / n.v.
Parc Artisanal, 11-13
BE-4671 BLEGNY-Barchon
Tel. : +32 (0)4 387 87 87
Fax : +32 (0)4 387 90 87
www.mmm-businessmedia.com

Understand
Inform
→ Interact
Meet

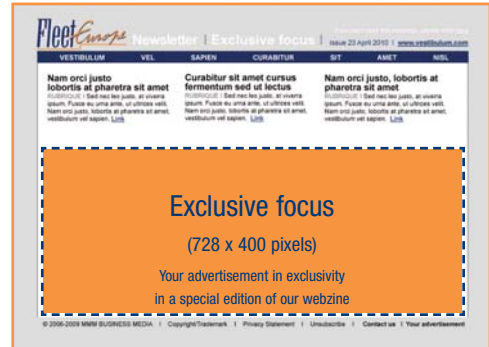
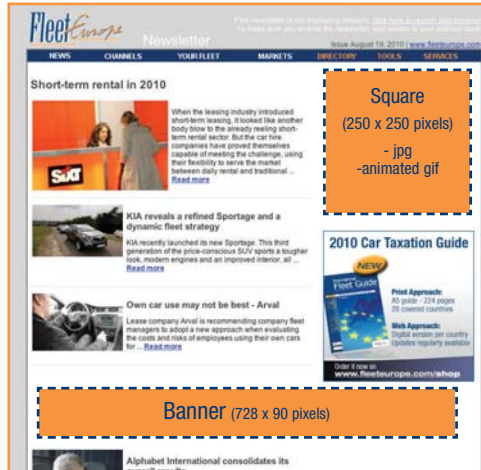
FleetEurope newsletter



The e-Marketing tool reaching International Fleet Managers

WEBSITE

▶ NEWSLETTER



▶ ADVERTISING RATES 2011

NEWSLETTER

Banner	2 040 EUR
Square	2 460 EUR
Exclusive focus	5 100 EUR

TECHNICAL DETAILS

NEWSLETTER

- Material format: .gif, .jpeg
- Material to be delivered one week before publication to the attention of plavergne@mmm.be

TERMS AND CONDITIONS: Our general terms and conditions of sale are available on www.fleeteurope.com/advertising.

CANCELLATION: Minimum 3 weeks before publication. The right to cancel an order or a request for an insertion automatically entails payment of 50 % of the total amount due on this order or request.

▶ CALENDAR

■ Newsletter:

17/01/11 - 31/01/11 - 14/02/11 - 28/02/11 - 14/03/11 - 28/03/11 -
18/04/11 - 03/05/11 - 16/05/11 - 30/05/11 - 14/06/11 - 27/06/11 -
11/07/11 - 16/08/11 - 29/08/11 - 12/09/11 - 26/09/11 - 17/10/11 -
31/10/11 - 14/11/11 - 28/11/11 - 12/12/11

■ Exclusive newsletter:

on demand

MMM
Business Media
International

MMM Business Media s.a. / n.v.
Parc Artisanal, 11-13
BE-4671 BLEGNY-Barchon
Tel. : +32 (0)4 387 87 87
Fax : +32 (0)4 387 90 87
www.mmm-businessmedia.com