



The World of  
KEP Services



Media Information 2013



# KEP *aktuell* Media Information 2013

# Portrait Technical Data Circulation



**Format:**  
Newspaper, 315 mm x 468 mm

**Type area:**  
288 mm x 430 mm  
6 columns, width of column 43 mm

**Cover price:**  
Euro 5,-

For your up-to-date information on courier, express and postal services in Europe **KEP *aktuell*** is the one and only medium.

For both, providers and users **KEP *aktuell*** reports regularly on latest trends and gives practical advice on the daily routine of the courier, express and postal business.

Practical solutions are being achieved by our staff that portrays businesses and their activities and provides readers with market service and tests on KEP services.

For many years now specialists from courier, express and postal services have confirmed **KEP *aktuell's*** competence.

**KEP *aktuell*** is published four times a year as a ***trans aktuell*** supplement.



Assistant Editor  
Nicole de Jong on  
**KEP *aktuell***  
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**Circulation analysis *trans aktuell***  
on average (for the period of 1 July 2011 until 30 June 2012)

Total circulation:	59.309
Distributed circulation (tvA):	58.424
Paid circulation:	57.566
- of which are subscriptions:	24.189

Basic Data: Circulation ***trans aktuell***



**Formats and Prices Magazine Size**

<b>Formats</b>		<b>width x height</b>	<b>in Euro</b>	<b>4c/bw</b>
<b>1/1 page</b>		185 x 248 mm		10.820,-
<b>3/4 page</b>	vertical	137 x 248 mm		8.170,-
	horizontal	185 x 185 mm		
<b>1/2 page</b>	vertical	90 x 248 mm		5.520,-
	horizontal	185 x 122 mm		
<b>2/1 pages</b>		394 x 248 mm		21.640,-
<b>These formats are printed as an only advertisement per page.</b>				

<b>Formats</b>		<b>width x height</b>	<b>in Euro</b>	<b>4c/bw</b>
<b>1/3 page</b>	horizontal	185 x 80 mm		3.280,-
<b>1/4 page</b>	1 column	43 x 248 mm		2.190,-
	2 columns	90 x 122 mm		
	4 columns	185 x 60 mm		
<b>1/6 page</b>	1 column	43 x 160 mm		1.730,-
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
<b>1/8 page</b>	1 columns	43 x 122 mm		1.220,-
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
<b>1/16 page</b>	1 column	43 x 60 mm		640,-
	2 columns	90 x 29 mm		
<b>These formats can be placed with other ads on the same page.</b>				

**Pages:** please see Media Information *trans aktuell*



**Formats and Prices Newspaper Size**

Formats		width x height	in Euro	4c/bw
1/1 page		288 x 430 mm		15.980,-
1/2 page	vertical	137 x 430 mm		9.860,-
	horizontal	288 x 210 mm		
1/3 page	vertical	90 x 430 mm		8.320,-
	horizontal	288 x 135 mm		

**Classified Ads:**

Erste rechte Anzeigenseite und alle weiteren verbindlichen Platzierungsvorgaben: 10%				
Formats		width x height	in Euro	4c/bw
Classified ads within text per mm up to 1/8 page				26,00

Further details upon request.

**Inserts:** please see Media Information *trans aktuell*

**Discounts:**

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

**Series:**

2 insertions	5 %
3 insertions	8 %
4 insertions	10 %

**Discounts:**

Mutual discounts with ETM-Kombi 2.

For discounts please see media information *trans aktuell*

**For payment and details please see Media Information *trans aktuell***

**ETM-Kombi 2**

*trans aktuell*

+

**FIRMENAUTO**

+

**KEP *aktuell***

+

**TRANSPORTER MAGAZIN**



<b>Edition No.</b>	<b>Special Features</b>	<b>Closing Date</b>	<b>Copy Date</b>	<b>Edition No.</b>	<b>Publication Date in <i>trans aktuell</i></b>
<b>KEP <i>aktuell</i> 1</b>	KEPVehicles	05. 03. 2013	07. 03. 2013	7/2013	22. 03. 2013
<b>KEP <i>aktuell</i> 2</b>	Market Survey: Express/parcel services	19. 04. 2013	23. 04. 2013	10/2013	10. 05. 2013
<b>KEP <i>aktuell</i> 3</b>	Air Freight/Airlines	20. 08. 2013	22. 08. 2013	18/2013	06. 09. 2013
<b>KEP <i>aktuell</i> 4</b>	Market Report: Mail services	05. 11. 2013	07. 11. 2013	23/2013	22. 11. 2013

**Classified:**

- Market and chances
- Technical and practical advice
- Problems and solutions

**Recurring topics:**

- Courier Services
- Express Services
- Postal Services
- Airfreight
- KEP vehicles

**Printing:**

PDF/X3, CMYK-Modus.

Type, logos, and pictures included.

Resolution: picture elements: CT: 304 dpi,

Linework LW 1200 dpi.

One reliable proof from delivered data.

**Delivery of printing material:**

Please send advertisements within editorial part electronically via „[www.duon-portal.de](http://www.duon-portal.de)“

You will find support at [support@duon-portal.de](mailto:support@duon-portal.de)

or call directly: +49. 40. 374 117-50.

**For Classified Advertisements** use the electronic ticket at [www.eurotransport.de/daten](http://www.eurotransport.de/daten) only.

Heike Rademacher und Gabriele Volkert/**KEP *aktuell***



## Your Contact for Advertising in *KEP aktuell*



Werner Faas

### **Advertisement:**

Media advice, offers and orders

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

Advertising Manager ***KEP aktuell***

Werner Faas

Phone: +49. 711. 784 98-96

Fax: +49. 711. 784 98-29

E-Mail: [werner.faas@etm-verlag.de](mailto:werner.faas@etm-verlag.de)

### **For your orders:**

Confirmations, invoices,  
printing material and production enquiries:

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Heike Rademacher/Gabriele Volkert

Phone: +49. 711. 1 82 -14 03

Fax: +49. 711. 182 -20 68

E-Mail: [hrademacher@motorpresse.de](mailto:hrademacher@motorpresse.de)  
[gvolkert@motorpresse.de](mailto:gvolkert@motorpresse.de)



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