



KOMBIMARKT

The higher
circulation market

Costs per 1000 copies
(Yearly Average IVW
3/16 – 2/17 incl. E-Paper
sold copies)

trans aktuell	49,403
lastauto omnibus	12,547
FERNFAHRER	25,228
KombiMarkt	
2 x trans aktuell	
1 x lastauto omnibus	
1 x FERNFAHRER	136,581
1/1 page 4c	4,940.00 €

Costs per 1000
sold copies 36.17 €*
*4 ads per month

ETMverlag

Media Information 2018



KOMBIMARKT

Media Information

2018

Characteristics



is the combined classified advertisement section for

trans aktuell
DIE ZEITUNG FÜR TRANSPORT, LOGISTIK UND MANAGEMENT

trans aktuell is the fortnightly published newspaper for transport, logistic and management. It offers its readers fast and easy information on traffic and transport policy all over Germany and Europe. Focal themes are transport management and fleet management. Whether readers are in search of latest news on marketing trends, legislative bills or look for general information on transport management - **trans aktuell** will give all information needed to fulfill daily tasks. News for the floating fleet - precise, up-to-date and practical.

lastauto omnibus
TEST • TECHNIK • TRENDS

lastauto omnibus is the monthly magazine that specializes in testing, technology and latest commercial vehicle trends.

The great variety of reports on trucks and vans also includes a special journal exclusively for bus topics.

lastauto omnibus offers its readers practical advice for second-hand cars, model cars and latest news on repairs, spare parts and equipment.

FERNFAHRER
DAS TRUCK-MAGAZIN FÜR BERUFSKRAFTFÄHRER

FERNFAHRER is the German language truck magazine with latest and comprehensive news for the truck driver, haulage contractor and commercial vehicle manager.

The reader is provided with vehicle reports, tests and news on innovations as well as lively reports and fascinating stories in informal language. Truck drivers, their opinions and knowledge are another focus.

FERNFAHRER is news for the dedicated driver.

- Target Group:**
- Fleet and technical managers in the commercial vehicle field, traffic and in vehicle parks of federations, counties and municipalities
 - Directors and managers for selection and use of means of transport
 - Commercial vehicle managers in DEKRA member fleets and commercial motor vehicle workshops
 - Fleet managers and haulage contractors
 - Qualified truck and bus drivers



KOMBIMARKT

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Advertising Price List No. 19
valid from 1 January 2018

KOMBIMARKT are classified advertisements of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER**. Your advertisement is published **twice** in **trans aktuell**, **once** in **lastauto omnibus** and **once** in **FERNFAHRER**.

One advertisement = 4 editions*

Sold circulation of all magazines, monthly total
1 July, 2016 until 30 June, 2017 (on average):
136,581 copies

mm-price: Euro 4.30**, coloured advertisements without extra charge

Single booking: Conditions for single booking of magazines:
mm-price/magazine Euro 2.50**, coloured advertisements without extra charge

Sold circulation of single magazine 1 July, 2016 until 30 June, 2017:

trans aktuell	49,403 copies
lastauto omnibus	12,547 copies
FERNFAHRER	25,228 copies

Text Advertisements: Private Job advertisements
b/w: Euro 2.20 (VAT incl.). Phone: +49. 711. 182-1 88,
Fax: +49. 711. 182-17 83. Box Number Fee Euro 10.00
(1 column, 50 mm maximum height, no extras, discounts, free copies and commission).

* except for Jan. edition = Combined ed. **lastauto omnibus** + **trans aktuell**

* except for Aug. edition = Combined ed. **trans aktuell**

** Prices per mm height, width of column 43 mm, minimum height 20 mm.
All prices in Euro + VAT.

Publisher EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Postfach 81-02-07, 70519 Stuttgart, Germany
P.O. Box:
Address: Handwerkstr. 15, 70565 Stuttgart, Germany
Advertisements: Phone: +49. 711. 784 98-94
Payment: All insertion orders are accepted on a strictly prepaid basis only.

Payments can be made by International Money order/Bankers draft in Euro to: Baden Württembergische Bank AG, Stuttgart, bank code 600 501 01, Account No. 7871 5092 76, BAN DE13 6005 0101 7871 5092 76, BIC/SWIFT Code SOLADEST

Discounts: For discounts please see **trans aktuell**, **lastauto omnibus** or **FERNFAHRER**. Final discounts from **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** can be transferred to **KOMBIMARKT**. The insertion in **KOMBIMARKT** does not contribute to the fulfilment of the advertisement.

Combinatory Discounts:

Series:	2 insertions	5 %	12 insertions	18 %
	4 insertions	10 %	18 insertions	20 %
	6 insertions	12 %	24 insertions	22 %
	9 insertions	15 %	30 insertions	25 %

General terms and conditions of ETM Verlag apply.



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Schedule

Month	Edition/ No.	Closing/ Copy Date	Publication Date	Month	Edition/ No.	Closing/ Copy Date	Publication date
Jan.	<i>trans aktuell</i> 2+3 FERNFAHRER 2	13. 12. 2017	19. 01. 2018 06. 01. 2018	July	<i>trans aktuell</i> 14 <i>trans aktuell</i> 15 lastauto omnibus 8 FERNFAHRER 8	18. 06. 2018	06. 07. 2018 20. 07. 2018 14. 07. 2018 07. 07. 2018
Feb.	<i>trans aktuell</i> 4 <i>trans aktuell</i> 5 lastauto omnibus 3 FERNFAHRER 3	15. 01. 2018	02. 02. 2018 16. 02. 2018 10. 02. 2018 03. 02. 2018	Aug.	<i>trans aktuell</i> 16+17 lastauto omnibus 9 FERNFAHRER 9	16. 07. 2018	17. 08. 2018 11. 08. 2018 04. 08. 2018
March	<i>trans aktuell</i> 6 <i>trans aktuell</i> 7 lastauto omnibus 4 FERNFAHRER 4	12. 02. 2018	02. 03. 2018 16. 03. 2018 10. 03. 2018 03. 03. 2018	Sept.	<i>trans aktuell</i> 18 <i>trans aktuell</i> 19 lastauto omnibus 10 FERNFAHRER 10	13. 08. 2018	07. 09. 2018 21. 09. 2018 08. 09. 2018 01. 09. 2018
April	<i>trans aktuell</i> 8 <i>trans aktuell</i> 9 lastauto omnibus 5 FERNFAHRER 5	15. 03. 2018	06. 04. 2018 20. 04. 2018 14. 04. 2018 07. 04. 2018	Oct.	<i>trans aktuell</i> 20 <i>trans aktuell</i> 21 lastauto omnibus 11 FERNFAHRER 11	14. 09. 2018	12. 10. 2018 26. 10. 2018 13. 10. 2018 06. 10. 2018
May	<i>trans aktuell</i> 10 <i>trans aktuell</i> 11 lastauto omnibus 6 FERNFAHRER 6	13. 04. 2018	04. 05. 2018 18. 05. 2018 12. 05. 2018 05. 05. 2018	Nov.	<i>trans aktuell</i> 22 <i>trans aktuell</i> 23 lastauto omnibus 12 FERNFAHRER 12	12. 10. 2018	09. 11. 2018 23. 11. 2018 10. 11. 2018 03. 11. 2018
June	<i>trans aktuell</i> 12 <i>trans aktuell</i> 13 lastauto omnibus 7 FERNFAHRER 7	09. 05. 2018	08. 06. 2018 22. 06. 2018 09. 06. 2018 02. 06. 2018	Dec.	<i>trans aktuell</i> 24 <i>trans aktuell</i> 1 lastauto omnibus 1+2 FERNFAHRER 1	12. 11. 2018	07. 12. 2018 21. 12. 2018 08. 12. 2018 01. 12. 2018



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Schedule
Single Booking
FERNFAHRER Markt
DAS TRUCK-MAGAZIN FÜR GEBÜCKENFAHRER

Edition No.	Closing Date	Copy Date	Publication Date
2/2018	13. 12. 2017	13. 12. 2017	06. 01. 2018
3/2018	15. 01. 2018	15. 01. 2018	03. 02. 2018
4/2018	12. 02. 2018	12. 02. 2018	03. 03. 2018
5/2018	15. 03. 2018	15. 03. 2018	07. 04. 2018
6/2018	13. 04. 2018	13. 04. 2018	05. 05. 2018
7/2018	09. 05. 2018	09. 05. 2018	02. 06. 2018
8/2018	18. 06. 2018	18. 06. 2018	07. 07. 2018
9/2018	16. 07. 2018	16. 07. 2018	04. 08. 2018
10/2018	13. 08. 2018	13. 08. 2018	01. 09. 2018
11/2018	14. 09. 2018	14. 09. 2018	06. 10. 2018
12/2018	12. 10. 2018	12. 10. 2018	03. 11. 2018
1/2019	12. 11. 2018	12. 11. 2018	01. 12. 2018



Edition No.	Closing Date	Copy Date	Publication Date
1+2/2018	23. 11. 2017	23. 11. 2017	11. 12. 2017
3/2018	22. 01. 2018	22. 01. 2018	10. 02. 2018
4/2018	19. 02. 2018	19. 02. 2018	10. 03. 2018
5/2018	22. 03. 2018	22. 03. 2018	14. 04. 2018
6/2018	19. 04. 2018	19. 04. 2018	12. 05. 2018
7/2018	17. 05. 2018	17. 05. 2018	09. 06. 2018
8/2018	25. 06. 2018	25. 06. 2018	14. 07. 2018
9/2018	23. 07. 2018	23. 07. 2018	11. 08. 2018
10/2018	20. 08. 2018	20. 08. 2018	08. 09. 2018
11/2018	21. 09. 2018	21. 09. 2018	13. 10. 2018
12/2018	19. 10. 2018	19. 10. 2018	10. 11. 2018
1+2/2019	19. 11. 2018	19. 11. 2018	08. 12. 2018



KOMBI MARKT

Media Information 2018

Schedule
Single Booking
trans aktuell Markt

Edition No.	Closing Date	Copy Date	Publication Date	Edition No.	Closing Date	Copy Date	Publication Date
2+3/2018	05. 01. 2018	05. 01. 2018	19. 01. 2018	14/2018	22. 06. 2018	22. 06. 2018	06. 07. 2018
4/2018	19. 01. 2018	19. 01. 2018	02. 02. 2018	15/2018	06. 07. 2018	06. 07. 2018	20. 07. 2018
5/2018	02. 02. 2018	02. 02. 2018	16. 02. 2018	16+17/2018	03. 08. 2018	03. 08. 2018	17. 08. 2018
6/2018	16. 02. 2018	16. 02. 2018	02. 03. 2018	18/2018	24. 08. 2018	24. 08. 2018	07. 09. 2018
7/2018	02. 03. 2018	02. 03. 2018	16. 03. 2018	19/2018	07. 09. 2018	07. 09. 2018	21. 09. 2018
8/2018	21. 03. 2018	21. 03. 2018	06. 04. 2018	20/2018	27. 09. 2018	27. 09. 2018	12. 10. 2018
9/2018	06. 04. 2018	06. 04. 2018	20. 04. 2018	21/2018	12. 10. 2018	12. 10. 2018	26. 10. 2018
10/2018	19. 04. 2018	19. 04. 2018	04. 05. 2018	22/2018	25. 10. 2018	25. 10. 2018	09. 11. 2018
11/2018	03. 05. 2018	03. 05. 2018	18. 05. 2018	23/2018	09. 11. 2018	09. 11. 2018	23. 11. 2018
12/2018	24. 05. 2018	24. 05. 2018	08. 06. 2018	24/2018	23. 11. 2018	23. 11. 2018	07. 12. 2018
13/2018	08. 06. 2018	08. 06. 2018	22. 06. 2018	1/2019	07. 12. 2018	07. 12. 2018	21. 12. 2018

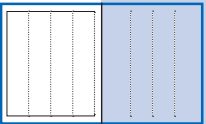
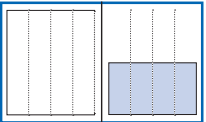
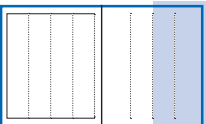


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Advertising Formats and Prices

Formats					Kombimarkt	Single Booking
	1/1 Page	<i>bleed*</i>	230 x 298 mm + 3 mm trim 185 x 248 mm trans aktuell (type area) FERNFAHRER contact ads	<i>in Euro</i>	4,940.00 <i>upon request</i>	2,830.00
	1/2 Page	type area <i>horizontal</i>	185 x 125 mm FERNFAHRER contact ads	<i>in Euro</i>	2,190.00 <i>upon request</i>	1,240.00
	1/2 Page	<i>bleed*</i> <i>vertical</i>	120 x 298 mm + 3 mm trim 90 x 248 mm in trans aktuell (type area)	<i>in Euro</i>	2,830.00	1,420.00
	1/2 Page	<i>bleed*</i> <i>horizontal</i>	230 x 150 mm + 3 mm trim 185 x 122 mm in trans aktuell (type area)	<i>in Euro</i>	2,830.00	1,420.00

*Additional 5mm for bleed ads per page. Text and picture elements need to have at least 10mm space from edge.

Formats	in Euro	KombiMarkt	Single Booking
mm-price		4.30	2.50

Classified advertisements 2.20 Euro for **FERNFAHRER**, **trans aktuell** and **lastauto omnibus**.



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Economic Efficiency

Comparison costs for 1000 copies; commercial ads 4c in classified section:

	FERNFAHRER	TRUCKER
Sold circulation	25,228	22,883
<i>Yearly Average</i> (IVW 3/16 – 2/17)		
mm-price 4c	2.40 €	6.17 €
1/1 page, 4c, Bleed	2,700.00 €	7,404.00 €
Costs per 1000	109.80 €	323.56 €

Source: Media Information 2016

FERNFAHRER classified advertisements are **66 % cheaper** than TRUCKER ads.

Costs per 1000 sold copies Yearly Average (IVW 3/2016 – 2/17)

<i>trans aktuell</i>	49,403
lastauto omnibus	12,547
FERNFAHRER	25,228

KombiMarkt monthly booking

2 x *trans aktuell*
1 x lastauto omnibus
1 x FERNFAHRER

sold copies per month: 136,581

1/1 p, 4c 4,940.00 €
per month

Costs per 1000 sold copies 36.17 €*

*4 ads per month





Your Contact for advertisement in **KOMBIMARKT**



Norbert Blucke

Advertisement:

Media advice, offers, orders, printing material and technical advice

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

Advertisement Manager **KOMBIMARKT**

Norbert Blucke
Phone: +49. 711. 7 84 98-94
Fax: +49. 711. 7 84 98-29
E-Mail: norbert.blucke@etm.de

For your orders:

Via Motor Presse Stuttgart:
further questions, confirmations, invoices

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

Carmen Brix
Phone: +49. 711. 1 82-15 22
Fax: +49. 711. 1 82-18 18
E-Mail: cbrix@motorpresse.de
ieifrig@motorpresse.de

Single Bookings:

lastauto omnibus

Carmen Brix
Phone: +49. 711. 1 82-15 22
E-Mail: cbrix@motorpresse.de

FERNFAHRER

Iris Eifrig
Phone: +49. 711. 1 82-16 13
E-Mail: ieifrig@motorpresse.de

trans aktuell

Nicole Polta
Phone: +49. 711. 1 82-13 87
E-Mail: npolta@motorpresse.de

Gabriele Volkert
Phone: +49. 711. 1 82-14 03
E-Mail: gvolkert@motorpresse.de

Fax: +49. 711. 1 82-18 18

Files for advertisements:

Please send your printing material with electronic ticket via Internet:

„Elektronisches Datenticket“ at
www.eurotransport.de/daten

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