

All you need to know  
about oils, greases  
and operating fluids



Medienprojekte und  
Marktkommunikation

Media Information 2012



## Characteristics *trans aktuell* spezial

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*trans aktuell spezial*, the **DEKRA Betriebsstoff-Liste**, is in its 19<sup>th</sup> successful year with a circulation of 40,000 copies. Ever since it was first published it has been a comprehensive and informative magazine for car dealers, mechanics as well as fleet managers. Manufacturers and dealers of lubricants consider the **DEKRA Betriebsstoff-Liste** as the indispensable councillor on greases, oils, lubricants and coolants and also highly recommend its comprehensive tables and great variety of reports. *trans aktuell spezial* contains requirements, addresses and selling structures of vehicle manufacturers.

[www.transaktuell.de](http://www.transaktuell.de)

### Printing

Offset

### Copy material

Unseparated PDF-Files.

Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

### Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.

### Please ask for

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### Schedule

*trans aktuell* spezial 19

### Closing Date

12. 10. 2012

### Copy Date

19. 10. 2012

### Publication Date

16. 11. 2012



**Publisher**

ETMservices  
Medienprojekte und Marktkommunikation

**Publishing House**

EuroTransportMedia  
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**Year**

19th year 2012

**Product Entries/Address Entries/Orders**

Columns

**Fuels/Oils**

Engine oils, general  
Two-stroke gasoline engines  
Tractor oils  
Gear oils  
Automatiktransmission fluids  
Hydraulic oils  
Greases  
Coolants  
Brake fluids  
AdBlue®  
Addresses

**Cleaning Agents**

Wind Screen Cleaner  
Hall and workshop cleaner  
Car cleaner- und Pflegemittel  
Truck cleaner- und Pflegemittel  
Cold cleaner  
Water Treatment  
Oil bonding agent  
Addresses

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**Price List *trans aktuell* spezial**  
for DEKRA Betriebsstoffliste No. 19, Edition 2013  
valid from Januar 2012

**Circulation**

40.000 distributed circulation

**Bleed**

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

\*\* For spread pages with adhesive binding, please consider print across gutter.

**General Terms and Conditions**

General terms and conditions of ETMservices apply.  
All prices in Euro + VAT.

**trans aktuell  
spezial**

*trans aktuell spezial*

Format	Size bleed	Size type area	4c
1/1	210 x 297 mm	185 x 260 mm	8.250,- €
3/4 vertical	158 x 297 mm	137 x 260 mm	6.190,- €
3/4 horizontal	210 x 223 mm	185 x 195 mm	6.190,- €
1/2 vertical	105 x 297 mm	90 x 260 mm	4.130,- €
1/2 horizontal	210 x 149 mm	185 x 130 mm	4.130,- €
1/3 horizontal	210 x 100 mm	185 x 80 mm	2.750,- €
1/4 2 columns		90 x 130 mm	2.090,- €
1/4 4 columns		185 x 65 mm	2.090,- €
1/8 1 column		43 x 130 mm	1.070,- €
1/8 2 columns		90 x 65 mm	1.070,- €
1/8 4 columns		185 x 32 mm	1.070,- €
2/1 **	420 x 297 mm	392 x 260 mm	16.500,- €

**Placement**

2 <sup>nd</sup> cover page	210 x 297 mm	8.770,- €
3 <sup>rd</sup> cover page	210 x 297 mm	8.470,- €
Backcover	210 x 297 mm	9.080,- €



### Classified Ads

Prices per mm up to 40 mm width

4c	7,80 €	2c/3c	6,50 €
sw	5,15 €		

### Inserts

2 pages	8.250,- €	6 pages	16.500,- €
4 pages	12.375,- €	8 pages	20.500,- €

### Attention

Features and fittings need to be co-ordinated with ETM Verlag.  
Cancellation 5 days prior closing date.

### Prices for inserts

145,- € per 1,000 copies up to 25 g.  
Each additional 5 g 10,00 €.  
Minimum size: 105 x 148 mm  
Maximum size: 210 x 297 mm

Further advertisement forms upon request.

### Discounts

Please see ETM-Kombi 2 and media information *trans aktuell* 2012.



## Your Contact



Svetlana Marić

### Advertisement

Media advice, offers and orders,  
Printing material

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### For your orders

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Confirmations, invoices

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