



# **alvernmedia**

**Your Specialist in Petrol Station Advertisement**

**Mediadata 2023**



# alvernmedia – facts and figures

## Foundation

Over 30 years ago, a simple idea was born: utilizing the highly interactive nature of the refueling process for advertising purposes.



## Origin

Since 1997, alvernmedia has represented innovative advertising at petrol stations and has been able to integrate itself and its variety of advertising spaces into the market.



## Development

Through the years, alvernmedia has developed broader ways of advertising at the touchpoint petrol station.



## D-A-CH

In the D-A-CH region, alvernmedia markets alvernmedia markets approx. 13,000 service stations.

## Global

Through subsidiaries and licensees, alvernmedia organizes business in over 40 markets directly on site.

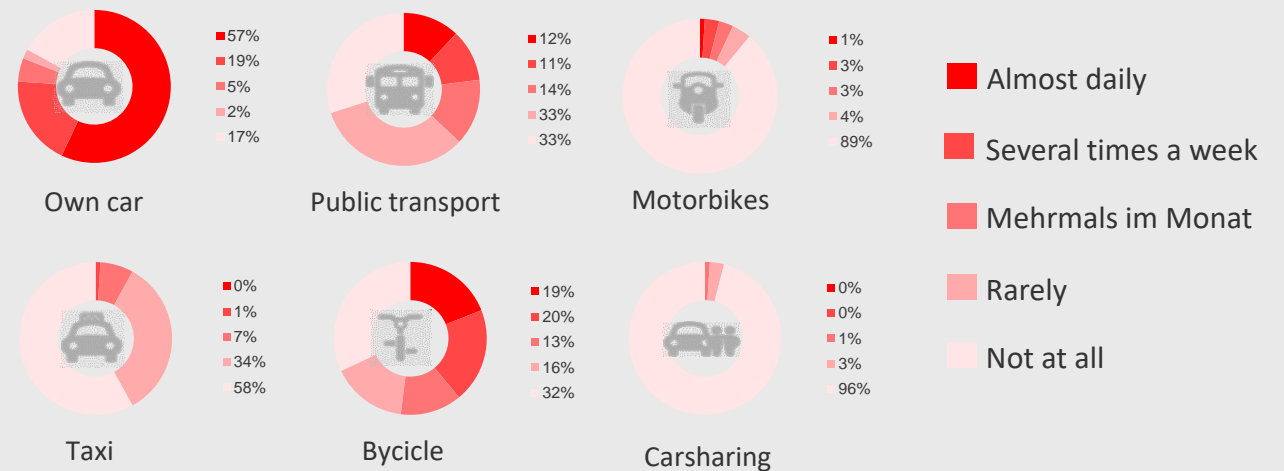
## Today

alvernmedia cooperates with numerous business partners, oil companies and petrol stations in Germany and abroad.

# Mobilität in Deutschland



- German motorists travel up to 13,000 kilometers a year in their cars.
- 59.6 million cars, trucks, motorcycles and other vehicles are currently registered.
- Cars account for almost 80 percent of all traffic. The car is still the main means of travel by far.



# Touchpoint Petrol Station



- High contact intensity: over 40 million drivers in Germany regularly use gas stations around the clock.
- As a supply point, the gas station represents a highly frequented touchpoint with multiple sustainable contacts.
- On average, people fill up four times a month, and many drivers have a "favorite" gas station.
- As a place of constant return with customers in a waiting situation, the gas station offers optimal advertising conditions.
- At over 7,400 filling stations: In all counties and independent cities alvernmedia markets gas stations.
- Nationwide campaigns or any individual selections can be implemented on a regional and local level.

# Fuelling Behaviour



- Just under 60% of drivers regularly refuel at different stations.
- Brand loyalty has declined in recent years.
- With a price difference of 2 cents per liter, the willingness to drive to the nearest station increases.
- Ø 650 drivers refuel per day at each service station
- Visiting a gas station is perceived as a relaxed break from road traffic
- Refueling takes up more than half of the total time spent at the service station

# Target Group



- Almost every second German citizen
- Educated, mobile, HHNE 2,500 € plus, 30 years +
- Residents in rural areas and metropolitan regions
- Product interest in investments, technology, energy and eCommerce
- > 40 million drivers
- 75% are working people and many commuters
- Family vacationers
- Business travelers
- Radio frequent listeners
- Impulse buyers in the store





# Advertising Media

**FillBoard™**  
Nozzle Advertising

**DoorMedia™**  
Branding of shop  
entrance doors

**RoofMedia™**  
Advertising media on the  
roof of gas stations

**FuelScreen™**  
Petrol pump displays





# FillBoard™

Nozzle Advertising







- High quality of contact: wait and no pass situation.
- Strong contact intensity Advertising media and advertising materials are in the hands of the target group.
- Attractive target group: car drivers, mobile people aged 30 and over.
- High advertising impact 70% of respondents who have visited a gas station in the last 4 weeks have also noticed pump advertising.
- Multimotif campaigns Different motifs can be used in alternation.



- Free selection of stations
- Start at the beginning of each month.
- Effective multiple contacts in the campaign period (min. 28 days).
- Booking of gas stations with all available nozzles (ø 20 advertising media).
- Monthly marketing from 4 stations.
- Single station selection: minimum booking period is 3 months.
- Deadline for printing material and booking is always the 8th/9th of the month prior to the campaign.



# FillBoard™ Price List

## Price list

per station/Month	Media	Production/logistics per service station
from 4 stations (all stations in one region)	150,00 €	lump sum 350,00 €*  35,00 €*  75,00 €*  30,00 €*  40,00 €*
from 10 stations (all stations in one region)	135,00 €	
Federal highway and freeway service stations	200,00 €	
by federal state (except B, HH, HB)	105,00 €	
by oil company	105,00 €	
Store products	105,00 €	from 30,00 €*  from 30,00 €*  from 30,00 €*  from 30,00 €*  from 30,00 €*

For campaigns lasting several months, we grant runtime discounts on the media costs  
\*incl. compensation through CO2 certificates

## Individual sections 1 - 3 service stations (minimum occupancy 3 months)

Period	Full-service price** per service station
3 Months	750,00 € (250,00€/Month)
6 Months	1.275,00 € (212,50€/Month)
9 Months	1.665,00 € (185,00€/Month)
12 Months	1.965,00 € (163,75€/Month)

\*\* Media incl. production/logistics in quarterly service, all prices plus  
tax

# FillBoard™ Campaigns





# FillBoard™ Calculation Examples

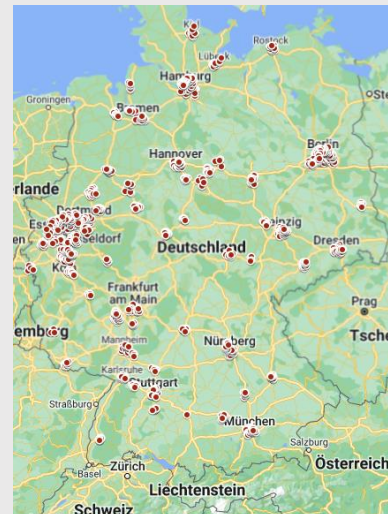
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TOP 5 cities incl. commuter catchment regions

- 780 service stations
- Diverse service station partners

Media	94.770,00 €
Produktion/Logistik	27.300,00 €



Städte > 100 TEW

- 1.500 service stations
- Diverse service station partners

Media	162.000,00 €
Produktion/Logistik	52.500,00 €

*All available nozzles are occupied for 4 weeks.all prices are exclusive of tax*



# FillBoard™ Calculation Examples

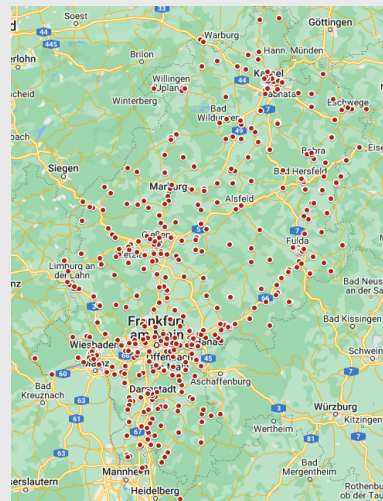
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Oil company

- 680 Service stations nationwide
- E.g. JET | Conoco

Media	71.400,00 €
Produktion/Logistik	27.200,00 €



State

- 450 Service stations (E.g. Hessen)
- Diverse service station partners

Media	47.250,00 €
Produktion/Logistik	13.500,00 €

*All available nozzles are occupied for 4 weeks.all prices are exclusive of tax*

# FillBoard™ Calculation Examples

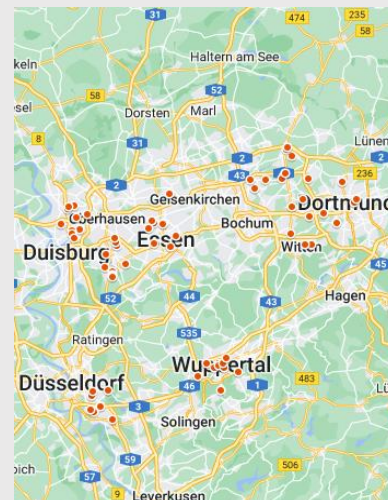
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Regional price example

- 20 Service stations
- Diverse service station partners

Media	2.700,00 €
Produktion/Logistik	700,00 €



Branch occupancy concept / NRW

- 66 selected service stations
- Diverse service station partners

Media	8.910,00 €
Produktion/Logistik	2.310,00 €

*All available nozzles are occupied for 4 weeks.all prices are exclusive of tax*



# FillBoard™ Campaigns



# FillBoard™ Campaigns





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## DoorMedia™

Branding of the shop  
entrance doors







DoorMedia™ campaigns support the launch of new store products or the portfolio expansion of well-known brands. These door stickers are a strategic commitment to the service station sales channel.

- Activation immediately before purchase in the service station store.
- Inevitable sale impulse at the store door.
- Effect on impulse buyers and to-go consumers.
- Attention is high due to automatic door movement.

Scope	ca. 1.200 Service stations nationwide
Period of occupancy	4 Weeks (28 Days)
Dimension large size	H 190 cm x B 87cm (resp. 2x43,5cm)
Dimension small size	H 100 cm x B 87cm (resp. 2x43,5cm)

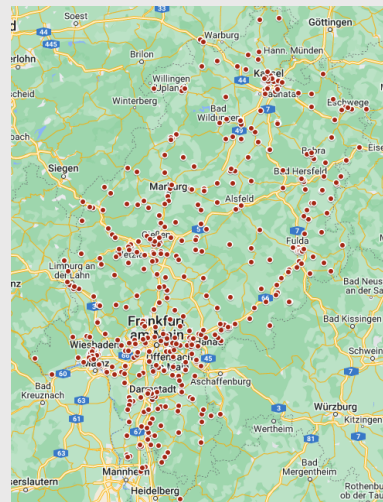
# DoorMedia™ Calculation Examples



## National occupancy

- 1.000 Service stations nationwide
- Diverse service station partners

Media	250.000,00 €
Produktion/Logistik	150.000,00 €



## Oil company

- 320 Service stations
- E.g. AGIP (ENI)

Media	86.400,00 €
Produktion/Logistik	48.000,00 €





## RoofMedia™

Advertising media on the  
roofs of gas stations





RoofMedia advertising on gas stations sets impressive and effective campaign accents in the street scene.

Easily visible and highly frequented, inflatables attract the attention of gas station customers and passersby.

- Format: 52 – 64 of sqm advertising space (triangle or cube)  
Product replica or other formats on request.
- Occupancy period: variable (2-3 weeks).
- Multiple uses are possible; rolling advertising medium use.
- Example: 2 flights with 3 advertising media each at 6 locations in 6 weeks for 46.200,00 € (full service price).



# FuelScreen™

Petrol pump displays





**High quality of contact**

- Waiting and no passage situation
- Dwell time of at least 2-3 minutes, depending on the refueling process

**Strong contact intensity**

- Advertising medium at ideal viewing height
- Playout area on the same display as the tank/price display

**Attention guaranteed**

- Moving images attract a lot of attention at the pump
- Digital advertising medium with high acceptance

**Attractive target group**

- 99% of drivers are mobile people aged 30 and over

**Flexible booking**

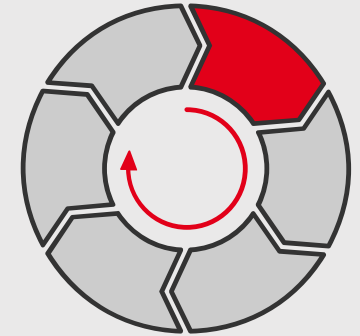
- Short-term booking (3 working days in advance)
- Individual gas station selection



# FuelScreen™ Price List (per Service station)

1 spot per 10 seconds / loop: 60 seconds

Runtime	Einblendungen*	Contacts	TKP	Total price
1 day	960	650	-	-
1 week	6.720	4.550	9,89 €	45,00 €
4 weeks	26.880	18.200	8,90 €	162,00 €



1 spot per 10 seconds / loop: 100 seconds

Runtime	Einblendungen*	Contacts	TKP	Total price
1 day	576	650	-	-
1 week	4.032	4.550	7,42 €	33,75 €
4 weeks	16.128	18.200	6,68 €	121,50 €



\* Einblendungen pro Tankstelle in der gesamten Laufzeit bei Öffnungszeiten von 6 bis 22 Uhr.

Programmschleife 60 Sekunden. Basispreis gilt auch für Spots unter 10 Sekunden. Längere Spots auf Anfrage möglich.  
Bei Buchungen unter einem Media-Netto-Wert von 500,00 € berechnen wir eine Service-Pauschale i. H. v. 150,00 €.

# In- and Outdoor FloorGraphics



- Flyer/Dispenser
- Advertising and campaign stickers
- In- and outdoor FloorGraphics
- Sampling





## Contact Details

### **Thorsten Huneke**

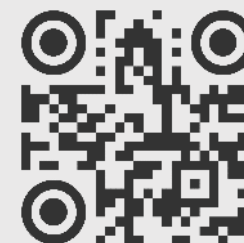
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