



Special Interest
Magazine for
DEKRA Members



ETMverlag

Media Information 2020



General Information DEKRA Solutions

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DEKRA Solutions is the authentic special interest magazine for business partners and customers. Without being an advertising brochure, it is a customer magazine with high journalistic standards.

While the focus is on relevant topics and contents of DEKRA, an exchange of information with customers always takes place in every edition. Reports and features on transport politics, economic and socio-political policy as well as technology, leisure and sports are regularly presented. First class journalists give insights into the DEKRA world. Every edition is bilingual (German and English).

www.dekra.com

Target Group: National and international managers from transport and automobile industries, garages, banks and insurances, trade associations, human resource departments.

Printing: Offset, no color option.

Copy material

Unseperated 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

DEKRA Solutions 1/20
DEKRA Solutions 2/20
DEKRA Solutions 3/20

Closing Date

03. 12. 2019
13. 03. 2020
17. 08. 2020

Copy Date

10. 12. 2019
20. 03. 2020
24. 08. 2020

Publication Date

24. 01. 2020 supplement in *trans aktuell* 01/20
08. 05. 2020 supplement in *trans aktuell* 08/20
25. 09. 2020 supplement in *trans aktuell* 15/20



Price List DEKRA Solutions No 18 as of 1 January, 2020

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Printed Circulation

45,500 Print Run,
of which
21,448* DEKRA Members
17,900** Business, Politics, Social Managers
5,652** Customers Industrial and Transport
Industry (Foreign Countries)

500** Archives

Discounts

2 Ads 5 % Discount
3 Ads 8 % Discount
4 Ads 10 % Discount

Bleed

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

** For spread pages with adhesive binding,
please consider print across gutter.

General Terms and Conditions

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

* Base: Member Copies *trans aktuell* on average for 01 July, 2018 – 30 June, 2019

** Base: ETM Verlag

DEKRA Solutions



Placement	Size bleed	Size type area	4c
U3	215 x 280 mm		4,390.00 €
U4	215 x 280 mm		4,390.00 €

Further formats, inserts, postcards upon request.



Your Contact



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Advertisement

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