



**Media Information 2018** 



# General Information Who is Who Commercial Vehicle Fleets

This unique reference book for the commercial vehicle fleet market will give carriers, truck and transport companies all necessary information, including news, figures and features, data, names, contents and addresses of most important providers of trucks, busses, telematics/navigation, tires, trailer and superstructure and fuelling. Our editorial staff will give detailed information including address, contact person, national/local specification, company size, channels of distribution, portraits and specialties as running text.

Your entry can also be recognized online at http://www.eurotransport.de/whoiswho

Use your chance for publishing your online company portrait. Thus your target group will find you directly in this fleet portal with high ranges (344,256 Pls acc. to IVW July, 2017).

Base: IVW eurotransport.de July 2017

## **Printing**

Offset

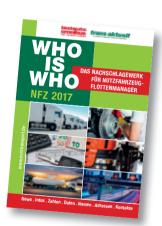
## Copy material

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.



Schedule

Closing Date

Copy Date 23, 04, 2018

**Publication Date** 

08. 06. 2018
(Supplement in *trans aktuell* 12/18 and lastauto omnibus 07/18)

Who is Who Nfz 2018

09. 04. 2018



# Prices Who is Who Commercial Vehicle Fleets No. 17 valid 1 January 2018

Who is Who Nutzfahrzeug Fleets

## **Distributed Circulation**

69,444 Copies of which

51,099\* Copies as supplement in

trans aktuell 12/18

18,345\*\* Copies as supplement in

lastauto omnibus 07/18

40,000 PDF-Downloads

#### Bleed

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

## General Terms and Conditions

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

\* Base: Printed Circulation on average, *trans aktuell* for 1 July 2016 until 30 June 2017

\*\* Base: Printed Circulation on average, lastauto omnibus for 1 July 2016 until 30 June 2017

Format Size Size Bleed Type Area 4c 148 x 210 mm 118 x 180 mm 6.350.00 € 1/1 The booking of a 1/1 page advertisement includes a portrait feature free of charge. Your online company profile is included free of charge. Your portrait feature will be designed accordingly. Company Portrait 118 x 180 mm 1/1 Page 1,860.00€ New - Company Portrait Online Search engine optimization 1,860.00€ New - Combination Company Portrait Print and Online 1/1 Page, 118 x 180 mm + Online-Company Portrait 2.580.00 €



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