

ETM verlag

Media Information 2018



Spezial Elektromobilität Media Information 2018



Print Run (Average) for 1 July, 2016 - 30 June, 2017: 51,099 Copies in trans aktuell 18,354 Copies in lastauto omnibus Print Run (Total): 69,453 Exemplare The Federal Administrative Court has opened the door for driving bans for diesel cars. Affected by this are European metropolitan areas in particular and therefore freight traffic as well as passenger transport. Passenger transport representatives, tradesmen and logistics specialists are fighting for exceptions and the introduction of new emission stickers along with many companies, who are searching for transport solutions that won't be affected by driving bans.

Simultaneausly, the supply of light and heavy commercial vehicles as well as busses with electric drive is growing rapidly. The wide variety of cars is difficult to comprehend for fleetmanagers.

ETM's special edition: **Spezial Elektromobilität** – Challenges and chances for the transport industry, which is edited by the special interest magazines **lastauto omnibus** and **trans aktuell**, is therefore a reliable decision-making tool for commercial vehicle and bus fleets when it comes to emission-free means of transport.

The online market overview is continuously growing and readers need to be able to follow this dynamic process.

Format:	215 x 280 mm
Closing Date:	01. 10. 2018
Copy Date:	04. 10. 2018

Publication Date:

trans aktuell	22/18	09. 11. 2018
lastauto omnibus	12/18	10, 11, 2018



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Editor-in Chief lastauto omnibus Thomas Rosenberger



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Formats and Prices
Price list No 1
starting 1 March, 2018

Formats			Width x Height		4c/bw
1/1 page	type area bleed*		185 x 248 mm 215 x 280 mm	in Euro	11,920.–
1/2 page	type area	vertical horizontal	92 x 248 mm 185 x 123 mm	in Euro	6,190.–
	bleed*	vertical horizontal	107 x 280 mm 215 x 145 mm		
1/3 page	type area	vertical horizontal	58 x 248 mm 185 x 85 mm	in Euro	4,560.–
	bleed*	vertical horizontal	73 x 280 mm 215 x 107 mm		
1/4 page	1 column 2 columns	vertical vertical	46 x 248 mm 92 x 123 mm	in Euro	3,720.–
2/1 pages	type area bleed*		400 x 248 mm 430 x 280 mm	in Euro	23,840.–

^{*} For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.

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