

The World of KEP Services



ETMverlag

Media Information 2018



KEP aktuell 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,-

Courier- express- and parcel services (**KEP**) are booming. Experts expect that the online market will continue growing, especially the percentage of deliveries for private customers. Customers are considered as process designers over the last mile. Thus the industry is continuously developing new delivery services, such as deliveries into parcel boxes or trunks of cars. Customers may choose to reroute shipments or receive them at night. By 2021, 40,000 new jobs are supposed to be generated, according to the trade association BIEK.

KEP services meet individual demand by testing technical innovations, such as assistance systems or autonomous driving. Due to driving bans in cities, electric cars are increasingly used and cargo bikes are commercializing new lining concepts for city centres.

KEP aktuell updates readers on new solutions and the changing market. **KEP aktuell**, published 4 times a year as a *trans aktuell* supplement, introduces new vehicles for daily business and lets experts have a say.

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

Total circulation:	51,099
Distributed circulation (tvA):	50,210
Paid circulation:	49,403
– of which are subscriptions:	22,101
Basic Data: Circulation <i>trans aktuell</i>	



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Formats and Prices **Magazine Size**

Formats		width x height	in Euro	4c/bw
1/1 page		185 x 248 mm		11,920.00
3/4 page	vertical	137 x 248 mm		9,040.00
	horizontal	185 x 185 mm		
1/2 page	vertical	90 x 248 mm		6,190.00
	horizontal	185 x 122 mm		
2/1 pages		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
1/3 page	horizontal	185 x 80 mm		3,720.00
1/4 page	1 column	43 x 248 mm		2,540.00
	2 columns	90 x 122 mm		
	4 columns	185 x 60 mm		
1/6 page	1 column	43 x 160 mm		2,020.00
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
1/8 page	1 columns	43 x 122 mm		1,420.00
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
1/16 page	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
1/1 page	288 x 430 mm		17,590.00
1/2 page	vertical 137 x 430 mm horizontal 288 x 210 mm		10,820.00
1/3 page	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
Classified ads within text			
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



Edition No.	Special Features	Closing Date	Copy Date	Edition No.	Publication Date in <i>trans aktuell</i>
KEP <i>aktuell</i> 1	KEP Vehicles	27. 02. 2018	01. 03. 2018	7/2018	16. 03. 2018
KEP <i>aktuell</i> 2	Market Review: express/parcel services	16. 04. 2018	18. 04. 2018	10/2018	04. 05. 2018
KEP <i>aktuell</i> 3	Air Freight	21. 08. 2018	23. 08. 2018	18/2018	07. 09. 2018
KEP <i>aktuell</i> 4	Market Review: mail services	25. 10. 2018	02. 11. 2018	23/2018	16. 11. 2018

Classified:

- Market and chances
- Technical and practical advice
- Problems and solutions

Recurring topics:

- Courier Services
- Express Services
- Postal Services
- Airfreight
- KEP vehicles



Please find up-to-date technical features at www.duon-portal.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.

Classified Advertisements:
please send via „electronic ticket“ only to www.eurotransport.de/daten

Please ask for:
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Gabriele Volkert
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Your Contact for Advertising in *KEP aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager **KEP aktuell**

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For your orders:

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ETMverlag

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