



# KOMBI

The higher  
circulation market

**Costs per 1,000 copies**  
(Yearly Average IVW  
3/19 – 2/20 incl. E-Paper  
sold copies)

|                  |        |
|------------------|--------|
| trans aktuell    | 38,745 |
| lastauto omnibus | 8,307  |
| FERNFAHRER       | 19,592 |

|                      |            |
|----------------------|------------|
| <b>KombiMarkt</b>    |            |
| 2 x trans aktuell    |            |
| 1 x lastauto omnibus |            |
| 1x FERNFAHRER        | 105,389    |
| 1/1 page 4c          | 5,200.00 € |

**Costs per 1,000 sold copies**  
49,34 €\*  
\* four publications in 8 months  
2021

**ETM**verlag

## Media Information 2021



is the combined classified advertisement section for



**trans aktuell** is the fortnightly published newspaper for transport, logistic and management. It offers its readers fast and easy information on traffic and transport policy all over Germany and Europe. Focal themes are transport management and fleet management. Whether readers are in search of latest news on marketing trends, legislative bills or look for general information on transport management - **trans aktuell** will give all information needed to fulfill daily tasks. News for the floating fleet - precise, up-to-date and practical.

Please check our KombiMarkt homepage online at [www.eurotransport.de](http://www.eurotransport.de) one week prior publication.  
Follow the link: [etm.de/kombimarkt](http://etm.de/kombimarkt)



**lastauto omnibus** is the monthly magazine that specializes in testing, technology and latest commercial vehicle trends.

The great variety of reports on trucks and vans also includes a special journal exclusively for bus topics.

**lastauto omnibus** offers its readers practical advice for second-hand cars, model cars and latest news on repairs, spare parts and equipment.



**FERNFAHRER** is the German language truck magazine with latest and comprehensive news for the truck driver, haulage contractor and commercial vehicle manager.

The reader is provided with vehicle reports, tests and news on innovations as well as lively reports and fascinating stories in informal language. Truck drivers, their opinions and knowledge are another focus.

**FERNFAHRER** is news for the dedicated driver.

- Target Group:**
- Fleet and technical managers in the commercial vehicle field, traffic and in vehicle parks of federations, counties and municipalities
  - Directors and managers for selection and use of means of transport
  - Commercial vehicle managers in DEKRA member fleets and commercial motor vehicle workshops
  - Fleet managers and haulage contractors
  - Qualified truck and bus drivers



# KOMBIMARKT

## Media Information 2021

## Advertising Price List No. 21 as of 1 January, 2021

KOMBIMARKT is the combined classified advertisement section of **trans aktuell**, **lastauto omnibus** and **FERNFAHRER**. Your ad is published 2 x in **trans aktuell** within 8 months. 1 x in **lastauto omnibus** and 1 x in **FERNFAHRER**.

**One advertisement = 4 editions**

In January and August 2021 your ad is published 1 x in **trans aktuell** and 1 x in **FERNFAHRER**.

In July and December 2021 your ad is published 1 x in **trans aktuell**, 1 x in **lastauto omnibus** and 1 x in **FERNFAHRER**.

**Sold circulation of all magazines, monthly total 1 July, 2019 until 30 June, 2020 (on average): 105,389 copies**

**mm-price: Euro 4.50\***, coloured advertisements without extra charge

**Single booking:** Conditions for single booking of magazines:  
**mm-price/magazine Euro 2.70\***, coloured advertisements without extra charge

**Sold circulation of single magazine 1 July, 2019 until 30 June, 2020:**

|                         |               |
|-------------------------|---------------|
| <b>trans aktuell</b>    | 38,745 copies |
| <b>lastauto omnibus</b> | 8,307 copies  |
| <b>FERNFAHRER</b>       | 19,592 copies |

**Text Advertisements:** Private Job advertisements  
b/w: Euro 2.40 (VAT incl.). Phone: +49. 711. 182-1 88,  
Fax: +49. 711. 182-17 83. Box Number Fee Euro 10.00  
(1 column, 50 mm maximum height, no extras, discounts, free copies and commission).

\* Prices per mm height, width of column 43 mm, minimum height 20 mm.  
All prices in Euro + VAT.

**Publisher** EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
**P.O. Box:** Postfach 81-02-07, 70519 Stuttgart, Germany  
**Address:** Handwerkstr. 15, 70565 Stuttgart, Germany  
**Advertisements:** Phone: +49. 711. 784 98-94  
E-Mail: norbert.blucke@etm.de  
**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, bank code 600 501 01, Account No. 7871 5092 76, BAN DE13 6005 0101 7871 5092 76, BIC/SWIFT Code SOLADEST

**Discounts:** For discounts please see **trans aktuell**, **lastauto omnibus** or **FERNFAHRER**. Final discounts from **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** can be transferred to **KOMBIMARKT**. The insertion in **KOMBIMARKT** does not contribute to the fulfilment of the advertisement.

### Combinatory Discounts, ad within 12 months (insertion year)

| Series: | 2 insertions | 5 %  | 12 insertions | 18 % |
|---------|--------------|------|---------------|------|
|         | 4 insertions | 10 % | 18 insertions | 20 % |
|         | 6 insertions | 12 % | 24 insertions | 22 % |
|         | 9 insertions | 15 % | 30 insertions | 25 % |
|         |              |      |               |      |

General terms and conditions of ETM Verlag apply.



# KOMBIMARKT

## Media Information 2021

## Schedule

| Month | Edition/<br>No.                                                                          | Closing/<br>Copy Date | Publication<br>Date                                          | Month | Edition/<br>No.                                                                            | Closing/<br>Copy Date | Publication<br>Date                                          |
|-------|------------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------|-----------------------|--------------------------------------------------------------|
| Jan.  | <i>trans aktuell</i> 1<br>FERNFAHRER 2                                                   | 08. 12. 2020          | 22. 01. 2021<br>02. 01. 2021                                 | July  | <i>trans aktuell</i> 12<br>lastauto omnibus 7+8<br>FERNFAHRER 8                            | 14. 06. 2021          | 23. 07. 2021<br>24. 07. 2021<br>03. 07. 2021                 |
| Feb.  | <i>trans aktuell</i> 2<br><i>trans aktuell</i> 3<br>lastauto omnibus 1+2<br>FERNFAHRER 3 | 18. 01. 2021          | 12. 02. 2021<br>26. 02. 2021<br>06. 02. 2021<br>06. 02. 2021 | Aug.  | <i>trans aktuell</i> 13<br>FERNFAHRER 9                                                    | 19. 07. 2021          | 13. 08. 2021<br>07. 08. 2021                                 |
| März  | <i>trans aktuell</i> 4<br><i>trans aktuell</i> 5<br>lastauto omnibus 3<br>FERNFAHRER 4   | 15. 02. 2021          | 12. 03. 2021<br>26. 03. 2021<br>20. 03. 2021<br>06. 03. 2021 | Sept. | <i>trans aktuell</i> 14<br><i>trans aktuell</i> 15<br>lastauto omnibus 9<br>FERNFAHRER 10  | 16. 08. 2021          | 03. 09. 2021<br>24. 09. 2021<br>11. 09. 2021<br>04. 09. 2021 |
| April | <i>trans aktuell</i> 6<br><i>trans aktuell</i> 7<br>lastauto omnibus 4<br>FERNFAHRER 5   | 12. 03. 2021          | 09. 04. 2021<br>30. 04. 2021<br>17. 04. 2021<br>03. 04. 2021 | Oct.  | <i>trans aktuell</i> 16<br><i>trans aktuell</i> 17<br>lastauto omnibus 10<br>FERNFAHRER 11 | 13. 09. 2021          | 08. 10. 2021<br>22. 10. 2021<br>16. 10. 2021<br>02. 10. 2021 |
| Mai   | <i>trans aktuell</i> 8<br><i>trans aktuell</i> 9<br>lastauto omnibus 5<br>FERNFAHRER 6   | 19. 04. 2021          | 14. 05. 2021<br>28. 05. 2021<br>15. 05. 2021<br>08. 05. 2021 | Nov.  | <i>trans aktuell</i> 18<br><i>trans aktuell</i> 19<br>lastauto omnibus 11<br>FERNFAHRER 12 | 15. 10. 2021          | 05. 11. 2021<br>26. 11. 2021<br>13. 11. 2021<br>06. 11. 2021 |
| Juni  | <i>trans aktuell</i> 10<br><i>trans aktuell</i> 11<br>lastauto omnibus 6<br>FERNFAHRER 7 | 12. 05. 2021          | 11. 06. 2021<br>25. 06. 2021<br>19. 06. 2021<br>05. 06. 2021 | Dec.  | <i>trans aktuell</i> 20<br>lastauto omnibus 12<br>FERNFAHRER 1                             | 15. 11. 2021          | 10. 12. 2021<br>11. 12. 2021<br>04. 12. 2021                 |



# KOMBI MARKT

## Media Information 2021

Schedule  
Single Booking  
**FERNFAHRER** Markt  
DAS TRUCK-MAGAZIN FÜR GEBÜCKHARTFAHRER

| Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|
| 2/2021      | 08. 12. 2020 | 08. 12. 2020 | 02. 01. 2021     |
| 3/2021      | 18. 01. 2021 | 18. 01. 2021 | 06. 02. 2021     |
| 4/2021      | 15. 02. 2021 | 15. 02. 2021 | 06. 03. 2021     |
| 5/2021      | 12. 03. 2021 | 12. 03. 2021 | 03. 04. 2021     |
| 6/2021      | 19. 04. 2021 | 19. 04. 2021 | 08. 05. 2021     |
| 7/2021      | 12. 05. 2021 | 12. 05. 2021 | 05. 06. 2021     |
| 8/2021      | 14. 06. 2021 | 14. 06. 2021 | 03. 07. 2021     |
| 9/2021      | 19. 07. 2021 | 19. 07. 2021 | 07. 08. 2021     |
| 10/2021     | 16. 08. 2021 | 16. 08. 2021 | 04. 09. 2021     |
| 11/2021     | 13. 09. 2021 | 13. 09. 2021 | 02. 10. 2021     |
| 12/2021     | 15. 10. 2021 | 15. 10. 2021 | 06. 11. 2021     |
| 1/2022      | 15. 11. 2021 | 15. 11. 2021 | 04. 12. 2021     |



# KOMBI MARKT

## Media Information 2021

Schedule  
Single Booking  
**lastauto  
omnibus** Markt  
TEST-TECHNIK-TRUCKS

| Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|
| 1-2/2021    | 18. 01. 2021 | 18. 01. 2021 | 06. 02. 2021     |
| 3/2021      | 01. 03. 2021 | 01. 03. 2021 | 20. 03. 2021     |
| 4/2021      | 25. 03. 2021 | 25. 03. 2021 | 17. 04. 2021     |
| 5/2021      | 23. 04. 2021 | 23. 04. 2021 | 15. 05. 2021     |
| 6/2021      | 28. 05. 2021 | 28. 05. 2021 | 19. 06. 2021     |
| 7-8/2021    | 05. 07. 2021 | 05. 07. 2021 | 24. 07. 2021     |
| 9/2021      | 23. 08. 2021 | 23. 08. 2021 | 11. 09. 2021     |
| 10/2021     | 27. 09. 2021 | 27. 09. 2021 | 16. 10. 2021     |
| 11/2021     | 22. 10. 2021 | 22. 10. 2021 | 13. 11. 2021     |
| 12/2021     | 22. 11. 2021 | 22. 11. 2021 | 11. 12. 2021     |



# KOMBI**MARKT**

## Media Information 2021

Schedule  
Single Booking  
*trans aktuell* Markt

| Edition No. | Closing Date | Copy Date    | Publication Date | Edition No. | Closing Date | Copy Date    | Publication Date |
|-------------|--------------|--------------|------------------|-------------|--------------|--------------|------------------|
| 1/2021      | 08. 01. 2021 | 08. 01. 2021 | 22. 01. 2021     | 11/2021     | 11. 06. 2021 | 11. 06. 2021 | 25. 06. 2021     |
| 2/2021      | 29. 01. 2021 | 29. 01. 2021 | 12. 02. 2021     | 12/2021     | 09. 07. 2021 | 09. 07. 2021 | 23. 07. 2021     |
| 3/2021      | 12. 02. 2021 | 12. 02. 2021 | 26. 02. 2021     | 13/2021     | 30. 07. 2021 | 30. 07. 2021 | 13. 08. 2021     |
| 4/2021      | 26. 02. 2021 | 26. 02. 2021 | 12. 03. 2021     | 14/2021     | 20. 08. 2021 | 20. 08. 2021 | 03. 09. 2021     |
| 5/2021      | 12. 03. 2021 | 12. 03. 2021 | 26. 03. 2021     | 15/2021     | 10. 09. 2021 | 10. 09. 2021 | 24. 09. 2021     |
| 6/2021      | 24. 03. 2021 | 24. 03. 2021 | 09. 04. 2021     | 16/2021     | 24. 09. 2021 | 24. 09. 2021 | 08. 10. 2021     |
| 7/2021      | 16. 04. 2021 | 16. 04. 2021 | 30. 04. 2021     | 17/2021     | 08. 10. 2021 | 08. 10. 2021 | 22. 10. 2021     |
| 8/2021      | 29. 04. 2021 | 29. 04. 2021 | 14. 05. 2021     | 18/2021     | 21. 10. 2021 | 21. 10. 2021 | 05. 11. 2021     |
| 9/2021      | 12. 05. 2021 | 12. 05. 2021 | 28. 05. 2021     | 19/2021     | 12. 11. 2021 | 12. 11. 2021 | 26. 11. 2021     |
| 10/2021     | 27. 05. 2021 | 27. 05. 2021 | 11. 06. 2021     | 20/2021     | 26. 11. 2021 | 26. 11. 2021 | 10. 12. 2021     |



# KOMBI

## MARKT

### Media Information 2021

## Advertising Formats and Prices

| Formats |                 |                                    |                                                                                                               |                | Kombimarkt | Single Booking |
|---------|-----------------|------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------|------------|----------------|
|         | <b>1/1 Page</b> | <i>bleed*</i>                      | 230 x 298 mm<br>+ 3 mm trim<br>185 x 248 mm <b>trans aktuell</b> (type area)<br><b>FERNFAHRER</b> contact ads | <i>in Euro</i> | 5,200.00   | 2,980.00       |
|         |                 |                                    | <i>upon request</i>                                                                                           |                |            |                |
|         | <b>1/2 Page</b> | type area<br><i>horizontal</i>     | 185 x 125 mm<br><b>FERNFAHRER</b> contact ads                                                                 | <i>in Euro</i> | 2,320.00   | 1,300.00       |
|         |                 |                                    | <i>upon request</i>                                                                                           |                |            |                |
|         | <b>1/2 Page</b> | <i>bleed*</i><br><i>vertical</i>   | 114 x 298 mm<br>+ 3 mm trim<br>90 x 248 mm in <b>trans aktuell</b> (type area)                                | <i>in Euro</i> | 2,980.00   | 1,500.00       |
|         | <b>1/2 Page</b> | <i>bleed*</i><br><i>horizontal</i> | 230 x 150 mm<br>+ 3 mm trim<br>185 x 122 mm in <b>trans aktuell</b> (type area)                               | <i>in Euro</i> | 2,980.00   | 1,500.00       |

\*Additional 5mm for bleed ads per page. Text and picture elements need to have at least 10mm space from edge.

| Formats  | in Euro | KombiMarkt | Single Booking |
|----------|---------|------------|----------------|
| mm-price |         | 4.50       | 2.70           |

Classified advertisements 2.40 Euro for **FERNFAHRER**, **trans aktuell** and **lastauto omnibus**.



# KOMBI**MARKT**

## Media Information 2021

## Comparison with Competitors

Comparison costs for 1,000 copies; commercial ads 4c in classified section:

|                                             | FERNFAHRER | TRUCKER                                     |
|---------------------------------------------|------------|---------------------------------------------|
| <b>Sold circulation</b>                     | 19,592     | No IVW<br>data since<br>1st quarter<br>2020 |
| <i>Yearly Average<br/>(IVW 3/19 – 2/20)</i> |            |                                             |
| <b>mm-price 4c</b>                          | 2.70 €     | 6.30 €                                      |
| <b>1/1 page, 4c, Bleed</b>                  | 2,950.00 € | 7,030.80 €                                  |
| <b>Costs per 1,000</b>                      | 150.57 €   | no data                                     |

Source: Media Information 2020

## Costs per 1,000 sold copies Yearly Average (IVW 3/2019 – 2/20)

|                         |        |
|-------------------------|--------|
| <i>trans aktuell</i>    | 38,745 |
| <i>lastauto omnibus</i> | 8,307  |
| FERNFAHRER              | 19,592 |

## KombiMarkt monthly booking\*

2 x *trans aktuell*  
1 x *lastauto omnibus*  
1 x FERNFAHRER

**sold copies per month: 105,389**

1/1 p, 4c 5,200.00 €  
per month

**Costs per 1,000 sold copies 49.34 €\***

\* four publications in 8 months 2021





## Your Contact for advertisement in **KOMBIMARKT**



Norbert Blucke

### Advertisement:

Media advice, offers, orders, printing material and technical advice

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

Advertisement Manager **KOMBIMARKT**

Norbert Blucke  
Phone: +49. 711. 7 84 98-94  
Fax: +49. 711. 7 84 98-29  
E-Mail: [norbert.blucke@etm.de](mailto:norbert.blucke@etm.de)

### Ad Management:

Via Motor Presse Stuttgart:  
further questions, confirmations, invoices

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

Carmen Brix  
Phone: +49. 711. 1 82-15 22  
Fax: +49. 711. 1 82-18 18  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)  
[ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

### Single Bookings:

#### **lastauto omnibus**

Carmen Brix  
Phone: +49. 711. 1 82-15 22  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)

#### **FERNFAHRER**

Iris Eifrig  
Phone: +49. 711. 1 82-16 13  
E-Mail: [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

#### **trans aktuell**

Susanne Baranjosch  
Phone: +49. 711. 1 82-21 44  
E-Mail: [sbaranjosch@motorpresse.de](mailto:sbaranjosch@motorpresse.de)

### Files for advertisements:

Please send your printing material with electronic ticket via Internet:

„Elektronisches Datenticket“ at  
<https://www.etm.de/anzeigenannahme>

**ETM**verlag

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