



Facts on oils, greases
and operating fluids



ETMverlag

Media Information 2020



Factsheet *trans aktuell* spezial

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trans aktuell spezial, the bilingual [DEKRA Betriebsstoff-Liste](#), is in its 27th successful year with a distributed circulation of 32,000 copies. Ever since it was first published it has been the comprehensive and informative magazine for car dealers, mechanics as well as fleet managers. Manufacturers and dealers of lubricants consider the [DEKRA Betriebsstoff-Liste](#) as the indispensable counsellor on greases, oils, lubricants and coolants and also highly recommend its comprehensive tables and great variety of reports. *trans aktuell spezial* is about requirements, addresses and selling structures of vehicle manufacturers.

Printing

Offset

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

trans aktuell spezial 27

Closing Date

05. 10. 2020

Copy Date

12. 10. 2020

Publication Date

20. 11. 2020



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Year

27th year 2020

Product Entries/Address Entries/Orders

Columns

Fuels/Oils

Engine oils, general
Two-stroke gasoline engines
Tractor oils
Gear oils
Automatic transmission fluids
Hydraulic oils
Greases
Coolants
Oil bonding agents

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Cleaning Agents

Water purification
Wind Screen Cleaner
Hall and workshop cleaner
Motorbike cleaner/care products
Car cleaner-and care products
Truck cleaner-and care products
Cold cleaners
Brake fluids
AdBlue®
Addresses

Prices Line Entries:

01 - 20	105,00 €
21 - 40	77,50 €
from 41	56,00 €
Add. lines	35,00 €



Price List *trans aktuell* spezial for DEKRA Betriebsstoffliste No. 27, Edition 2021 as of January, 2020

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Distributed Circulation

32,000 Copies*

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.

General Terms and Conditions

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

*According to ETM Verlag

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spezial**

Format	Size bleed	Size type area	4c
1/1	210 x 297 mm	185 x 260 mm	9,680.00 €
3/4 vertical	158 x 297 mm	137 x 260 mm	7,290.00 €
3/4 horizontal	210 x 223 mm	185 x 195 mm	7,290.00 €
1/2 vertical	105 x 297 mm	90 x 260 mm	4,860.00 €
1/2 horizontal	210 x 149 mm	185 x 130 mm	4,860.00 €
1/3 horizontal	210 x 100 mm	185 x 80 mm	3,250.00 €
1/4 2 columns		90 x 130 mm	2,480.00 €
1/4 4 columns		185 x 65 mm	2,480.00 €
1/8 1 column		43 x 130 mm	1,300.00 €
1/8 2 columns		90 x 65 mm	1,300.00 €
1/8 4 columns		185 x 32 mm	1,300.00 €
2/1**	420 x 297 mm	392 x 260 mm	19,360.00 €

Placement

2 nd cover page	210 x 297 mm	10,650.00 €
3 rd cover page	210 x 297 mm	10,160.00 €
Backcover	210 x 297 mm	10,980.00 €



Classified Ads

Prices per mm up to 40 mm width
9.10 €

Inserts

2 pages	9,510.00 €	6 pages	19,020.00 €
4 pages	14,270.00 €	8 pages	23,780.00 €

Attention

Features and fittings need to be co-ordinated with ETM Verlag.
Cancellation 5 days prior closing date.

Prices for inserts

260.00 € per 1,000 copies up to 25 g.

Each additional 5 g 10.00 €.

Minimum size: 105 x 148 mm

Maximum size: 200 x 280 mm

Miscellaneous

– Cover page sponsoring, Closing date : 5 May, 2020

Copy date: 5 June, 2020

Layout for cover sponsoring upon request. CI-guidelines
of ETM Verlag apply

– Threads upon request only

– Further advertisement forms upon request

Discounts

Please see ETM-Kombi 2 and media information
trans aktuell 2020.



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Advertisement

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