

Truck Passion



Media Information 2013



FERNFAHRER SUPERTRUCKS SPEZIAL

Media Information

2013

Portrait

Technical Data

Schedule

Characteristics:

FERNFAHRER SUPERTRUCKS Spezial is the magazine for all those who have a special attachment to their truck or wish to make improvements on their truck equipment. There are endless chances to make such a dream come true. Drivers and entrepreneurs can easily be inspired for new projects or simply enjoy their sentiment for their trucks. The editorial focuses on unique trucks that can hardly ever be seen in public. Detailed reports on completed vehicles and photo series with special motives alternate. Another focus is on market reviews about commercial vehicle accessories as well as internal and external additions.

FERNFAHRER SUPERTRUCKS spezial also reports on the art of Airbrush Lacquer Finish and portrays major artists in this field. The creation of an airbrush painting gives amazing insights in techniques and shows the challenges that are involved in the creation of each piece of art.



Editor-in-Chief
Andreas Techel about
**FERNFAHRER
SUPERTRUCKS
SPEZIAL**

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Anzeigen, Mediadaten-Print, Daten-Ticket.

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files/2 digital proofs.
300 dpi for continuous tone, 1,200 dpi for linework.

Files: CD-ROM. One reliable proof from delivered data.

DFÜ/ISDN only upon request.

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*According to ETM-Verlag



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Leuschnerstraße 1
70174 Stuttgart
Germany



FERNFAHRER SUPERTRUCKS 2013

Media Information

2013

Price List No. 11,
valid from 1 January, 2013

Formats			width x height		4c/sw
1/1 page	type area <i>bleed*</i>		196 x 263 mm <i>230 x 298 mm</i>	in Euro	4.180,-
1/2 page	type area <i>bleed*</i>	vertical horzo. vertical <i>horzo.</i>	95 x263 mm 196 x 129 mm <i>114 x 298 mm</i> <i>230 x 150 mm</i>	in Euro	2.090,-
1/4 page	type area	1-col. 2-col. 4-col	45 x263 mm 95 x129 mm 196 x64 mm	in Euro	1.120,- 1.120,-
1/8 page	type area	1-col. 2-col. 4-col.	45 x129 mm 95 x64 mm 196 x 32 mm	in Euro	600,-
2/1 page	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	8.360,-
2/2 page	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	4.180,-

* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge. All prices in Euro + VAT.

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Media Information

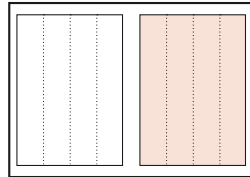
2013



Formats

P

Page



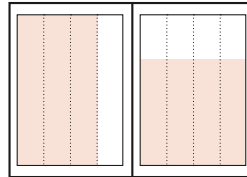
1/1 page

196 x 263 mm

Formats (width x height)
type area

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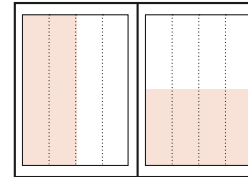
230 x 298 mm



3/4 page

vertical: 145 x 263 mm
horizontal: 196 x 193 mm

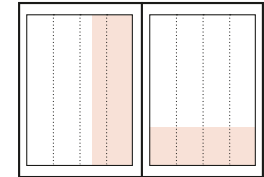
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1/2 page

vertical: 95 x 263 mm
horizontal: 196 x 129 mm

vertical: 120 x 298 mm
horizontal: 230 x 150 mm

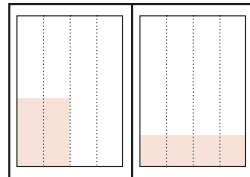


1/3 page

vertical: 62 x 263 mm
horizontal: 196 x 86 mm

vertical: 80 x 298 mm
horizontal: 230 x 108 mm

Page

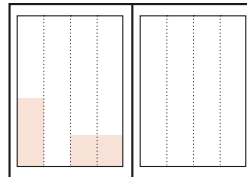


1/4 page

2 columns: 95 x 129 mm
4 columns: 196 x 64 mm

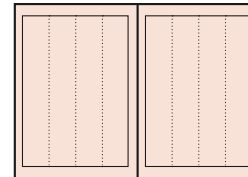
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1/8 page

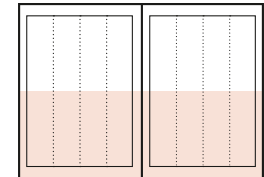
1 column: 45 x 129 mm
2 columns: 96 x 64 mm
4 columns: 196 x 32 mm



2/1 pages

424 x 263 mm

460 x 298 mm



2/2 pages

424 x 129 mm

460 x 150 mm

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Media advice, offers and orders

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