



Company portrait included –  
Search engine optimization



The Reference Book  
Commercial Vehicle  
Fleets



**ETM**verlag

Media Information 2018



# General Information Who is Who Commercial Vehicle Fleets

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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

Who is Who Nfz 2018

## Closing Date

09. 04. 2018

## Copy Date

23. 04. 2018

## Publication Date

08. 06. 2018

(Supplement in *trans aktuell* 12/18  
and *lastauto omnibus* 07/18)



## Prices Who is Who Commercial Vehicle Fleets No. 17

valid 1 January 2018

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### Distributed Circulation

69,444	Copies of which
51,099*	Copies as supplement in <i>trans aktuell</i> 12/18
18,345**	Copies as supplement in <i>lastauto omnibus</i> 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

### Who is Who Nutzfahrzeug Fleets

Format	Size Bleed	Size Type Area	4c
1/1	148 x 210 mm	118 x 180 mm	6,350.00 €

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

1/1 Page	118 x 180 mm	1,860.00 €
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### New – Company Portrait Online

Search engine optimization	1,860.00 €
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### New – Combination Company Portrait Print and Online

1/1 Page, 118 x 180 mm + Online-Company Portrait	2,580.00 €
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