



Media Information 2021



Factsheet Who is Who Commercial Vehicle Fleets

This unique reference book for the commercial vehicle fleet market will give carriers, truck and transport companies all necessary information, including news, figures and features, data, names, contents and addresses of most important providers of trucks, busses, telematics/navigation, tires, trailer, superstructure and fuelling. Our editorial staff will give detailed information including address, contact person, national/local specification, company size, distribution channels, portraits and specialties as running text.

This reference work comprises 600 addresses due to new sections in the fields of vehicle manufacturers and suppliers as well as services.

http://www.eurotransport.de/whoiswho

Use your chance for publishing your online company portrait and your target group will find you directly in the fleet portal eurotransport.de with high ranges (705,264 PIs acc. to IVW July, 2020).

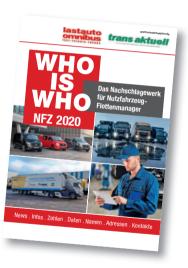
Base: IVW eurotransport.de July 2020

Premium Partnership

Die Premium Partnership includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

Upon request



Schedule

Closing Date

29, 04, 2021

Copy Date

Publication Date

19. 06. 2021
(Supplement in *trans aktuell* 10/21 and lastauto omnibus 06/21)

Who is Who Nfz 2021

16, 04, 2021





Prices Who is Who Commercial Vehicle Fleets No. 20 as of 1 January, 2021

Who is Who Nutzfahrzeug Fleets

Distributed Circulation

51,085 Copies of which

39,683* Copies as supplement in

trans aktuell 10/21

11,402** Copies as supplement in

lastauto omnibus 06/21

* Base: Printed Circulation on average, trans aktuell for

1 July, 2019 - 30 June, 2020

** Base: Printed Circulation on average, lastauto omnibus for

1 July, 2019 - 30 June, 2020

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Format	Size Bleed	4c
1/1 Page	148 x 210 mm	6,690.00 €
The booking of a 1/1 page advertisement includes a portrait feature free of charge. Your online company profile is included free of charge. Your portrait feature will be designed accordingly.		
Company Por	rtrait	
1/1 Page		1,960.00 €
Company Porti	rait Online www.eurotransport.de/wiw	1,960.00 €
Combination C	Company Portrait Print and On	line
1/1 Page + On	lline-Company Portrait	2,720.00 €



Technical Data

Printing

Offset

Copy material

Unseparated PDF-Files. Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

Delivery address:

<u>alexander.fischer@etm.de</u> and <u>norbert.blucke@etm.de</u>

Coloured Ads

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

Druckprofil Anzeige

ISOCOATED V2

Bleed

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

Company Portrait

Your company's portrait will be created depending on your input.

Please send your printed log, print-ready image files and text. Text length depends on picture quantity and will be determined upon creation of your portrait.

Company Portrait Online

Pictures 3000 x 2000 Pixel + according photo reference.



Your Contact



Norbert Blucke



Alexander Fischer

Sales Manager

Media Advice, Offers and Orders

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

Norbert Blucke

Phone +49. 711. 7 84 98-94 Fax +49. 711. 7 84 98-29 E-Mail norbert.blucke@etm.de

Product Manager

Alexander Fischer

Phone +49. 711. 7 84 98-20 Fax +49. 711. 7 84 98-75 E-Mail alexander.fischer@etm.de

Internet www.eurotransport.de

Ad Management

Via Motor Presse Stuttgart: Confirmations, Invoices

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

Julia Ruprecht

Phone +49. 711. 1 82-15 48 E-Mail jruprecht@motorpresse.de

Internet www.motorpresse.de

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