



eurotransportTV –
the WebTV Magazine
for the Commercial
Vehicle Industry

eurotransport **TV**

ETMverlag

Media Information 2019



eurotransportTV - The WebTV Magazine for the Commercial Vehicle Industry

EuroTransportMedia has expanded its range to moving pictures and is starting in March with [eurotransportTV](#). Every second week [eurotransportTV](#) aims to reach a wide audience of professionals: truck drivers, decision-makers of transport companies and commercial vehicle fleets as well as industry representatives and enthusiasts with most relevant news from the commercial vehicle, the transport and logistics industry.

Experts get a chance to speak here

[eurotransportTV](#) gives advice and information as well as entertainment. Above all, you will have critical reporting on urgent and delicate issues: the shortage of professional drivers and security. Top-class experts from shipping and logistics as well as the vehicle and supplier industry will report on latest trends on [eurotransportTV](#). Furthermore, experts will support with insider tips from the commercial vehicle industry and the automatic news block with the latest news on a wide range of topics.

Thomas Rosenberger, head of the [FERNFAHRER](#) and [lastauto omnibus](#) team, is working in close cooperation with [eurotransportTV](#) and its team. The show will be moderated by Alexandra von Lingen.

Show Time:	appx.15 to 20 minutes
Frequency:	every second week, starting March 2019
Show Format:	on-location-production
Presentation:	Alexandra von Lingen
Channels:	eurotransport.de, YouTube, Facebook





Advertising options for partners and sponsors

Basic package print/online 29,800.00 € Duration 12 Months

- Logo placing in sponsoring strip on eurotransportTV
- Logo placing in sponsoring strip in ETM print- and online publications
- Logo placing in sponsoring strip reporting in print and online social media channels, such as Facebook, Xing, Twitter, Instagram
- Logo placing in self advertising banners on eurotransport.de and in ETM newsletters

Format presenter Duration 12 Months	48,000.00 €	Location add. booking 2 Shows	9,800.00 €	Section presenter Duration 12 Months	24,000.00 €
<ul style="list-style-type: none"> • Benefits of basic package print/online included • Exclusive partners • Booking available only in combination with the booking of basic package print/online in coordination with ETM 		<ul style="list-style-type: none"> • Shows recorded in customer premises, fair stands, forums and events • Reuse of shows included • Booking available only in combination with the booking of basic package print/online in coordination with ETM 		<p>14,000.00 € duration 6 months 9,000.00 € duration 3 months</p> <p>Min. running time 3 months</p> <ul style="list-style-type: none"> • Booking available only in combination with the booking of basic package print/online in coordination with ETM 	



Your advertisement on eurotransportTV reaches commercial vehicle experts using the internet, in addition, ETM uses the existing channels to advertising the new TV format for your advertisement. Due to the interaction of print, online and TV your range is immense and you are provided with the ideal platform.

Advertising formats

Own ads

in trans aktuell, paid circ. 48,220 copies
lastauto omnibus, paid circ. 11,121 copies
FERNFAHRER, paid circ. 23,619 copies

(Paid circulation on average
01. 07. 2017 – 31. 06. 2018)

Online Banner

Visits eurotransport.de
219,855 visits
512,153 page impressions
(IWW 10/18)

Reporting

in print editions trans aktuell,
lastauto omnibus, FERNFAHRER
Via social media channels,
such as Facebook, Xing, Twitter,
Instagram
on www.eurotransport.de

Newsletter

Reporting
Banner placement
21,885 recipients per week



Your Contact

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



Stephan Hurnik

Media advice, offers and orders

Stephan Hurnik

Phone +49. 33 42 . 4 25 83 33

Mobile +49. 172 . 28 94 398

Fax +49. 7 11 . 7 84 98-29

E-Mail stephan.hurnik@etm.de

Internet www.etm.de

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EuroTransportMedia
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und VF Verlagsgesellschaft