



The specialist for commercial vehicles



Media Information 2012



lastauto omnibus Media Information 2012

General Information



Euro 6, CO2 limits, hybrid-and electric drives, alternative fuels - commercial vehicle technology is getting more and more complex. **lastauto omnibus** supports fleetmanagers to maintain „a clear vision“, increasing know-how of engineers, technicians and students also keeps technically inclined readers up to date. **lastauto omnibus** needs to be read by all readers in the transport business.

It is crucial for fleetmanagers today to be on top of everything. The industry has overcome the economic crisis and companies everywhere will invest in their fleets in the following years.

lastauto omnibus helps to find economically effective and lasting transport solutions.

Starting in February, **lastauto omnibus** will be published monthly, that means 11 editions in 2012. Readers are obtaining independent and exclusive information about the commercial vehicle market. We will continue to take a close look at research laboratories and design companies. Independent tests, automotive shows and critical commentaries will be the centre of this special interest magazine and a most reliable directory for customers as well as managers.

A fair balance and journalistic quality have always been our leading principles.



Editor-in-Chief
Thomas Rosenberger
about
lastauto omnibus



1 Characteristics and target group:

lastauto omnibus is the monthly magazine that specializes in testing, technology and technical advice. With comprehensive reports on commercial vehicles such as trucks, vans and buses **lastauto omnibus** supplies its readers with detailed information on any aspect of commercial technology and newest developments on the market.

- 2 Publication:** monthly,
11 editions
- 3 Year:** 89th year 2012
- 4 Web-address:** www.lastauto-omnibus.de
www.eurotransport.de
- 5 Membership:** -
- 6 Organ:** -
- 7 Publisher:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
- 8 Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
- 9 Editor:** Thomas Rosenberger
Phone: +49 (711) 784 98-19
thomas.rosenberger@etm-verlag.de

- 10 Advertisement:** Roland Schäfer
Phone: +49 (711) 784 98-95
roland.schaefer@etm-verlag.de
- 11 Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: +49 (711) 784 98-17
bernd.steinfeldt@etm-verlag.de

- 12 Cover price**
Subscription:
Germany Euro 46,20
Cover price: Euro 4,70
- 13 ISSN-No.:** 0023-866X
- 14 Volume analysis 2010 = 10 editions**
- | | |
|-----------------------|---------------------|
| Format: | 230 x 298 mm |
| Total size: | 864 pages = 100,0 % |
| Editorial: | 603 pages = 69,8 % |
| Advertisement: | 261 pages = 30,2 % |
| of which | |
| Classified ads: | 79 pages = 30,3 % |
| Inserts | 0 pages = 0,0 % |
| House ads: | 84 pages = 32,2 % |
| Inserts | 2 pieces |

- 15 Content analysis of editorial 2010 = 603 pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

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

Total circulation:	23.050
Distributed circulation	13.971
Foreign countries:	1.468
Paid circulation	11.149
Foreign countries:	1.341
- Subscriptions:	5.300
Members:	7
- Single sales:	2.761
- General sales:	3.088
Free copies:	2.823
Remaining, file, specimen copies	1.516

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	copies
Home country	89,5 %	12.503
Foreign countries	10,5 %	1.468
Distributed circulation	100,0 %	13.971



lastauto omnibus Media Information 2012



Readership Analysis

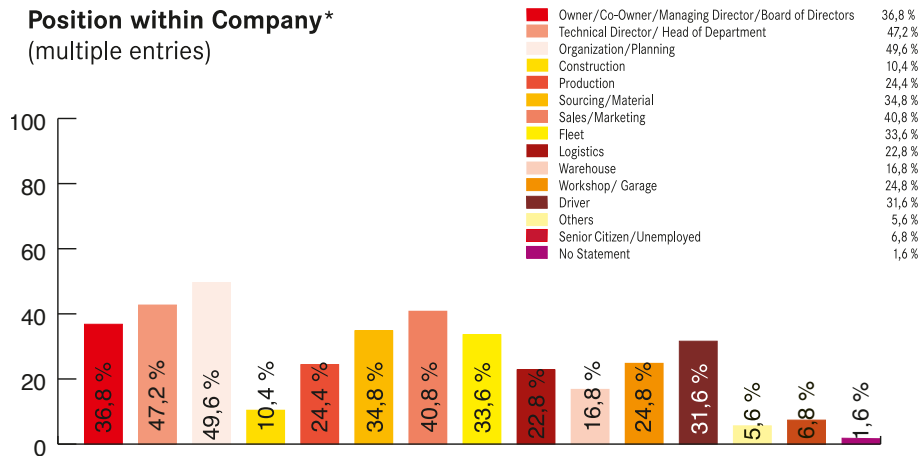
Structure according to branch of business*

	in %		
Commercial traffic (net)	22,0	Agriculture/ forestry	0,8
Production, marketing, repair of commercial vehicles (net)	18,8	Organizations, local authorities	6,4
Industry/ production	4,4	Others (e.g. DEKRA)	3,6
Whole sale and retail trade	4,8	Unemployed, retired	6,8
Construction trade	2,8	Others	2,4
Services	26,0	No statement	1,2

Size of economic sector*

	%
1 to 5 employees	12,8
6 to 19 employees	22,8
20 to 49 employees	18,8
50 to 99 employees	14,4
100 employees and over	22,0
Average	46,7
Unemployed, retired	6,8
No statement	2,4

Position within Company* (multiple entries)



* Source:
EMNID Reader Analysis
lastauto omnibus, July 2003

Due to the high portion of the circulation for which readers were not available for an interview (single sales, general sales, free copies, subscribers abroad, who are not German-speaking), the 85% rule could not be kept.

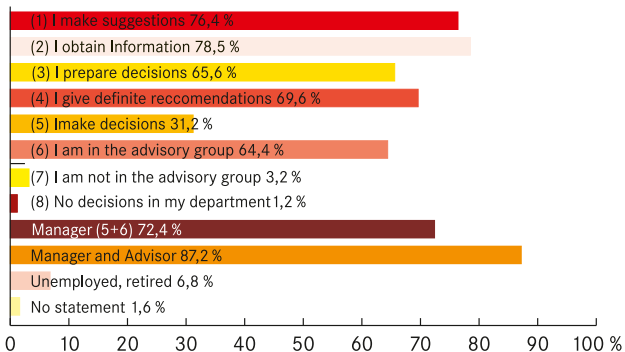
The results are representative for 8.306 personal subscribers in Germany and abroad (German-speaking), i.e. for 38.1% of the distributed circulation.



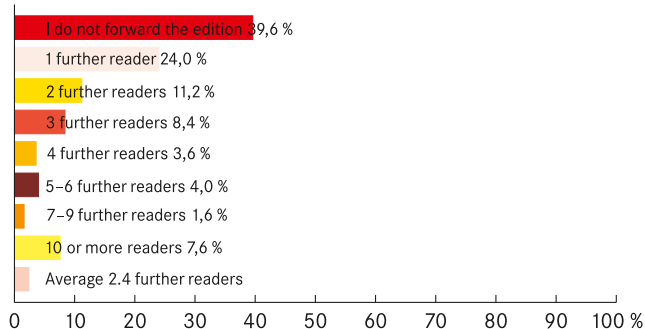
Page impression (number of read editions)*	in %
1 out of 12 editions	0,0
2 out of 12 editions	1,6
3 out of 12 editions	1,2
4 out of 12 editions	1,2
5 out of 12 editions	1,2
6 out of 12 editions	2,8
7 out of 12 editions	0,0

8 out of 12 editions	2,4
9 out of 12 editions	2,0
10 out of 12 editions	0,8
11 out of 12 editions	0,8
12 out of 12 editions	86,0
Average number of read editions	11,2
Core reader (10-12)	87,6

Decision-making powers* (multiple entries)



Estimated number of additional readers*



*Source: EMNID Reader analysis, lastauto omnibus, July 2003

Due to the high portion of the circulation for which readers were not available for an interview (single sales, general sales, free copies, subscribers abroad, who are not German-speaking), the 85% rule could not be kept.

The results are representative for 8.306 personal subscribers in Germany and abroad (German-speaking), i.e. for 38.1% of the distributed circulation.



- 1 **Circulation:** Printed circulation: 23.050
Distributed circulation/ yearly average: 13.971
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
3 columns, width of column 62 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)
Copy material: please see page 13
- 4 **Schedule:** please see page 10
On sale date: please see calendar page 10
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
P.O. Box 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565
Stuttgart, Germany

Internet: www.eurotransport.de
Advertising Phone: +49 (711) 784 98-95
- 6 **Payment:** all insertion orders are accepted on a strictly
prepaid basis only. Payments can be made by International
Money Order
- 7 **Bank:**
Baden-Württembergische Bank AG, Stuttgart, Account No.
7871 5092 76, bank code 600 501 01

- 8 **Surcharge/
Special placements:**

		4c
2nd Cover page	Euro	8.590,-
3rd Cover page	Euro	8.190,-
4th Cover page	Euro	8.690,-
Classified ads with 1 column upon request		
per mm	Euro	22,95
No discounts		

Colour advertisements:

Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee can be given for colour layouts without a colour scale.

Format:

Free advertisements across gutter.

- 9 **Classified advertisements:**
for details please ask for *Kombi*Markt price list.
- 10 **For special requests** please contact:
Stephanie Steck, Phone: +49 (711) 784 98-12
- 11 **Discounts:** please see page 9
- 12 **Combinations:** please see page 9

7 Formats and Prices

variation of formats please see page 9

Formats			Width x Height		4c
1/1 Page	type area		196 x 263 mm	in Euro	7.980,-
	<i>bleed*</i>		<i>230 x 298 mm</i>		
3/4 Page	type area	vertical	145 x 263 mm	in Euro	6.120,-
		horiz.	196 x 193 mm		
	<i>bleed*</i>	<i>vertical</i>	<i>163 x 298 mm</i>		
		<i>horiz.</i>	<i>230 x 219 mm</i>		
1/2 Page	type area	vertical	95 x 263 mm	in Euro	3.990,-
		horiz.	196 x 129 mm		
	<i>bleed*</i>	<i>vertical</i>	<i>114 x 298 mm</i>		
		<i>horiz.</i>	<i>230 x 150 mm</i>		
1/3 Page	type area	vertical	62 x 263 mm	in Euro	2.760,-
		horiz.	196 x 86 mm		
	<i>bleed*</i>	<i>vertical</i>	<i>80 x 298 mm</i>		
		<i>horiz.</i>	<i>230 x 108 mm</i>		
1/4 Page	type area	2columns	95 x 129 mm	in Euro	2.120,-
		4columns	196 x 64 mm		
1/8 Page	type area	1column	45 x 129 mm	in Euro	1.090,-
		2columns	96 x 64 mm		
2/1 Pages**	type area		424 x 263 mm	in Euro	15.960,-
	<i>bleed*</i>		<i>460 x 298 mm</i>		
2/2 Pages	type area		424 x 129 mm	in Euro	7.980,-
	<i>bleed*</i>		<i>460 x 150 mm</i>		

13 Inserts:

please see page 11

14 Loose inserts:

please see page 12

15 Glued inserts

please see page 12

16 Address:

please see page 12

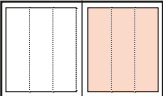
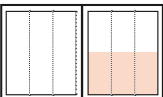
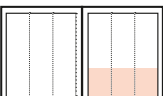
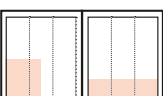
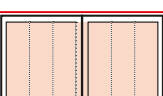
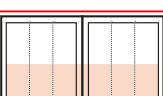
VAT: all prices are in Euro + VAT

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

** 2/1-Advertising Pages need additional 5mm trim from all sides.

General terms and conditions of ETM Verlag apply.



Page	Format		width x height
	1/1 page	type area <i>bleed*</i>	196 x 263 mm 230 x 298 mm
	1/2 page	type area <i>bleed*</i>	vertical 95 x 263 mm horizontal 196 x 129 mm vertical 114 x 298 mm horizontal 230 x 150 mm
	1/3 page	type area <i>bleed*</i>	vertical 62 x 263 mm horizontal 196 x 86 mm vertical 80 x 298 mm horizontal 230 x 108 mm
	1/4 page	type area	2 columns 95 x 129 mm 4 columns 196 x 64 mm
	2/1 pages	type area <i>bleed*</i>	424 x 263 mm 460 x 298 mm
	2/2 pages	type area <i>bleed*</i>	424 x 129 mm 460 x 150 mm

ETM-Kombi 1

**lastauto omnibus + lastauto omnibus KATALOG
+ FERNFAHRER + TRANSPORTER MAGAZIN =
Combinatory discount**

Combination terms: The combination discount can be claimed if the same page volumes are booked in all titles in the combination package during a 12-months-period. Classified advertisements are not included.

Series:		Volume:	
2 insertions	5 %	2 pages	5 %
4 insertions	10 %	4 pages	10 %
6 insertions	12 %	6 pages	12 %
9 insertions	15 %	9 pages	15 %
12 insertions	18 %	12 pages	18 %
18 insertions	20 %	18 pages	20 %
24 insertions	22 %	24 pages	22 %
30 insertions	25 %	30 pages	25 %

Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.



Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
1+2/2012	Exhaust Technology		16. 11. 2011	18. 11. 2011	13. 12. 2011
3/2012	Tires Reader Survey - Die besten Nutzfahrzeuge/ Die besten Marken 2012		17. 01. 2012	19. 01. 2012	13. 02. 2012
4/2012	Construction Vehicles Reader Survey - Die besten Nutzfahrzeuge/ Die besten Marken 2012		14. 02. 2012	16. 02. 2012	12. 03. 2012
5/2012	Electric and Hybrid Cars	NUFAM	16. 03. 2012	20. 03. 2012	16. 04. 2012
6/2012	Axes, Brakes, Retarder and Transmissions	transport logistic	16. 04. 2012	18. 04. 2012	14. 05. 2012
7/2012	Alternative Fuels, Oil and Operating Fluids		10. 05. 2012	14. 05. 2012	11. 06. 2012
8/2012	Heavy Duty Technology	Truck-Grand-Prix	12. 06. 2012	14. 06. 2012	09. 07. 2012
9/2012	Trailer and Superstructure		17. 07. 2012	19. 07. 2012	13. 08. 2012
10/2012	Tires + IAA Preview	IAA Nutzfahrzeuge	21. 08. 2012	23. 08. 2012	17. 09. 2012
11/2012	Vehicle Electronics, Lightning Technology		17. 09. 2012	19. 09. 2012	15. 10. 2012
12/2012	Component Suppliers, Engine Technology		15. 10. 2012	17. 10. 2012	12. 11. 2012
1/2013	Exhaust Technology		13. 11. 2012	15. 11. 2012	10. 12. 2012

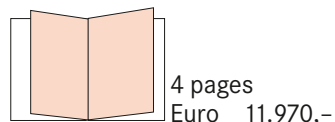
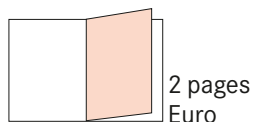
* Special closing dates for inserts.

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KombiMarkt**.



13 **Inserts**

Prices:



Further Prices:

8 pages	Euro 19.950,-
12 pages	Euro 27.930,-

Discounts:

According to series (please see page 9). 2 page inserts are equivalent to 1 advertising page.

Bound inserts:

Untrimmed size: 233 x 306 mm

Trim size: 230 x 298 mm

Technical Data:

Paper weights	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

- Features and fittings need to be co-ordinated with ETM Verlag.
- Untrimmed size required for delivery.
- Different formats for inserts on request only.

Delivery date: 10 days prior to publication date.

Cancellation: 8 days prior to closing date.

Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



14 **Inserts**

Prices:

Euro 240,- per
1,000 copies up to
25 g. Each additional 5 g cost
Euro 10,-

Discounts:

No discounts for inserts.

Formats:

Minimum size: 105 x 148 mm
Maximum size: 220 x 290 mm

Required circulation:

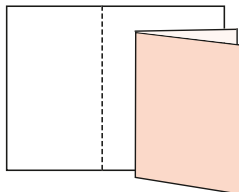
Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date

15 **Glued inserts**

glued postcards and other rectangle, unfolded and other imprints and empty envelopes cost Euro 52.00 per 1.000 copies + postal fees. Please ask for current fees



Envelopes with contents, glued free samples and brochures cost from Euro 58.00 per 1.000 copies.

Formats:

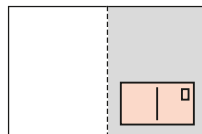
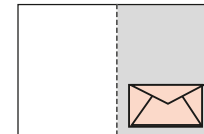
Minimum size: 75 x 75 mm
Maximum size: 175 x 210 mm

Delivery date: 2 weeks prior to sales date

Address for inserts:

Vogel Druck, Herr Schuster, Leibnizstraße 5,
97204 Höchberg bei Würzburg, Germany
Phone: *49-9-31-46-00-21-78

VAT: all prices are in Euro + VAT.





Data Delivery for Advertisements

Please send your printing material via
„electronic ticket“ to:
www.eurotransport.de/daten.

Printing Material

Format: unseparated PDF/X3, CMYK Modus.
Type, logos and pictures included
Resolution: CT: 304 dpi, linework LW 1200 dpi
Trim for bleed: 5 mm all round

One reliable proof from delivered data.

DFÜ/ISDN only upon request.

Printing material should be sent to:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

Please ask for:

Carmen Brix/**lastauto omnibus**
E-mail: cbrix@motorpresse.de
Phone.: +49 (711) 1 82-1522
Fax: +49 (711) 1 82-1818



A

ADAC
Allison
allsafe JUNGFALK
ArvinMeritor
A.T.U.
Autoclima

B

BAUMOT
BITZER
Bock
Bohnenkamp
Bosch
BPW
Bridgestone

C

Carrier
Charterway
Citroën
Continental
ContiTech

D

DAF Trucks
Daimler
Daimler Trailer Axle Systems
DEKRA
Delphi
DHL
DKV
Dometic Waeco
DPD
DSF

E

Euroforum
Euromaster
EuroLeasing
Europart
EvoBus

F

Faymonville
Feldbinder
Fiat
Fliegl
Ford
Frigoblock Grosskopf

G

GE Commercial
GEFA
GITI Tire
Goodyear Dunlop
Grammer
GPS

H

Haldex
Hankook
Hella
HJS
Humbaur
Hübner
Herpa
Hertz

I

InfoSystems
Irisbus
Isringhausen
Iveco

J

Jobst & Junghanns
JOSAM
Jost-Werke

K

KLV rent
KNORR-BREMSE
Kögel Fahrzeugwerke
Krone

L

Labcraft
LTA Logistics

M

MAN Nutzfahrzeuge
map&guide
Meiller
Messe Frankfurt
Messe Karlsruhe
Messe Leipzig
Messe München
Meyer Karosseriewerk
Michelin



Mitsubishi
Mobile.de
Motorbuch
Multicar

N
NEOMAN
NISSAN

O
Opel
Otokar
OVS

P
Paccar Leasing
Peugeot
Piaggio
Pirelli
Point S

R
Radolid
REINZ
Renault Nissan
Renault Trucks
Rockinger

S
SAF
SAG Alutech
Savas
SAXAS
Scania
Schaeffler
Schmitz Cargobull
HS Hermann Schoch
Schwarzmüller
Service 24
Siemens VDO
Solaris
SPHEROS
Spitzer

T
Tankpool 24
Temsa
Thermo King Europe
TIP Services
T-Mobile
TNT Logistics Deutschland
Top Service Team
Trailer Consultation

Truckscout24
Truck Drive

U
Ukram
UPS
UTA

V
Van Hool
VDA
Vergölst
Vibracoustic
Viseon
Voith Turbo
VW
Volvo
VR-Leasing

W
Walther
WashTec
Webasto
Westfalia
Winkler

Z
ZF Friedrichshafen
ZF Trading



Your contact for advertising in lastauto omnibus



Roland Schäfer

Advertisement:

Media advice, offers and orders

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

Advertisement **lastauto omnibus**

Roland Schäfer
Phone: +49 (711) 784 98-95
Fax: +49 (711) 784 98-29
E-Mail: roland.schaefer@etm-verlag.de

For your orders:

Motor Presse Stuttgart: Confirmations, invoices, printing material
and production enquiries:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart, Germany

Carmen Brix
Phone: +49 (711) 182-15 22
Fax: +49 (711) 182-18 18
E-Mail: cbrix@motorpresse.de



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