



The World of
KEP Services



ETMverlag

Media Information 2019



KEP *aktuell* Media Information 2019

Factsheet



Format:

Newspaper, 315 mm x 468 mm

Type area:

288 mm x 430 mm

6 columns, width of column 43 mm

Cover price:

Euro 5,-

Courier- express- and parcel services (**KEP**) are facing challenges: demographic change, competition for qualified staff, electrification of transport or digitization are just some of the many issues that need to be mastered.

The increasing number of shipments boosts efficiency. This can be seen in the 2017 figures: 3.3 billion shipments were carried out- which is twice as many as in the year 2000. According to the trade association BIEK the end customer is the main factor here.

KEP service providers promote innovation while optimizing their processes. Modern sorting facilities handle an increasing number of parcels in order to reduce traffics, route planning is steadily improving.

KEP aktuell readers learn about solutions that will revolutionise the market. **KEP aktuell** introduces new vehicles for daily businesses, lets experts have a say and gives decision support. It is published 4 times a year as a *trans aktuell* supplement.

Circulation analysis *trans aktuell*

on average (for the period of 1 July 2017 – 30 June 2018)

Total circulation: 49,659

Distributed circulation (tvA): 48,847

Paid circulation: 48,220

– of which are subscriptions: 21,778

Basic Data: Circulation *trans aktuell*



Assistant Editor
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KEP *aktuell*

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KEP aktuell Media Information 2019

Price List No. 21,
as of 1 January, 2019

Formats and Prices **Magazine Size**

Formats		width x height	in Euro	4c/bw
1/1 page		185 x 248 mm		12,160.00
3/4 page	vertical	137 x 248 mm		9,220.00
	horizontal	185 x 185 mm		
1/2 page	vertical	90 x 248 mm		6,320.00
	horizontal	185 x 122 mm		
2/1 pages		394 x 248 mm		24,320.00
These formats are printed as an only advertisement per page.				

Formats		width x height	in Euro	4c/bw
1/3 page	horizontal	185 x 80 mm		3,800.00
1/4 page	1 column	43 x 248 mm		2,590.00
	2 columns	90 x 122 mm		
	4 columns	185 x 60 mm		
1/6 page	1 column	43 x 160 mm		2,060.00
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
1/8 page	1 columns	43 x 122 mm		1,450.00
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
1/16 page	1 column	43 x 60 mm		780.00
	2 columns	90 x 29 mm		
These formats can be placed with other ads on the same page.				

Pages: please see Media Information *trans aktuell*

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Formats and Prices **Newspaper Size**

Formats		width x height	in Euro	4c/bw
1/1 page		288 x 430 mm		17,940.00
1/2 page	vertical	137 x 430 mm		11,040.00
	horizontal	288 x 210 mm		
1/3 page	vertical	90 x 430 mm		9,390.00
	horizontal	288 x 135 mm		

Classified Ads:

First advertising page on the right and further mandatory placements: 10%

Formats	width x height	in Euro	4c/bw
Classified ads within text			
per mm up to 1/8 page			26.00

Further details upon request.

Inserts: please see Media Information *trans aktuell*

Discounts:

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

Series:

2 insertions	5 %
3 insertions	8 %
4 insertions	10 %

Discounts:

Mutual discounts with ETM-Kombi 2.

For discounts please see media information *trans aktuell*

For payment and details please see Media Information *trans aktuell*

ETM-Kombi 2

trans aktuell

+

firmenauto

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KEP *aktuell*

+

WERKSTATT *aktuell*

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TeleTraffic



KEP *aktuell* Media Information 2019

Printing Material Schedule

Edition No.	Special Features	Closing Date	Copy Date	Edition No.	Publication Date in <i>trans aktuell</i>
KEP <i>aktuell</i> 1	– Alternative drives/cargo bikes	26. 02. 2019	28. 02. 2019	7/2019	15. 03. 2019
KEP <i>aktuell</i> 2	– Market overview express-/parcel services (direct online access with QR code) – Fair preview transport logistic	18. 04. 2019	24. 04. 2019	10/2019	10. 05. 2019
KEP <i>aktuell</i> 3	– Sustainability in the KEP industry	27. 08. 2019	29. 08. 2019	18/2019	13. 09. 2019
KEP <i>aktuell</i> 4	– market overview/letter services/ last mile	12. 11. 2019	14. 11. 2019	23/2019	29. 11. 2019

Classified: – trends and new markets
– businesses and practice
– technology and innovation

Fairs: – transport logistic München
04. – 07.06.2019

Recurring topics: – Courier Services
– Express Services
– Postal Services
– Airfreight
– Logistics/properties
– KEP vehicles



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Classified Advertisements:
please send via „electronic ticket“ only to
<https://www.etm.de/anzeigenannahme>

Please ask for:
Susanne Baranjosch
Phone: +49. 711. 1 82-21 44
E-Mail: sbaranjosch@motorpresse.de



Your Contact for Advertising in *KEP aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

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