



The World of  
KEP Services



Media Information 2012



**KEP *aktuell***  
**Media Information**  
**2012**

**Portrait**  
**Technical Data**  
**Circulation**



**Format:**

Newspaper, 315 mm x 468 mm

**Type area:**

288 mm x 430 mm

6 columns, width of column 43 mm

**Cover price:**

Euro 5,-

**Subscription:**

Euro 17,90

For your up-to-date information on courier, express and postal services in Europe **KEP *aktuell*** is the one and only medium.

For both, providers and users **KEP *aktuell*** reports regularly on latest trends and gives practical advice on the daily routine of the courier, express and postal business.

Practical solutions are being achieved by our staff that portrays businesses and their activities and provides readers with market service and tests on KEP services.

For many years now specialists from courier, express and postal services have confirmed **KEP *aktuell's*** competence.

**KEP *aktuell*** is published four times a year as a ***trans aktuell*** supplement.



Assistant Editor  
 Nicole de Jong on

**KEP *aktuell***

Phone:

+49 (45 24) 987 66-40

**Circulation analysis *trans aktuell***

on average (for the period of 1 July 2010 until 30 June 2011)

Total circulation: 61.117

Distributed circulation (tvA): 60.243

Paid circulation: 59.140

- of which are subscriptions: 25.143

Basic Data: Circulation ***trans aktuell***



**Formats and Prices Magazine Size**

<b>Formats</b>		<b>width x height</b>	<b>in Euro</b>	<b>4c/bw</b>
<b>1/1 page</b>		185 x 248 mm		10.580,-
<b>3/4 page</b>	vertical	137 x 248 mm		7.990,-
	horizontal	185 x 185 mm		
<b>1/2 page</b>	vertical	90 x 248 mm		5.390,-
	horizontal	185 x 122 mm		
<b>2/1 pages</b>		394 x 248 mm		21.160,-
<b>These formats are printed as an only advertisement per page.</b>				

<b>Formats</b>		<b>width x height</b>	<b>in Euro</b>	<b>4c/bw</b>
<b>1/3 page</b>	horizontal	185 x 80 mm		3.190,-
<b>1/4 page</b>	1 column	43 x 248 mm		2.120,-
	2 columns	90 x 122 mm		
	4 columns	185 x 60 mm		
<b>1/6 page</b>	1 column	43 x 160 mm		1.690,-
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
<b>1/8 page</b>	1 columns	43 x 122 mm		1.180,-
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
<b>1/16 page</b>	1 column	43 x 60 mm		620,-
	2 columns	90 x 29 mm		
<b>These formats can be placed with other ads on the same page.</b>				

**Pages:** please see Media Information *trans aktuell*



**Formats and Prices Newspaper Size**

Formats		width x height	in Euro	4c/bw
1/1 page		288 x 430 mm		15.720,-
1/2 page	vertical	137 x 430 mm		9.690,-
	horizontal	288 x 210 mm		
1/3 page	vertical	90 x 430 mm		8.120,-
	horizontal	288 x 135 mm		

**Classified Ads:**

Formats	width x height	in Euro	4c/bw
<b>Classified ads within text</b>			
per mm up to 1/8 page			26,00

Further details upon request.

**Inserts:** please see Media Information *trans aktuell*

**Discounts:**

they are based on the number/pages of ads (except classified ads) within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

**Series:**

2 insertions	5 %
3 insertions	8 %
4 insertions	10 %

**Discounts:**

Mutual discounts with ETM-Kombi 2.

For discounts please see media information *trans aktuell*

**For payment and details please see Media Information *trans aktuell***

**ETM-Kombi 2**

*trans aktuell*

+

FIRMENAUTO

+

**KEP *aktuell***

+

**TRANSPORTER MAGAZIN**



<b>Edition No.</b>	<b>Special Features</b>	<b>Closing Date</b>	<b>Copy Date</b>	<b>Edition No.</b>	<b>Publication Date in <i>trans aktuell</i></b>
<b>KEP aktuell 1</b>	KEPVehicles	21. 02. 2012	23. 02. 2012	6/2012	09. 03. 2012
<b>KEP aktuell 2</b>	Market Survey: Express/parcel services	16. 04. 2012	18. 04. 2012	10/2012	04. 05. 2012
<b>KEP aktuell 3</b>	Air Freight/Airlines	21. 08. 2012	23. 08. 2012	18/2012	07. 09. 2012
<b>KEP aktuell 4</b>	Market Report: Mail services	06.11. 2012	08.11. 2012	23/2012	23. 11. 2012

**Classified:**

- Market and chances
- Technical and practical advice
- Problems and solutions

**Recurring topics:**

- Courier Services
- Express Services
- Postal Services
- Airfreight
- KEP vehicles

**Printing:**

PDF/X3, CMYK-Modus.

Type, logos, and pictures included.

Resolution: picture elements: CT: 304 dpi,

Linework LW 1200 dpi.

One reliable proof from delivered data.

Please send printing material via „electronic ticket“ to [www.eurotransport.de/daten](http://www.eurotransport.de/daten) or to the following address:

Heike Rademacher or Gabriele Volkert/ **KEP aktuell**

E-Mail: [hrademacher@motorpresse.de](mailto:hrademacher@motorpresse.de)

[gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)

Phone: +49 (711) 182 -14 03

Fax: +49 (711) 182 - 20 68

Motor Presse Stuttgart GmbH & Co. KG

Leuschnerstraße 1

70174 Stuttgart



## Your Contact for Advertising in *KEP aktuell*



Werner Faas

### Advertisement:

Media advice, offers and orders

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Handwerkstraße 15  
70565 Stuttgart, Germany

Advertising Manager ***KEP aktuell***

Werner Faas

Phone: +49 (711) 784 98-96

Fax: +49 (711) 784 98-29

E-Mail: [werner.faas@etm-verlag.de](mailto:werner.faas@etm-verlag.de)

### For your orders:

Confirmations, invoices,  
printing material and production enquiries:

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Heike Rademacher/Gabriele Volkert

Phone: +49 (711) 82 -14 03

Fax: +49 (711) 182 -20 68

E-Mail: [hrademacher@motorpresse.de](mailto:hrademacher@motorpresse.de)  
[gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)



EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Das Gemeinschaftsunternehmen von DEKRA,  
Motor Presse Stuttgart GmbH & Co. KG  
und VF Verlagsgesellschaft