



The Newspaper for
Transport, Logistics and
Management



ETMverlag

Media Information 2018



trans aktuell Media Information 2018

Portrait



Where does the journey take us in 2018?
Further increase in transport and shipment is predicted and much is yet to be done. Higher turnover, however, doesn't mean increasing prices.

Transport companies have to economize – cost and efficiency management is a priority. Therefore fleets have to adjust relevant parameters: the assignment of Euro 6, alternative drives and the GigaLiner truck are ways to reducing oil consumption and emissions.

Twice a month **trans aktuell**, the special interest magazine for DEKRA members, haulage and fleet management, keeps readers up-to-date on trends regarding transport policy, logistics and many other transport topics.



Editor-in-Chief
Matthias Rathmann
about **trans aktuell**



1 **Characteristics and target group:**

trans aktuell is the fortnightly published newspaper for transport, traffic and management. **trans aktuell** offers its readers fast and easy information on traffic and transport all over Germany and Europe. Managers will find any information needed to fulfill their daily tasks. Latest news on marketing trends, legislative bills and transport management are presented in informal newspaper style. **trans aktuell** is news for the floating fleet.

Through the readers' surveys „Beste Nutzfahrzeuge“ and „Beste Marken“ **trans aktuell** readers may have their say.

2 **Publication:** fortnightly,
22 editions

3 **Year:** 27th year 2018

4 **Web-address:** www.transaktuell.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:** Matthias Rathmann,
Phone: +49. 711. 7 84 98-33
matthias.rathmann@etm.de

10 **Advertisement:** Werner Faas, Advertising Manager
Phone: +49. 711. 7 84 98-96
werner.faas@etm.de

11 **Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 7 84 98-17
bernd.steinfeldt@etm.de

12 **Cover price**
Subscription:

Germany Euro 69.60

Cover price: Euro 2.90

13 ISSN-No.: 0947-7268

14 **Volume analysis 2016 = 23 editions**

Format: 315 x 468 mm

Total size: 509 pages = 100.0%

Editorial: 345 pages = 67.8%

Advertisement: 164 pages = 32.2%

of which

Classified ads: 70 pages = 43.9%

Bound inserts (impossible): 0 pages = 0.0%

House ads: 26 pages = 15.9%

Inserts 9 editions

15 **Content analysis of editorial 2016 = 345 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 until 30 June 2017**

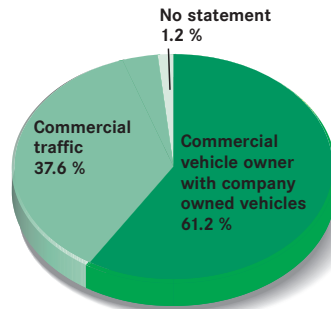
Total circulation:	51,099
Distributed circulation:	50,210
Foreign countries:	246
Paid circulation:	49,403
Foreign countries:	207
– Subscriptions:	22,479
Members:	22,101
– Single Sales:	–
– General sales:	26,924
Free copies:	807
Remaining, file, specimen copies:	889

18 Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	Exemplare
Home country	99.5	49,964
Foreign countries	0.5	246
Distributed circulation	100	50,210



Main Industries



Position within company

Managing director, owner/	
Co-owner, executive directors	56.4 %
Business planning	9.2 %
Head of Department	16.8 %
Commercial Clerk	6.4 %
Technical worker	7.2 %
Public servant	1.6 %
Skilled worker	2.0 %
Other	0.4 %

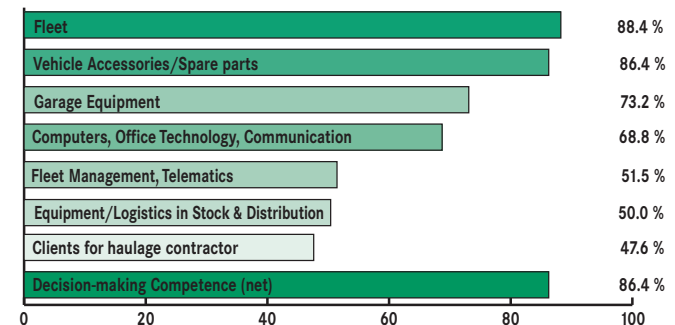
More than 80% of *trans aktuell* recipients are in managing positions.

Areas of responsibility (multiple entries)

Managing director, owner/co-owner,	
Bord of directors	68.4 %
Commercial/technical director	80.8 %
Business planning/organization	81.6 %
Purchase/materials	73.2 %
Fleet	77.6 %
Logistics	65.2 %
Stock	52.4 %

Investments

Competence for investments regarding demand, advice, financing, approval and purchase.



96.4 % of *trans aktuell* recipients are playing an active role in the decision-making of investments in companies.

Source: reader survey TNS EMNID, Bielefeld, 2010



Planned purchases within 2 years

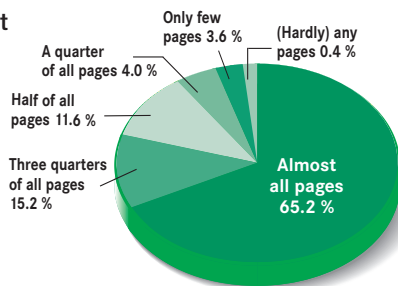
Cars	43.6 %
Vans/Trucks up to 3.5 t	26.4 %
Trucks	49.6 %
Construction vehicles	12.0 %
Trailer/Superstructures	28.0 %
Vehicle Equipment/Fittings	41.2 %
Garage Equipment	47.2 %

Every other *trans aktuell* reader is planning to buy a new truck or car in the next two years

Page impression:

More than 80 % of our readers use at least 3/4 of all pages in *trans aktuell*.

The average page impression is 83.8 %.



Special Interest Magazines (min. every other magazine)

<i>trans aktuell</i>	95.2 %
Verkehrsrundschau	44.0 %
Transport	26.8 %
Kfz-Anzeiger	24.0 %
Güterverkehr	17.6 %
Trucker	15.2 %
NFM (Nutzfahrzeugmanagement)	14.8 %
DVZ Deutsche Logistik Zeitung	13.6 %
Omnibus Revue	7.6 %
KEP Spezial	5.6 %
Exclusive Reader <i>trans aktuell</i>	44.0 %
None	2.0 %

Exclusive Readership:
44 % read *trans aktuell* only.

Source: Reader Survey TNS EMNID, Bielefeld, 2010



	<i>trans aktuell</i>	DVZ	Transport	VerkehrsRundschau A
Paid circulation (IVW 2/17)	49,349	10,778	7,328	11,354
Distributed circulation (IVW 2/17)	50,208	11,286	22,914	14,922
Prices 2017				
ca. 1.000 mm 4c	11,680.00 €	9,350.00 €	6,980.00 €	6,700.00 €
Prices per 1.000 paid issues				
ca. 1.000 mm 4c	236.68 €	867.51 €	952.51 €	590.10 €
Prices per 1.000 distributed issues				
ca. 1.000 mm 4c	232.63 €	828.46 €	304.62 €	449.00 €

Based on prices IVW 2/2017

Formats

trans aktuell: 1/1 p. magazine size, 185 mm x 248 mm = 992 mm
 DVZ: 281 mm x 215 mm = 1.075 mm
 Transport: 185 mm x 270 mm = 1.080 mm
 VerkehrsRundschau A: 1/1 p. type areal, 185 mm x 250 mm = 1.000 mm



- 1 **Circulation:** Printed Circulation 51,099
Distributed circulation/yearly average 50,210
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm,
6 columns, width of column 43 mm
- 3 **Printing:** Offset
Copy material: please see page 15
- 4 **Schedule:** please see page 12 and 13
On sale date: Fridays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
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/Bankers draft in Euro to:
Baden-Württembergische Bank AG, Stuttgart,
bank code 600 501 01, account No. 7871 5092 76
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

General terms and conditions of ETM Verlag apply

7 **Formats and Prices – Magazine format,**
variations of formats see page 10

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		11,920.00
2 x 1/2 page	vertical	394 x 122		
3/4 page	vertical	137 x 248		9,040.00
	horizontal	185 x 185		
1/2 page	vertical	90 x 248		6,190.00
	horizontal	185 x 122		
2/1 pages		394 x 248		23,840.00
These formats are printed as an only advertisement per page.				

Formats		Width x Height (in mm)	in Euro	4c/bw
1/3 page	vertical	90 x 185		3,720.00
	horizontal	185 x 80		
1/4 page	1 column	43 x 248		2,540.00
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160		2,020.00
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122		1,420.00
	2 columns	90 x 60		
	4 columns	185 x 29		
1/16 page	1 column	43 x 60		760.00
	2 columns	90 x 29		
These formats are printed as an only advertisement per page.				

7 Formats and Prices – Newspaper formats, format variations, please see page 11

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	–	288 x 420		17,590.00
1/2 page	vertical	137 x 420		10,820.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		9,210.00
	horizontal	288 x 135		

Get more advertising space for your money:

Referring to the millimetre price, you can save 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 Surcharge Special placements:

For 1st right advertising page and further preferred positioning add 10%

Classified ads on cover page

bottom left (44 x 52 mm) 2,470.00

no discounts

8 Surcharge Special placements:

Classified ads

per mm up to 1/8 page 26.00

No discounts, mm advertisements upon request, max. 1 column.

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

Format:

Free advertisements across gutter.
No bleed for technical reasons.

9 **Classified advertisement:**

for details please ask for **KOMBIMARKT** price list.

10 **For special requests** please contact:

Karin Schilling, Phone: +49. 711. 7 84 98-45

11 **Discounts:** please see page 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 14

15 **Glued inserts:** on request

16 **Address:** please see page 14

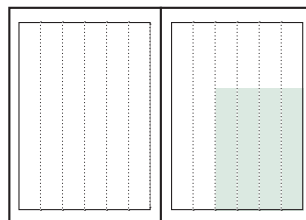
VAT: all prices are in Euro + VAT



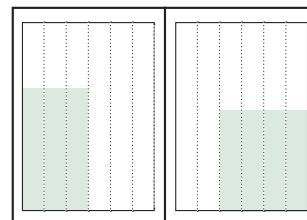
Magazine Format

page

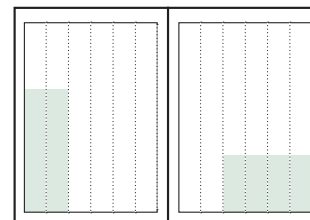
Formats (width x height)
type area



1/1 page
185 x 248 mm



3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm

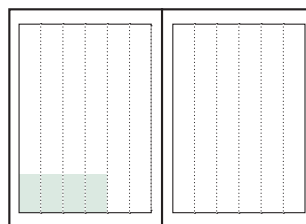


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

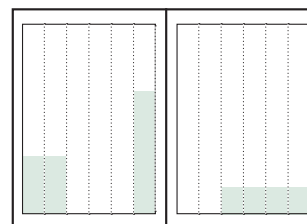
Magazine Format

page

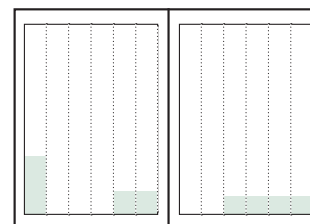
Formats (width x height)
type area



1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



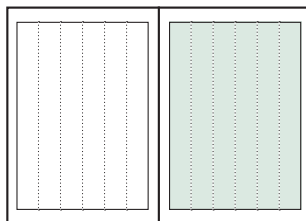
1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm



1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

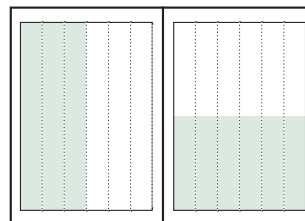
Newspaper Format

page



1/1 page

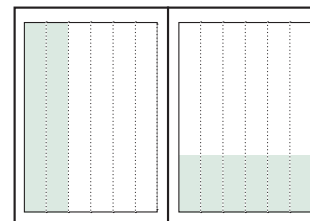
288 x 420 mm



1/2 page

vertical: 137 x 420 mm

horiz.: 288 x 210 mm



1/3 page

vertical: 90 x 420 mm

horiz.: 288 x 135 mm

11 Discounts:

They are based on the number/pages of ads placed within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Based on magazine format

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

Combination Terms/ETM-Kombi 2:

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

ETM-Kombi 2

trans aktuell

+

firmenauto

+

KEP *aktuell*

+

WERKSTATT *aktuell*

+

TeleTraffic

Combinatory Discount



Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
2+3/18	Transporter		02. 01. 2018	04. 01. 2018	19. 01. 2018
4/18	Distribution Traffic, Cooling Logistics		16. 01. 2018	18. 01. 2018	02. 02. 2018
5/18	Trailer and Superstructure, Security of loads	<i>call for reader awards</i>	30. 01. 2018	01. 02. 2018	16. 02. 2018
6/18	Financing: Rent, Leasing, Purchase	<i>call for reader awards</i>	13. 02. 2018	15. 02. 2018	02. 03. 2018
7/18	Commercial-Vehicle Tires, Axes, Brakes, Retarder	<i>call for reader awards</i>	27. 02. 2018	01. 03. 2018	16. 03. 2018
8/18	Digitization, Connectivity	CeBIT	16. 03. 2018	20. 03. 2018	06. 04. 2018
9/18	Combined Traffic, Air-conditioning systems	CeMAT	03. 04. 2018	05. 04. 2018	20. 04. 2018
10/18	Cooling Logistics		16. 04. 2018	18. 04. 2018	04. 05. 2018
11/18	Storage Technology	<i>IFOY-Award</i>	27. 04. 2018	02. 05. 2018	18. 05. 2018
12/18	Electric Mobility/Alternative Drives		18. 05. 2018	23. 05. 2018	08. 06. 2018
13/18	Fuel Management	Truck-Grand-Prix	05. 06. 2018	07. 06. 2018	22. 06. 2018

Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
14/18	Reader Awards „Die besten Nutzfahrzeuge 2018“		15. 06. 2018	21. 06. 2018	06. 07. 2018
15/18	Freight Exchange/ Combined Traffic		29. 06. 2018	05. 07. 2018	20. 07. 2018
16+17/18	Financing: Rent, Leasing, Purchase		27. 07. 2018	02. 08. 2018	17. 08. 2018
18/18	IAA Fair Preview	IAA Nutzfahrzeuge	17. 08. 2018	23. 08. 2018	07. 09. 2018
19/18	IAA Trends and Novelties	IAA Nutzfahrzeuge	31. 08. 2018	06. 09. 2018	21. 09. 2018
20/18	Vans (Superstructure/Enlargements)		20. 09. 2018	26. 09. 2018	12. 10. 2018
21/18	Cooling Logistics	Deutscher Logistik-Kongress	05. 10. 2018	11. 10. 2018	26. 10. 2018
22/18	Commercial Vehicle Tires		18. 10. 2018	24. 10. 2018	09. 11. 2018
23/18	Axes, Brakes, Retarder		02. 11. 2018	08. 11. 2018	23. 11. 2018
24/18	Trailer & Superstructure/Loading Security		16. 11. 2018	22. 11. 2018	07. 12. 2018
01/19	Telematics/Navigation		30. 11. 2018	06. 12. 2018	21. 12. 2018

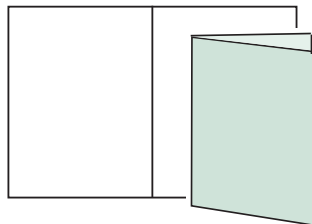
For Classified Advertisements and media information of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** please check the Media Brochure of **KOMBI-MARKT**

Topics: Traffic policy, transport management, fleet management, telematics, logistics, general management, practical advice



14 **Inserts**

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.



Prices for Inserts:

220.00 Euro per 1.000 editions up to 25 g.
Each additional 5 g cost 10.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm
Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 561. 602 80-162

VAT: all prices are in Euro + VAT.



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.

Classified Advertisements:

please send via „electronic ticket“ only to
www.eurotransport.de/daten

Please ask for:

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 82-20 68



A

Active Logistics
ADAC Truck Service
Aral
A.T.U.

B

Bandag
Bigmove
Bluetree Systems
Bohnenkamp
BPW
Brother

C

CargoBeamer
CargoNetwork
Carrier Transicold
Castrol
Charterway
C.H. Robinson
Citroën
Contargo
Continental

D

DAF Trucks
Daimler Charterway
Daimler LKW
Daimler Transporter
Daimler TruckWorks
Dako
Dautel
DEKRA
Dell
Deutsche Bank
DHL
DKV
DPD

E

Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F

Fiat
Fliegl
Ford
Fraikin
Frigoblock Grosskopf
Funkwerk

G

GEFA
Geodis
GE Tip Trailer Services
GITI Tires
Goodyear Dunlop
GPSoverIP
Grammer

H

Haldex
Hella
Hellmann
Hörmann
HS Schoch
Humbaur
Hyundai

I

Isringhausen
Iveco

J

Josam Richttechnik
Jost Werke
Jungfalk

K

Kässbohrer
Kamag
KLV Rent
Knorr Bremse
Kögel Trailer
Kombiverkehr
Kravag
Krone

L

Lamberet
Liqui Moly
LIS
LogPay

M

MAN Financial Services
MAN Nutzfahrzeuge
MANrental
Maske
Meiller
Mercedes
MercedesServiceCard
Messe Berlin
Messe Chemnitz
Messe Frankfurt
Messe Hannover
Messe Karlsruhe
Messe München
Messe Stuttgart
Michelin
Mitsubishi
Motorbuch Versand
Motor Presse
Multicar

N

Navteq
Nissan

O

Opel
Openmatics

P

Paccar Leasing
Paki Logistics
Palletways
Part
PEMA
Peugeot
Pneuhage
Postbank

Q

q1q Telematik

R

Recaro
Renault Trucks
Renault Transporter
Robinson

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SAF
Samsung
Scania
Schmitz Cargobull
Schoch
Shell
Soloplan
Sommer Fahrzeugbau
Stoneridge

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Telepass
Teleroute
TFG Transfracht
Thermo King
Timocom
TipTrailerServices
TIS
Toll Collect
TomTom Telematik
Total
Transdata
Transics
Trimble
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UPS
UTA

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VDA
Voith
Volvo Trucks
VR-Leasing
VW
VW Leasing

W

Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Wecon
Wielton
Winkler

Z

Zauner
ZF Friedrichshafen



Your Contact for Advertisement in *trans aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager ***trans aktuell***

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 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

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 82-20 68

ETMverlag

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