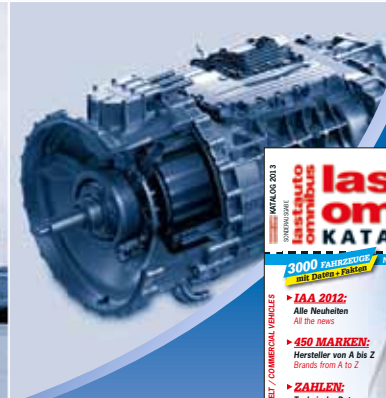




The Reference Book  
for Professionals



Media Information 2013



# lastauto omnibus KATALOG Media Information 2013

## General Information



For 42 years **lastauto omnibus KATALOG** has been the indispensable reference book of the commercial vehicle market. In order to supply the reader with fast and easy information this special interest magazine consists of three parts.

The first part presents an overview, texts and photos of approximately 450 international manufacturers of trucks, vans, busses, trailers & coachwork as well as special-purpose vehicles (in order of type).

The second part includes current prices and technical data of 3,000 truck, van and bus models. In addition the »green pages« provide the reader with about 500 different cost sheets for the most important trucks, vans and busses.

The third part consists of lists of services such as admissions and production figures, addresses, sales advice, market surveys and important information and figures of all fields within the commercial vehicle market.

This is a bilingual edition, all three parts are in German and English.



Editor-in-Chief  
Frank Zeitzen  
on

**lastauto omnibus  
KATALOG**



# lastauto omnibus KATALOG Media Information 2013

# Editorial/Publishing House Schedule Technical Data

**Publisher:** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH

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**Year:** 43th year 2013

**Publishing House:** EuroTransportMedia  
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**Closing date:** 20 August 2013

**Copy date:** 23 August 2013

**Publication date:** 20 September 2013

**Circulation:** 25.000

**Copy price:** Euro 14,90

## Data Delivery:

Please send advertisements within editorial electronically to: „www.duon-portal.de“.  
You may find support at: support@duon-portal.de or directly via phone: +49. 40. 374 117-50.

The publisher retains the right to sell a PDF-file at cost if printing material as, i.e. films and other data, are not transmitted as requested. Please ask for further information.

## Data Delivery of Advertisements:

Please send your printing material via „electronic ticket to: www.eurotransport.de/daten or to the following address:  
Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart  
Germany

Please ask for: Carmen Brix/**lastauto omnibus KATALOG**

Basic Data: ETM Verlag



Page	Format		Width x Height	in Euro	4c
	<b>1/1 page</b>	type area <i>bleed*</i> Placement Placement Placement	196 x 263 mm <i>230 x 298 mm</i> 2nd Cover 3rd Cover Backcover		9.120,- 10.032,- 9.576,- 10.032,-
	<b>3/4 page</b>	type area <i>bleed*</i>	vertical 145 x 263 mm horizontal 196 x 193 mm <i>vertical 163 x 298 mm</i> <i>horizontal 230 x 219 mm</i>		6.840,-
	<b>1/2 page</b>	type area <i>bleed*</i>	vertical 95 x 263 mm horizontal 196 x 129 mm <i>vertical 114 x 298 mm</i> <i>horizontal 230 x 150 mm</i>		4.560,-
	<b>1/3 page</b>	type area <i>bleed*</i>	horizontal 196 x 86 mm <i>horizontal 230 x 108 mm</i>		3.090,-
	<b>1/4 page</b>	2 columns 4 columns	95 x 129 mm 196 x 64 mm		2.320,-
	<b>1/8 page</b>	2 columns 4 columns	96 x 64 mm 196 x 32 mm		1.180,-
	<b>2/1 pages**</b>	type area <i>bleed*</i>	424 x 263 mm <i>460 x 298 mm</i>		18.240,-
	<b>2/2 pages**</b>	type area <i>bleed*</i>	424 x 129 mm <i>460 x 150 mm</i>		9.120,-

Classified Ads	
4c	18,40,-

\*Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge.

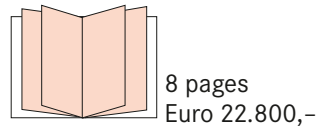
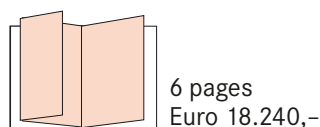
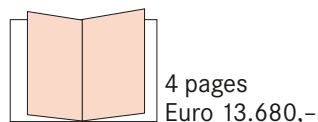
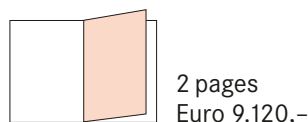
\*\* Due to adhesive binding for spread page please consider print across gutter.

Further formats upon request. 2/1 advertising pages do have 5mm bleed.



### Inserts

#### Prices:



#### Discounts:

According to series. 2-page inserts are equivalent to 1 advertising page.

#### Formats:

Untrimmed size: 233 x 306 mm

Trim size: 230 x 298 mm

(3 mm cut-off, 5 mm trim for bleed ads per page). Due to adhesive binding for spread page, please consider print across gutter.

**Delivery date:** 02.09.2013

#### Cancellation:

8 days prior to closing date.

#### Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

#### Loose Inserts

#### Price:

Euro 250,- per  
1,000 copies up to  
25 g. Each additional 5 g cost Euro 10,-  
Minimum size: 105 x 148 mm  
Maximum size: 195 x 240 mm

#### Required circulation:

Depending on total circulation, please confirm.

#### Discounts:

No discounts for inserts.

#### Delivery:

Glued postcards and different advertising formats upon request.



## Your contact for advertising in lastauto omnibus KATALOG



Roland Schäfer

### Advertisement:

Media advice, offers and orders

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

Advertisement **lastauto omnibus KATALOG**

Roland Schäfer  
Phone: + 49. 711. 784 98-95  
Fax: +49. 711. 784 98-29  
E-Mail: [roland.schaefer@etm-verlag.de](mailto:roland.schaefer@etm-verlag.de)

### For your orders:

Confirmations, invoices, printing material and production enquiries:

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany  
Carmen Brix  
Phone: +49. 711. 1 82-15 22  
Fax: +49. 711. 1 82-18 18  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)



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