

Magazine and Lounge  
Advertising

**TIRE FLEET MAGAZIN**  
– everything needed  
for tires, equipment for  
car bodywork and  
tire workshops

– at the world's  
largest tire fair



Including 100,000 entry vouchers  
for THE TIRE Cologne  
29.05. – 01.06.2018, Cologne

Print Run  
100,000 Copies



## THE TIRE COLOGNE – Special Edition and TIRE FLEET Lounge

Growing cost pressure forces fleet managers of truck, bus, van and car fleets to keep on optimizing. The tire will definitely have an advisory potential and play an important role when it comes to consulting services.

Just in time for the fair “THE TIRE COLOGNE” ETM Verlag is going to report on important trends regarding tires and fleetmanagement in cooperation with the Cologne Fair. Our special edition will address precisely this target group of truck, bus, van and car fleet managers as well as workshop operators and tire service providers. Please find a free ticket to the fair. The TIRE FLEET MAGAZIN is also available as e-paper and for downloading from homepage Messe Köln as well as at [www.eurotransport.de](http://www.eurotransport.de)

The “TIRE FLEET Lounge” will be an ideal place for holding lectures and having discussions about the tire management of commercial fleets. Expert articles from research and industry will be offered as well as professional brainstorming among trade fair visitors. This place will also serve as a great location for networking and the direct dialogue between customers and colleagues.

ETM Verlag offers a unique network-oriented portfolio with publications, such as *trans aktuell*, *lastauto omnibus* and *firmenauto*. In addition to advice and support for professionals in the commercial vehicle industry - including fleets, we have an expert know-how regarding technology and cost management along with the media reach from our print and digital activities all over Germany.

### Printing Material

please use electronic device at our website [www.eurotransport.de/daten](http://www.eurotransport.de/daten), click on desired magazine and select „ETM Datenticket“.

### Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.

### Schedule

TIRE FLEET MAGAZIN

### Closing Date

02. 03. 2018

### Copy Date

08. 03. 2018

### Publication Date

14. 04. 2018

(Supplement *lastauto omnibus* 05/18,  
*trans aktuell* 09/18 and *firmenauto* 05/18)



## Prices

## TIRE FLEET MAGAZIN

Price list, effective 1 January 2018



### Print Run

100,000	copies, of which
51,099*	copies as supplement in <i>trans aktuell</i> 09/18
18,354**	copies as supplement in lastauto omnibus 05/18
17,992	copies as supplement in firmenauto 05/18 (ETM)
10,000	copies distributed to commercial vehicle workshops (ETM)
2,555	copies distributed to TIRE Cologne 2018 (ETM)

### Bleed

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

\*\* For spread pages with adhesive binding, please consider print across gutter.

### Format

210 mm x 275 mm

### General Terms and Conditions

General terms and conditions of ETM apply.  
All prices in Euro + VAT.

Pakete/Formate	WxH type area	WxH bleed	Euro 4c/sw
<b>Gold Package</b>			
1/1 Page TIRE FLEET MAGAZIN or	185 x 248 mm	215 x 280 mm	
2 x ½ Page TIRE FLEET MAGAZIN	horiz. 394 x 122 mm	430 x 122 mm	
<b>+ Logo presentation in TIRE FLEET Lounge LARGE during fair</b>			
<b>+ Installation of a roll up</b>			
<b>+ 8 TIRE FLEET LOUNGE TICKETS*</b>			
<b>+ Company integration TIRE FLEET Lounge activities and marketing activities ETM Verlag, Details upon request</b>			
			17.900,-
<b>Silver Package</b>			
1/1 Page TIRE FLEET MAGAZIN or	185 x 248 mm	215 x 280 mm	
2 x ½ Page TIRE FLEET MAGAZIN	horiz. 394 x 122 mm	430 x 122 mm	
<b>+ Logo presentation in TIRE FLEET Lounge MEDIUM during fair</b>			
<b>+ Installation of a roll up</b>			
<b>+ 5 TIRE FLEET LOUNGE TICKETS*</b>			
			12.900,-
<b>Bronze Package</b>			
1/2 Page TIRE FLEET MAGAZIN	vertical 90 x 248 mm	107 x 280 mm	
	horiz. 185 x 123 mm	215 x 145 mm	
<b>+ Logo presentation in TIRE FLEET Lounge SMALL during fair</b>			
<b>+ 3 TIRE FLEET LOUNGE TICKETS*</b>			
			7.900,-

accompanied reporting print and online included.

\* preferred access to TIRE FLEET Lounge service included

\* Basis: Print Run *trans aktuell* on average for the period of 01 July, 2016 - 30 June, 2017

\*\* Basis: Print Run lastauto omnibus on average for the period of 01 July, 2016 - 30 June, 2017



## Your Contact



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Media advice, offers and orders,  
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Nina Brodbeck

### For your orders

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**ETM**verlag

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und VF Verlagsgesellschaft