



**KombiMarkt**

The market with the  
higher circulation

**Costs per  
1000 sold copies  
IVW 3/2011**

|                  |        |
|------------------|--------|
| trans aktuell    | 57.479 |
| lastauto omnibus | 14.365 |
| FERNFAHRER       | 46.675 |

**KombiMarkt**

|                      |            |
|----------------------|------------|
| 2 x trans aktuell    |            |
| 1 x lastauto omnibus |            |
| 1 x FERNFAHRER       | 175.998    |
| 1/1 S. 4c            | 4.600,00 € |

**Costs per  
1000 sold copies 26,14 €**



Media Information 2012



**KombiMarkt** is the combined classified advertisement section for

**trans aktuell**  
DE ZETUNG FÜR TRANSPORT, VERKEHR UND MANAGEMENT

**trans aktuell** is the fortnightly published newspaper for transport, traffic and management. It offers its readers fast and easy information on traffic and transport policy all over Germany and Europe. Focal themes are transport management and fleet management. Whether readers are in search of latest news on marketing trends, legislative bills or look for general information on transport management - **trans aktuell** will give all information needed to fulfill daily tasks. News for the floating fleet - precise, up-to-date and practical.

**lastauto omnibus**  
TEST-TECHNIK-TRENDS

**lastauto omnibus** is the monthly magazine that specializes in testing, technology and latest commercial vehicle trends.

The great variety of reports on trucks and vans also includes a special journal exclusively for bus topics.

**lastauto omnibus** offers its readers practical advice for second-hand cars, model cars and latest news on repairs, spare parts and equipment.

**FERNFAHRER**  
DAS INTERNATIONALE TRUCK-MAGAZIN

**FERNFAHRER** is the German language truck magazine with latest and comprehensive news for the truck driver, haulage contractor and commercial vehicle manager.

The reader is provided with vehicle reports, tests and news on innovations as well as lively reports and fascinating stories in informal language. Truck drivers, their opinions and knowledge are another focus.

**FERNFAHRER** is news for the dedicated driver.

- Target Group:**
- Fleet and technical managers in the commercial vehicle field, traffic and in vehicle parks of federations, counties and municipalities
  - Directors and managers for selection and use of means of transport
  - Commercial vehicle managers in DEKRA member fleets and commercial motor vehicle workshops
  - Fleet managers and haulage contractors
  - Qualified truck and bus drivers



## ***Kombi*Markt** Media Information 2012

**Advertising Price List No. 13**  
**valid from 1 January 2012**

***Kombi*Markt** are classified advertisements of *trans aktuell*, *lastauto omnibus* und **FERNFAHRER**.

Your advertisement is published **twice** in *trans aktuell*, **once** in *lastauto omnibus* and **once** in **FERNFAHRER**.

**One advertisement = 4 editions**

**Sold circulation of all magazines, monthly total**  
**1 July, 2010 until 30 June, 2011 (on average):**  
170.945 copies

**mm-price: Euro 4,00\***, coloured advertisements without extra charge

**Single booking:** Conditions for single booking of magazines:

**mm-price/magazine Euro 2,20\***, coloured advertisements without extra charge

**Sold circulation of single magazine 1 July, 2010 until 30 June, 2011:**

|                                |               |
|--------------------------------|---------------|
| <b><i>trans aktuell</i></b>    | 59.140 copies |
| <b><i>lastauto omnibus</i></b> | 11.149 copies |
| <b>FERNFAHRER</b>              | 41.516 copies |

**Text Advertisements:** Private Job advertisements  
b/w: Euro 1,45 (VAT incl.). Phone: +49 (711) 182-1 88,  
Fax: +49 (711) 182-17 83. Box Number Fee Euro 10,00  
(1 column, 50 mm maximum height, no extras, discounts, free copies and commission).

### **Publisher**

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH

### **P.O. Box:**

Postfach 81-02-07, 70519 Stuttgart, Germany

### **Address:**

Handwerkstr. 15, 70565 Stuttgart, Germany

### **Advertisements:**

Phone: +49 (711) 784 98-94

**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, bank code 600 501 01, Account No. 7871 5092 76

**Discounts:** For discounts please see *trans aktuell*, *lastauto omnibus* or **FERNFAHRER**. Final discounts from *trans aktuell*, *lastauto omnibus* and **FERNFAHRER** can be transferred to ***Kombi*Markt**.

The insertion in ***Kombi*Markt** does not contribute to the fulfilment of the advertisement.

### **Combinatory Discounts:**

| <b>Series:</b> | 2 insertions | 5 %  | 12 insertions | 18 % |
|----------------|--------------|------|---------------|------|
|                | 4 insertions | 10 % | 18 insertions | 20 % |
|                | 6 insertions | 12 % | 24 insertions | 22 % |
|                | 9 insertions | 15 % | 30 insertions | 25 % |
|                |              |      |               |      |

\* Prices per mm height, width of column 43 mm, minimum height 20 mm.  
All prices in Euro + VAT.

**General terms and conditions of ETM Verlag apply.**



| Month | Edition/<br>No.                                                                          | Closing/<br>Copy Date | Publication<br>Date                                          | Month | Edition/<br>No.                                                                            | Closing/<br>Copy Date | Publication<br>date                                          |
|-------|------------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------------|
| Jan.  | <i>trans aktuell</i> 2<br><i>trans aktuell</i> 3<br>FERNFAHRER 2                         | 14. 12. 2011          | 12. 01. 2012<br>27. 01. 2012<br>09. 01. 2012                 | July  | <i>trans aktuell</i> 14<br><i>trans aktuell</i> 15<br>lastauto omnibus 8<br>FERNFAHRER 8   | 11. 06. 2012          | 06. 07. 2012<br>20. 07. 2012<br>09. 07. 2012<br>02. 07. 2012 |
| Feb.  | <i>trans aktuell</i> 4<br><i>trans aktuell</i> 5<br>lastauto omnibus 3<br>FERNFAHRER 3   | 16. 01. 2012          | 10. 02. 2012<br>24. 02. 2012<br>13. 02. 2012<br>06. 02. 2012 | Aug.  | <i>trans aktuell</i> 16<br><i>trans aktuell</i> 17<br>lastauto omnibus 9<br>FERNFAHRER 9   | 16. 07. 2012          | 10. 08. 2012<br>24. 08. 2012<br>13. 08. 2012<br>06. 08. 2012 |
| März  | <i>trans aktuell</i> 6<br><i>trans aktuell</i> 7<br>lastauto omnibus 4<br>FERNFAHRER 4   | 20. 02. 2012          | 09. 03. 2012<br>23. 03. 2012<br>12. 03. 2012<br>12. 03. 2012 | Sept. | <i>trans aktuell</i> 18<br><i>trans aktuell</i> 19<br>lastauto omnibus 10<br>FERNFAHRER 10 | 20. 08. 2012          | 07. 09. 2012<br>21. 09. 2012<br>17. 09. 2012<br>10. 09. 2012 |
| April | <i>trans aktuell</i> 8<br><i>trans aktuell</i> 9<br>lastauto omnibus 5<br>FERNFAHRER 5   | 20. 03. 2012          | 05. 04. 2012<br>20. 04. 2012<br>16. 04. 2012<br>10. 04. 2012 | Okc.  | <i>trans aktuell</i> 20<br><i>trans aktuell</i> 21<br>lastauto omnibus 11<br>FERNFAHRER 11 | 17. 09. 2012          | 05. 10. 2012<br>19. 10. 2012<br>15. 10. 2012<br>08. 10. 2012 |
| Mai   | <i>trans aktuell</i> 10<br><i>trans aktuell</i> 11<br>lastauto omnibus 6<br>FERNFAHRER 6 | 16. 04. 2012          | 04. 05. 2012<br>18. 05. 2012<br>14. 05. 2012<br>07. 05. 2012 | Nov.  | <i>trans aktuell</i> 22<br><i>trans aktuell</i> 23<br>lastauto omnibus 12<br>FERNFAHRER 12 | 15. 10. 2012          | 09. 11. 2012<br>23. 11. 2012<br>12. 11. 2012<br>05. 11. 2012 |
| Juni  | <i>trans aktuell</i> 12<br><i>trans aktuell</i> 13<br>lastauto omnibus 7<br>FERNFAHRER 7 | 14. 05. 2012          | 08. 06. 2012<br>22. 06. 2012<br>11. 06. 2012<br>04. 06. 2012 | Dec.  | <i>trans aktuell</i> 24<br><i>trans aktuell</i> 1<br>lastauto omnibus 1<br>FERNFAHRER 1    | 12. 11. 2012          | 07. 12. 2012<br>21. 12. 2012<br>10. 12. 2012<br>03. 12. 2012 |



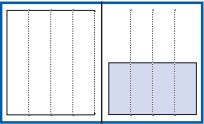
| Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|
| 2/2012      | 14. 12. 2011 | 14. 12. 2011 | 09. 01. 2012     |
| 3/2012      | 16. 01. 2012 | 16. 01. 2012 | 06. 02. 2012     |
| 4/2012      | 20. 02. 2012 | 20. 02. 2012 | 12. 03. 2012     |
| 5/2012      | 20. 03. 2012 | 20. 03. 2012 | 10. 04. 2012     |
| 6/2012      | 16. 04. 2012 | 16. 04. 2012 | 07. 05. 2012     |
| 7/2012      | 14. 05. 2012 | 14. 05. 2012 | 04. 06. 2012     |
| 8/2012      | 11. 06. 2012 | 11. 06. 2012 | 02. 07. 2012     |
| 9/2012      | 16. 07. 2012 | 16. 07. 2012 | 06. 08. 2012     |
| 10/2012     | 20. 08. 2012 | 20. 08. 2012 | 10. 09. 2012     |
| 11/2012     | 17. 09. 2012 | 17. 09. 2012 | 08. 10. 2012     |
| 12/2012     | 15. 10. 2012 | 15. 10. 2012 | 05. 11. 2012     |
| 1/2013      | 12. 11. 2012 | 12. 11. 2012 | 03. 12. 2012     |



| Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|
| 1+2/2012    | 25. 11. 2011 | 25. 11. 2011 | 13. 12. 2011     |
| 3/2012      | 26. 01. 2012 | 26. 01. 2012 | 13. 02. 2012     |
| 4/2012      | 23. 02. 2012 | 23. 02. 2012 | 12. 03. 2012     |
| 5/2012      | 27. 03. 2012 | 27. 03. 2012 | 16. 04. 2012     |
| 6/2012      | 25. 04. 2012 | 25. 04. 2012 | 14. 05. 2012     |
| 7/2012      | 22. 05. 2012 | 22. 05. 2012 | 11. 06. 2012     |
| 8/2012      | 21. 06. 2012 | 21. 06. 2012 | 09. 07. 2012     |
| 9/2012      | 26. 07. 2012 | 26. 07. 2012 | 13. 08. 2012     |
| 10/2012     | 30. 08. 2012 | 30. 08. 2012 | 17. 09. 2012     |
| 11/2012     | 26. 09. 2012 | 26. 09. 2012 | 15. 10. 2012     |
| 12/2012     | 24. 10. 2012 | 24. 10. 2012 | 12. 11. 2012     |
| 1/2013      | 22. 11. 2012 | 22. 11. 2012 | 10. 12. 2012     |



| Edition No. | Closing Date | Copy Date    | Publication Date | Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|-------------|--------------|--------------|------------------|
| 2/2012      | 03. 01. 2012 | 03. 01. 2012 | 13. 01. 2012     | 14/2012     | 27. 06. 2012 | 27. 06. 2012 | 06. 07. 2012     |
| 3/2012      | 18. 01. 2012 | 18. 01. 2012 | 27. 01. 2012     | 15/2012     | 11. 07. 2012 | 11. 07. 2012 | 20. 07. 2012     |
| 4/2012      | 01. 02. 2012 | 01. 02. 2012 | 10. 02. 2012     | 16/2012     | 01. 08. 2012 | 01. 08. 2012 | 10. 08. 2012     |
| 5/2012      | 15. 02. 2012 | 15. 02. 2012 | 24. 02. 2012     | 17/2012     | 15. 08. 2012 | 15. 08. 2012 | 24. 08. 2012     |
| 6/2012      | 29. 02. 2012 | 29. 02. 2012 | 09. 03. 2012     | 18/2012     | 29. 08. 2012 | 29. 08. 2012 | 07. 09. 2012     |
| 7/2012      | 14. 03. 2012 | 14. 03. 2012 | 23. 03. 2012     | 19/2012     | 12. 09. 2012 | 12. 09. 2012 | 21. 09. 2012     |
| 8/2012      | 27. 03. 2012 | 27. 03. 2012 | 05. 04. 2012     | 20/2012     | 25. 09. 2012 | 25. 09. 2012 | 05. 10. 2012     |
| 9/2012      | 11. 04. 2012 | 11. 04. 2012 | 20. 04. 2012     | 21/2012     | 10. 10. 2012 | 10. 10. 2012 | 19. 10. 2012     |
| 10/2012     | 24. 04. 2012 | 24. 04. 2012 | 04. 05. 2012     | 22/2012     | 30. 10. 2012 | 30. 10. 2012 | 09. 11. 2012     |
| 11/2012     | 08. 05. 2012 | 08. 05. 2012 | 18. 05. 2012     | 23/2012     | 14. 11. 2012 | 14. 11. 2012 | 23. 11. 2012     |
| 12/2012     | 29. 05. 2012 | 29. 05. 2012 | 08. 06. 2012     | 24/2012     | 28. 11. 2012 | 28. 11. 2012 | 07. 12. 2012     |
| 13/2012     | 13. 06. 2012 | 13. 06. 2012 | 22. 06. 2012     | 1/2013      | 12. 12. 2012 | 12. 12. 2012 | 21. 12. 2012     |

| Formats                                                                           |                 |                                    |                                                                                                               |                | Kombimarkt                  | Single Booking |
|-----------------------------------------------------------------------------------|-----------------|------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------|-----------------------------|----------------|
|  | <b>1/1 Page</b> | <i>bleed*</i>                      | 230 x 298 mm<br>+ 3 mm trim<br>185 x 248 mm <b>trans aktuell</b> (type area)<br><b>FERNFAHRER</b> contact ads | <i>in Euro</i> | 4.600,-<br><br>upon request | 2.600,-        |
|                                                                                   |                 |                                    |                                                                                                               |                |                             |                |
|  | <b>1/2 Page</b> | type area<br>horizontal            | 185 x 125 mm<br><br><b>FERNFAHRER</b> contact ads                                                             | <i>in Euro</i> | 2.000,-<br><br>upon request | 1.100,-        |
|                                                                                   |                 |                                    |                                                                                                               |                |                             |                |
|  | <b>1/2 Page</b> | <i>bleed*</i><br><i>vertical</i>   | 120 x 298 mm<br>+ 3 mm trim<br>90 x 248 mm in <b>trans aktuell</b> (type area)                                | <i>in Euro</i> | 2.300,-                     | 1.300,-        |
|                                                                                   | <b>1/2 Page</b> | <i>bleed*</i><br><i>horizontal</i> | 230 x 150 mm<br>+ 3 mm trim<br>185 x 122 mm in <b>trans aktuell</b> (type area)                               | <i>in Euro</i> | 2.300,-                     | 1.300,-        |

\*Additional 5mm for bleed ads per page. Text and picture elements need to have at least 10mm space from edge.

| Formats  | in Euro | KombiMarkt | Single Booking |
|----------|---------|------------|----------------|
| mm-price |         | 4,00       | 2,20           |

Classified advertisements 1,70 Euro for **FERNFAHRER**, **trans aktuell** and **lastauto omnibus**.





## KombiMarkt Media Information 2012

## Economic Efficiency

Comparison costs for 1000 copies; commercial ads 4c in classified ads:

|                                                 | FERNFAHRER | TRUCKER    |
|-------------------------------------------------|------------|------------|
| <b>Sold circulation<br/>on average per year</b> | 41.516     | 45.770     |
| <b>mm-price 4c</b>                              | 2,20 €     | 5,99 €     |
| <b>1/1 page, 4c, Bleed</b>                      | 2.400,00 € | 7.188,00 € |
| <b>Costs per 1000</b>                           | 57,81 €    | 157,05 €   |

Source: Media Information 2011

Costs: For a single booking in **TRUCKER** you pay **three times** as much as for a 4c advertisement in **FERNFAHRER**!

Costs per 1000 sold copies  
IVW 3/2011

|                         |        |
|-------------------------|--------|
| <i>trans aktuell</i>    | 57.479 |
| <i>lastauto omnibus</i> | 14.365 |
| <b>FERNFAHRER</b>       | 46.675 |

|                                    |            |
|------------------------------------|------------|
| <b>KombiMarkt</b>                  |            |
| <b>2 x <i>trans aktuell</i></b>    |            |
| <b>1 x <i>lastauto omnibus</i></b> |            |
| <b>1x FERNFAHRER</b>               | 175.998    |
| 1/1 S. 4c                          | 4.600,00 € |

**Costs per 1000 sold copies 26,14 €**





## Your Contact for advertisement in **Kombi**Markt



Norbert Blucke

### Advertisement:

Media advice, offers, orders, printing material and technical advice

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

Advertisement Manager **Kombi**Markt

Norbert Blucke  
Phone: +49 (711) 7 84 98-94  
Fax: +49 (711) 7 84 98-29  
E-Mail: [norbert.blucke@etm-verlag.de](mailto:norbert.blucke@etm-verlag.de)

### For your orders:

Via Motor Presse Stuttgart:  
further questions, confirmations, invoices

Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Carmen Brix/Iris Eifrig  
Phone: +49 (711) 1 82-16 13 und -15 22  
Fax: +49 (711) 1 82-18 18  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)  
[ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

### Single Bookings:

#### **lastauto omnibus**

Carmen Brix  
Phone: +49 (711) 1 82-15 22  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)

#### **FERNFAHRER**

Iris Eifrig  
Phone: +49 (711) 1 82-16 13  
E-Mail: [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

#### **trans aktuell**

Heike Rademacher/Gabriele Volkert  
Phone: +49 (711) 1 82-14 03  
E-Mail: [hrademacher@motorpresse.de](mailto:hrademacher@motorpresse.de)  
[gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)

Fax: +49 (711) 1 82-18 18

### Files for advertisements:

Please send your printing material with electronic ticket via Internet:

„Elektronisches Datenticket“ at  
[www.eurotransport.de/daten](http://www.eurotransport.de/daten)



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