



trans aktuell

lastauto omnibus

FERNFAHRER

Suche

Transportwelt Test Fahrzeuge Auf Achse Service Community Video Verlag Events Shop

Top Themen: Zukunftskongress Profiflexen Fahrerlöhler-Test Lang-Lkw weitere Themen

Willkommen, Gast [Anmelden](#) oder [registrieren](#)

ACTROS HYBRIDBUS ELEKTROANTRIEBE POLIZEIKONTROLLEN RATGEBER RECHT



Kabinenvergleich
Die Fahrerhäuser des neuen Actros

0 User-Kommentare
Diskutieren Sie mit!



lastauto omnibus-Zukunftskongress
Die Impressionen vom ersten Tag



Weihnachtsgeld
Unterstützt Stimmung des Jahres



Einzeltest
VDL Futura



Ladungsdiebstahl
Langfingern das Handwerk legen



Fahrbericht
VW Caddy Motion

www.eurotransport.de

www.eurotransport.de
The Online Portal for
Transport und Traffic



Media Information 2012



1. Web Address (URL)

www.eurotransport.de

2. Characteristics

As one of the leading publishing houses for commercial vehicles ETM Verlag has introduced a comprehensive internet portal with daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports.

3. Target Groups

Management and staff of shipping and transport companies, service and vehicle manufacturing as well as truck and professional drivers.

4. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany

Phone: +49 711 7 84 98 96
Fax: +49 711 7 84 98 29
www.eurotransport.de

5. Contact

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6. Access Evaluation

Websites with OpenX-AdServer offer independent Admanagement- und Ad-serving-technology for publishing houses and media agencies.



Transportwelt/World of Transport

With up-to-date news on politics and economy our rubric offers managers of German transport- and shipping companies all information on matters of law, professional training, telematics, technology. More detailed material completes this range of topics.



Test

Trucks, busses and transporters are given a thorough check in these tests here. With reports on driving and comparative tests commercial vehicle manufacturers are in competition. Many trucks and cars are tested and drivers' opinions are documented.



Fahrzeuge/Motor Vehicles

Would you like to obtain more information on a particular commercial vehicle brand? This is where you will find everything worth knowing on trucks, bus and transporter/van manufacturers. Short summaries on type lines as well as manufacturers are included with latest achievements regarding trailers and superstructure.



Auf Achse/On the Road

Here useful service and fun entertainment is crucial, with the driver as the centre of attention. Relevant topics for drivers as, e.g. well-being for drivers, Autohöfe/truck stops, oldtimer and supertrucks can be found including exclusive photos and videos.



Service

This rubric has got many choices for drivers and businessmen with detailed surveys and information. At our shop you can find many bargains including good offers for subscriptions.



Community

This is where the transport and logistic world meets and discusses latest topics and exchanges information. You can also present your commercial vehicle or give insights on first-hand reports.



Videos

Today's internet lives on moving images. Here you have access to latest and most relevant movies as well as weekly articles by **FERNFAHRER** reporters.



7. Access

Reporting is carried out by an external Adserver and if required by other systems, as e.g. Google Analytics.

8. External AdServer Assignment:

- Support of all Ad formats
- Reports on Impressions and Clicks

9. Advertising:

Superbanner: 728 x 90 Pixel
Skyscraper: 160 x 600 Pixel
Wallpaper: 728 x 90 +
160 x 600 Pixel
Rectangle: 300 x 250 Pixel
Fireplace: 160 x 600 +
728 x 90 Pixel +
160 x 600 Pixel
Sticky Ad: max. 400 x 90 Pixel
Auto Close max. 10 seconds

Further formats on request
werner.faas@etm-verlag.de

10. Discounts

Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:

Net order volume	from 10.000 € up	10%
Net order volume	from 20.000 € up	15%
Net order volume	from 30.000 € up	20%
Net order volume	from 40.000 € up	25%

Volumes and duration apply to one order year.

11. Terms of Payment

All insertion orders are accepted on a strictly prepaid basis only. Payments can be made by International Money Order / Bankers draft in Euro to:

Baden-Württembergische Bank AG, Stuttgart (Germany)
Account No. 7871 5092 76, Bank Code 600 501 01
BIC/SWIFT: SOLADEST
IBAN: DE13600501017871509276

13. General Terms and Conditions

General terms and conditions of ETM Verlag apply.



Rubrics: Transportwelt, Test, Fahrzeuge, Auf Achse

Ad Material: Superbanner, Skyscraper, Rectangle, Wallpaper

2.900,-
per rubric/per month
an all pages

Superbanner
728 x 90 Pixel

4.900,-
per rubric/per month
an all pages

Wallpaper =
Superbanner + Skyscraper
728 x 90 + 160 x 600 Pixel

2.900,-
per rubric/per month
an all pages

Skyscraper
160 x 600 Pixel

2.900,-
per rubric/per month
an all pages

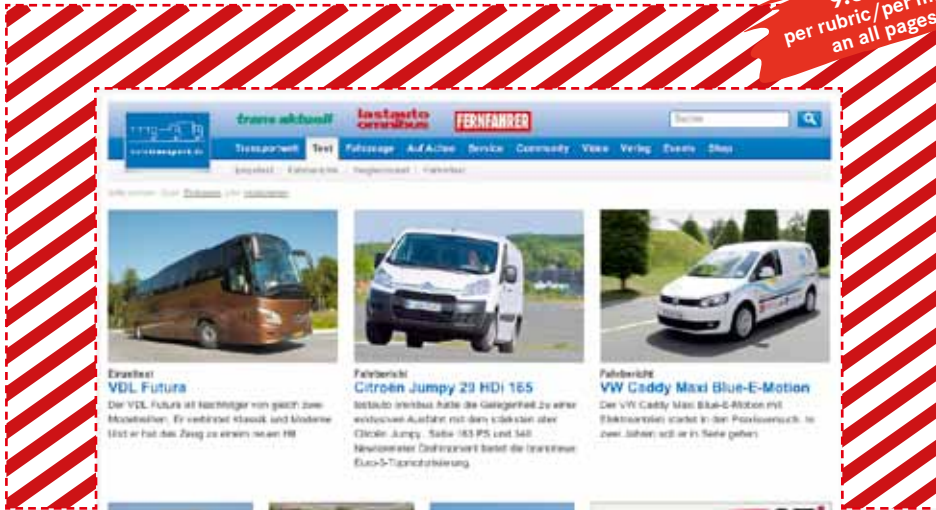
Rectangle
300 x 250 Pixel

Further formats on request



Rubrics: Transportwelt, Test, Fahrzeuge, Auf Achse Ad Material: Fireplace, Sticky Ad

9.800,-
per rubric/per month
an all pages



Fireplace
160 x 600 + 728 x 90 + 160 x 600 Pixel

Further formats on request



Fahrbericht
Volvo FMX 400
Der Volvo FMX 400 ist ein...
Der Volvo FMX 400 ist ein...
Der Volvo FMX 400 ist ein...
Der Volvo FMX 400 ist ein...



Fahrbericht
Erde Fahrt mit dem Neuen
Über den neuen Fernverkehr...
Über den neuen Fernverkehr...
Über den neuen Fernverkehr...



Fahrbericht
Mercedes Actros 1842
Nach weniger als der Aufbau...
Nach weniger als der Aufbau...
Nach weniger als der Aufbau...



November 8 and 9, 2011,
Mannheim/Germany

3.900,-
per rubric/per month
an all pages

Sticky Ad
max. 400 x 90 Pixel



Newsletter Delivery Dates

4 x eurotransport per month	weekly
2 x <i>trans aktuell</i> per month	Thursdays, 1 day prior publication date <i>trans aktuell</i>
1 x FERNFAHRER	Fridays, prior publication date FERNFAHRER
1 x lastauto omnibus	Mondays, prior publication date lastauto omnibus

Newsletter eurotransport.de – weekly

The eurotransport Newsletter informs weekly and comprehensively on the commercial vehicle industry. Newsletter Subscribers: 8.450 (Date 10/2012)

Newsletter *trans aktuell* – 2 x monthly

On time for *trans aktuell* the *trans aktuell* Newsletter provides top managers at transport companies with all kinds of specific information. Newsletter Subscribers: 3.250 (Date 10/2012)

Newsletter lastauto omnibus – monthly

Test, technology and trends on the commercial vehicle industry will be provided once a month in our **lastauto omnibus** Newsletter. Newsletter Subscribers: 2.465 (Date 09/2012)

Newsletter FERNFAHRER – monthly

All information needed for truck drivers and truck professionals will be presented in the **FERNFAHRER** Newsletter. Newsletter Subscribers: 3.669 (Date 10/2012)

Discounts:

Please check page 4

Runtime and Booking:

Duration, date and frequency of bookings are subject to availability.



Concept:

For newsletter advertisement your ad will be placed in the newsletter of **eurotransport**, **trans aktuell**, **FERNFAHRER** an **lastauto omnibus** respectively.

	Format	Price per dispatch
trans aktuell	Fullsize banner 468 x 60 Pixel	800,- €
FERNFAHRER	non-animated grafic as jpeg or png	800,- €
lastauto omnibus		800,- €
eurotransport		1.500,- €

Sonderformate auf Anfrage

Discounts:

please check page 4.

Runtime and Booking:

Duration, date and frequency of banners and advertisements are subject to availability.



Partnership

- Logo presentation of business partners car fleets on homepage
- Your own micro site with information and event columns incl. 12 news/year
- Integration of editorials on homepage
- Within newsletter logo included
- Further formats: Videos etc., please ask for prices

For marketing campaigns with ETM Vertrieb please inquire for ideas and prices.

Cross Promotion

- Integration of editorials on homepage

**Price for business partnership:
5.900,- € yearly + VAT**

Web Address (URL)

www.eurotransport.de



Your Contact for Data Transfer and Coordination at www.eurotransport.de



Coordination Online
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Fax: +49 711 1 82-20 68
E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de

Banner Advertisement:

- Superbanner: 728 x 90 Pixel
- Skyscraper 120 x 600 bzw. 160 x 600 Pixel
- Tandem-Banner (combination of Superbanner and Skyscraper)
- Rectangle 300 x 250 Pixel
- For flash-banner an alternative GIF (static or animated) is requested; Flash- und GIF-Banner cannot exceed 60 KB.
- For data transfer please indicate target URL
- Please include clickTAG for calculating clicks

Newsletter advertisement:

- Fullsize Banner: 468 x 60 Pixel



Your Contact for Ad Formats/Business Partnerships at www.eurotransport.de



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Advertisement:

Please contact our advertising managers according to the chosen branch of industries. We look forward to assist you.

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Norbert Blucke Phone: +49 711 7 84 98-94 E-Mail: norbert.blucke@etm-verlag.de	Trailer/Superstructure, spoiler, truck dealer, supply dealer, Rent/Leasing, truckstops, roadside assistance, model vehicle, lights, container/tarps/freight security, shipping, cleaning, driving school/training
Svetlana Marić Phone: +49 711 7 84 98-97 E-Mail: svetlana.maric@etm-verlag.de	truck gas cards, mineral oils, telematics
Roland Schäfer Phone: +49 711 7 84 98-95 E-Mail: roland.schaefer@etm-verlag.de	truck equipment, busses, bus accessories, engines/transmission, pivots/brakes, retarder, air condition, tires/wheels, seats, filter, gaskets, special purpose vehicles



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Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart GmbH & Co. KG
und VF Verlagsgesellschaft*