



The Newspaper for
Transport, Logistics and
Management



ETMverlag

Media Information 2021



trans aktuell Media Information 2021

Portrait



The Transport and logistics industry is facing major challenges and changes. There is a wide range of issues: starting with Alternative Drives up to Diesel Driving Bans. The lack of truck drivers has been particularly serious before the corona crisis hit all businesses. Sustainable entrepreneurship and reliable customer relations have become increasingly important at this time.

In 2021 shipping and transport companies will be especially called upon coping with all these consequences. All the more important it is to be on top of all these current topics.

trans aktuell, the newspaper for transport, logistics and management makes a major contribution because it gives practical advice and is focussed on medium-sized enterprises. Topics are comprehensible, practical and worth reading. **trans aktuell** is also the professional journal for DEKRA-members.



Editor-in-Chief
Matthias Rathmann
on **trans aktuell**



1 Characteristics and target group:

trans aktuell is the fortnightly published newspaper for transport, traffic and management. **trans aktuell** offers its readers fast and easy information on traffic and transport all over Germany and Europe. Further topics are transport and management. **trans aktuell** is news for the floating fleet. The event „ETM Award“ is carried out by **trans aktuell** readers - here they are given a chance to speak.

- 2 **Publication:** 20 editions per year
- 3 **Year:** 30th year 2020
- 4 **Web-address:** www.transaktuell.de
www.eurotransport.de
- 5 **Membership:** –
- 6 **Organ:** –
- 7 **Publisher:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
- 8 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
- 9 **Editor:** Matthias Rathmann, Editor-in-Chief
Phone: +49. 711. 7 84 98-33
matthias.rathmann@etm.de

- 10 **Advertisement:** Werner Faas, Advertising Manager
Phone: +49. 711. 7 84 98-96
werner.faas@etm.de

- 11 **Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 7 84 98-17
bernd.steinfeldt@etm.de

12 Cover price

Subscription:

Germany Euro 69.60

Cover price: Euro 3.50

- 13 ISSN-No.: 0947-7268

14 Volume analysis 2019 = 20 editions

Format: 315 x 468 mm

Total size: 427 pages = 100.0%

Editorial: 298 pages = 69.8%

Advertisement: 129 pages = 30.2%

of which

Classified ads: 48 pages = 37.2%

Bound inserts (impossible): 0 pages = 0.0%

House ads: 28 pages = 21.4%

Inserts 3 editions

- 15 **Content analysis of editorial 2019 = 298 pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

Editions per issue (on average)

for the period of 1 July 2019 until 30 June 2020

Total circulation: 39,683

Distributed circulation: 39,021

Foreign countries: 179

Paid circulation: 38,746

Foreign countries: 168

– Subscriptions: 21,755

Members: 21,437

– Single Sales: –

– General sales: 16,991

Free copies: 275

18 **Geographic distribution:**

Economic sector

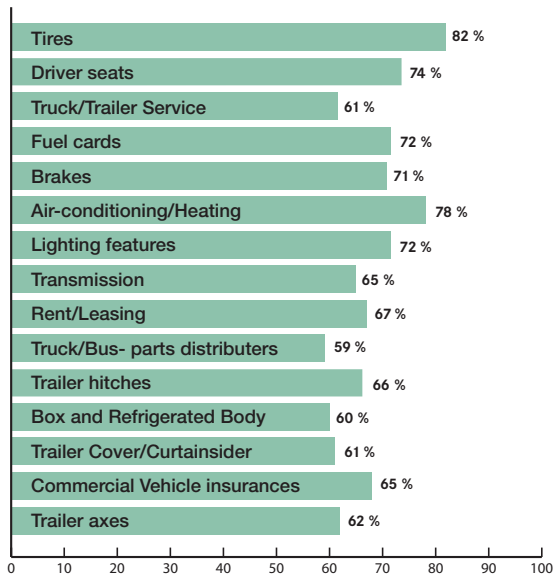
percentage of
distributed circulation

% Exemplare

Home country	99.5	38,842
Foreign countries	0.5	179
Distributed circulation	100	39,021

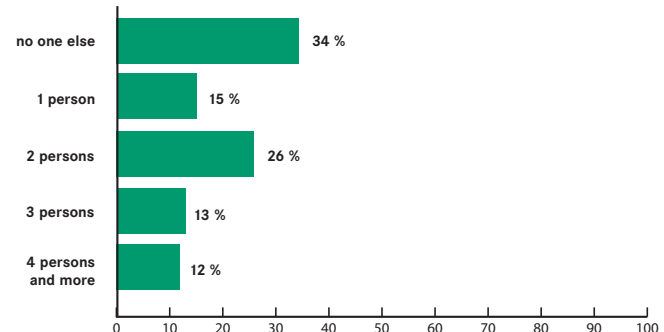


Which topics are the most interesting
for *trans aktuell* readers (Best Brands)



How many people, but you, are reading this copy of
trans aktuell?

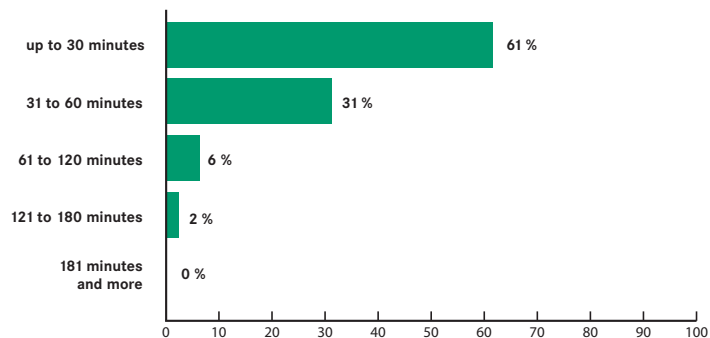
Number of other readers on average: 2.8 additional persons
per copy
Reader per copy total = 3.8



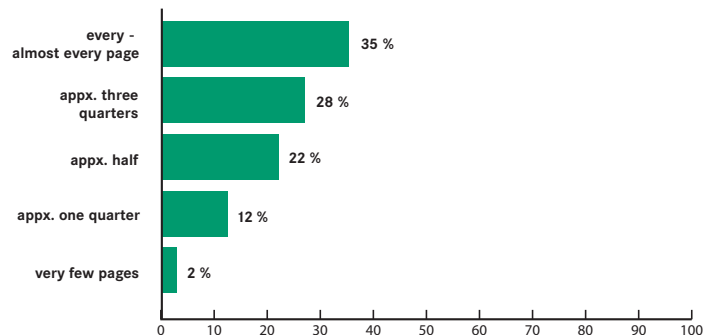


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 39 minutes



How many pages are being read?





trans aktuell Media Information 2021

Competition

	<i>trans aktuell</i>	DVZ	Transport	VerkehrsRundschau No IVW data as of 1 st quarter 2020
Distributed circulation (IVW 2/20) 21.611	40.388 6.622	9.462 1.302	20.567	
Prices 2020 ca. 1.000 mm 4c	12.380,00 €	10.240,00 €	7.080,00 €	7.100,00 €
Price per 1,000 distributed copies appx. 1,000 mm 4c	306,53 €	1.082,22 €	344,24 €	no data
Price per 1,000 subscriptions appx. 1,000 mm 4c	572,86 €	1.546,36 €	5.437,79 €	no data

Base: Media Information IVW 2/2020

Formats

trans aktuell: 1/1 p. magazine size, 185 mm x 248 mm = 992 mm
 DVZ: 284 mm x 215 mm = 1,075 mm
 Transport: 185 mm x 270 mm = 1,080 mm
 VerkehrsRundschau: 1/1 p. type areal, 175 mm x 236 mm = 944 mm



- 1 **Circulation:** Printed Circulation 39,683
Distributed circulation/yearly average 39,021
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm,
6 columns, width of column 43 mm
- 3 **Printing:** Offset, PSO_LWC_Improved_eci.icc (FOGRA 45L)
Copy material: please see page 15
- 4 **Schedule:** please see page 12 and 13
On sale date: Fridays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart, Germany
Internet: www.eurotransport.de
Advertising: Phone: +49. 711. 784 98-96
- 6 **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,
IBAN: DE13 6005 0101 7871 5092 76
BIC/SWIFT Code: SOLADEST600

General terms and conditions of ETM Verlag apply

7 Formats and Prices – Magazine format, variations of formats see page 10

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		12,520.00
2 x 1/2 page	vertical	394 x 122		
3/4 page	vertical	137 x 248		9,510.00
	horizontal	185 x 185		
1/2 page	vertical	90 x 248		6,620.00
	horizontal	185 x 122		
2/1 pages		394 x 248		25,040.00
These formats are printed as an only advertisement per page.				

Formats		Width x Height (in mm)	in Euro	4c/bw
1/3 page	vertical	90 x 185		3,930.00
	horizontal	185 x 80		
1/4 page	1 column	43 x 248		2,620.00
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160		2,130.00
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122		1,500.00
	2 columns	90 x 60		
	4 columns	185 x 29		
1/16 page	1 column	43 x 60		810.00
	2 columns	90 x 29		
These formats are not necessarily placed alone on the page.				

7 Formats and Prices – Newspaper formats, format variations, please see page 11

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	–	288 x 420		18,480.00
1/2 page	vertical	137 x 420		11,400.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		9,690.00
	horizontal	288 x 135		

Get more advertising space for your money:

Referring to the millimetre price, you can save 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 Surcharge Special placements:

For 1st right advertising page and further preferred positioning add 20%

Classified ads on cover page

bottom left (44 x 52 mm) 2,470.00

no discounts

8 Surcharge Special placements:

Classified ads

per mm up to 1/8 page 26.00

No discounts, mm advertisements upon request, max. 1 column.

Colour advertisements: Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee can be given for colour layouts without a colour scale.

Format:

Free advertisements across gutter.
No bleed for technical reasons.

9 **Classified advertisement:**

for details please ask for **KOMBIMARKT** price list.

10 **For special requests** please contact:

Doris V. Lorch, Phone: +49. 711. 7 84 98-92

11 **Discounts:** please see page 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 14

15 **Glued inserts:** on request

16 **Address:** please see page 14

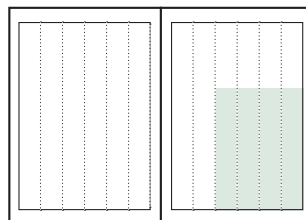
VAT: all prices are in Euro + VAT



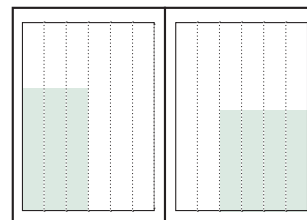
Magazine Format

page

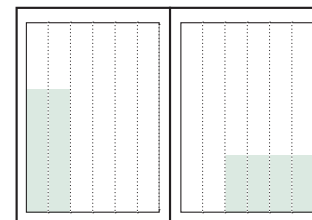
Formats (width x height)
type area



1/1 page
185 x 248 mm



3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm

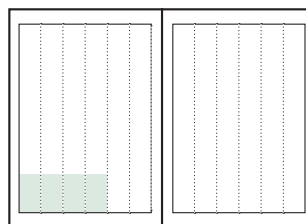


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

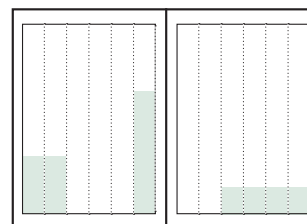
Magazine Format

page

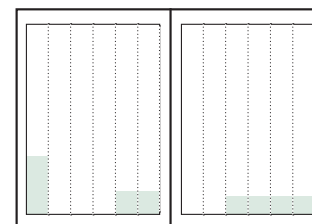
Formats (width x height)
type area



1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



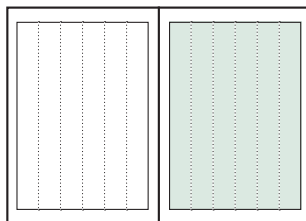
1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm



1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

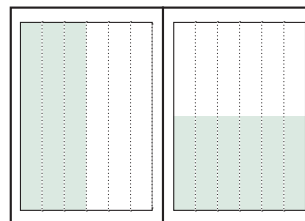
Newspaper Format

page



1/1 page

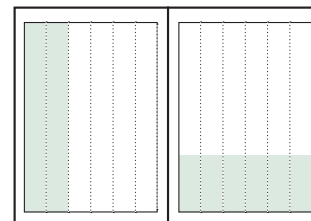
288 x 420 mm



1/2 page

vertical: 137 x 420 mm

horiz.: 288 x 210 mm



1/3 page

vertical: 90 x 420 mm

horiz.: 288 x 135 mm

11 Discounts:

They are based on the number/pages of ads placed within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Based on magazine format

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

Combination Terms/ETM-Kombi 2:

The combination discount can be claimed if the same page volumes are booked in all titles in the combination package during a 12-month period. Classified advertisements are not included.

ETM-Kombi 2

trans aktuell

+

firmenauto

+

WERKSTATT aktuell

Combinatory Discount



trans aktuell Media Information 2021



Schedule **T**

Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
1/21	Transporter and light commercial vehicles, Vehicle safety, assistance systems		04. 01. 2021	07. 01. 2021	22. 01. 2021
2/21	Trailer & Superstructure Digitization and Connectivity	Readers' choice ETM Award	26. 01. 2021	28. 01. 2021	12. 02. 2021
3/21	Waste management Axes, Brakes, Retarder	Readers' choice ETM Award	09. 02. 2021	11. 02. 2021	26. 02. 2021
4/21	Financing: Rent, Leasing, Purchase Last Mile /CEP	Readers' choice ETM Award	23. 02. 2021	25. 02. 2021	12. 03. 2021
5/21	Municipal Vehicles Transport Insurance	Readers' choice ETM Award	09. 03. 2021	11. 03. 2021	26. 03. 2021
6/21	Telematics/Commercial Vehicle IT Comnined Traffic		19. 03. 2021	23. 03. 2021	09. 04. 2021
7/21	Fair Preview transport logistic Last Mile/CEP		13. 04. 2021	15. 04. 2021	30. 04. 2021
8/21	Tire and Tire Service Vans (Trailer & Superstructure)		26. 04. 2021	28. 04. 2021	14. 05. 2021
9/21	Industrial Trucks Maintenance, Cleaning		07. 05. 2021	11. 05. 2021	28. 05. 2021
10/21	Pharmalogistics, Trailer & Superstructure		21. 05. 2021	26. 05. 2021	11. 06. 2021

Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
11/21	Fuel Management Training and Advanced Training		08. 06. 2021	10. 06. 2021	25. 06. 2021
12/21	Readers' Choice: ETM Award 2021 Temperature controlled transports		06. 07. 2021	08. 07. 2021	23. 07. 2021
13/21	Financing: Rent, Leasing, Purchase Telematics/Commercial Vehicle IT		27. 07. 2021	29. 07. 2021	13. 08. 2021
14/21	Workshop and Service, Last Mile/CEP	automechanika Frankfurt	17. 08. 2021	19. 08. 2021	03. 09. 2021
15/21	Fair preview: NUFAM Combined Traffic	NUFAM Karlsruhe	07. 09. 2021	09. 09. 2021	24. 09. 2021
16/21	Distribution Transport Trailer & Superstructure		21. 09. 2021	23. 09. 2021	08. 10. 2021
17/21	Food Logistics Hall/Storage Technology	Deutscher Logistik-Kongress	05. 10. 2021	07. 10. 2021	22. 10. 2021
18/21	Alternative Drives Used Commercial Vehicle Tires	Nutzfahrzeuge	18. 10. 2021	20. 10. 2021	05. 11. 2021
19/21	Axes, Brakes, Retarder Last Mile /CEP	Zukunftskongress Nutzfahrzeuge	09. 11. 2021	11. 11. 2021	26. 11. 2021
20/21	Vans & Light Commercial Vehicles Telematics/ Commercial Vehicle IT		23. 11. 2021	25. 11. 2021	10. 12. 2021

For Classified Advertisements and media information of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** please check the Media Brochure of **KOMBI**MARKT

Topics: Traffic policy, transport management, fleet management, telematics, logistics, general management, practical advice

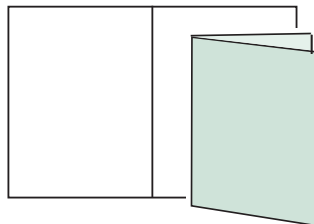


trans aktuell Media Information 2021

Inserts
Price List No. 30,
as of 1 January, 2021

14 **Inserts**

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



Prices for Inserts:

270.00 Euro per 1.000 editions up to 25 g.
Each additional 5 g cost 10.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm
Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 561. 602 80-162

VAT: all prices are in Euro + VAT.



trans aktuell Media Information 2021

Native Ad
"Geschäftliche Informationen"
Price List No. 30,
as of 1 January, 2021



The Advertorial [Geschäftliche Informationen](#) offers companies to provide their customers as well as business partners with up-to-date information on special occasions and/or topics.

On editorial newspaper pages you can introduce or present your company, your events, services and innovations. [Geschäftliche Informationen](#) is the platform for business presentation - whether it is a start-up company, an anniversary, a new business division or an introduction of a new product and/or service.

Your advertisement or that of an associated company can be placed inside.

[Geschäftliche Informationen](#)

Scope

4 pages
online renewal at [eurotransport.de](#)
(Native Ad, duration four weeks)

Other print or online formats upon request.

Price

19,800,00 €
2,900,00 €



Please find up-to-date technical features at
www.duon-portal.de

Delivery of printing material: Please send advertisements within editorial part electronically via „www.duon-portal.de“ You will find support at support@duon-portal.de or call directly: +49. 40. 374 117-50.

Classified Advertisements:

please send via „electronic ticket“ only to
<https://www.etm.de/anzeigenannahme>

Please ask for:

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de



trans aktuell Media Information 2021

Extract from Advertising Customers

A

Active Logistics
ADAC Truck Service
Aral
A.T.U.

B

Bandag
Bigmove
Bluetree Systems
Bohnenkamp
BPW

C

CargoBeamer
CargoNetwork
Carrier Transicold
Castrol
Charterway
C.H. Robinson
Citroën
Contargo
Continental

D

DAF Trucks
Daimler Charterway
Daimler LKW
Daimler Transporter
Daimler TruckWorks
Dako
DB Cargo
Dautel
DEKRA
Deutsche Bank
DHL
DKV
Dolezych
DPD

E

Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F

Fiat
Fliegl
Ford
Fraikin
Frigoblock Grosskopf
Funkwerk

G

GEFA
Geodis
GE Tip Trailer Services
GITI Tires
Goodyear Dunlop
GPSoverIP
Grammer

H

Haldex
Hankook
Hella
Hellmann
Hörmann
HS Schoch
Humbaur
Hyundai

I

Idem Telematics
Isringhausen
Iveco

J

Josam Richttechnik
Jost Werke
Jungfalk

K

Kässbohrer
Kamag
KLV Rent
Knorr-Bremse
Kögel Trailer
Kombiverkehr
Kravag
Krone

L

Lamberet
Liqui Moly
LIS
LogPay

M

MAN Financial Services
MAN Nutzfahrzeuge
MANrental
Maske
Meiller
Mercedes
MercedesServiceCard
Messe Berlin
Messe Chemnitz
Messe Frankfurt
Messe Hannover
Messe Karlsruhe
Messe München
Messe Stuttgart
Michelin
Mitsubishi
Motorbuch Versand
Motor Presse
Multicar

N

Navteq
Nissan

O

Opel
Openmatics
Oresundbro

P

Paccar Leasing
Paki Logistics
Palletways
Part
PEAC Mobility
PEMA
Peugeot
Pneuhage

Q

Quantron
q1q Telematik

R

Recaro
Renault Trucks
Renault Transporter
Robinson

S

SAF
Scania
Schmitz Cargobull
Schoch
Schwarzmüller
SEAT
Shell
Soloplan
Sommer Fahrzeugbau
Stena Line
Stoneridge

T

Tankpool 24
Telepass
Teleroute
TFG Transfracht
Thermo King
Timocom
TipTrailerServices
TIS
Toll Collect
TomTom Telematik
Total
Transdata
Transics
Trimble
Truckscout

U

UPS
UTA

V

VDA
Voith
Volvo Trucks
VR-Leasing
VW
VW Leasing

W

Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Webfleet Solutions
Wecon
Wielton
Winkler

Z

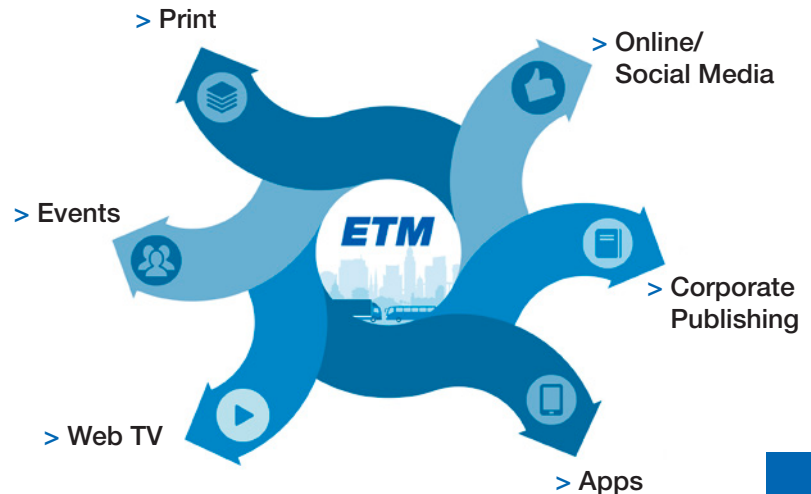
Zauner
ZF Friedrichshafen



Media Formats for your successful Multichannel Marketing

- The print magazines **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the highest range online portal with a monthly page impression rate of 960,000 page impressions (IVW September, 2020)
- **eurotransportTV** with more than 9 million video calls* and about 120,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status October, 2020)
- The **ETM SocialMedia Channels** are characterized by large interaction ranges for contents as well as a steady growth of followers.
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 50,000 visitors per day

With the ETM Multichannel Offer on all Media Channels:





Your Contact for Advertisement in *trans aktuell*



Werner Faas

Marketing:

Media advice, offers and orders

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

Advertising Manager

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 98-29

E-Mail: werner.faas@etm.de



Svetlana Marić

Svetlana Marić

Phone: +49. 7 84 98-97

Fax: +49. 7 84 98-29

E-Mail: svetlana.maric@etm.de

Internet: www.eurotransport.de

Ad Management:

Motor Presse Stuttgart: Confirmations, invoices,
printing material and production enquiries:

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

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de

ETMverlag

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