

Alternative Drives Special

Purchasing Advice
for Commercial Vehicle
Fleets



Print Run
50,000 Copies

ETMverlag

Media Information 2020



Alternative Drives Special Media Information 2020

Portrait



The Corona Crisis cannot stop trends toward low CO₂ drives. On the contrary, politics will spend billions for fuel cell trucks and its corresponding fuel infrastructure. Additionally, natural gas trucks will be exempt from toll charges until at least 2023. The industry is well aware of the speed of this transition. Fleet managers, however, are asking themselves which technology they should choose for investments. The ETM Purchasing Advice Special gives advice our editorial staff presents an overview on current topics regarding natural gas, battery and fuel cell commercial vehicles and also gives insights on the diesel's potential. Readers will also find a table including grants and benefits regarding alternative drives. Practical advice for these pioneer fleets is also guaranteed.

ETM's **Purchasing Special** provides interested readers with apt advice on suitable infrastructure for alternative drives and is published by the editors of the special interest magazines **lastauto omnibus** and **trans aktuell**. Both titles are decision-making tools for all commercial vehicle fleet managers in charge for their fleets.



Editor-in-Chief
trans aktuell
lastauto omnibus
Matthias Rathmann

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Formats			Width x Height		4c/bw
1/1 page	type area		185 x 248 mm	in Euro	12,380.–
	bleed*		215 x 280 mm		
1/2 page	type area	vertical	92 x 248 mm	in Euro	6,450.–
		horizontal	185 x 123 mm		
	bleed*	vertical	107 x 280 mm		
		horizontal	215 x 145 mm		
1/3 page	type area	vertical	58 x 248 mm	in Euro	4,680.–
		horizontal	185 x 85 mm		
	bleed*	vertical	73 x 280 mm		
		horizontal	215 x 107 mm		
1/4 page	1 column	vertical	46 x 248 mm	in Euro	3,820.–
	2 columns	vertical	92 x 123 mm		
2/1 pages	type area		400 x 248 mm	in Euro	24,760.–
	bleed*		430 x 280 mm		

* For bleed allow 5mm on all sides. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.

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