

Magazine and Lounge  
Advertising

**TIRE FLEET MAGAZIN**  
– everything needed  
for tires,  
tire management,  
commercial fleets

– at the world's  
largest fair



THE TIRE Cologne  
9 - 12 June, 2020, Cologne

Print Run  
60,000 Copies



## THE TIRE COLOGNE – Special Section and TIRE FLEET Lounge

Increasing pressure forces fleetmanagers of commercial vehicle fleets to keep on optimizing. The Total Cost of Ownership is the indicator for efficiency regarding fleets and tires. The consulting and service potential for the topic tires should not be underestimated. Just in time for „The Tire Cologne“ fair, ETM Verlag together with the Cologne Fair, will therefore publish the special section on all important trends regarding tire and fleet management, with the focus on fleet managers of trucks and vans, workshop operators and tire service providers.

Together with reporting and a comprehensive programme, the special section **TIRE FLEET MAGAZIN** includes a free ticket to the fair. The **TIRE FLEET MAGAZIN** is also available as e-paper at [www.eurotransport.de](http://www.eurotransport.de) and for downloading from the homepage Messe Köln.

Additionally, the „**TIRE FLEET Lounge**“, organized by ETM Verlag together with the Messe Köln, will again be an ideal place for holding lectures and having discussions about tire managements of commercial fleets in 2020. The programme includes expert articles from research, industry and service providers. This place will also serve

as a great location for networking and the direct dialogue between customers and colleagues during and after the fair. ETM Verlag offers a unique network-oriented portfolio with publications, such as *trans aktuell* and *lastauto omnibus*. In addition to advice and support for professionals in the commercial vehicle industry - ETM Verlag offers technical advice regarding the Total Cost of Ownership along with the scope of print and digital activities of major commercial vehicle fleets in Germany.

### Printing Material

please use electronic device at our website [www.eurotransport.de/daten](http://www.eurotransport.de/daten), click on desired magazine and select „ETM Datenticket“.

### Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.

### Schedule

TIRE FLEET MAGAZIN

### Closing Date

02. 03. 2020

### Copy Date

08. 03. 2020

### Publication Date

06. 05. 2020

(special section in *lastauto omnibus* 05/20  
and *trans aktuell* 08/20)



## Prices

## TIRE FLEET MAGAZIN

Price list, as of 1 January, 2020



### Print Run

60.000	copies, of which
45.131*	copies as special section in <i>trans aktuell</i> 08/20
12.863**	copies as special section in lastauto omnibus 05/20)
1.500	copies distributed at TIRE Cologne 2020
506	remaining, file and voucher copies (acc. to ETM Verlag)

### 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.

### Formats

<i>trans aktuell</i>	315 mm x 468 mm
lastauto omnibus	230 mm x 298 mm

### General Terms and Conditions

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

Packages/Formats	<i>trans aktuell</i>	lastauto omnibus
<b>Gold Package</b>		
<b>1/1 page TIRE FLEET MAGAZIN</b>	185 x 248 mm	230 x 298 mm + 5 mm bleed
+ Logo presentation at TIRE FLEET Lounge + Lecture (within program) + Expert articles + Online renewal at eurotransport.de details upon request		
	<b>Euro 4c/bw 18.900,-</b>	<b>Euro 4c/bw 18.900,00</b>
<b>Silver Package</b>		
<b>1/1 page TIRE FLEET MAGAZIN</b>	185 x 248 mm	230 x 298 mm + 5 mm bleed
+ Expert articles + Online renewal at eurotransport.de		
	<b>Euro 4c/bw 16.900,-</b>	<b>Euro 4c/bw 16.900,00</b>
<b>Bronze Package</b>		
<b>1/1 page TIRE FLEET MAGAZIN</b>	185 x 248 mm	230 x 298 mm + 5 mm bleed
or		
<b>1/2 page TIRE FLEET MAGAZIN</b>	vert 137 x 248 mm horiz 185 x 185 mm	114 x 298 mm 230 x 150 mm
	<b>Euro 4c/bw 6,450,00</b>	<b>Euro 4c/bw 12,380,00</b>

\* Basis: Print Run *trans aktuell* on average for the period of 01 July, 2018 - 30 June, 2019

\*\* Basis: Print Run lastauto omnibus on average for the period of 01 July, 2018 - 30 June, 2019



## Your Contact



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