



Commercial Vehicles Truck, Bus, Van & Components



ETMverlag

Media Information 2018



lastauto omnibus Media Information 2018

Portrait



Digitization, carbon footprint limits, hybrid- and electric drives, alternative fuels - the pace of change is increasing. **lastauto omnibus** supports fleetmanagers to maintain „a clear vision“, uses know-how of engineers, technicians and students and also keeps technically inclined readers up-to-date. **lastauto omnibus** should be read by everyone in the transport business.

It is crucial for fleetmanagers today to be on top of everything. Margins have become smaller each year, especially for the commercial vehicle industry. **lastauto omnibus** helps to find economically effective and lasting transport solutions.

Readers are obtaining independent and exclusive information about the commercial vehicle market. We will continue to take a close look at research laboratories and design companies. Independent tests, automotive shows and critical commentaries will be the centre of our special interest magazine and a most reliable directory for customers as well as managers.

A fair balance and journalistic quality have always been our leading principles.

lastauto omnibus represents Germany in the jury of "International Truck of the Year".



Editor-in-Chief
Thomas Rosenberger
on
lastauto omnibus



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General
Information

1

1 Characteristics and target group:

lastauto omnibus is the monthly magazine that specializes in testing, technology and technical advice. With comprehensive reports on commercial vehicles such as trucks, vans and buses **lastauto omnibus** supplies its readers with detailed information on any aspect of commercial technology and newest developments on the market. With the readers' survey „Beste Nutzfahrzeuge“ and „Beste Marken“ **lastauto omnibus** reflects on latest trends. **lastauto omnibus** is the exclusive German partner for the „International Truck of the Year“.

- 2 **Publication:** monthly,
11 editions
- 3 **Year:** 95th year 2018
- 4 **Web-address:** www.lastauto-omnibus.de
www.eurotransport.de
- 5 **Membership:** –
- 6 **Organ:** –
- 7 **Publisher:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
- 8 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
- 9 **Editor:** Thomas Rosenberger
Phone: +49. 711. 784 98-19
thomas.rosenberger@etm.de

10 Advertisement:

Werner Faas, Advertising Manager
Phone: +49. 711. 784 98-96
werner.faas@etm.de

11 Marketing:

Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 784 98-17
bernd.steinfeldt@etm.de

12 Cover price Subscription:

Germany	Euro 88.10
Abo-Plus:	Euro 102.00
Cover price:	Euro 8.90

13 ISSN-No.: 0023-866X

14 Volume analysis 2016 = 11 editions

Format:	230 x 298 mm
Total size:	1,168 pages = 100.0 %
Editorial:	886 pages = 75.9 %
Advertisement:	282 pages = 24.1 %
of which	
Classified ads:	68 pages = 24.1 %
Inserts	0 pages = 0.0 %
House ads:	64 pages = 22.7 %
Inserts	3 pieces

15 Content analysis of editorial 2016 = 886 pages



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

**Editions per issue (on average) for the period of
1 July 2016 - 30 June 2017**

Total circulation:	18,354
Distributed circulation	13,706
of which E-Paper:	2,124
Foreign countries:	1,030
Paid circulation	12,548
of which E-Paper:	2,124
Foreign countries:	930
– Subscriptions:	3,743
Members:	–
– Single sales:	1,520
– General sales:	7,284
Free copies:	1,159
Remaining, file, specimen copies	1,234

18 **Geographic distribution:**

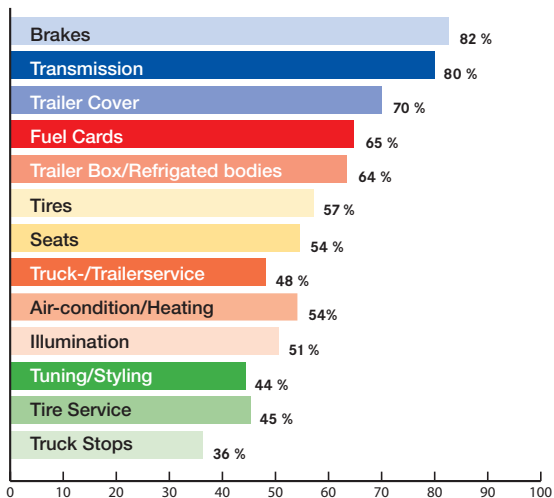
Economic sector	percentage of distributed circulation	
	%	copies
Home country	92.5 %	12,676
Foreign countries	7.5 %	1,030
Distributed circulation	100.0 %	13,706



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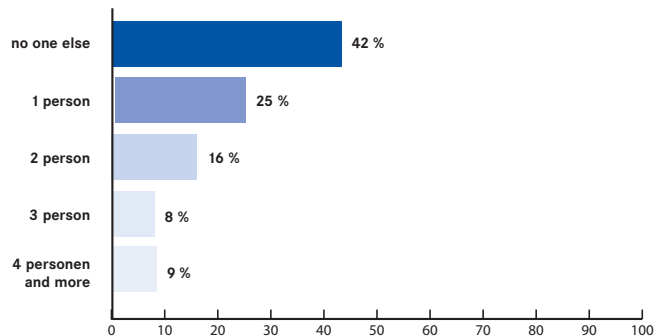
Readership Facts

lastauto omnibus readers are very interested in the following topics (Best Brands):



How many people but you do receive your copy of lastauto omnibus to read or look at?

Number co-readers:
3.4 readers per copy

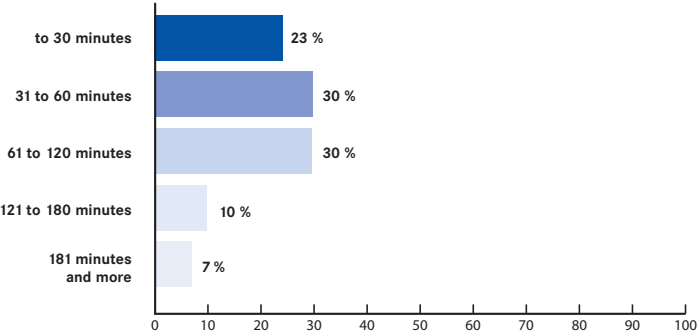


Source: Reader analysis, lastauto omnibus 3+4/2017

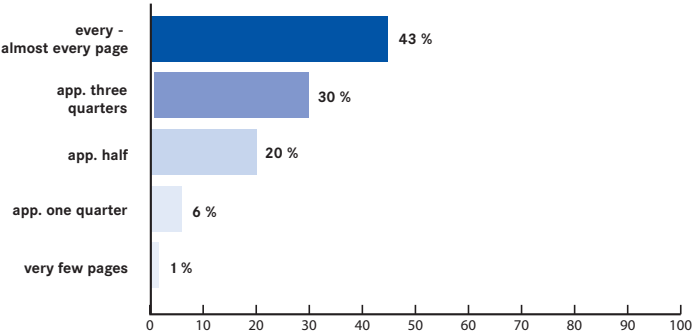


To which degree does the lastauto omnibus reader use lastauto omnibus?

Average reading time per copy: 86 minutes



How many pages are looked at?





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Price List No. 59,
valid from
1 January 2018

P

- 1 **Circulation:** Printed circulation: 18,345
Distributed circulation/ yearly average: 13,706
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
3 columns, width of column 62 mm
- 3 **Printing:** Offset, ISO 12647-2 (FOGRA)
Copy material: please see page 13
- 4 **Schedule:** please see page 10
On sale date: please see calendar page 10
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
81 02 07, 70519 Stuttgart, Germany
P.O. Box
Address: Handwerkstraße 15, 70565
Stuttgart, Germany

Internet: www.eurotransport.de
Advertising Phone: +49. 711. 784 98-96
- 6 **Payment:** all insertion orders are accepted on a strictly
prepaid basis only. Payments can be made by International
Money Order
- 7 **Bank:**
Baden-Württembergische Bank AG, Stuttgart,
Account No. 7871 5092 76, bank code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

8 Surcharge/Special placements:

4c		
2nd Cover page	Euro	10,219.00
3rd Cover page	Euro	9,754.00
4th Cover page	Euro	10,219.00
For 1st right advertising page and further preferred positioning add 10%.		
Classified ads with 1 column upon request		
per mm	Euro	26.00
No discounts		

Colour advertisements:

Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee for colour layouts without a colour scale.

Format:

Free advertisements across gutter.

9 Classified advertisements:

for details please ask for **KOMBI**MARKT price list.

10 For special requests please contact:

Karin Schilling, Phone: +49. 711. 784 98-45

11 Discounts: please see page 9

12 Combinations: please see page 9

7 Formats and Prices

variation of formats please see page 9

Formats			Width x Height		4c
1/1 Page	type area <i>bleed*</i>		196 x 263 mm <i>230 x 298 mm</i>	in Euro	9,290.00
3/4 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	145 x 263 mm 196 x 193 mm 163 x 298 mm 230 x 219 mm	in Euro	7,150.00
1/2 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	95 x 263 mm 196 x 129 mm 114 x 298 mm 230 x 150 mm	in Euro	4,680.00
1/3 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	62 x 263 mm 196 x 86 mm 80 x 298 mm 230 x 108 mm	in Euro	3,360.00
1/4 Page	type area	2columns 4columns	95 x 129 mm 196 x 64 mm	in Euro	2,610.00
1/8 Page	type area	1column 2columns	45 x 129 mm 96 x 64 mm	in Euro	1,410.00
2/1 Pages**	type area <i>bleed*</i>		424 x 263 mm 460 x 298 mm	in Euro	18,580.00
2/2 Pages	type area <i>bleed*</i>		424 x 129 mm 460 x 150 mm	in Euro	9,290.00

13 Inserts:

please see page 11

14 Loose inserts:

please see page 12

15 Glued inserts

please see page 12

16 Address

(for Pos. 13 – 15):

please see page 12

VAT: all prices are in
Euro + VAT

* Additional 5 mm trim for bleed ads
per page. Text and picture ele-
ments need to have at least 10mm
space from the edge.

** 2/1-Advertising Pages need addi-
tional 5mm trim from all sides.

**General terms and
conditions of ETM Verlag
apply.**



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Formats **P**

Page	Format		width x height
	1/1 page	type area <i>bleed*</i>	196 x 263 mm 230 x 298 mm
	1/2 page	type area <i>bleed*</i>	vertical 95 x 263 mm horizontal 196 x 129 mm vertical 114 x 298 mm horizontal 230 x 150 mm
	1/3 page	type area <i>bleed*</i>	vertical 62 x 263 mm horizontal 196 x 86 mm vertical 80 x 298 mm horizontal 230 x 108 mm
	1/4 page	type area	2 columns 95 x 129 mm 4 columns 196 x 64 mm
	2/1 pages	type area <i>bleed*</i>	424 x 263 mm 460 x 298 mm
	2/2 pages	type area <i>bleed*</i>	424 x 129 mm 460 x 150 mm

ETM-Kombi 1

**lastauto omnibus + lastauto omnibus KATALOG
+ FERNFAHRER + FERNFAHRER Katalog =
Combinatory discount**

Combination terms:

The combination discount can be claimed if the same page volumes mentioned in titles are booked in the combination package during a 12-month-period. Classified advertisements are not included.

Variations upon request.

Series:

2 insertions
4 insertions
6 insertions
9 insertions
12 insertions
18 insertions
24 insertions
30 insertions

Volume:

2 pages 5 %
4 pages 10 %
6 pages 12 %
9 pages 15 %
12 pages 18 %
18 pages 20 %
24 pages 22 %
30 pages 25 %

Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.



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Scheduled
Features

T

Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
3/2018	Tires / Tire Service / Vans Reader Awards – Die besten Nutzfahrzeuge/ Die besten Marken 2018	CeMAT	16. 01. 2018	18. 01. 2018	10. 02. 2018
4/2018	Supply Industry, Accessories Reader Awards – Die besten Nutzfahrzeuge/ Die besten Marken 2018		13. 02. 2018	15. 02. 2018	10. 03. 2018
5/2018	Vehicle Electronics, Assistance, Security, Cooling technology		16. 03. 2018	20. 03. 2018	14. 04. 2018
6/2018	Heavy Duty Technology, Flurförderzeuge	Truck-Grand-Prix	16. 04. 2018	13. 04. 2018	12. 05. 2018
7/2018	Trailer + Superstructure, Air-Conditioning systems		11. 05. 2018	15. 05. 2018	09. 06. 2018
8/2018	Axes, Brakes, Retarder, Gears, Clutches		19. 06. 2018	21. 06. 2018	14. 07. 2018
9/2018	Tires / Tire Service / Seats	IAA Nutzfahrzeuge	17. 07. 2018	19. 07. 2018	11. 08. 2018
10/2018	Construction Vehicle		14. 08. 2018	16. 08. 2018	08. 09. 2018
11/2018	Vans, Small Trucks / Load Safety		17. 09. 2018	19. 09. 2018	13. 10. 2018
12/2018	Gas, Oil and other fuels Trailer & Superstructure		15. 10. 2018	17. 10. 2018	10. 11. 2018
1+2/2019	Engine and Exhaust Technology		13. 11. 2018	15. 11. 2018	08. 12. 2018

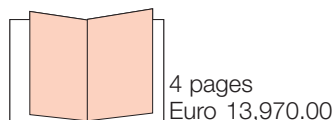
* Special closing dates for inserts.

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KOMBI-MARKT**.



13 **Inserts**

Prices:



Further Prices:

8 pages	Euro 23,260.00
12 pages	Euro 32,550.00

Discounts:

According to series (please see page 9). 2 page inserts are equivalent to 1 advertising page.

Bound inserts:

Untrimmed size: 233 x 306 mm
Trim size: 230 x 298 mm

Technical Data:

Paper weights	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

- Features and fittings need to be co-ordinated with ETM Verlag.
- Untrimmed size required for delivery.
- Different formats for inserts on request only.

Delivery date: 10 days prior to publication date.

Cancellation: 8 days prior to closing date.

Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



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Inserts Glued Inserts Addition to Price List No. 59

14 Inserts

Prices:

Euro 350.00 per
1,000 copies up to
25 g. Each additional 5 g cost
Euro 10.00

Discounts:

No discounts for inserts.

Formats:

Minimum size: 105 x 148 mm
Maximum size: 220 x 290 mm

Required circulation:

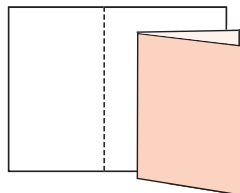
Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date

15 Glued inserts

glued postcards and other rectangular, unfolded and other imprints and empty envelopes cost Euro 52.00 per 1,000 copies + postal fees. Please ask for current fees



Envelopes with contents, glued free
samples and brochures cost from
Euro 58.00 per 1,000 copies.

Formats:

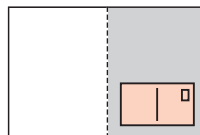
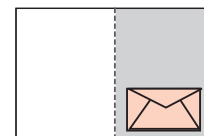
Minimum size: 75 x 75 mm (1/1 page)
Maximum size: 175 x 210 mm

Delivery date: 2 weeks prior to sales date

Address for inserts:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

Automatic processing for delivery, packaged properly
on euro-pallet only, free delivery to printing office.



VAT: all prices are in Euro + VAT.



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Technical Data



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.

Printing material should be sent to:

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

Please ask for:

Carmen Brix/**lastauto omnibus**
E-mail: cbrix@motorpresse.de
Phone.: +49. 711. 1 82-1522
Fax: +49. 711. 1 82-1818



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Extract from Advertising Customers

A

ADAC
Allison
allsafe Jungfalk
ArvinMeritor
A.T.U.
Autoclima

B

Baumot
Bitzer
Bock
Bohnenkamp
Bosch
BPW
Bridgestone

C

Carrier
CharterWay
Citroën
Continental
ContiTech

D

DAF Trucks
Daimler AG
DEKRA
Delphi
DKV
Dometic Waeco
Dunlop

E

Euroforum
EuroLeasing
Euromaster
Europart
EvoBus

F

Faymonville
Feldbinder
Fiat
Fliegl
Ford
Frigoblock Grosskopf

G

GE Commercial
GEFA
Gigant
Goodyear
Grammer
GPS

H

Haldex
Hankook
Hella
HJS
Humbaur
Hübner
Herpa
Hertz

I

InfoSystems
Irisbus
Isringhausen
Iveco

J

Jobst & Junghanns
Josam
Jost-Werke

K

Kässbohrer
KLV rent
Knorr-Bremse
Kögel Trailer
Krone
Kunzer

L

Labcraft
LTA Logistics

M

MAN Truck & Bus
MAN Finance
Mann + Hummel
Meiller
Mercedes-Benz
Messe Frankfurt
Messe Karlsruhe



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Extract from Advertising Customers

Messe Leipzig
Messe München
Meyer Karosseriewerk
Michelin
Mitsubishi
Mobile.de
Motorbuch

N Nissan

O Opel Otokar OVS

P Paccar Leasing Pema Peugeot Petro Canada Piaggio Pirelli Point S

R Recaro Renault Transporter Renault Trucks Rockinger

S SAF SAG Alutech Savas Saxas Scania Schaeffler Schmitz Cargobull Schoch Schwarzmüller Service 24 Solaris Spheros Spitzer

T Tankpool 24 Temsa Thermo King TimoCom TIP Services Tirsan Top Service Team TomTom Trailer Consultation Truckscout24 Truck Drive TruckWorks

U Ukram UPS UTA

V Van Hool VDA Vergölst Voith Volvo Trucks Volvo Busse VR-Leasing VW Nutzfahrzeuge

W Waeco Walther WashTec Webasto Westfalia Winkler

Z ZF Friedrichshafen ZF Lenksysteme ZF Trading



Your contact for advertising in lastauto omnibus



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertisement **lastauto omnibus**

Werner Faas
Phone: +49. 711. 784 98-96
Fax: +49. 711. 784 98-29
E-Mail: werner.faas@etm.de

For your orders:

Motor Presse Stuttgart: Confirmations, invoices, printing material
and production enquiries:

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

Carmen Brix
Phone: +49. 711. 182-15 22
Fax: +49. 711. 182-18 18
E-Mail: cbrix@motorpresse.de

ETMverlag

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