



The Reference Book  
for Commercial Vehicle  
Fleet Managers



**ETM**verlag

Media Information 2021



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 Pls 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

Who is Who Nfz 2021

## Closing Date

16. 04. 2021

## Copy Date

29. 04. 2021

## Publication Date

19. 06. 2021

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



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

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### Distributed Circulation

51,085	Copies of which
39,683*	Copies as supplement in <i>trans aktuell</i> 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

### Who is Who Nutzfahrzeug Fleets

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 Portrait

1/1 Page	1,960.00 €
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### Company Portrait Online

please check <a href="http://www.eurotransport.de/wiw">www.eurotransport.de/wiw</a>	1,960.00 €
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### Combination Company Portrait Print and Online

1/1 Page + Online-Company Portrait	2,720.00 €
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## Technical Data

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### 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:

[alexander.fischer@etm.de](mailto:alexander.fischer@etm.de) and  
[norbert.blucke@etm.de](mailto:norbert.blucke@etm.de)

### 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

### 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](mailto:norbert.blucke@etm.de)



Alexander Fischer

### Product Manager

Alexander Fischer

Phone +49. 711. 7 84 98-20

Fax +49. 711. 7 84 98-75

E-Mail [alexander.fischer@etm.de](mailto:alexander.fischer@etm.de)

Internet [www.eurotransport.de](http://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](mailto:jruprecht@motorpresse.de)

Internet [www.motorpresse.de](http://www.motorpresse.de)

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Motor Presse Stuttgart  
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