

The leading media for the car fleet management sector

The media brand that drives the community of fleet management professionals.



392K

Unique visitors/
month⁽¹⁾



150K

Intentional automotive
readers in each issue



77 500

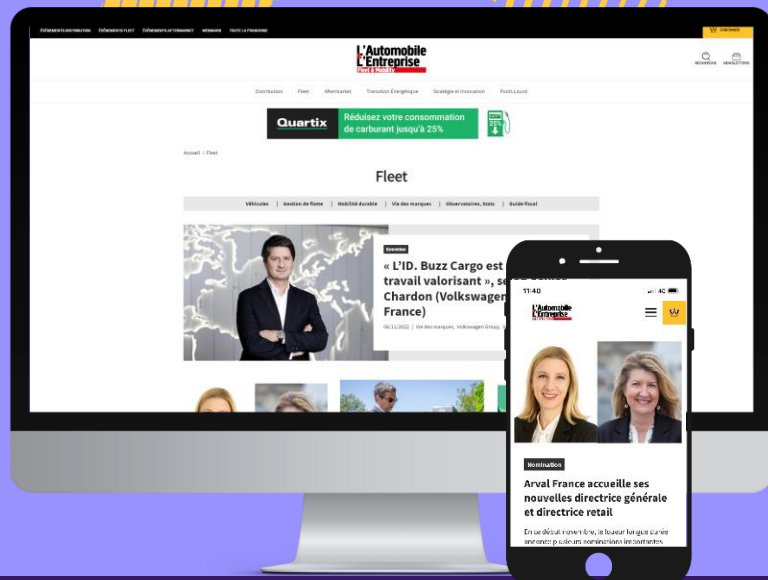
copies distributed



15 500

16 600

LinkedIn subscribers



Fleet

Sustainable mobility

Tax Guide

Vehicles

Fleet management

Brand life

Manufacturers

Observatories

Stats

Commercial vehicle

Distribution group

Electric vehicle

Innovation

Source :
(1) AT Internet February 2022

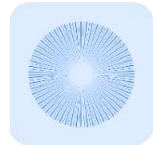
An expert and recognised editorial team in the car fleet management sector



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Editorial Director



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Journalist



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Editor in chief



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Section Editor



- ▶ L'Automobile & l'Entreprise is **the reference magazine for fleet managers, local authorities and administrations**, as well as their suppliers and partners. A leading magazine of its kind and leader in this sector.
- ▶ With a distribution of **15,500 copies and a readership of 77,500 professionals**, L'Automobile & L'Entreprise showcases, each month, through its tests, the technical and especially financial aspects of company vehicles as well as all the related services.
- ▶ The only medium to cover all aspects of the market: **testimonials from fleet managers, companies, associations, local authorities, company sales representatives, rental agencies, service providers, etc.** It also covers monthly market figures and publishes a **TOP 100 of Fleet Sales**. ²

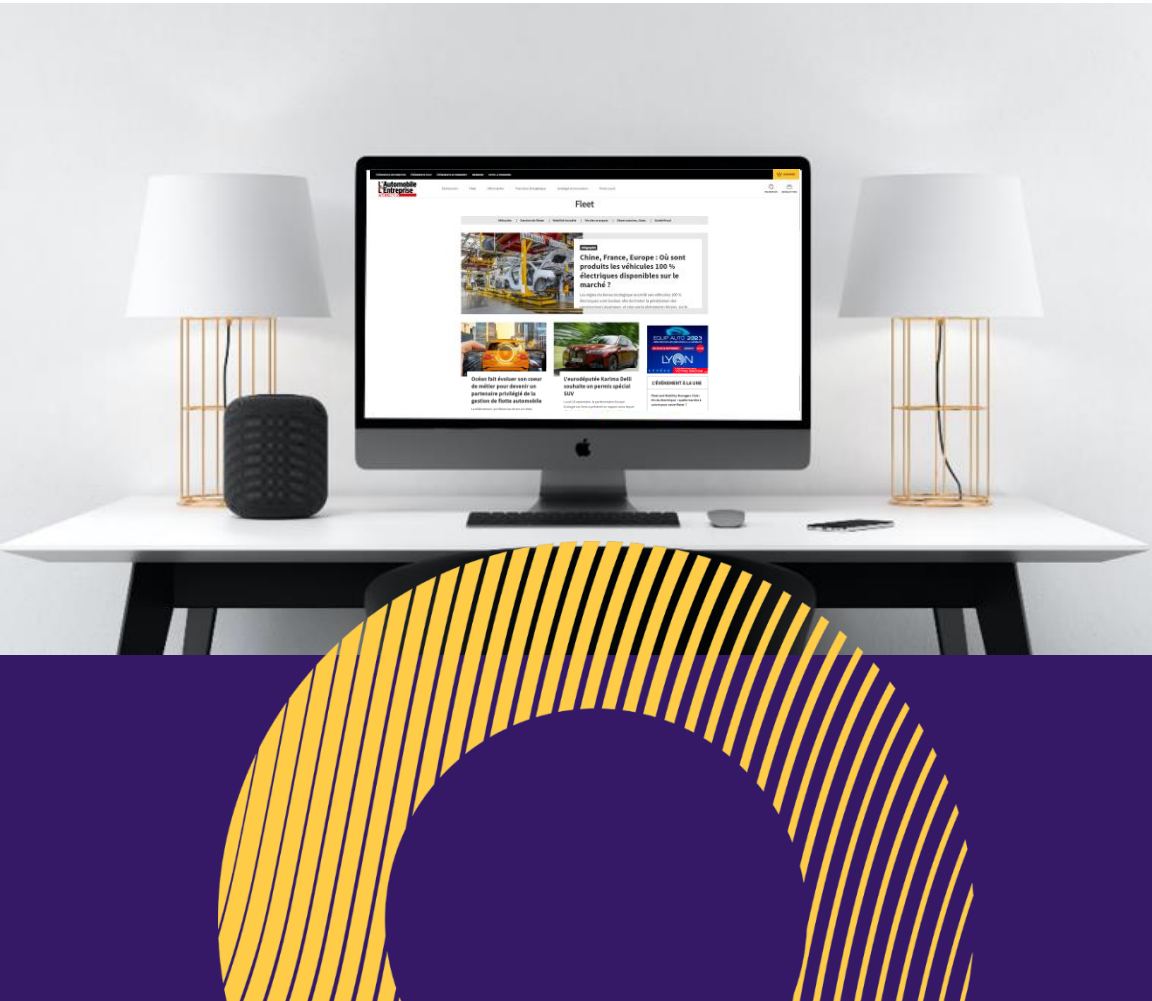
Audience profile for L'Automobile & L'Entreprise

Breakdown by function :

Fleet Managers	30%
CEO /DG	19%
Publishing Directors	19%
General Services	10%
Concessionnaires, Corporate sellers	8%
Administrative & Financial Directors	7%
Technical Service	7%



L'Automobile & L'Entreprise : focus on Media



L'Automobile & l'Entreprise Newsletter

E-Newsletter	La Quotidienne
Publication Date	5 Sendings Monday- Friday
Subscribers	2 900@
Average open rate	18.5%



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LET'S KEEP IN TOUCH!