



Truck, Trailer,
Transporter and
Bus Service Centers



ETMverlag

Media Information 2018



WERKSTATT *aktuell* Media Information 2018



Portrait



Exceeding 50,000
Distributed Copies

WERKSTATT *aktuell* is published 3 times a year with a distributed circulation of more than 50,000 copies as a supplement in **trans *aktuell*** and **lastauto omnibus**. Both publications attract managements, service center staff as well as aftersales-experts.

Topics, such as workshop equipment, washing and straightening technology and alignment, vehicle diagnosis and inspection facilities as well as IT, digitization and networking cover the entire spectrum of commercial vehicle workshops. This is why it provides an ideal advertising platform for everyone involved with commercial vehicle wear and component parts as well as supply and service providers.

For the first time in 2018 the major industry leader "**Who is Who – Werkstatt**" will be published as a comprehensive reference book.



Editor-in-Chief
Thomas Rosenberger
on
WERKSTATT *aktuell*

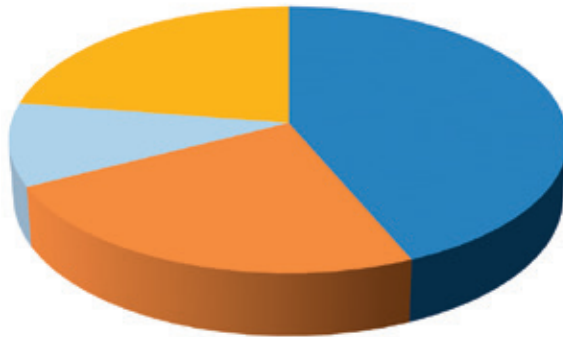
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Format: 215 x 280 mm

Price: Single copy 3.80 €;
yearly subscription upon request



Circulation WERKSTATT *aktuell*



- 22,479 copies in **trans aktuell**, distributed to **trans aktuell** subscribers; 22,101 member copies
(Yearly Average IVW 3/2016 – 2/2017 **trans aktuell**)
- 12,547 copies in **lastauto omnibus**
(Yearly Average IVW 3/2016 – 2/2017 **lastauto omnibus**)
- 5,473 copies in **trans aktuell**, distributed to transport companies and fleets (acc. to ETM Verlag)
- 10,232 copies in repair shops and commercial vehicle spare parts trade (acc. to ETM Verlag)

Supplement Sales: 49,981 Copies
(Yearly Average IVW 03/2016 – 02/2017)

Total Distribution: 750 Copies
(Yearly Average IVW 03/2016 – 02/2017)



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Schedule

Copy No.	Major Topics	Closing- Date	Copy Date	Publication Date in <i>trans aktuell</i>		Publication Date in <i>lastauto omnibus</i>	
1/2018	– Lifting Units – Cleaning and Maintenance – Spare and Replacement parts – Oils and Lubricants – Preview Tire Cologne	05.03.2018	07.03.2018	08/2018	06.04.2018	05/2018	14.04.2018
*Who is Who Werkstatt	Reference Book for all Aftersales-, Service- and Workshop professionals	18.05.2018	04.06.2018	15/2018	20.07.2018	8/2018	14.07.2018
2/2018	– Test technology – Aftersales/parts trade – Service units – Tyre fitting – Thermic installation	06.06.2018	08.06.2018	14/2018	06.07.2018	8/2018	14.07.2018
3/2018	– Diagnosis – Filter and conditioning maintenance – Axle alignment – Tire and Tire service – Preview automechanika	02.08.2018	06.08.2018	18/2018	07.09.2018	10/2018	08.09.2018
4/2018	– Batteries / Electricity/ Illumination – Lifting technology and pits – Cleaning/Washing technology – Adjustment driver assistance systems and test technology	01.10.2018	04.10.2018	22/2018	09.11.2018	12/2018	10.11.2018

* for prices, please check media information „Who is Who - Werkstatt“

Running Topics:

- Branch News
- Service Center Practice
- Expert Interviews
- Ecological efficiency
- Service Center Equipment
- Wear and Spare Parts

Trade Fairs/Events:

- **The Tire Cologne**, 29.05. - 01.06.2018
- **Truck Grand Prix**, 29.06. - 01.07.2018
- **IAA Nutzfahrzeuge Hannover**, 20.09. - 27.09.2018
- **automechanika Frankfurt**, 11.09. - 15.09.2018



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Formats and Prices

Formats			Width x Height		4c/bw
1/1 page	type area		185 x 248 mm	in Euro	8,140.00
	bleed*		215 x 280 mm		
1/2 page	type area	vertical	92 x 248 mm	in Euro	4,440.00
		horizontal	185 x 123 mm		
	bleed*	vertical	107 x 280 mm		
		horizontal	215 x 145 mm		
1/3 page	type area	vertical	58 x 248 mm	in Euro	3,530.00
		horizontal	185 x 85 mm		
	bleed*	vertical	73 x 280 mm		
		horizontal	215 x 107 mm		
1/4 page	1 column	vertical	46 x 248 mm	in Euro	2,960.00
	2 columns	vertical	92 x 123 mm		
	4 columns	horizontal	185 x 60 mm		
1/8 page	1 column	vertical	46 x 124 mm	in Euro	1,580.00
	2 columns	horizontal	92 x 60 mm		
	4 columns	horizontal	185 x 30 mm		
2/1 pages	type area		400 x 248 mm	in Euro	16,280.00
	bleed*		430 x 280 mm		

*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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