



Facts on oils, greases
and operating fluids



ETMverlag

Media Information 2018



Characteristics *trans aktuell* spezial

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trans aktuell spezial, the bilingual [DEKRA Betriebsstoff-Liste](#), is in its 25th successful year with a distributed circulation of 38,000 copies. Ever since it was first published it has been the comprehensive and informative magazine for car dealers, mechanics as well as fleet managers. Manufacturers and dealers of lubricants consider the [DEKRA Betriebsstoff-Liste](#) as the indispensable councillor on greases, oils, lubricants and coolants and also highly recommend its comprehensive tables and great variety of reports. *trans aktuell spezial* contains requirements, addresses and selling structures of vehicle manufacturers.

Printing

Offset

Copy material

Unseparated PDF-Files.

Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

Coloured Ads

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

Please ask for

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Schedule

trans aktuell spezial 25

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Copy Date

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Publishing House

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Year

25th year 2018

Product Entries/Address Entries/Orders

Columns
Fuels/Oils
Engine oils, general
Two-stroke gasoline engines
Tractor oils
Gear oils
Automatiktransmission fluids
Hydraulic oils
Greases
Coolants
Brake fluids
AdBlue®
Addresses

Cleaning Agents

Wasseraufbereitungsmittel
Wind Screen Cleaner
Hall and workshop cleaner
Motorrad-Wasch- und Pflegemittel
Car cleaner- und Pflegemittel
Truck cleaner- und Pflegemittel
Cold cleaner
Water Treatment
Oil bonding agent
Addresses

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Price List *trans aktuell* spezial for DEKRA Betriebsstoffliste No. 25, Edition 2019 valid from Januar 2018

Distributed Circulation
38,000 Copies*

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.

General Terms and Conditions

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

*According to ETM Verlag

**trans aktuell
spezial**

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| Format | Size bleed | Size type area | 4c |
|----------------|--------------|----------------|-------------|
| 1/1 | 210 x 297 mm | 185 x 260 mm | 9,320.00 € |
| 3/4 vertical | 158 x 297 mm | 137 x 260 mm | 7,000.00 € |
| 3/4 horizontal | 210 x 223 mm | 185 x 195 mm | 7,000.00 € |
| 1/2 vertical | 105 x 297 mm | 90 x 260 mm | 4,670.00 € |
| 1/2 horizontal | 210 x 149 mm | 185 x 130 mm | 4,670.00 € |
| 1/3 horizontal | 210 x 100 mm | 185 x 80 mm | 3,120.00 € |
| 1/4 2 columns | | 90 x 130 mm | 2,380.00 € |
| 1/4 4 columns | | 185 x 65 mm | 2,380.00 € |
| 1/8 1 column | | 43 x 130 mm | 1,240.00 € |
| 1/8 2 columns | | 90 x 65 mm | 1,240.00 € |
| 1/8 4 columns | | 185 x 32 mm | 1,240.00 € |
| 2/1** | 420 x 297 mm | 392 x 260 mm | 18,640.00 € |

Placement

| | | |
|----------------------------|--------------|-------------|
| 2 nd cover page | 210 x 297 mm | 9,930.00 € |
| 3 rd cover page | 210 x 297 mm | 9,580.00 € |
| Backcover | 210 x 297 mm | 10,340.00 € |



Classified Ads

Prices per mm up to 40 mm width
9.10 €

Inserts

| | | | |
|---------|-------------|---------|-------------|
| 2 pages | 8,930.00 € | 6 pages | 17,860.00 € |
| 4 pages | 13,410.00 € | 8 pages | 22,340.00 € |

Attention

Features and fittings need to be co-ordinated with ETM Verlag.
Cancellation 5 days prior closing date.

Prices for inserts

190.00 € per 1,000 copies up to 25 g.
Each additional 5 g 10.00 €.
Minimum size: 105 x 148 mm
Maximum size: 200 x 280 mm

Miscellaneous

- Cover page sponsoring, delivery date 2 July, 18.
Layout for cover sponsoring upon request. CI-guidelines of ETM Verlag apply
- Threads upon request only
- Further advertisement forms upon request

Discounts

Please see ETM-Kombi 2 and media information
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Your Contact



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Advertisement

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