

NEW

The Reference Book
for Garages, the Service
and Aftersales Industry

Company portrait included –
Search engine optimization



ETMverlag

Media Information 2018



General Information Who is Who Werkstatt

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ETM Verlag provides you with fast and easy information on manufacturers, contacts, products and services in [Who is Who Werkstatt](#). This is why Who is Who Werkstatt is a reliable and competent partner for all professionals of the industry, especially for garages, service and aftersales, and most of all the truck industry and suppliers, haulage, transport, industrial trucks and other commercial vehicles, including trucks, vans and bus fleets.

ETM Verlag publishes [Who is Who Werkstatt](#) for the first time in 2018. Model are the very successful editions Who is Who commercial vehicles and Who is Who car fleets - both published by ETM Verlag. Added is a comprehensive list with all suppliers, including address, contact editorial staff national/local, size of company, sales channels, a short portrait and special features as running text.

[Who is Who Werkstatt](#) is published, both as e-paper and printed edition, with a circulation of 50,000 copies. The online version is constantly updated.

This reference book is published in convenient DIN A5 format divided into different product groups. Companies in the respective register are in alphabetical order, which allows users fast and

comprehensive search for current addresses and contact persons, followed by company portraits that give more information on potential customers.

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 Werkstatt 2018

Closing Date

30. 05. 2018

Copy Date

01. 06. 2018

Publication Date

14. 07. 2018

(Supplement in lastauto omnibus
and *trans aktuell*)



Prices Who is Who Werkstatt No. 1

valid from 1 January, 2018

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Printed Run

51,073* Copies

Distributed Circulation

22,479 Copies in **trans aktuell**, distributed to **trans aktuell** subscribers, of which 22,101 member copies (Yearly average IVW 3/2016 - 2/2017 **trans aktuell**)

12,547 Copies in **lastauto omnibus** (Yearly average IVW 3/2016 - 2/2017 **lastauto omnibus**)

5,473 Copies in **trans aktuell**, distributed to haulage companies and fleets) (acc. to ETM)

10,232 Copies to commercial vehicle parts trade and commercial vehicle garages (acc. to ETM)

** Basis: ETM

Who is Who Werkstatt

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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Contact



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Media advice, offers and orders

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Das Gemeinschaftsunternehmen von DEKRA SE,
Motor Presse Stuttgart
und VF Verlagsgesellschaft