



Special Interest
Magazine for
DEKRA Members



ETMverlag

Media Information 2018



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

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

2



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

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

Bettina Pfeffer
Phone +49. 711. 7 84 98-63
Fax +49. 711. 7 87 98-29
E-Mail bettina.pfeffer@etm.de

Internet www.eurotransport.de

For your orders

Motor Presse Stuttgart:
Confirmations, invoices

Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1, 70174 Stuttgart
Germany

Sabine Kaupp
Phone +49. 711. 1 82-16 39
Fax +49. 711. 1 82-17 83
E-Mail skaupp2@motorpresse.de

Internet www.motorpresse.de

ETMverlag

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