



# The Reference Book Commercial Vehicle Fleets



## WHO IS WHO

IM NUTZFAHRZEUG-FLOTTENMARKT 2012

DAS NACHSCHLAGEWERK FÜR NFZ-FLOTTENMANAGER


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Medienprojekte und  
Marktkommunikation

# Media Information 2013



## General Information

## Who is Who Commercial Vehicle Fleets

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This unique reference book for the commercial vehicle fleet market will give carriers, truck and transport companies all necessary information, including news, figures and features, data, names, contents and addresses of most important providers of trucks, busses, telematics/navigation, tires, trailer and superstructure and fuelling. Our editorial staff will give detailed information including address, contact person, national/local specification, company size, channels of distribution, portraits and specialties as running text.

Your entry can also be recognized online at <http://www.eurotransport.de/whoiswho>

Printing  
Offset

Copy material  
Unseparated PDF-Files.  
Digital or CD-ROM with binding  
colour print. Colour prints need  
to be made from delivered data.

Coloured Ads  
Euroscale. Minor tone value  
tolerances are the result of printing  
conditions.



### Schedule

Who is Who Nfz

### Closing Date

15. 05. 2013

### Copy Date

27. 05. 2013

### Publication Date

12. 07. 2013 (Supplement in *trans aktuell* 14/13  
and *lastauto omnibus* 08/13)



## Prices

## Who is Who Commercial Vehicle Fleets No. 12 valid 1 January 2013

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### Distributed Circulation

81.134	Copies of which
21.825*	Copies as supplement in lastauto omnibus 08/13
59.309**	Copies as supplement in <i>trans aktuell</i> 14/13

### Bleed

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

For spread pages with adhesive binding, please consider print across gutter.

### General Terms and Conditions

General terms and conditions of ETMservices apply. All prices in Euro + VAT

\* Base: Printed Circulation on average, lastauto omnibus for 1 July 2011 until 30 June 2012

\*\* Base: Printed Circulation on average, *trans aktuell* for 1 July 2011 until 30 June 2012

### Who is Who Commercial Vehicle Fleets

Format	Size bleed	Size type area	4c
1/1 page	148 x 210 mm	118 x 180 mm	5.700,- €

### Company portrait

1/1 page	118 x 180 mm	1.600,- €
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### Premium Partnership

upon request

Premium Partnership includes:

- Logo integration of title
- Advertisement U2
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile



## Your Contact

### Sales

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und VF Verlagsgesellschaft

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