

Results Best Brands



General Information Best Brands



In 2018 *trans aktuell*, FERNFAHRER and lastauto omnibus will once again call for the readers' vote on the „ETM Awards 2018“. *trans aktuell*, Fernfahrer and lastauto omnibus readers will choose their favourites from the categories Best Truck, Best Van, Best Bus and Best Brand.

The special edition "Best Brands 2018" will illustrate on at least 44 pages all results separately and draw conclusions from these results for your businesses.

All categories are presented with informative charts and concise text passages by marketing professionals. And the best moments of the award ceremony are documented.

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

Best Brands

Closing Date

25. 06. 2018

Copy Date

02. 07. 2018

Publication Date

30. 07. 2018

(supplement in FERNFAHRER 09/19,
lastauto omnibus 09/18, *trans aktuell* 16+17/18)



Advertising Prices for Best Brands

valid from 1 January, 2018



Printed circulation

- 123,749 copies, of which
- 51,099* copies as supplement in *trans aktuell* 16/18
- 18,354** Copies as supplement in lastauto omnibus 09/18
- 54,296*** Copies as supplement in FERNFAHRER 09/18

Bleed

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

General Terms and Conditions

General terms and conditions of ETM-Verlag apply.
All prices in Euro + VAT.

* Base: Printed copies *trans aktuell* on average for 01 July, 2016 - 30 June, 2017
 ** Base: Printed copies lastauto omnibus on average for 01 July, 2016 - 30 June, 2017
 *** Base: Printed copies FERNFAHRER on average for 01 July, 2016 - 30 June, 2017

Beste Marken/Best Brands

Format	Size Bleed	Size type area	4c
1/1	215 x 280 mm	177 x 240 mm	10,180.00 €
2/1	430 x 280 mm	386 x 240 mm	20,360.00 €
1/2 horizontal	215 x 140 mm	177 x 118 mm	5,660.00 €
1/2 vertical	108 x 280 mm	86 x 240 mm	5,660.00 €

Placement

U2	215 x 280 mm	11,200.00 €
U4	215 x 280 mm	11,200.00 €



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