



All you need to know
about transport
vehicles and vans

Circulation
50,000 copies
in FIRMENAUTO



Media Information 2012



It is a fact that for many years the demand for transport vehicles and vans in commercial as well as private sectors has been growing continuously. Just as numerous as the demand is the variety of new models.

TRANSPORTER MAGAZIN offers complete advice for vehicle purchase. Independent tests as well as the presentation of all new models will give readers and fleetmanagers all information to make the right choice for their fleets.

TRANSPORTER MAGAZIN covers the whole spectrum of topics on transport vehicles and vans: Renting, leasing, insurance, financing and also specific solutions for different lines of business.

TRANSPORTER MAGAZIN is published three times a year in **FIRMENAUTO**.

Format: Magazine format 215 x 280 mm, Type Area: 183 x 248 mm, 3 columns, width of column: 58 mm

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

Circulation: Printed circulation (average)-
51,329 copies



Editor-in-Chief
Hanno Boblenz

TRANSPORTER MAGAZIN
Phone:
+49 (711) 7 84 98 31
transporter-magazin@etm-
verlag.de



Edition No.	Special Features	Trade Fairs	Closing Date	Copy Date	Publication Date
11/2012	Test: Summer tires; Benchmark Test: Big Vans		02. 03. 2012	05. 03. 2012	23. 03. 2012
2/2012	Leasing/Renting/Financing; Focus: Pick-up trucks		31. 05. 2012	01. 06. 2012	22. 06. 2012
3/2012	All innovations at Nutzfahrzeug IAA; Focus: Pick-up truck/vans	IAA Nutzfahrzeuge	17. 08. 2012	20. 08. 2012	07. 09. 2012

Topics: Automotive Engineering, Fleet Management, Used Cars, Practise and Law, Reports, Services, Accessories.

Printing:

Format: unseperated PDF/X3, CMYK-Modus.
Type, logo + pictures included
Resolution: picture elements:
CT: 304 dpi, Linework LW 1200 dpi.
Trim addition:5 mm from all sides

One reliable proof from delivered data.

Please send printing material via „Elektronisches Datenticket“
to www.eurotransport.de/daten or the following address:
Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart

please ask for:

Heike Rademacher and. Gabriele Volkert/**TRANSPORTER MAGAZIN**
Phone: +49 (711)1 82-14 03
Fax: +49 (711)182-20 68
E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de

Advertising Formats and Prices

Formats			Width x Height		4c/bw
1/1 Page	Type Area <i>Bleed*</i>		183 x 248 mm <i>215 x 280 mm</i>	in Euro	10.580,-
1/2 Page	Type Area <i>Bleed*</i>	horizontal vertical <i>horizontal</i> <i>vertical</i>	92 x 248 mm 183 x 123 mm <i>107 x 280 mm</i> <i>215 x 145 mm</i>	in Euro	5.390,-
1/3 Page	Type Area <i>Bleed*</i>	horizontal vertical <i>horizontal</i> <i>vertical</i>	58 x 248 mm 183 x 85 mm <i>73 x 280 mm</i> <i>215 x 107 mm</i>	in Euro	3.920,-
1/4 Page	2 colums 4 colums	vertical vertical	123 x 92 mm 183 x 62 mm	in Euro	2.940,-
2/1 Pages	Type Area <i>Bleed*</i>		400 x 248 mm <i>430 x 280 mm</i>	in Euro	21.160,-
2/2 Pages	Type Area <i>Bleed*</i>		400 x 123 mm <i>430 x 145 mm</i>	in Euro	10.580,-
further formats upon request			mm-price	in Euro	17.90,-

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

ETM-Kombi 2

**trans aktuell + FIRMENAUTO + KEP aktuell +
TRANSPORTER MAGAZIN + ecoFLEET =
Combined Discount**

Combinatory Terms: The combination discount can be claimed if the same page volumes are booked in all titles in the combination package during a 12-month period. Classified Ads are not included.

Series:

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

Volume:

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

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:

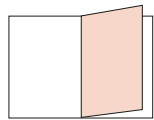
Baden-Württembergische Bank AG, Stuttgart,
bank code 600 501 01, account No. 7871 5092 76

General terms and conditions of ETM Verlag apply

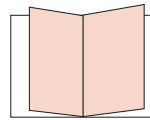


Inserts

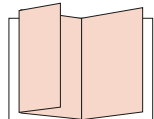
Prices for Inserts:



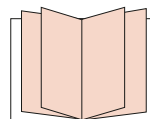
2 pages
Euro 10.580,-



4 pages
Euro 15.870,-



6 pages
Euro 21.160,-



8 pages
Euro 26.450,-

Discounts:

please see series, page 4. Two insert pages are equal to one advertisement page.

Formats for Inserts:

Untrimmed: 218 x 295 mm

Trim size: 215 x 280 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 coordinated with ETM Verlag.
- Untrimmed format required for delivery.
- Different formats for inserts on request only.

Attention: There is no trim across gutter for 2 page inserts.

Delivery Date: 10 days prior to publication.

Cancellation: 8 days prior to closing date.

Label:

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

General Terms:

Orders will only be accepted after ETM Publishing 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.



Your Contact for Advertisement TRANSPORTER MAGAZIN



Thomas Beck

Advertisements:

Media Advice, Offers and Orders

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

Advertising Manager
Thomas Beck
Phone: +49 (711) 784 98-98
Fax: +49 (711) 784 98-29
E-Mail: thomas.beck@etm-verlag.de

For your orders:

Confirmations, invoices, printing material and
production enquiries

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

Heike Rademacher und Gabriele Volkert
Phone: +49 (711) 1 82-14 03
Fax: +49 (711) 1 82-20 68
E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de



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