



eurotransportTV –
the WebTV Magazine
for the Commercial
Vehicle Industry

eurotransport **TV**

ETMverlag

Media Information 2021



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Factsheet

eurotransportTV - The WebTV Magazine for the Commercial Vehicle Industry

[eurotransportTV](#) aims to reach a wide audience of professionals: truck drivers, decision-makers of transport companies and commercial vehicle fleets as well as industry representatives and enthusiasts with most relevant news from the commercial vehicle, the transport and logistics industry.

Experts get a chance to speak here

[eurotransportTV](#) gives advice and information as well as entertainment. Above all, you will have critical reporting on urgent and delicate issues: the shortage of professional drivers and security. Top-class experts from shipping and logistics as well as the vehicle and supplier industry will report on latest trends on [eurotransportTV](#). Furthermore, experts will support with insider tips from the commercial vehicle industry and the automatic news block with the latest news on a wide range of topics.

Our editorial offices [FERNFAHRER](#), [lastauto omnibus](#) and [trans aktuell](#) are providing necessary industry expertise with Andreas Techel as editorial manager. He is the one with expert TV reporter teams and presenter Alexandra von Lingen.

Show Time:	appx. 30 minutes
Show Format:	on-location-production
Video Calls:	more than 8,7 Mio.* (status 31.08.2020)
Average Hits per Article:	more than 115,000*



*acc. to ETM



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Promotion

Experts of the commercial vehicle industry will recognise and see your topics on eurotransport TV. Additionally, ETM uses video channels of this new TV format and spreads your advertising. Through the interaction of print, online, social media and TV you achieve an immense range and have best conditions for your success.

Accompanying Advertising formats

Own ads	in trans aktuell, paid circ. 38,745 copies lastauto omnibus, paid circ. 8,307 copies FERNFAHRER, paid circ. 19,592 copies (Paid circulation on average 01.07.2019 – 30.06.2020)	Reporting on broadcast	in print editions trans aktuell, lastauto omnibus, FERNFAHRER Via social media channels, such as Facebook, Xing, Twitter, Instagram on www.eurotransport.de
Online Banner	Visits eurotransport.de 203,494 visits 522,121 page impressions (IVW 07/19)	Newsletter	Reporting Banner placement 19,783 recipients per week



Your Contact

Would you like to be successful by using moving images? We are happy to advise you.

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



Stephan Hurnik

Media advice, offers and orders

Stephan Hurnik

Phone +49. 33 42. 4 25 83 33
Mobile +49. 172. 28 94 398
Fax +49. 7 11. 7 84 98-29
E-Mail stephan.hurnik@etm.de
Internet www.etm.de



Andreas Techel

Media Advice, Offers and Orders, Printing Material

Andreas Techel

Phone +49. 7 11. 7 84 98-86
Mobile +49. 1 72. 721 76 52
Fax +49. 7 11. 7 84 98-75
E-Mail andreas.techel@etm.de
Internet www.etm.de

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Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft