



KOMBI

The higher
circulation market

Costs per 1000 copies
(Yearly Average IVW
3/18 – 2/19 incl. E-Paper
sold copies)

trans aktuell	37,887
lastauto omnibus	9,175
FERNFAHRER	22,221

KombiMarkt	
2 x trans aktuell	
1 x lastauto omnibus	
1 x FERNFAHRER	107,170
1/1 page 4c	5,140.00 €

Costs per 1000 sold copies
47.96 €*
* four publications in 8 months
2020

ETMverlag

Media Information 2020



is the combined classified advertisement section for



trans aktuell is the fortnightly published newspaper for transport, logistic and management. It offers its readers fast and easy information on traffic and transport policy all over Germany and Europe. Focal themes are transport management and fleet management. Whether readers are in search of latest news on marketing trends, legislative bills or look for general information on transport management - **trans aktuell** will give all information needed to fulfill daily tasks. News for the floating fleet - precise, up-to-date and practical.

Please check our KombiMarkt homepage online at www.eurotransport.de one week prior publication.
Follow the link: etm.de/kombimarkt



lastauto omnibus is the monthly magazine that specializes in testing, technology and latest commercial vehicle trends.

The great variety of reports on trucks and vans also includes a special journal exclusively for bus topics.

lastauto omnibus offers its readers practical advice for second-hand cars, model cars and latest news on repairs, spare parts and equipment.



FERNFAHRER is the German language truck magazine with latest and comprehensive news for the truck driver, haulage contractor and commercial vehicle manager.

The reader is provided with vehicle reports, tests and news on innovations as well as lively reports and fascinating stories in informal language. Truck drivers, their opinions and knowledge are another focus.

FERNFAHRER is news for the dedicated driver.

- Target Group:**
- Fleet and technical managers in the commercial vehicle field, traffic and in vehicle parks of federations, counties and municipalities
 - Directors and managers for selection and use of means of transport
 - Commercial vehicle managers in DEKRA member fleets and commercial motor vehicle workshops
 - Fleet managers and haulage contractors
 - Qualified truck and bus drivers



KOMBIMARKT

Media Information 2020

Advertising Price List No. 21 as of 1 January, 2020

KOMBIMARKT is the combined classified advertisement section of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER**. Your ad is published 2 x in **trans aktuell** within 8 months. 1 x in **lastauto omnibus** and 1 x in **FERNFAHRER**.

One advertisement = 4 editions

In January and August 2020 your ad is published 1 x in **trans aktuell** and 1 x in **FERNFAHRER**.

In July and December 2020 your ad is published 1 x in **trans aktuell**, 1 x in **lastauto omnibus** and 1 x in **FERNFAHRER**.

Sold circulation of all magazines, monthly total 1 July, 2018 until 30 June, 2019 (on average): 107,170 copies

mm-price: Euro 4.50*, coloured advertisements without extra charge

Single booking: Conditions for single booking of magazines:
mm-price/magazine Euro 2.70*, coloured advertisements without extra charge

Sold circulation of single magazine 1 July, 2018 until 30 June, 2019:

trans aktuell	37,887 copies
lastauto omnibus	9,175 copies
FERNFAHRER	22,221 copies

Text Advertisements: Private Job advertisements
b/w: Euro 2.40 (VAT incl.). Phone: +49. 711. 182-1 88,
Fax: +49. 711. 182-17 83. Box Number Fee Euro 10.00
(1 column, 50 mm maximum height, no extras, discounts, free copies and commission).

* Prices per mm height, width of column 43 mm, minimum height 20 mm.
All prices in Euro + VAT.

Publisher EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
P.O. Box: Postfach 81-02-07, 70519 Stuttgart, Germany
Address: Handwerkstr. 15, 70565 Stuttgart, Germany
Advertisements: Phone: +49. 711. 784 98-94
E-Mail: norbert.blucke@etm.de
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, bank code 600 501 01, Account No. 7871 5092 76, BAN DE13 6005 0101 7871 5092 76, BIC/SWIFT Code SOLADEST

Discounts: For discounts please see **trans aktuell**, **lastauto omnibus** or **FERNFAHRER**. Final discounts from **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** can be transferred to **KOMBIMARKT**. The insertion in **KOMBIMARKT** does not contribute to the fulfilment of the advertisement.

Combinatory Discounts, ad within 12 months (insertion year)

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

General terms and conditions of ETM Verlag apply.



KOMBI

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Media Information 2020

Schedule

Month	Edition/ No.	Closing/ Copy Date	Publication Date	Month	Edition/ No.	Closing/ Copy Date	Publication Date
Jan.	<i>trans aktuell</i> 1 FERNFAHRER 2	09. 12. 2019	24. 01. 2020 04. 01. 2020	July	<i>trans aktuell</i> 12 lastauto omnibus 7+8 FERNFAHRER 8	15. 06. 2020	17. 07. 2020 25. 07. 2020 04. 07. 2020
Feb.	<i>trans aktuell</i> 2 <i>trans aktuell</i> 3 lastauto omnibus 1+2 FERNFAHRER 3	22. 01. 2020	14. 01. 2020 28. 02. 2020 12. 02. 2020 12. 02. 2020	Aug.	<i>trans aktuell</i> 13 FERNFAHRER 9	13. 07. 2020	14. 08. 2020 01. 08. 2020
March	<i>trans aktuell</i> 4 <i>trans aktuell</i> 5 lastauto omnibus 3 FERNFAHRER 4	17. 02. 2020	13. 03. 2020 27. 03. 2020 14. 03. 2020 07. 03. 2020	Sept.	<i>trans aktuell</i> 14 <i>trans aktuell</i> 15 lastauto omnibus 9 FERNFAHRER 10	17. 08. 2020	04. 09. 2020 25. 09. 2020 05. 09. 2020 05. 09. 2020
April	<i>trans aktuell</i> 6 <i>trans aktuell</i> 7 lastauto omnibus 4 FERNFAHRER 5	16. 03. 2020	09. 04. 2020 24. 04. 2020 11. 04. 2020 04. 04. 2020	Oct.	<i>trans aktuell</i> 16 <i>trans aktuell</i> 17 lastauto omnibus 10 FERNFAHRER 11	11. 09. 2020	09. 10. 2020 23. 10. 2020 17. 10. 2020 02. 10. 2020
May	<i>trans aktuell</i> 8 <i>trans aktuell</i> 9 lastauto omnibus 5 FERNFAHRER 6	08. 04. 2020	08. 05. 2020 22. 05. 2020 16. 05. 2020 02. 05. 2020	Nov.	<i>trans aktuell</i> 18 <i>trans aktuell</i> 19 lastauto omnibus 11 FERNFAHRER 12	19. 10. 2020	06. 11. 2020 27. 11. 2020 14. 11. 2020 07. 11. 2020
June	<i>trans aktuell</i> 10 <i>trans aktuell</i> 11 lastauto omnibus 6 FERNFAHRER 7	14. 05. 2020	12. 06. 2020 26. 06. 2020 20. 06. 2020 06. 06. 2020	Dec.	<i>trans aktuell</i> 20 lastauto omnibus 1+2 FERNFAHRER 1	16. 11. 2020	11. 12. 2020 12. 12. 2020 05. 12. 2020



KOMBI**MARKT**

Media Information 2020

Schedule
Single Booking
FERNFAHRER Markt
DAS TRUCK-MAGAZIN FÜR GEBÜCKENFÄHRER

Edition No.	Closing Date	Copy Date	Publication Date
2/2020	09. 12. 2019	09. 12. 2019	04. 01. 2020
3/2020	22. 01. 2020	22. 01. 2020	12. 02. 2020
4/2020	17. 02. 2020	17. 02. 2020	07. 03. 2020
5/2020	16. 03. 2020	16. 03. 2020	04. 04. 2020
6/2020	08. 04. 2020	08. 04. 2020	02. 05. 2020
7/2020	14. 05. 2020	14. 05. 2020	06. 06. 2020
8/2020	15. 06. 2020	15. 06. 2020	04. 07. 2020
9/2020	13. 07. 2020	13. 07. 2020	01. 08. 2020
10/2020	17. 08. 2020	17. 08. 2020	05. 09. 2020
11/2020	11. 09. 2020	11. 09. 2020	02. 10. 2020
12/2020	19. 10. 2020	19. 10. 2020	07. 11. 2020
1/2021	16. 11. 2020	16. 11. 2020	05. 12. 2020



KOMBI MARKT

Media Information 2020

Schedule
Single Booking
**lastauto
omnibus** Markt
TEST-TECHNIK-TRUCKS

Edition No.	Closing Date	Copy Date	Publication Date
1+2/2020	22. 01. 2020	22. 01. 2020	12. 02. 2020
3/2020	24. 02. 2020	24. 02. 2020	14. 03. 2020
4/2020	20. 03. 2020	20. 03. 2020	11. 04. 2020
5/2020	24. 04. 2020	24. 04. 2020	16. 05. 2020
6/2020	28. 05. 2020	28. 05. 2020	20. 06. 2020
7+8/2020	06. 07. 2020	06. 07. 2020	25. 07. 2020
9/2020	17. 08. 2020	17. 08. 2020	05. 09. 2020
10/2020	28. 09. 2020	28. 09. 2020	17. 10. 2020
11/2020	26. 10. 2020	26. 10. 2020	14. 11. 2020
12/2020	23. 11. 2020	23. 11. 2020	12. 12. 2020



KOMBI**MARKT**

Media Information 2020

Schedule
Single Booking
trans aktuell Markt

Edition No.	Closing Date	Copy Date	Publication Date	Edition No.	Closing Date	Copy Date	Publication Date
1/2020	10. 01. 2020	10. 01. 2020	24. 01. 2020	11/2020	12. 06. 2020	12. 06. 2020	26. 06. 2020
2/2020	31. 01. 2020	31. 01. 2020	14. 02. 2020	12/2020	03. 07. 2020	03. 07. 2020	17. 07. 2020
3/2020	14. 02. 2020	14. 02. 2020	28. 02. 2020	13/2020	31. 07. 2020	31. 07. 2020	14. 08. 2020
4/2020	28. 02. 2020	28. 02. 2020	13. 03. 2020	14/2020	21. 08. 2020	21. 08. 2020	04. 09. 2020
5/2020	13. 03. 2020	13. 03. 2020	27. 03. 2020	15/2020	11. 09. 2020	11. 09. 2020	25. 09. 2020
6/2020	26. 03. 2020	26. 03. 2020	09. 04. 2020	16/2020	25. 09. 2020	25. 09. 2020	09. 10. 2020
7/2020	08. 04. 2020	08. 04. 2020	24. 04. 2020	17/2020	09. 10. 2020	09. 10. 2020	23. 10. 2020
8/2020	23. 04. 2020	23. 04. 2020	08. 05. 2020	18/2020	23. 10. 2020	23. 10. 2020	06. 11. 2020
9/2020	07. 05. 2020	07. 05. 2020	22. 05. 2020	19/2020	13. 11. 2020	13. 11. 2020	27. 11. 2020
10/2020	27. 05. 2020	27. 05. 2020	12. 06. 2020	20/2020	27. 11. 2020	27. 11. 2020	11. 12. 2020

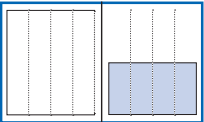
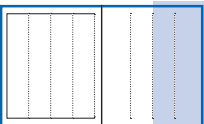


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Advertising Formats and Prices

Formats				Kombimarkt		Single Booking
	1/1 Page	<i>bleed*</i>	230 x 298 mm + 3 mm trim 185 x 248 mm trans aktuell (type area) FERNFAHRER contact ads	<i>in Euro</i>	5,140.00	2,950.00
			<i>upon request</i>			
	1/2 Page	type area <i>horizontal</i>	185 x 125 mm FERNFAHRER contact ads	<i>in Euro</i>	2,290.00	1,290.00
			<i>upon request</i>			
	1/2 Page	<i>bleed*</i> <i>vertical</i>	114 x 298 mm + 3 mm trim 90 x 248 mm in trans aktuell (type area)	<i>in Euro</i>	2,950.00	1,480.00
	1/2 Page	<i>bleed*</i> <i>horizontal</i>	230 x 150 mm + 3 mm trim 185 x 122 mm in trans aktuell (type area)	<i>in Euro</i>	2,950.00	1,480.00

*Additional 5mm for bleed ads per page. Text and picture elements need to have at least 10mm space from edge.

Formats	in Euro	KombiMarkt	Single Booking
mm-price		4.50	2.70

Classified advertisements 2.40 Euro for **FERNFAHRER**, **trans aktuell** and **lastauto omnibus**.



KOMBI**MARKT**

Media Information 2020

Comparison with Competitors

Comparison costs for 1000 copies; commercial ads 4c in classified section:

	FERNFAHRER	TRUCKER
Sold circulation	22,221	18,015
<i>Yearly Average</i> (IVW 3/18 – 2/19)		
mm-price 4c	2.60 €	6.30 €
1/1 page, 4c, Bleed	2,890.00 €	7,030.80 €
Costs per 1000	130.06 €	390.27 €

Source: Media Information 2019

FERNFAHRER classified advertisements are **66 % cheaper** than TRUCKER ads.

Costs per 1000 sold copies Yearly Average (IVW 3/2018 – 2/19)

<i>trans aktuell</i>	37,887
lastauto omnibus	9,175
FERNFAHRER	22,221

KombiMarkt monthly booking*

2 x *trans aktuell*
1 x lastauto omnibus
1 x FERNFAHRER

sold copies per month: 107,170

1/1 p, 4c 5,140.00 €
per month

Costs per 1000 sold copies 47.96 €*

* four publications in 8 months 2020





Your Contact for advertisement in **KOMBIMARKT**



Norbert Blucke

Advertisement:

Media advice, offers, orders, printing material and technical advice

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

Advertisement Manager **KOMBIMARKT**

Norbert Blucke
Phone: +49. 711. 7 84 98-94
Fax: +49. 711. 7 84 98-29
E-Mail: norbert.blucke@etm.de

Ad Management:

Via Motor Presse Stuttgart:
further questions, confirmations, invoices

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

Carmen Brix
Phone: +49. 711. 1 82-15 22
Fax: +49. 711. 1 82-18 18
E-Mail: cbrix@motorpresse.de
ieifrig@motorpresse.de

Single Bookings:

lastauto omnibus

Carmen Brix
Phone: +49. 711. 1 82-15 22
E-Mail: cbrix@motorpresse.de

FERNFAHRER

Iris Eifrig
Phone: +49. 711. 1 82-16 13
E-Mail: ieifrig@motorpresse.de

trans aktuell

Susanne Baranjosch
Phone: +49. 711. 1 82-21 44
E-Mail: sbaranjosch@motorpresse.de

Files for advertisements:

Please send your printing material with electronic ticket via Internet:

„Elektronisches Datenticket“ at
<https://www.etm.de/anzeigenannahme>

ETMverlag

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