

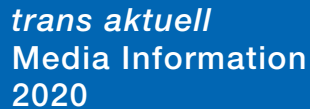


The Newspaper for
Transport, Logistics and
Management



ETMverlag

Media Information 2020

**trans aktuell**

DIE ZEITUNG FÜR TRANSPORT, LOGISTIK UND MANAGEMENT

Nr. 13 - 28. Juni 2019

• www.eurotransport.de

6035 Euro 2,90



Klimaziele im Fokus

SB-Tankstellenbetreiber Alternoil plant fünf LNG-Tankstellen für Lkw

[illegible][illegible]

Ausbildung: Alfred Schuen und Barth Legistikpartner bilden nach dem Zplus2-Konzept aus. **Seite 10**

Neue Regelungen: Verbände empfehlen ab 1. Juli die überarbeiteten Logistik-AGB 2019. **Seite 11**

Verkaufsvorverkauf: Der Scania P280 6x2 NA mit neuem 5,7-Liter-Rallerechleuniger. **Seite 10**

Kombinierter Verkehr: Trotz Expansion möchte LKW-Walter seine Umweltbilanz verbessern.



Elite: Jochen Zachhorn und Nikoła Grubowski informieren über neue Angebote und Services des Ladungsvertrahdes.

Ausbildung: Alfred Schuen und Barth Logitzki-Gruppe bilden nach dem 2plus2-Konzept aus.

Neue Regelungen: Verbände empfehlen ab 1. Juli die Überarbeiten Lesezeit: AUG 2019.

Verteilerverkehr: Der Scania P280 B 4x2 NA mit neuem 6,7 Liter-Reihe-Rechazylinder.



Seite 11

Das Unionsrecht verbiete nicht
den freien Warenverkehr,
dessen Beeinträchtigung, wie

schließt im nächsten Schritt

Reisortbestimmung mit allen
dem, wovon der weitere zeitli-
che Prozess abhängt. an

Page 10 of 10

The transport and logistics industry is facing major challenges and changes. There is a wide range of issues starting with alternative drivers up to diesel driving bans. One topic, however, has become particularly serious: the shortage of truck drivers. This will inhibit expansion of businesses, just to mention one of the consequences.

Shipping and transport companies are especially called upon here and this is why they need updated and comprehensive information all the time. **trans aktuell**, the newspaper for transport, logistics and management keeps its readers informed on the great variety of topics.

Easy to read texts with practical advice for medium-sized companies constitute the core element.

trans aktuell is also the professional journal for DEKRA members.



Editor-in-Chief
Matthias Rathmann
on *trans aktuell*



1 Characteristics and target group:

trans aktuell is the fortnightly published newspaper for transport, traffic and management. *trans aktuell* offers its readers fast and easy information on traffic and transport all over Germany and Europe. Further topics are transport and management. *trans aktuell* is news for the floating fleet. The event „ETM Award“ is carried out by *trans aktuell* readers - here they are given a chance to speak.

2 Publication: 20 editions per year

3 Year: 29th year 2020

4 Web-address: www.transaktuell.de
www.eurotransport.de

5 Membership: –

6 Organ: –

7 Publisher: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH

8 Publishing House: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany

9 Editor: Matthias Rathmann, Editor-in-Chief
Phone: +49. 711. 7 84 98-33
matthias.rathmann@etm.de

10 Advertisement: Werner Faas, Advertising Manager
Phone: +49. 711. 7 84 98-96
werner.faas@etm.de

11 Marketing: Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 7 84 98-17
bernd.steinfeldt@etm.de

12 Cover price

Subscription:

Germany Euro 69.60

Cover price: Euro 3.50

13 ISSN-No.: 0947-7268

14 Volume analysis 2018 = 23 editions

Format: 315 x 468 mm

Total size: 447 pages = 100.0%

Editorial: 302 pages = 67.6%

Advertisement: 145 pages = 32.4%

of which

Classified ads: 52 pages = 35.9%

Bound inserts (impossible): 0 pages = 0.0%

House ads: 28 pages = 19.3%

Inserts 3 editions

15 Content analysis of editorial 2018 = 302 pages



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

Editions per issue (on average)

for the period of 1 July 2018 until 30 June 2019

Total circulation: 45,131

Distributed circulation: 44,418

Foreign countries: 209

Paid circulation: 37,887

Foreign countries: 148

– Subscriptions: 21,680

Members: 21,309

– Single Sales: –

– General sales: 22,129

Free copies: 610

Remaining, file, specimen copies: 713

18 **Geographic distribution:**

Economic sector

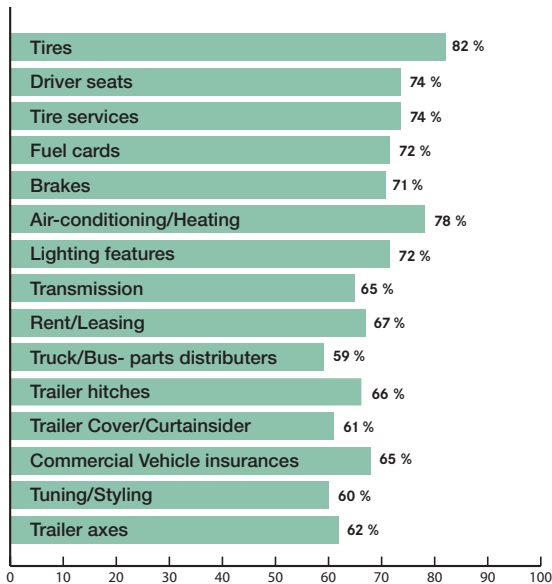
percentage of
distributed circulation

% Exemplare

Home country	99.5	44,209
Foreign countries	0.5	209
Distributed circulation	100	44,418

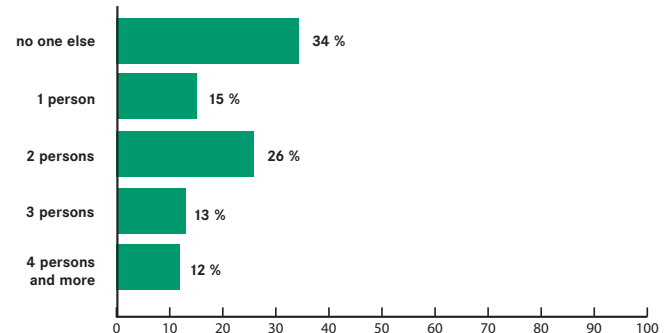


Which topics are the most interesting
for *trans aktuell* readers (Best Brands)



How many people, but you, are reading this copy of
trans aktuell?

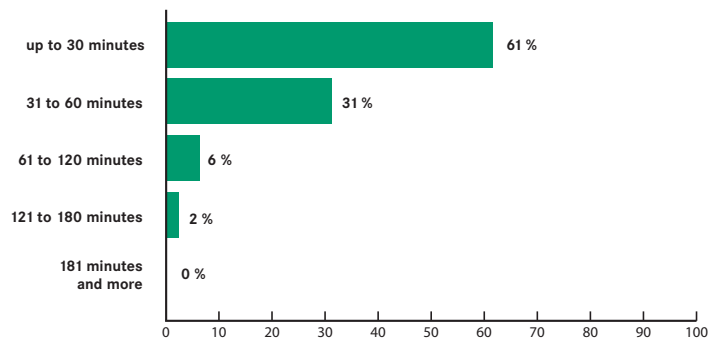
Number of other readers on average: 2.8 additional persons
per copy
Reader per copy total = 3.8



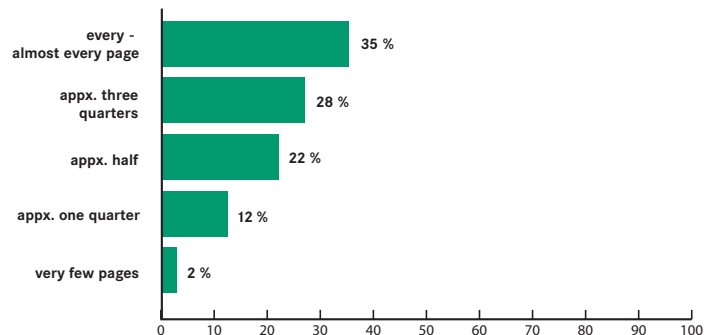


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 39 minutes



How many pages are being read?





trans aktuell Media Information 2020

Competition

	<i>trans aktuell</i>	DVZ	Transport	VerkehrsRundschau
Distributed circulation (IVW 2/19)	45,929	10,445	21,964	19,165
Subscriptions (IVW 2/19)	21,512	7,098	1,392	8,627
Prices 2019				
ca. 1.000 mm 4c	12,160.00 €	10,063.00 €	6,980.00 €	6,970.00 €
Price per 1,000 distributed copies				
appx. 1,000 mm 4c	264.76 €	963.43 €	317.79 €	363.68 €
Price per 1,000 subscriptions				
appx. 1,000 mm 4c	565.27 €	1,417.72 €	5,014.37 €	807.93 €

Base: Media Information IWV 2/2019

Formats

trans aktuell: 1/1 p. magazine size, 185 mm x 248 mm = 992 mm
 DVZ: 281 mm x 215 mm = 1,075 mm
 Transport: 185 mm x 270 mm = 1,080 mm
 VerkehrsRundschau: 1/1 p. type areal, 185 mm x 250 mm = 1,000 mm



trans aktuell Media Information 2020



Price List No. 29,
as of
1 January, 2020 **P**

- 1 **Circulation:** Printed Circulation 45,131
Distributed circulation/yearly average 44,418
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm,
6 columns, width of column 43 mm
- 3 **Printing:** Offset, PSO_LWC_Improved_eci.icc (FOGRA 45L)
Copy material: please see page 15
- 4 **Schedule:** please see page 12 and 13
On sale date: Fridays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart, Germany
Internet: www.eurotransport.de
Advertising: Phone: +49. 711. 784 98-96
- 6 **Payment:** All insertion orders are accepted on a strictly
prepaid basis only. Payments can be made by International
Money Order/Bankers draft in Euro to:
Baden-Württembergische Bank AG, Stuttgart,
IBAN: DE13 6005 0101 7871 5092 76
BIC/SWIFT Code: SOLADEST600

General terms and conditions of ETM Verlag apply

7 Formats and Prices – Magazine format, variations of formats see page 10

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		12,380.00
2 x 1/2 page	vertical	394 x 122		
3/4 page	vertical	137 x 248		9,400.00
	horizontal	185 x 185		
1/2 page	vertical	90 x 248		6,450.00
	horizontal	185 x 122		
2/1 pages		394 x 248		24,760.00
These formats are printed as an only advertisement per page.				

Formats		Width x Height (in mm)	in Euro	4c/bw
1/3 page	vertical	90 x 185		3,880.00
	horizontal	185 x 80		
1/4 page	1 column	43 x 248		2,590.00
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160		2,100.00
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122		1,480.00
	2 columns	90 x 60		
	4 columns	185 x 29		
1/16 page	1 column	43 x 60		800.00
	2 columns	90 x 29		
These formats are not necessarily placed alone on the page.				

7 Formats and Prices – Newspaper formats, format variations, please see page 11

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	–	288 x 420		18,260.00
1/2 page	vertical	137 x 420		11,260.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		9,580.00
	horizontal	288 x 135		

Get more advertising space for your money:

Referring to the millimetre price, you can save 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 Surcharge Special placements:

For 1st right advertising page and further preferred positioning add 20%

Classified ads on cover page

bottom left (44 x 52 mm) 2,470.00

no discounts

8 Surcharge Special placements:

Classified ads

per mm up to 1/8 page 26.00

No discounts, mm advertisements upon request, max. 1 column.

Colour advertisements: Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee can be given for colour layouts without a colour scale.

Format:

Free advertisements across gutter.
No bleed for technical reasons.

9 **Classified advertisement:**

for details please ask for **KOMBIMARKT** price list.

10 **For special requests** please contact:

Doris V. Lorch, Phone: +49. 711. 7 84 98-92

11 **Discounts:** please see page 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 14

15 **Glued inserts:** on request

16 **Address:** please see page 14

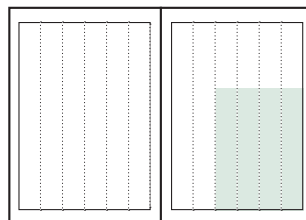
VAT: all prices are in Euro + VAT



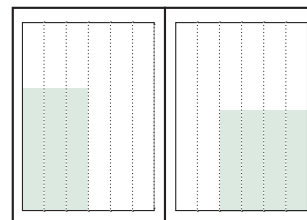
Magazine Format

page

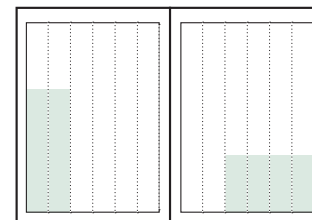
Formats (width x height)
type area



1/1 page
185 x 248 mm



3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm

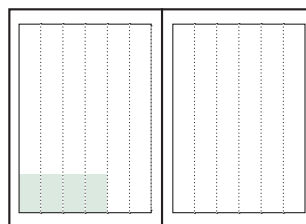


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

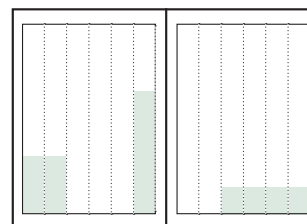
Magazine Format

page

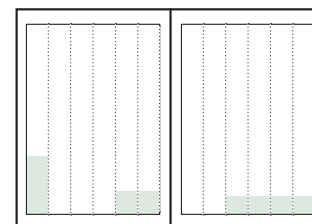
Formats (width x height)
type area



1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



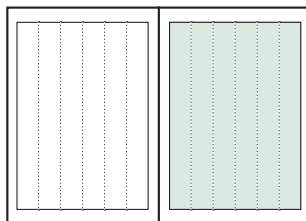
1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm



1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

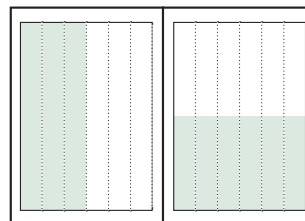
Newspaper Format

page



1/1 page

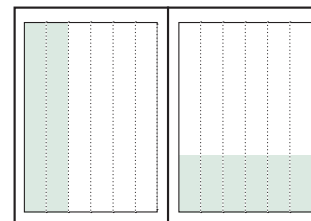
288 x 420 mm



1/2 page

vertical: 137 x 420 mm

horiz.: 288 x 210 mm



1/3 page

vertical: 90 x 420 mm

horiz.: 288 x 135 mm

11 Discounts:

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

Based on magazine format

Series		Volume	
2 insertions	5 %	2 pages	5 %
4 insertions	10 %	4 pages	10 %
6 insertions	12 %	6 pages	12 %
9 insertions	15 %	9 pages	15 %
12 insertions	18 %	12 pages	18 %
18 insertions	20 %	18 pages	20 %
24 insertions	22 %	24 pages	22 %
30 insertions	25 %	30 pages	25 %

Combination Terms/ETM-Kombi 2:

The combination discount can be claimed if the same page volumes are booked in all titles in the combination package during a 12-month period. Classified advertisements are not included.

ETM-Kombi 2

trans aktuell

+

firmenauto

+

WERKSTATT aktuell

Combinatory Discount



trans aktuell Media Information 2020



Schedule **T**

Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
1/20	Transporter and light commercial vehicles, digitization, connectivity		07. 01. 2020	09. 01. 2020	24. 01. 2020
2/20	Trailer & superstructure, Vehicle safety, assistance systems	Readers' choice ETM Award	28. 01. 2020	30. 01. 2020	14. 02. 2020
3/20	Combined Traffic, Tires and Tire Service	Readers' choice ETM Award	11. 02. 2020	13. 02. 2020	28. 02. 2020
4/20	Financing: Rent, Leasing, Purchase Training and advanced training	Readers' choice ETM Award	25. 02. 2020	27. 02. 2020	13. 03. 2020
5/20	Transport insurances Last mile/CEP (KEP)	Readers' choice ETM Award	10. 03. 2020	12. 03. 2020	27. 03. 2020
6/20	Used commercial vehicles Axes, Brakes, Retarder		23. 03. 2020	25. 03. 2020	09. 04. 2020
7/20	Municipal vehicles, Waste management Telematics/commercial vehicle IT		03. 04. 2020	07. 04. 2020	24. 04. 2020
8/20	Industrial Trucks Maintenance, care, cleaning		20. 04. 2020	22. 04. 2020	08. 05. 2020
9/20	Commercial Vehicle Tires Last mile/CEP (KEP)		04. 05. 2020	06. 05. 2020	22. 05. 2020
10/20	Trailer & Superstructure Pharma logistics		22. 05. 2020	26. 05. 2020	12. 06. 2020

Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
11/20	Tank management Vans (Superstructure/expansion)		08. 06. 2020	10. 06. 2020	26. 06. 2020
12/20	Financing: Rent, Leasing, Purchase Freight exchanges/cooling logistics		30. 06. 2020	02. 07. 2020	17. 07. 2020
13/20	Readers' choice ETM Award 2020 Telematics/Commercial Vehicle IT		28. 07. 2020	30. 07. 2020	14. 08. 2020
14/20	Last Mile/CEP (KEP)		18. 08. 2020	20. 08. 2020	04. 09. 2020
15/20	Combined Traffic		08. 09. 2020	10. 09. 2020	25. 09. 2020
16/20	Alternative Drives Vans and light commercial vehicles		22. 09. 2020	24. 09. 2020	09. 10. 2020
17/20	Hall/Storage Technology Food logistics		06. 10. 2020	08. 10. 2020	23. 10. 2020
18/20	Commercial Vehicle Tires Telematics/ Commercial vehicle IT		20. 10. 2020	22. 10. 2020	06. 11. 2020
19/20	Axes, Brakes, Retarder Last Mile /CEP (KEP)		10. 11. 2020	12. 11. 2020	27. 11. 2020
20/20	Distribution Transport Trailer & Superstructure		24. 11. 2020	26. 11. 2020	11. 12. 2020

For Classified Advertisements and media information of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** please check the Media Brochure of **KOMBI MARKT**

Topics: Traffic policy, transport management, fleet management, telematics, logistics, general management, practical advice

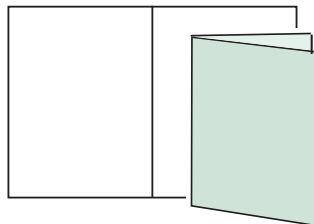


trans aktuell Media Information 2020

Inserts
Price List No. 29,
as of 1 January, 2020

14 **Inserts**

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



Prices for Inserts:

260.00 Euro per 1.000 editions up to 25 g.
Each additional 5 g cost 10.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm
Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 561. 602 80-162

VAT: all prices are in Euro + VAT.



Please find up-to-date technical features at
www.duon-portal.de

Delivery of printing material: Please send advertisements within editorial part electronically via „www.duon-portal.de“ You will find support at support@duon-portal.de or call directly: +49. 40. 374 117-50.

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



trans aktuell
Media Information
2020

Extract from
Advertising Customers

A

Active Logistics
ADAC Truck Service
Aral
A.T.U.

B

Bandag
Bigmove
Bluetree Systems
Bohnenkamp
BPW

C

CargoBeamer
CargoNetwork
Carrier Transicold
Castrol
Charterway
C.H. Robinson
Citroën
Contargo
Continental

D

DAF Trucks
Daimler Charterway
Daimler LKW
Daimler Transporter
Daimler TruckWorks
Dako
DB Cargo
Dautel
DEKRA
Deutsche Bank
DHL
DKV
Dolezych
DPD

E

Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F

Fiat
Fliegl
Ford
Fraikin
Frigoblock Grosskopf
Funkwerk

G

GEFA
Geodis
GE Tip Trailer Services
GITI Tires
Goodyear Dunlop
GPSoverIP
Grammer

H

Haldex
Hankook
Hella
Hellmann
Hörmann
HS Schoch
Humbaur
Hyundai

I

Idem Telematics
Isringhausen
Iveco

J

Josam Richttechnik
Jost Werke
Jungfalk

K

Kässbohrer
Kamag
KLV Rent
Knorr-Bremse
Kögel Trailer
Kombiverkehr
Kravag
Krone

L

Lamberet
Liqui Moly
LIS
LogPay

M

MAN Financial Services
MAN Nutzfahrzeuge
MANrental
Maske
Meiller
Mercedes
MercedesServiceCard
Messe Berlin
Messe Chemnitz
Messe Frankfurt
Messe Hannover
Messe Karlsruhe
Messe München
Messe Stuttgart
Michelin
Mitsubishi
Motorbuch Versand
Motor Presse
Multicar

N

Navteq
Nissan

O

Opel
Openmatics

P

Paccar Leasing
Paki Logistics
Palletways
Part
PEMA
Peugeot
Pneuhage

Q

q1q Telematik

R

Recaro
Renault Trucks
Renault Transporter
Robinson

S

SAF
Scania
Schmitz Cargobull
Schoch
Schwarzmüller
Shell
Soloplan
Sommer Fahrzeugbau
Stena Line
Stoneridge

T

Tankpool 24
Telepass
Teleroute
TFG Transfracht
Thermo King
Timocom
TipTrailerServices
TIS
Toll Collect
TomTom Telematik
Total
Transdata
Transics
Trimble
Truckscout

U

UPS
UTA

V

VDA
Voith
Volvo Trucks
VR-Leasing
VW
VW Leasing

W

Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Wecon
Wielton
Winkler

Z

Zauner
ZF Friedrichshafen



Your Contact for Advertisement in *trans aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager ***trans aktuell***

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 98-29

E-Mail: werner.faas@etm.de

Ad Management:

Motor Presse Stuttgart: Confirmations, invoices,
printing material and production enquiries:

Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart, Germany

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de

ETMverlag

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart