

Truck, Trailer,
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ETMverlag

Media Information 2021



WERKSTATT *aktuell* Media Information 2021



Factsheet



WERKSTATT aktuell is published four times a year with a distributed circulation of about 39,000 copies and with a special edition for the automechanika 2021. **WERKSTATT aktuell** is now available as subscription as well as supplement in both *trans aktuell* and *lastauto omnibus*. These publications are attractive types of media for management and employees of commercial vehicle workshops as well as aftersales professionals. Reporting on garage equipment and supplies, spare parts, washing, straightening and alignment technology, vehicle diagnosis and inspection as well as software, which covers the entire spectrum of technical equipment in commercial vehicle garages.

Articles on the effects of the megatrends electrification, digitisation and networking on service companies as well as a management and legislative section complete the reporting. With this mixture of topics **WERKSTATT aktuell** is the ideal advertising platform for commercial vehicle wear- and component parts' providers as well as workshop suppliers and service companies.

Format: 215 x 280 mm

Price: Single copy 3,80 €;
yearly subscription upon request

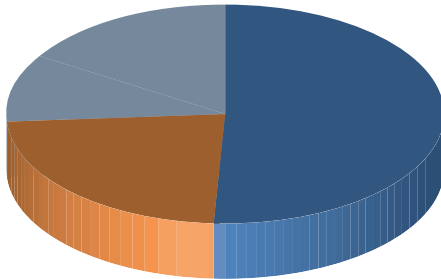


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on
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Circulation WERKSTATT *aktuell*



- 21,755 copies in ***trans aktuell***, distributed to ***trans aktuell*** subscribers; 21,437 member copies
(Yearly Average IVW 3/2019 – 2/2020 ***trans aktuell***)
- 10,107 copies in ***lastauto omnibus***
(Yearly Average IVW 3/2019 – 2/2020 ***lastauto omnibus***)
- 7,218 copies in ***trans aktuell***, distributed to transport companies and fleets (acc. to ETM Verlag)

New Sales Structure

Subscriptions: app. 620 copies

Fee copies: app. 38,460 copies



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Schedule

Edition No.	Special Features	Closing Date	Copy Date	Publication Date	Supplement to
1/2021	– Spring Check – Lifting platforms – Car care of interior – A/C service – Oils and lubricants – Filter	08. 03. 2021	10. 03. 2021	09. 04. 2021	<i>trans aktuell</i> 6/21 lastauto omnibus 4/21
2/2021	– Test technology and diagnose – Axle alignment – Wear- and spare parts – Workshop Concepts	07. 04. 2021	09. 04. 2021	14. 05. 2021	<i>trans aktuell</i> 8/21 lastauto omnibus 5/21
3/2021	– Workshop software, IT and computer – Tires – Preview Automechanika – Cleaning/Washing technologies	04. 08. 2021	06. 08. 2021	03. 09. 2021	<i>trans aktuell</i> 14/21 lastauto omnibus 9/21
Special Edition 2021	– automechanika SPEZIAL – Special Edition automechanika 2021	09. 09. 2021	13. 09. 2021	16. 10. 2021	<i>trans aktuell</i> 17/21 lastauto omnibus 10/21
4/2021	– Winter check – Brakes, Axles, Transmission, Retarder Service – Batteries/electrics/lighting – Pits/Lifting technology – Report Automechanika – Report NUFAM	05. 10. 2021	07. 10. 2021	26. 11. 2021	<i>trans aktuell</i> 19/21 lastauto omnibus 12/21

Ongoing topics:

- Professional tests
- Tools
- Industry news
- Workshop portraits
- Talking to experts
- Workshop equipment
- Wear- and spare parts/ equipment

Fairs/Events:

- Truck Grand Prix, 16. - 18. 07. 2021
- automechanika, 14. - 18.09. 2021
- NUFAM, 30.09. - 03.10.2021
- Zukunftskongress Nutzfahrzeuge, 30.11. - 01.12.2021



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Formats and Prices

Formats			Width x Height		4c/bw
1/1 page	type area		185 x 248 mm	in Euro	8,550.00
	bleed*		215 x 280 mm		
1/2 page	type area	vertical	92 x 248 mm	in Euro	4,680.00
		horizontal	185 x 123 mm		
	bleed*	vertical	107 x 280 mm		
		horizontal	215 x 145 mm		
1/3 page	type area	vertical	58 x 248 mm	in Euro	3,690.00
		horizontal	185 x 85 mm		
	bleed*	vertical	73 x 280 mm		
		horizontal	215 x 107 mm		
1/4 page	1 column	vertical	46 x 248 mm	in Euro	3,120.00
	2 columns	vertical	92 x 123 mm		
	4 columns	horizontal	185 x 60 mm		
1/8 page	1 column	vertical	46 x 124 mm	in Euro	1,670.00
	2 columns	horizontal	92 x 60 mm		
	4 columns	horizontal	185 x 30 mm		
2/1 pages	type area		400 x 248 mm	in Euro	17,100.00
	bleed*		430 x 280 mm		

*Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.

General terms and conditions of ETM Verlag apply.



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Printing Documents

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Printing: Offset,

Cover: ISOcoated_v2_300_eci.icc (FOGRA 39 L),
Inside: PSO_LWC_Improved_eci.icc (FOGRA 45L)

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