



Results
Best Brand



ETMverlag

Media Information 2021



Factsheet Best Brand

2

In 2021 *trans aktuell*, FERNFAHRER and lastauto omnibus will once again call for the readers' choice "ETM Award 2021". *trans aktuell*, Fernfahrer and lastauto omnibus readers will choose their favourites from the categories Best Truck, Best Van, Best Bus and Best Brand.

The special edition "Best Brand 2021" will illustrate on at least 44 pages all results separately and draw conclusions from these results for your businesses.

All categories are presented with informative charts and concise text passages by marketing professionals. And the best moments of the award ceremony are documented.

Printing

Offset, Umschlag: ISOcoated_v2_300_eci.icc (FOGRA 39 L),
Inhalt: PSO_LWC_Improved_eci.icc (FOGRA 45L)

Copy material

Please send printing documents via „Elektronischen Datenticket“ at <https://etm.de/anzeigenannahme>.

Coloured Ads

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



Schedule

Best Brand

Closing Date

01. 07. 2021

Copy Date

05. 07. 2021

Publication Date

07. 08. 2021

(supplement in FERNFAHRER 9/21,
lastauto omnibus 9/21, *trans aktuell* 13/21)



Advertising Prices for Best Brand as of 1 January, 2021

3

Print run

89,059	copies, of which
39,682*	copies as supplement in <i>trans aktuell</i> 13/21
11,402**	Copies as supplement in lastauto omnibus 9/21
37,975***	Copies as supplement in FERNFAHRER 09/21

Bleed

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

General Terms and Conditions

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

- * Base: Printed copies *trans aktuell* on average for 01 July, 2019 - 30 June, 2020
- ** Base: Printed copies lastauto omnibus on average for 01 July, 2019 - 30 June, 2020
- *** Base: Printed copies FERNFAHRER on average for 01 July, 2019 - 30 June, 2020

Best Brand



Format	Size Bleed	Size type area	
1/1	215 x 280 mm	177 x 240 mm	10,950.00 €
2/1	430 x 280 mm	386 x 240 mm	21,900.00 €
1/2 horizontal	215 x 140 mm	177 x 118 mm	6,160.00 €
1/2 vertical	108 x 280 mm	86 x 240 mm	6,160.00 €

Placement

U2	215 x 280 mm	13,140.00 €
U4	215 x 280 mm	13,140.00 €



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