



The Reference Book
for Professionals



Media Information 2012



lastauto omnibus KATALOG Media Information 2012

General Information



For 40 years **lastauto omnibus KATALOG** has been an indispensable reference book of the commercial vehicle market. In order to supply the reader with fast and easy information this special interest magazine consists of three parts.

The first part presents an overview, texts and photos of approximately 330 international manufacturers of trucks, vans, busses, trailers & coachwork as well as special-purpose vehicles (in order of type).

The second part includes current prices and technical data of 2,200 truck, 1,000 van and 400 bus models. In addition the »green pages« provide the reader with about 500 different cost sheets for the most important trucks, vans and busses.

The third part consists of lists of services such as admissions and production figures, addresses, sales advice, market surveys and important information and figures of all fields within the commercial vehicle market.

This is a bilingual edition, all three parts are in German and English.



Editor-in-Chief
Frank Zeitzen
on

**lastauto omnibus
KATALOG**



lastauto omnibus KATALOG
Media Information
2012

Editorial/Publishing House
Schedule
Technical Data

Publisher: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH

Editorial: Frank Zeitzen, Editor-in-Chief
Phone: +49 (6374) 9 13 60
frank.zeitzen@zeitzen-mathieu.de

Advertisement: Roland Schäfer, Anzeigenleitung
Phone: +49 (711) 7 84 98-95
roland.schaefer@etm-verlag.de

Marketing: Bernd Steinfeldt, Vertriebsleitung
Phone: +49 (711) 784 98-17
bernd.steinfeldt@etm-verlag.de

Year: 42th year 2012

Publishing House: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH

P. O. Box: 81 02 07, 70519 Stuttgart, Germany

Address: Handwerkstraße 15, 70565 Stuttgart, Germany

Phone: +49 (711) 784 98-95

Fax: +49 (711) 784 98-29

Closing date: 06 August 2012

Copy date: 08 August 2012

Publication date: 14 September 2012

Circulation: 25.000

Copy price: Euro 14,90

Printing:
PDF- or unseperated PostScript-files,
Resolution of digitised photos: 300 dpi for continous tone,
1,200 dpi for linework.

Files: CD-ROM.

One reliable proof from delivered data.

DFÜ/ISDN only upon request.

lastauto omnibus KATALOG

Phone: +49 (7 11) 1-82-15 22

Fax: +49 (7 11) 1-82-18 18

The publisher retains the right to sell a PDF-file at cost if printing material as, i.e. films and other data, are not transmitted as requested. Please ask for further information.

Data Delivery of Advertisements:

Please send your printing material via „electronic ticket to:
www.eurotransport.de/daten or to the following address:
Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

Plese ask for: Carmen Brix/**lastauto omnibus KATALOG**



lastauto omnibus KATALOG

Media Information

2012

Price List No. 42,
valid for
Edition 2013

Page	Format	Width x Height	in Euro	4c
	1/1 page	type area	196 x 263 mm	8.920,-
		bleed*	230 x 298 mm	
		Placement	2nd Cover	9.690,-
		Placement	3rd Cover	9.190,-
		Placement	Backcover	9.790,-
	3/4 page	type area	vertical 145 x 263 mm	6.690,-
			horizontal 196 x 193 mm	
		bleed*	vertical 163 x 298 mm	
			horizontal 230 x 219 mm	
	1/2 page	type area	vertical 95 x 263 mm	4.460,-
			horizontal 196 x 129 mm	
		bleed*	vertical 114 x 298 mm	
			horizontal 230 x 150 mm	
	1/3 page	type area	horizontal 196 x 86 mm	2.990,-
		bleed*	horizontal 230 x 108 mm	
	1/4 page	2 columns	95 x 129 mm	2.250,-
		4 columns	196 x 64 mm	
	1/8 page	2 columns	96 x 64 mm	1.130,-
		4 columns	196 x 32 mm	
	2/1 pages**	type area	424 x 263 mm	17.840,-
		bleed*	460 x 298 mm	
	2/2 pages**	type area	424 x 129 mm	8.920,-
		bleed*	460 x 150 mm	

Classified Ads	
4c	17,90

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

** Due to adhesive binding for spread page please consider print across gutter.

Further formats upon request. 2/1 advertising pages do have 5mm bleed.

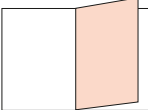
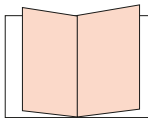
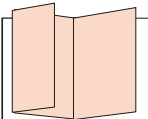
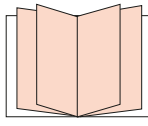


lastauto omnibus KATALOG Media Information 2012

Inserts

Inserts

Prices:

	2 pages Euro 8.920,-		4 pages Euro 13.380,-
	6 pages Euro 17.840,-		8 pages Euro 22.300,-

Discounts:

According to series. 2-page inserts are equivalent to 1 advertising page.

Formats:

Untrimmed size: 233 x 306 mm

Trim size: 230 x 298 mm

(3 mm cut-off, 5 mm trim for bleed ads per page). Due to adhesive binding for spread page, please consider print across gutter.

Delivery date: 17.08.2012

Cancellation:

8 days prior to closing date.

Label:

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

Loose Inserts

Price:

Euro 240,- per
1,000 copies up to
25 g. Each additional 5 g cost Euro 10,-
Minimum size: 105 x 148 mm
Maximum size: 195 x 240 mm

Required circulation:

Depending on total circulation, please confirm.

Discounts:

No discounts for inserts.

Delivery:

Glued postcards and different advertising formats upon request.

Address:

Vogel Druck, Hr. Döll, Leibnizstraße 5,
97204 Höchberg bei Würzburg, Germany
Phone: +49 (9 31) 46 00-20 46



Your contact for advertising in **lastauto omnibus KATALOG**



Roland Schäfer

Advertisement:

Media advice, offers and orders

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

Advertisement **lastauto omnibus KATALOG**

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

For your orders:

Confirmations, invoices, printing material and production enquiries:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart, Germany

Carmen Brix
Phone: +49 (711) 1 82-15 22
Fax: +49 (711) 1 82-18 18
E-Mail: cbrix@motorpresse.de



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