



The Newspaper for Transport,
Traffic and Management



Media Information 2013



- 1 **Characteristics and target group:**
trans aktuell is the fortnightly published newspaper for transport, traffic and management. *trans aktuell* offers its readers fast and easy information on traffic and transport all over Germany and Europe. Managers will find any information needed to fulfill their daily tasks. Latest news on marketing trends, legislative bills and transport management are presented in informal newspaper style. *trans aktuell* is news for the floating fleet.
 Through the readers' surveys „Beste Nutzfahrzeuge“ and „Beste Marken“ *trans aktuell* readers may have their say.
- 2 **Publication:** fortnightly,
 24 editions
- 3 **Year:** 22th year 2013
- 4 **Web-address:** www.transaktuell.de
 www.eurotransport.de
- 5 **Membership:** -
- 6 **Organ:** -
- 7 **Publisher:** EuroTransportMedia
 Verlags- und Veranstaltungen-GmbH
- 8 **Publishing House:** EuroTransportMedia
 Verlags- und Veranstaltungen-GmbH
 Handwerkstraße 15, 70565 Stuttgart,
 Germany
- 9 **Editor:** Matthias Rathmann,
 Phone: +49 (711) 7 84 98-33
 matthias.rathmann@etm-verlag.de

- 10 **Advertisement:** Werner Faas, Advertising Manager
 Phone: +49 (711) 7 84 98-96
 werner.faas@etm-verlag.de
- 11 **Marketing:** Bernd Steinfeldt, Marketing Manager
 Phone: +49 (711) 7 84 98-17
 bernd.steinfeldt@etm-verlag.de
- 12 **Cover price**
Subscription:
 Germany Euro 69,60
Cover price: Euro 2,90
- 13 ISSN-No.: 0947-7268
- 14 **Volume analysis 2011 = 24 editions**
Format: 315 x 468 mm
Total size: 549 pages = 100,0 %
Editorial: 353 pages = 64,3 %
Advertisement: 197 pages = 35,7 %
-
- of which
 Classified ads: 89 pages = 45,2 %
 Bound inserts (impossible): 0 pages = 0,0 %
 House ads: 37 pages = 18,8 %
-
- Inserts 10 editions
- 15 **Content analysis of editorial 2011 = 353 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 2011 until 30 June 2012**

Total circulation: 59.309

Distributed circulation: 58.424

Foreign countries: 314

Paid circulation: 57.566

Foreign countries: 252

– Subscriptions: 24.645

Members: 24.189

– Single Sales: –

– General sales: 32.921

Free copies: 858

Remaining, file, specimen copies: 885

18 **Geographic distribution:**

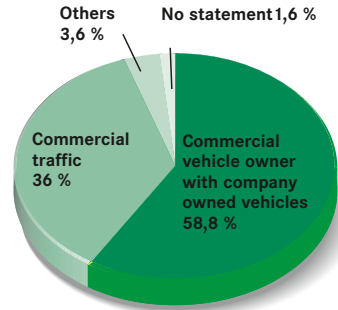
Economic sector

percentage of
distributed circulation

	%	Exemplare
Home country	99,5	58.110
Foreign countries	0,5	314
Distributed circulation	100	58.424



Main Industries



Position within company

Managing director, owner/ Co-owner, executive directors	58,8 %
Business planning	8,8 %
Head of Department	12,8 %
Commercial Clerk	7,2 %
Technical worker	5,6 %
Public servant	1,2 %
Skilled worker	2,4 %
Other	1,6 %
No statement	1,6 %

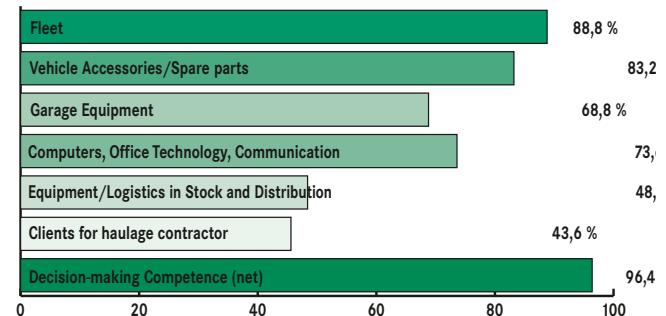
More than 80% of trans aktuell recipients are in managing positions.

Areas of responsibility (multiple entries)

Managing director, owner/co-owner, Bord of directors	65,2 %
Commercial/technical director	76,0 %
Business planning/organization	70,4 %
Purchase/materials	66,4 %
Fleet	70,8 %
Logistics	57,2 %
Stock	49,6 %

Investments

Competence for investments regarding demand, advice, financing, approval and purchase.



96,4 % of trans aktuell recipients are playing an active role in the decision-making of investments in companies.

Source: reader survey TNS EMNID, Bielefeld, 2010



New purchases within 2 years

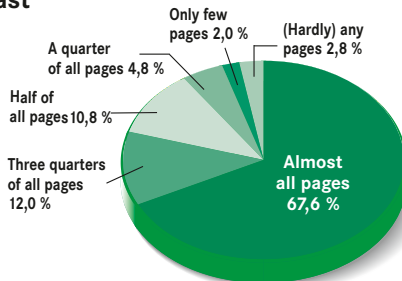
Cars	43,6 %
Vans/Trucks up to 3.5 t	26,4 %
Trucks	49,6 %
Construction vehicles	12,0 %
Trailer/Superstructures	28,0 %
Vehicle Equipment/Fittings	41,2 %
Garage Equipment	47,2 %

Every other *trans aktuell* reader is planning to buy a new truck or car in the next two years

Page impression:

More than 80 % of our readers use at least 3/4 of all pages in *trans aktuell*.

The average page impression is 83,8 %.



**Special Interest Magazines
(min. every other magazine is read)**

<i>trans aktuell</i>	95,2 %
Verkehrsrundschau	44,0 %
Transport	26,8 %
Kfz-Anzeiger	24,0 %
Güterverkehr	17,6 %
Trucker	15,2 %
NFM (Nutzfahrzeugmanagement)	14,8 %
DVZ Deutsche Logistik Zeitung	13,6 %
Omnibus Revue	7,6 %
KEP Spezial	5,6 %
Exclusive Reader <i>trans aktuell</i>	44,0 %
None	2,0 %

Exclusive Readership:
44 % will read *trans aktuell* only.

Source: Reader Survey TNS EMNID, Bielefeld, 2010



	<i>trans aktuell</i>	DVZ	VerkehrsRundschau A
Paid circulation (IVW 2/12)	57.256	12.040	13.316
Distributed circulation (IVW 2/12)	58.160	12.781	17.802
Prices 2012			
ca. 1.000 mm 4c*	10.580,00 €	8.312,50 €	6.350,00 €
Prices per 1.000 paid issues			
ca. 1.000 mm 4c*	184,78 €	690,41 €	476,87 €
ca. 1.000 mm b/w*			
Prices per 1.000 distributed issues			
ca. 1.000 mm 4c*	181,91 €	650,38 €	356,70 €

Based on prices 2012

trans aktuell: 1/1 p. magazine size, 185 x 248 mm = 992 mm
 DVZ: 281 mm x 215 mm = 1.075 mm
 VerkehrsRundschau A: 1/1 p. type area, 185 x 250 mm = 1.000 mm



- 1 **Circulation:** Printed Circulation 59.309
Distributed circulation/yearly average 58.424
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm,
6 columns, width of column 43 mm
- 3 **Printing:** Offset
Copy material: please see page 15
- 4 **Schedule:** please see page 12 and 13
On sale date: Fridays
- 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 98-96
- 6 **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
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

General terms and conditions of ETM Verlag apply

7 **Formats and Prices – Magazine format,**
variations of formats see page 10

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		10.820,-
2 x 1/2 Seite	vertical	394 x 122		
3/4 page	vertical	137 x 248		8.170,-
	horizontal	185 x 185		
1/2 page	vertical	90 x 248		5.520,-
	horizontal	185 x 122		
2/1 pages		394 x 248		21.640,-

These formats are printed as an only advertisement per page.

Formats		Width x Height (in mm)	in Euro	4c/bw
1/3 Seite	vertical	90 x 185		3.280,-
	horizontal	185 x 80		
1/4 page	1 column	43 x 248		2.190,-
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160		1.730,-
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122		1.220,-
	2 columns	90 x 60		
	4 columns	185 x 29		
1/16 page	1 column	43 x 60		640,-
	2 columns	90 x 29		

These formats are printed as an only advertisement per page.

7 **Formats and Prices – Newspaper formats**, format variations, please see page 11

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	-	288 x 420		15.980,-
1/2 page	vertical	137 x 420		9.690,-
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		8.320,-
	horizontal	288 x 135		

Get more advertising space for your money:

Referring to the millimetre price, you can save 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 **Surcharge Special placements:**

For 1st right advertising page and further preferred positioning add 10%

Classified ads on cover page

bottom left (55 x 43 mm) 2.120,-

no discounts

8 **Surcharge Special placements:**

Classified ads

per mm up to 1/8 page 26,-

No discounts, mm advertisements upon request, max. 1 column.

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.
No bleed for technical reasons.

9 **Classified advertisement:**

for details please ask for *Kombi*Markt price list.

10 **For special requests** please contact:

Stephanie Steck, Phone: +49 (711) 7 84 98-12

11 **Discounts:** please see page 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 14

15 **Glued inserts:** on request

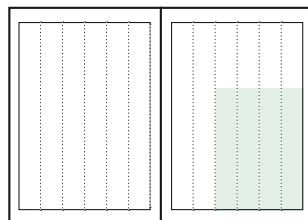
16 **Address:** please see page 14

VAT: all prices are in Euro + VAT

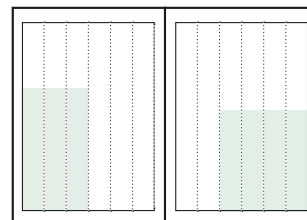


Magazine Format

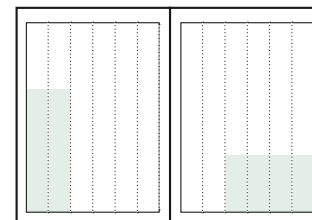
page



1/1 page
185 x 248 mm



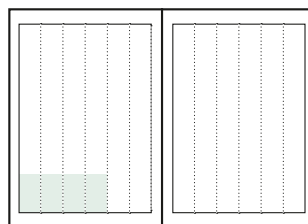
3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm



1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

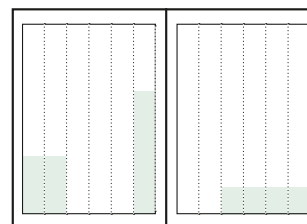
Magazine Format

page

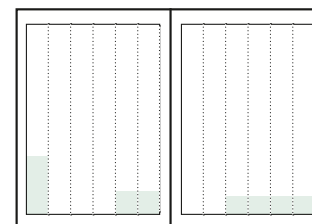


Formats (width x height)
type area

1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm

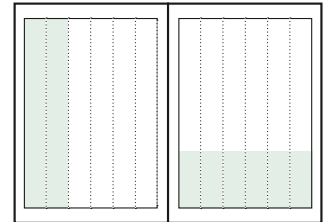
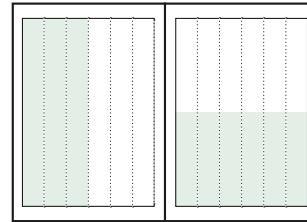
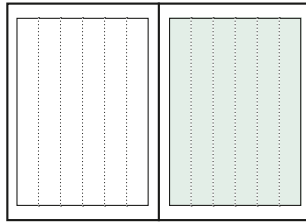


1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

Newspaper

Format

page



Formats (width x height)

1/1 page

288 x 420 mm

1/2 page

vertical: 137 x 420 mm

horiz.: 288 x 210 mm

1/3 page

vertical: 90 x 420 mm

horiz.: 288 x 135 mm

type area

11 Discounts:

They are based on the number/pages of ads placed within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Combination Terms/ETM-Kombi 2:

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 advertisements are not included.

Based on magazine format

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 %

ETM-Kombi 2

trans aktuell

+

FIRMENAUTO

+

KEP aktuell

+

TRANSPORTER MAGAZIN

Combinatory Discount



Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
2/13	Alternative Drives/Fuels		18. 12. 2012	20. 12. 2012	11. 01. 2013
3/13	Distribution Traffic		08. 01. 2013	10. 01. 2013	25. 01. 2013
4/13	Financing: Renting, Leasing, Purchase		22. 01. 2013	24. 01. 2013	08. 02. 2013
5/13	Telematics/ Navigation <i>Call for Readers' Survey</i>	CeBIT	05. 02. 2013	07. 02. 2013	22. 02. 2013
6/13	Trailer & Superstructure <i>Call for Readers' Survey</i>		19. 02. 2013	21. 02. 2013	08. 03. 2013
7/13	Commercial Vehicle Tires <i>Call for Readers' Survey</i>		05. 03. 2013	07. 03. 2013	22. 03. 2013
8/13	Construction Vehicles	BAUMA	15. 03. 2013	19. 03. 2013	05. 04. 2013
9/13	Transporter		02. 04. 2013	04. 04. 2013	19. 04. 2013
10/13	Cooling Logistics		19. 04. 2013	23. 04. 2013	10. 05. 2013
11/13	Fair preview transport logistic	transport logistic	10. 05. 2013	14. 05. 2013	31. 05. 2013
12/13	Combined Traffic		27. 05. 2013	29. 05. 2013	14. 06. 2013
13/13	Axes, Brakes, Retarder		11. 06. 2013	13. 06. 2013	28. 06. 2013

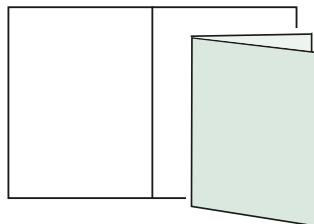
Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
14/13	Fuel Management	Truck-Grand-Prix	25. 06. 2013	27. 06. 2013	12. 07. 2013
15/13	Freight Market		09. 07. 2013	11. 07. 2013	26. 07. 2013
16/13	Insurance		23. 07. 2013	25. 07. 2013	09. 08. 2013
17/13	Hall and Storage Technology		05. 08. 2013	07. 08. 2013	23. 08. 2013
18/13	Commercial Vehicle Tires		20. 08. 2013	22. 08. 2013	06. 09. 2013
19/13	Transporter: Superstructure/Assembly	NUFAM	03. 09. 2013	05. 09. 2013	20. 09. 2013
20/13	Cooling Logistics	Deutscher Logistik-Kongress	16. 09. 2013	18. 09. 2013	04. 10. 2013
21/13	Workshop		30. 09. 2013	02. 10. 2013	18. 10. 2013
22/13	Financing: Renting, Leasing, Purchase		18. 10. 2013	22. 10. 2013	08. 11. 2013
23/13	Lubricants/Oils		05. 11. 2013	07. 11. 2013	22. 11. 2013
24/13	Trailer & Superstructure		19. 11. 2013	21. 11. 2013	06. 12. 2013
01/14	Telematics/Navigation		02. 12. 2013	04. 12. 2013	19. 12. 2013

Topics: Traffic policy, transport management, fleet management, telematics, logistics, general management, practical advice



14 **Inserts**

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.



Prices for Inserts:

165,- Euro per 1.000 editions up to 25 g. Each additional 5 g cost 10.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm
Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49 (561) 602 80-162

VAT: all prices are in Euro + VAT.



Data Delivery for Advertisements:

Please send your printing material via electronic ticket to: „www.duon-portal.de“

Please ask for support: support@duon-portal.de or via phone: +49. 40. 374 117-50.

Classified Advertisements:

please send via „electronic ticket“ only to www.eurotransport.de/daten

Please ask for:

Heike Rademacher or Gabriele Volkert/

trans aktuell

E-Mail: hrademacher@motorpresse.de

gvolkert@motorpresse.de

Phone: +49 (711)1 82-14 03

Fax: +49 (711)1 82-20 68

Printing Material:

Format: unseperated PDF/X3, CMYK Modus.

Type, logos and pictures included

Resolution: CT: 304 dpi, Linework LW 1200 dpi

One reliable proof from delivered data.

DFÜ/ISDN only upon request.



A
ADAC Truck Service
American Express
Aral
A.T.U.

B
Bandag
BGL
Bohnenkamp
BPW
Brother
Burg Silvergreen

C
Carat
Carrier Transicold
Charterway
Christ
Citroën
Continental

D
DAF Trucks
Daimler LKW
Daimler Transporter
Dako
Dautel
DEKRA
Dell
DHL
DKV
DPD

E
Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F
Fiat
Fliegl
Ford
Frigoblock Grosskopf

G
GEFA
GE Tip Services
GITI Tires
Go! General Overnight

H
Haldex
Hella
Hellmann
Herpa
Hertz
HS Schoch
Humbaur
Hyundai

I
Isringhausen
Iveco

J
Josam Richttechnik
Jost Werke
Jungfalk

K
Kässbohrer
Kamag
KLV Rent
KJ Tech
Knorr Bremse
Kögel Fahrzeugwerke
Kombiverkehr
Kraiburg
Kravag
Krone

L

Lamberet
 Losberger
 LuK-Aftermarket Service

M

MAN Nutzfahrzeuge
 map & guide
 Meiller
 Mercedes
 MercedesServiceCard
 Messe Belin
 Messe Frankfurt
 Messe Karlsruhe
 Messe Kortrijk
 Messe Leipzig
 Messe München
 Messe Stuttgart
 Michelin
 Mitsubishi
 mobile.de
 Motorbuch Versand
 Motor Presse
 Multicar

N

Navteq
 Nissan
 Nokia

O

Opel

P

Paccar Leasing
 Paki Logistics
 PEMA
 Peugeot
 Postbank
 PTV

Q

Quorum

R

Renault Lkw
 Renault Transporter
 Roche Pharma

S

SAF
 Samsung
 Scania
 Shell
 Schmitz Cargobull

Schoch
 Soloplan
 Sommer Fahrzeugbau
 Sony
 Stoneridge

T

T-Mobile
 T-Systems
 Tankpool 24
 Teleroute
 Thermo King
 Timocom
 TNT
 Toll Collect
 Total
 Trans.eu
 Truckscout
 Truck Europe Forum
 TruckWorks

U

Ukram
 UPS
 UTA

V

VDA
 Voith-Turbo
 Volvo Trucks
 VR-Leasing
 VW
 VW Leasing

W

Wabco
 Waeco
 WashTec
 Way ok
 Weber Data
 Wecon
 Winkler

Z

Zauner
 ZF Friedrichshafen



Your Contact for Advertisement in *trans aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager ***trans aktuell***

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 98-29

E-Mail: werner.faas@etm-verlag.de

For your orders:

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

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

Heike Rademacher

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