



Results  
Best Brand



**ETM**verlag

Media Information 2020



## Factsheet Best Brand

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In 2020 *trans aktuell*, FERNFAHRER and lastauto omnibus will once again call for the readers' choice „ETM Award 2020“. *trans aktuell*, Fernfahrer and lastauto omnibus readers will choose their favourites from the categories Best Truck, Best Van, Best Bus and Best Brand.

The special edition "Best Brand 2020" will illustrate on at least 44 pages all results separately and draw conclusions from these results for your businesses.

All categories are presented with informative charts and concise text passages by marketing professionals. And the best moments of the award ceremony are documented.

### Printing

Offset, Umschlag: ISOcoated\_v2\_300\_eci.icc (FOGRA 39 L),  
Inhalt: PSO\_LWC\_Improved\_eci.icc (FOGRA 45L)

### Copy material

Unseparated 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

Best Brand

### Closing Date

30. 06. 2020

### Copy Date

02. 07. 2020

### Publication Date

25. 07. 2020

(supplement in FERNFAHRER 09/20,  
lastauto omnibus 07-08/20, *trans aktuell* 13/20)



## Advertising Prices for Best Brand as of 1 January, 2020

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### Print run

|           |                                                       |
|-----------|-------------------------------------------------------|
| 101,173   | copies, of which                                      |
| 45,131*   | copies as supplement in<br><i>trans aktuell</i> 13/20 |
| 12,863**  | Copies as supplement in<br>lastauto omnibus 07-08/20  |
| 43,179*** | Copies as supplement in<br>FERNFAHRER 09/20           |

### Bleed

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

### General Terms and Conditions

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

### Best Brand

| Format         | Size<br>Bleed | Size<br>type area |             |
|----------------|---------------|-------------------|-------------|
| 1/1            | 215 x 280 mm  | 177 x 240 mm      | 10,740.00 € |
| 2/1            | 430 x 280 mm  | 386 x 240 mm      | 21,480.00 € |
| 1/2 horizontal | 215 x 140 mm  | 177 x 118 mm      | 6,040.00 €  |
| 1/2 vertical   | 108 x 280 mm  | 86 x 240 mm       | 6,040.00 €  |

### Placement

|    |              |             |
|----|--------------|-------------|
| U2 | 215 x 280 mm | 11,820.00 € |
| U4 | 215 x 280 mm | 11,820.00 € |

\* Base: Printed copies *trans aktuell* on average for 01 July, 2018 - 30 June, 2019

\*\* Base: Printed copies lastauto omnibus on average for 01 July, 2018 - 30 June, 2019

\*\*\* Base: Printed copies FERNFAHRER on average for 01 July, 2018 - 30 June, 2019



## Your Contact



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Motor Presse Stuttgart  
und VF Verlagsgesellschaft