



Special Interest  
Magazine for  
DEKRA Members



**ETM**verlag

Media Information 2018



## General Information DEKRA Solutions

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**DEKRA Solutions** is the authentic special interest magazine for business partners and customers. Without being an advertising brochure, it is a customer magazine with high journalistic standards.

While the focus is on relevant topics and contents of DEKRA, an exchange of information with customers always takes place in every edition. Reports and features on transport politics, economic and socio-political policy as well as technology, leisure and sports are regularly presented. First class journalists give insights into the DEKRA world. Every edition is bilingual (German and English).

[www.dekra.com](http://www.dekra.com)

**Target Group:** National and international managers from transport and automobile industries, garages, banks and insurances, trade associations, human resource departments.

**Printing:** Offset, no color option.

### **Copy material**

Unseperated 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. supplement

### **Schedule**

DEKRA Solutions 1/18  
DEKRA Solutions 2/18  
DEKRA Solutions 3/18

### **Closing Date**

04. 12. 2017  
28. 03. 2018  
03. 08. 2018

### **Copy Date**

11. 12. 2017  
06. 04. 2018  
10. 08. 2018

### **Publication Date**

19. 01. 2018 supplement in *trans aktuell* 2-3/18  
04. 05. 2018 supplement in *trans aktuell* 10/18  
21. 09. 2018 supplement in *trans aktuell* 19/18



## Price List DEKRA Solutions No 16

valid from 1 January, 2018

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### Printed Circulation

45,000 Print Run,  
of which  
22,000\* DEKRA Members  
17,500\*\* Business, Politics, Social Managers  
5,000\*\* Customers Industrial and Transport  
Industry (Foreign Countries)  
  
500\*\* Archives

### Discounts

2 Ads 5 % Discount  
3 Ads 8 % Discount  
4 Ads 10 % Discount

### 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 ETM apply.  
All prices in Euro + VAT.

\* Base: Member Copies *trans aktuell* on average for 01 July, 2016 – 30 June, 2017

\*\* Base: ETM Verlag

### DEKRA Solutions

Placement

Size

bleed

Size

type area

4c

U3	215 x 280 mm	4,220.00 €
U4	215 x 280 mm	4,220.00 €

Further formats, inserts, postcards upon request.



## Your Contact



Bettina Pfeffer

### Advertisement

Media advice, offers and orders,  
Printing material

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### For your orders

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Confirmations, invoices

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