



www.eurotransport.de
The Website for
Transport and Traffic



Media Information 2013



1. Web Address (URL)

www.eurotransport.de

2. Characteristics

As one of the leading publishing houses for commercial vehicles ETM Verlag has introduced a comprehensive internet portal with daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports.

3. Target Groups

Management and staff of shipping and transport companies, service and vehicle manufacturing as well as truck and professional drivers.

4. Access Evaluation

Websites with OpenX-AdServer offer independent Admanagement- und Ad-serving-technology for publishing houses and media agencies.

Controlling and timing of campaign result from Ad Server measurements, variations due to technical requirements.

5. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
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6. Contact

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Transportwelt/World of Transport

With up-to-date news on politics and economy our rubric offers managers of German transport- and shipping companies all information on matters of law, professional training, telematics, technology. More detailed material completes this range of topics.



Test

Trucks, busses and transporters are given a thorough check in these tests here. With reports on driving and comparative tests commercial vehicle manufacturers are in competition. Many trucks and cars are tested and drivers' opinions are documented.



Fahrzeuge/Motor Vehicles

Would you like to obtain more information on a particular commercial vehicle brand? This is where you will find everything worth knowing on trucks, bus and transporter/van manufacturers. Short summaries on type lines as well as manufacturers are included with latest achievements regarding trailers and superstructure.



Auf Achse/On the Road

Here useful service and fun entertainment is crucial, with the driver as the centre of attention. Relevant topics for drivers as, e.g. well-being for drivers, Autohöfe/truck stops, oldtimer and supertrucks can be found including exclusive photos and videos.



Service

This rubric has got many choices for drivers and businessmen with detailed surveys and information. At our shop you can find many bargains including good offers for subscriptions.



Community

This is where the transport and logistic world meets and discusses latest topics and exchanges information. You can also present your commercial vehicle or give insights on first-hand reports.



7. Access

Reporting is carried out by an extern Adserver and if required by other systems, as e.g. Google Analytics.

8. Extern AdServer Assignment:

- Support of all Ad formats
- Reports on Impressions and Clicks

9. Advertising:

Superbanner: 728 x 90 Pixel

Skyscraper: 160 x 600 Pixel

Wallpaper: 728 x 90 +
160 x 600 Pixel

Rectangle: 300 x 250 Pixel

Fireplace: 160 x 600 +
728 x 90 Pixel +
160 x 600 Pixel

Sticky Ad: max. 400 x 90 Pixel

Auto Close max. 10 seconds

**Further formats, please see page 12,
prices upon request**

10. Discounts

Series:		
Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:		
Net order volume	from 10.000 € up	10%
Net order volume	from 20.000 € up	15%
Net order volume	from 30.000 € up	20%
Net order volume	from 40.000 € up	25%

Volumes and duration apply to one order year.

11. Terms of 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 (Germany)
Account No. 7871 5092 76, Bank Code 600 501 01
BIC/SWIFT: SOLADEST
IBAN: DE13600501017871509276

13. General Terms and Conditions

General terms and conditions of ETM Verlag apply.



Rubrics: Transportwelt, Test, Fahrzeuge, Auf Achse

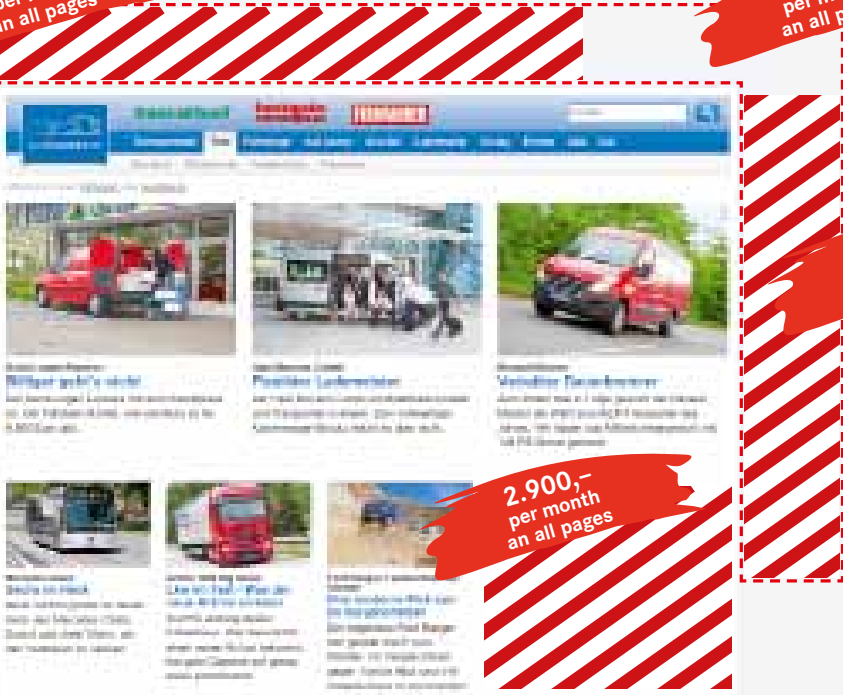
Ad Material: Superbanner, Skyscraper, Rectangle, Wallpaper

2.900,-
per month
an all pages

Superbanner
728 x 90 Pixel

4.900,-
per month
an all pages

Wallpaper =
Superbanner + Skyscraper
728 x 90 + 160 x 600 Pixel



2.900,-
per month
an all pages

Skyscraper
160 x 600 Pixel

2.900,-
per month
an all pages

Rectangle
300 x 250 Pixel

Further formats on request



Rubrics: Transportwelt, Test, Fahrzeuge, Auf Achse Ad Material: Fireplace, Sticky Ad



9.800,-
per month
an all pages

Fireplace
160 x 600 + 728 x 90 + 160 x 600 Pixel

Further formats on request

3.900,-
per month
an all pages

Sticky Ad
max. 400 x 90 Pixel



Mobile Banner Advertisement for Smartphones and Tablets



Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

Available ad impressions per month are approx. 13% of user access at m.eurotransport.de (status: April 2013). This complies with approx. 28,000 ad impressions.

Requirements: file format: gif (animated, static), maximum file size: 15kB, file size in pixel: 300x50px or 300x75px.

Net price is **2,900 Euro** (+VAT) for a run-time of 4 weeks

Placement:

1. Mobile Banner at the top (below menu bar)
2. Mobile Banner in the centre



www.eurotransport.de Media Information 2013

NEW

New Advertising: Online Advertorial at www.eurotransport.de

The online advertorial is an online advertisement in disguise. It is designed as an editorial article. The content therefore obtains great authenticity and is labelled with "Advertorial". Placement will be on the right of our home page www.eurotransport.de

Please check the following link for a simulation: www.eurotransport.de/advertorial

Homepage with Teaser for Advertorial



Picture galleries (6 up to maximum 15 pictures) and a video (AVI,MPEG) upon request.

Net price **3,900 Euro** (+VAT) run-time 4 weeks.

The ETM advertising team is looking forward to send your personal offer.



Concept:

For newsletter advertisement your ad will be placed in the newsletter of **eurotransport**, **trans aktuell**, **FERNFAHRER** an **lastauto omnibus** respectively.

	Format	Price per dispatch
trans aktuell	Fullsize banner 468 x 60 Pixel	800,- €
FERNFAHRER	non-animated graphic as jpeg or png	800,- €
lastauto omnibus		800,- €
eurotransport		1.500,- €

Special Formats upon request

Discounts:

please check page 4.

Runtime and Booking:

Duration, date and frequency of banners and advertisements are subject to availability.



Newsletter Delivery Dates

4 x eurotransport per month	weekly, every Tuesday
2 x <i>trans aktuell</i> per month	Thursdays, 1 day prior publication date <i>trans aktuell</i>
1 x FERNFAHRER	Fridays, prior publication date FERNFAHRER
1 x lastauto omnibus	Mondays, prior publication date lastauto omnibus

Newsletter eurotransport.de – weekly

The eurotransport Newsletter informs weekly and comprehensively on the commercial vehicle industry. Newsletter Subscribers: 8.400 (Date 05/2013)

Newsletter *trans aktuell* – 2 x monthly

On time for *trans aktuell* the *trans aktuell* Newsletter provides top managers at transport companies with all kinds of specific information. Newsletter Subscribers: 3.200 (Date 05/2013)

Newsletter lastauto omnibus – monthly

Test, technology and trends on the commercial vehicle industry will be provided once a month in our **lastauto omnibus** Newsletter. Newsletter Subscribers: 2.480 (Date 05/2013)

Newsletter FERNFAHRER – monthly

All information needed for truck drivers and truck professionals will be presented in the **FERNFAHRER** Newsletter. Newsletter Subscribers: 3.670 (Date 05/2013)

Discounts:

Please check page 4

Runtime and Booking:

Duration, date and frequency of bookings are subject to availability.



Partnership

- Logo presentation of business partners car fleets on homepage
- Your own micro site with information and event columns incl. 12 news/year
- Within newsletter logo included
- Further formats: Videos etc., please ask for prices

For marketing campaigns with ETM Vertrieb please inquire for ideas and prices.

Price for business partnership:
5.900,- € yearly + VAT

Web Address (URL)
www.eurotransport.de



Your Contact for Data Transfer and Coordination at www.eurotransport.de



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Standard Formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper 120 x 600 or 160 x 600 Pixel
- Tandem-Banner (combination of Superbanner and Skyscraper)
- Rectangle 300 x 250 Pixel

Specifications:

- For flash-banner an alternative GIF (static or animated) is requested; Flash- und GIF-Banner cannot exceed 60 KB.
- For data transfer please indicate target URL
- Please include clickTAG for calculating clicks
- Flash Specifications upon request

Special Formats:

- Push down Ad: 728 x 300 Pixel enlarged
- Expandable Skycraper: 160x 600 Pixel plus 600 Pixel enlarged
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel enlarged

Newsletter advertisement:

- Fullsize Banner: 468 x 60 Pixel

For Orders:

ads@etm-verlag.de



Your Contact for Ad Formats/Business Partnerships at www.eurotransport.de



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Advertisement:

Please contact our advertising managers according to the chosen branch of industries. We look forward to assist you.

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