



NEW

Werkstatt aktuell

Truck, Trailer,
Transporter and
Bus Service Centers



Media Information 2013



Werkstatt aktuell

Truck, Trailer,
Transporter and
Bus Service Centers



Werkstatt aktuell is published 3 times a year with a distributed circulation of more than 52.000 copies as a supplement in **trans aktuell** and **lastauto omnibus**. Both publications attract managers as well as service center staff.

Topics, such as workshop and automotive engineering, paint shop, repair and spare parts, coachwork, service and computing cover the complete spectrum of commercial vehicle workshops.

This provides an ideal advertising platform for everyone involved with commercial vehicle wear and component parts as well as supply and service providers.

Format: 215 x 280 mm



Editor-in-Chief
Thomas Rosenberger
about

Werkstatt aktuell

Phone: +49.7 11.784 98.19
E-Mail: werkstattaktuell@etm-verlag.de

Distributed Circulation:

- 24.213 Copies in **trans aktuell**, distributed to **trans aktuell** subscribers, of which 23.759 members (Base: IVW 3/2012 **trans aktuell**)
- 4.700 Copies in **trans aktuell**, distributed to transport companies and fleets (acc. to ETM Verlag)
- 15.696 Copies in **lastauto omnibus** (Base: IVW 3/2012 **lastauto omnibus**)
- 8.000 Copies in commercial vehicle workshops (acc. to ETM Verlag)

Distributed Circulation: 52.609 copies (acc. to ETM Verlag)



Copy No.	Major Topics	Closing-Date	Copy Date	Publication Date in <i>trans aktuell</i>		Publication Date in <i>lastauto omnibus</i>	
1/2013	<ul style="list-style-type: none"> - Batteries - Care and Cleaning - Filter - Innovations at AutoZum, Salzburg 	15.03.2013	19.03.2013	09/2013	19.04.2013	05/2013	15.04.2013
2/2013	<ul style="list-style-type: none"> - Lifting Stations and Pits - Test facilities and vehicle diagnosis - Axes and Brakes - Service Center Software 	16.08.2013	18.08.2013	19/2013	20.09.2013	10/2013	16.09.2013
3/2013	<ul style="list-style-type: none"> - Tires - Safety for winter - Advanced training - Oils and Lubricants 	08.10.2013	10.10.2013	22/2013	08.11.2013	12/2013	11.11.2013

Running Topics:

- Branch News
- Service Center Practice
- Expert Interviews
- Ecological efficiency
- Service Center Equipment
- Wear and Spare Parts

Trade Shows:

- AutoZum, Salzburg, 16 - 19 January, 2013
- Trost-Show, Stuttgart, 13 - 14 April, 2013
- Autopromotec, Bologna, 22 - 26 May, 2013
- Nufam, Karlsruhe, 26 - 29 September, 2013
- Carat-Leistungsmesse, Kassel, 11 - 13 October, 2013



Formats		Width x Height		4c/bw
1/1 page	type area <i>bleed*</i>		185 x 248 mm <i>215 x 280 mm</i>	in Euro 7.680,-
1/2 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	92 x 248 mm 185 x 123 mm <i>107 x 280 mm</i> <i>215 x 145 mm</i>	in Euro 4.180,-
1/3 page	type area <i>bleed*</i>	vertical horizontal vertical horizontal	58 x 248 mm 185 x 85 mm 73 x 280 mm <i>215 x 107 mm</i>	in Euro 3.330,-
1/4 page	1 column 2 columns 4 columns	vertical horizontal horizontal	46 x 248 mm 92 x 123 mm 185 x 60 mm	in Euro 2.780,-
1/8 Seite	1 column 2 columns 4 columns	vertical horizontal horizontal	46 x 124 mm 92 x 60 mm 185 x 30 mm	in Euro 1.490,-
2/1 pages	type area <i>bleed*</i>		400 x 248 mm <i>430 x 280 mm</i>	in Euro 15.360,-

*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.



Your Contact for Advertising *Werkstatt aktuell*

Advertising Sales:

Market and Media Advice,
Offers, Orders



Frank Hochhäusler
Phone: +49.89.44 45 28.47
E-Mail:
anzeigen-werkstattaktuell@etm-verlag.de

Werkstatt aktuell:

Truck, Trailer,
Transporter and
Bus Service Centers



Supplement in:

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: +49.7 11.1 82.14 03
Fax: +49.7 11.1 82.18 18
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