



The IT Solutions'  
Newspaper  
for the Commercial  
Vehicle Market



**ETM**verlag

Media Information 2018



# TeleTraffic Media Information 2018

# 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,-

Vehicle telematics is on the rise. Manufacturer-specific systems and independent platforms are competing for suitable and profitable solutions for customers in the divisions transport, dispatch, private haulage and bus.

**TeleTraffic** presents everything that is worth knowing on truck telematics, trailer telematics, time tracking/digital speedograph, general fleet telematic systems and advanced traffic control systems.

**TeleTraffic** is a *trans aktuell* supplement published three times a year.

Along with market surveys the reader will be given practical advice for the daily routine.



Editor  
Carsten Nallinger about  
**TeleTraffic**

**Circulation analysis *trans aktuell***  
on average (for the period of 1 July 2016 until 30 June 2017)

Total circulation:	51,099
Distributed circulation (tvA):	50,210
Paid circulation:	49,403
– of which are subscriptions:	22,479
Basic Data: Circulation <i>trans aktuell</i>	



Formats and Prices **Magazine Size**

Formats		width x height	in Euro	4c/bw
<b>1/1 page</b>		185 x 248 mm		11,920.00
<b>3/4 page</b>	vertical	137 x 248 mm		9,040.00
	horizontal	185 x 185 mm		
<b>1/2 page</b>	vertical	90 x 248 mm		6,190.00
	horizontal	185 x 122 mm		
<b>2/1 pages</b>		394 x 248 mm		23,840.00

These formats are printed as an only advertisement per page.

Formats		width x height	in Euro	4c/bw
<b>1/3 page</b>	horizontal	185 x 80 mm		3,720.00
<b>1/4 page</b>	1 column	43 x 248 mm		2,540.00
	2 columns	90 x 122 mm		
	4 columns	185 x 60 mm		
<b>1/6 page</b>	1 column	43 x 160 mm		2,020.00
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
<b>1/8 page</b>	1 columns	43 x 122 mm		1,420.00
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
<b>1/16 page</b>	1 column	43 x 60 mm		760.00
	2 columns	90 x 29 mm		

These formats can be placed with other ads on the same page.



Formats and Prices **Newspaper Size**

Formats	width x height	in Euro	4c/bw
<b>1/1 page</b>	288 x 430 mm		17,590.00
<b>1/2 page</b>	vertical 137 x 430 mm horizontal 288 x 210 mm		10,820.00
<b>1/3 page</b>	vertical 90 x 430 mm horizontal 288 x 135 mm		9,210.00

**Classified Ads:**

First advertising page on the right and further mandatory placements: 10%

Formats	width x height	in Euro	4c/bw
<b>Classified ads within text</b>			
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*

+

WERKSTATT *aktuell*

+

TeleTraffic



## TeleTraffic Media Information 2018

## Printing Material Schedule

Edition No.	Closing Date	Copy Date	Publication Date in <i>trans aktuell</i>	
			Edition No.	Date
TeleTraffic 1	03.04.2018	05.04.2018	09/2018	20.04.2018
TeleTraffic 2	31.07.2018	02.08.2018	16/2018	17.08.2018
TeleTraffic 3	22.10.2018	24.10.2018	22/2018	09.11.2018

### 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 mandatory.

Nicole Polta

Phone: +49. 711. 1 82-13 87

E-Mail: npolta@motorpresse.de

Gabriele Volkert

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

E-Mail: gvolkert@motorpresse.de

### Delivery of printing material:

Please send advertisements within editorial part electronically via „www.duon-portal.de“

You will find support at 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).

Nicole Polta and Gabriele Volkert/**TeleTraffic**

## Your Contact for Advertising in TeleTraffic



Svetlana Marić

### Advertisement:

Media advice, offers and orders

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

Svetlana Marić  
Phone: +49. 711. 784 98-97  
Fax: +49. 711. 784 98-29  
E-Mail: [svetlana.marić@etm.de](mailto:svetlana.marić@etm.de)

### For your orders:

Confirmations, invoices,  
printing material and production enquiries:

Motor Presse Stuttgart  
Leuschnerstraße 1  
70174 Stuttgart, Germany

Nicole Polta  
Phone: +49. 711. 1 82-13 87  
E-Mail: [npolta@motorpresse.de](mailto:npolta@motorpresse.de)

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**ETM**verlag

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