



Commercial Vehicles Truck, Bus, Van & Components



ETMverlag

Media Information 2021



lastauto omnibus Media Information 2021

Portrait



Automation, digitization and carbon footprint limits are clearly the megatrends that will be challenging and changing the transport industry now and in the future.

Manufacturers of light and heavy commercial vehicles as well as buses are facing these megatrends with different strategies. Technical solutions, however, are complex and require explanation: the disruption of traffic and trade paves the way for new market players and thus increases the variety and efficiency of suppliers regarding transport solutions. Simultaneously, there are further opportunities for investments that fleets have to be aware of.

In this segment the special interest magazine **lastauto omnibus** reports on and gives critical insights and, at the same time, balances independence with journalistic professionalism. The centre of attention, however, will continue to be on testing and reporting. Decision-makers of the commercial vehicle industry and bus fleets have an overall view in a complex market and are thus able to benefit from innovations. Engineers, technicians, teachers and students will be able to widen their knowledge. This is why **lastauto omnibus** will continue to be the reliable and indispensable guide for car purchasers as well as commercial vehicle professionals while entertaining technology enthusiasts.

lastauto omnibus is the exclusive German partner for the „International Truck of the Year“.



Editor-in-Chief
Matthias Rathmann
on
lastauto omnibus



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Factsheet

1

1 Characteristics and target group:

lastauto omnibus is the monthly magazine that specializes in testing, technology and technical advice. With comprehensive reports on commercial vehicles such as trucks, vans and buses **lastauto omnibus** supplies its readers with detailed information on any aspect of commercial technology and newest developments on the market. With the vote for the „ETM Award“ **lastauto omnibus** reflects on latest trends. **lastauto omnibus** is the exclusive German partner for the „International Truck of the Year“.

- 2 **Publication:** 10 editions per year
- 3 **Year:** 98th year 2021
- 4 **Web-address:** www.lastauto-omnibus.de
www.eurotransport.de
- 5 **Membership:** –
- 6 **Organ:** –
- 7 **Publisher:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
- 8 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
- 9 **Editor:** Matthias Rathmann, Editor-in-Chief
Phone: +49. 711. 784 98-33
matthias.rathmann@etm.de

10 Advertisement:

Werner Faas, Advertising Manager
Phone: +49. 711. 784 98-96
werner.faas@etm.de

11 Marketing:

Bernd Steinfeldt, Marketing Manager
Phone: +49. 711. 784 98-17
bernd.steinfeldt@etm.de

12 Cover price Subscription:

Germany	Euro 115.00
Abo-Plus:	Euro 125.00
Cover price:	Euro 12.90

13 ISSN-No.: 0023-866X

14 Volume analysis 2019 = 10 editions

Format: 230 x 298 mm

Total size:	856 pages = 100.0 %
Editorial:	673 pages = 78.6 %
Advertisement:	183 pages = 21.4 %

of which	
Classified ads:	46 pages = 25.1 %
Inserts	0 pages = 0.0 %
House ads:	53 pages = 29.0 %

Inserts 0 pieces

15 Content analysis of editorial 2019 = 673 pages



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

Editions per issue (on average) for the period of

1 July 2019 - 30 June 2020

Total circulation: 11,402

Distributed circulation 10,107

of which E-Paper: 1,508

Foreign countries: 757

Paid circulation 8,307

of which E-Paper: 1,508

Foreign countries: 674

– Subscriptions: 3,027

Members: –

– Single sales: 907

– General sales: 4,374

Free copies: 1,800

18 **Geographic distribution:**

Economic sector

percentage of
distributed circulation

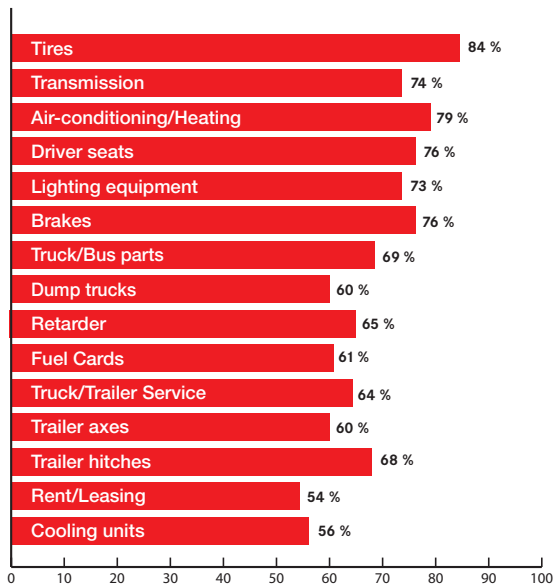
	%	copies
Home country	92.5 %	9,350
Foreign countries	7.5 %	757
Distributed circulation	100.0 %	10,107



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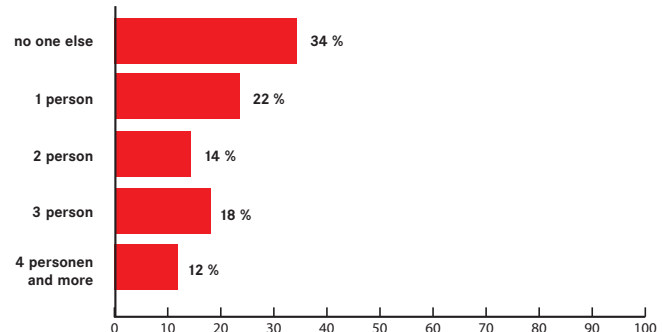
Readership Facts

lastauto omnibus readers are very interested in the following topics (Best Brands):



How many people, but you, are receiving your copy of lastauto omnibus to read or look at?

Number co-readers:
3.5 readers per copy

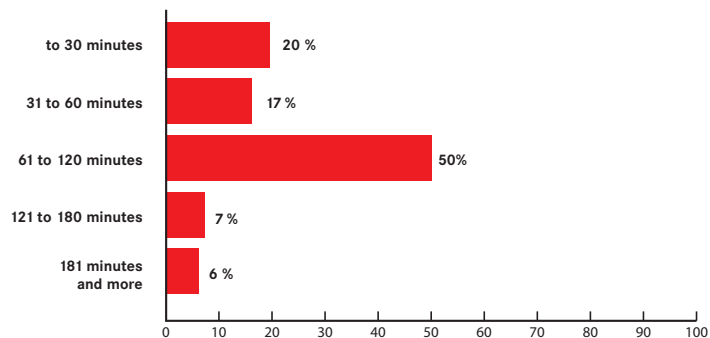


Source: Reader analysis, lastauto omnibus 3+4/2019

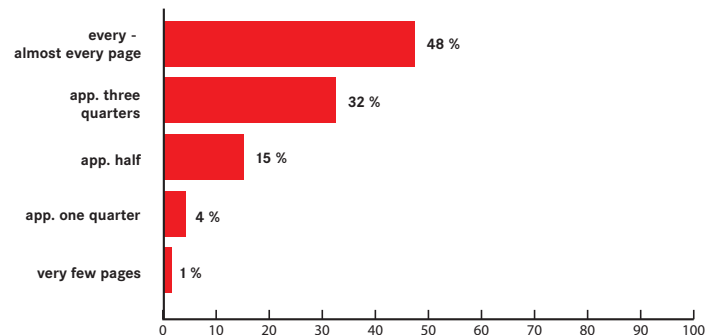


How does the lastauto omnibus reader
use lastauto omnibus?

Average reading time per copy: 81 minutes



How many pages are being read?





lastauto omnibus Media Information 2021



Price List No 62,
as of
1 January, 2021

P

- 1 **Circulation:** Print run: 11,402
Distributed circulation/ yearly average: 10,107
- 2 **Magazine size:** 230 x 298 mm, type area 196 x 263 mm,
3 columns, width of column 62 mm
- 3 **Printing:** Offset,
Cover: ISOcoated_v2_300_eci.icc (FOGRA 39 L),
Content: PSO_LWC_Improved_eci.icc (FOGRA 45L)
Copy material: please see page 13
- 4 **Schedule:** please see page 10
On sale date: please see calendar page 10
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
81 02 07, 70519 Stuttgart, Germany
P.O. Box
Address: Handwerkstraße 15, 70565
Stuttgart, Germany

Internet: www.eurotransport.de
Advertising Phone: +49. 711. 784 98-96
- 6 **Payment:** all insertion orders are accepted on a strictly
prepaid basis only. Payments can be made by International
Money Order
- 7 **Bank:**
Baden-Württembergische Bank AG, Stuttgart,
IBAN: DE13 6005 0101 7871 5092 76
BIC/SWIFT Code: SOLADEST600

8 Surcharge/Special placements:

4c		
2nd Cover page	Euro	11,748.00
3rd Cover page	Euro	10,769.00
4th Cover page	Euro	11,748.00
For 1st right advertising page and further preferred positioning add 20%.		
Classified ads with 1 column upon request		
per mm	Euro	26.00
No discounts		

Colour advertisements:

Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee for colour layouts without a colour scale.

Format:

Free advertisements across gutter.

9 Classified advertisements:

for details please ask for **KOMBI**MARKT price list.

10 For special requests please contact:

Doris V. Lorch, Phone: +49. 711. 784 98-92

11 Discounts: please see page 9

12 Combinations: please see page 9

7 Formats and Prices

variation of formats please see page 9

Formats			Width x Height		4c
1/1 Page	type area <i>bleed*</i>		196 x 263 mm <i>230 x 298 mm</i>	in Euro	9,790.00
3/4 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	145 x 263 mm 196 x 193 mm 163 x 298 mm 230 x 219 mm	in Euro	7,530.00
1/2 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	95 x 263 mm 196 x 129 mm 114 x 298 mm 230 x 150 mm	in Euro	4,940.00
1/3 Page	type area <i>bleed*</i>	vertical horiz. vertical horiz.	62 x 263 mm 196 x 86 mm 80 x 298 mm 230 x 108 mm	in Euro	3,540.00
1/4 Page	type area	2columns 4columns	95 x 129 mm 196 x 64 mm	in Euro	2,760.00
1/8 Page	type area	1column 2columns	45 x 129 mm 96 x 64 mm	in Euro	1,490.00
2/1 Pages**	type area <i>bleed*</i>		424 x 263 mm <i>460 x 298 mm</i>	in Euro	19,580.00
2/2 Pages	type area <i>bleed*</i>		424 x 129 mm <i>460 x 150 mm</i>	in Euro	9,790.00

13 Inserts:

please see page 11

14 Loose inserts:

please see page 12

15 Glued inserts

please see page 12

16 Address

(for Pos. 13 – 15):

please see page 12

VAT: all prices are in
Euro + VAT

* Additional 5 mm trim for bleed ads
per page. Text and picture ele-
ments need to have at least 10mm
space from the edge.

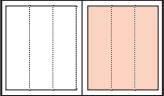
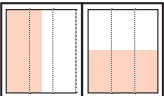
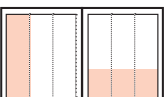
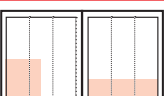
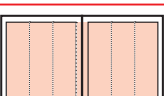
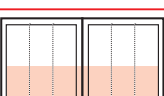
** 2/1-Advertising Pages need addi-
tional 5mm trim from all sides.

**General terms and
conditions of ETM Verlag
apply.**



lastauto omnibus Media Information 2021

Formats P

Page	Format		width x height
	1/1 page	type area <i>bleed*</i>	196 x 263 mm 230 x 298 mm
	1/2 page	type area <i>bleed*</i>	vertical 95 x 263 mm horizontal 196 x 129 mm vertical 114 x 298 mm horizontal 230 x 150 mm
	1/3 page	type area <i>bleed*</i>	vertical 62 x 263 mm horizontal 196 x 86 mm vertical 80 x 298 mm horizontal 230 x 108 mm
	1/4 page	type area	2 columns 95 x 129 mm 4 columns 196 x 64 mm
	2/1 pages	type area <i>bleed*</i>	424 x 263 mm 460 x 298 mm
	2/2 pages	type area <i>bleed*</i>	424 x 129 mm 460 x 150 mm

ETM-Kombi 1

**lastauto omnibus + FERNFAHRER =
Combinatory discount**

Combination terms:

The combination discount can be claimed if the same page volumes mentioned in titles are booked in the combination package during a 12-month-period. Classified advertisements are not included.

Variations upon request.

Series:

2 insertions	5 %	2 pages	5 %
4 insertions	10 %	4 pages	10 %
6 insertions	12 %	6 pages	12 %
9 insertions	15 %	9 pages	15 %
12 insertions	18 %	12 pages	18 %
18 insertions	20 %	18 pages	20 %
24 insertions	22 %	24 pages	22 %
30 insertions	25 %	30 pages	25 %

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.



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Schedule **T**

Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
1-2/2021	Assistance Systems, Vehicle Safety, Trailer and Superstructure	Readers' poll ETM Award	12. 01. 2021	14. 01. 2021	06. 02. 2021
3/2021	Axes, Brakes, Retarder Air Conditioning, Cooling Technology		23. 02. 2021	25. 02. 2021	20. 03. 2021
4/2021	Digitization, Networking Last Mile, Truck Distributors, Vans	transport logistic München	19. 03. 2021	23. 03. 2021	17. 04. 2021
5/2021	Tire and Tire services special vehicles, industrial trucks	The Tire Cologne	19. 04. 2021	21. 04. 2021	15. 05. 2021
6/2021	Transmission and clutches, seats, Engine- and Exhaust Technology	Truck-Grand-Prix	21. 05. 2021	26. 05. 2021	19. 06. 2021
7-8/2021	„ETM Award“ presentation Vans and light commercial vehicles	Results ETM Award	29. 06. 2021	01. 07. 2021	24. 07. 2021
9/2021	Fair Preview automechanik and NUFAM Supply Industry, CV Supplies		17. 08. 2021	19. 08. 2021	11. 09. 2021
10/2021	Fair Preview: Busworld Alternative Drives	Busworld Brüssel	21. 09. 2021	23. 09. 2021	16. 10. 2021
11/2021	Fuels, Oils and further operating materials, Trailer & Superstructure		18. 10. 2021	20. 10. 2021	13. 11. 2021
12/2021	Outlook: what can we expect in 2022? Telematics and Networking		16. 11. 2021	18. 11. 2021	11. 12. 2021

* Special closing dates for inserts.

For Classified Advertisement and media information of **lastauto omnibus**, **trans aktuell** and **FERNFAHRER** please check Media brochure of **KOMBI**MARKT.

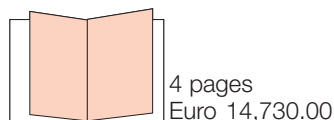


lastauto omnibus Media Information 2021

Inserts
Supplementing Price List No 62
as of 1 January, 2021

13 Inserts

Prices:



Further Prices:

8 pages	Euro 24,520.00
12 pages	Euro 34,310.00

Discounts:

According to series (please see page 9). 2 page inserts are equivalent to 1 advertising page.

Bound inserts:

Untrimmed size: 233 x 306 mm
Trim size: 230 x 298 mm

Technical Data:

Paper weights	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

- Features and fittings need to be co-ordinated with ETM Verlag.
- Untrimmed size required for delivery.
- Different formats for inserts on request only.

Delivery date: 10 days prior to publication date.

Cancellation: 8 days prior to closing date.

Label:

Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



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Inserts Glued Inserts Addition to Price List No. 62

14 Inserts

Prices:

Euro 430.00 per
1,000 copies up to
25 g. Each additional 5 g cost
Euro 10.00

Discounts:

No discounts for inserts.

Formats:

Minimum size: 105 x 148 mm
Maximum size: 220 x 290 mm

Required circulation:

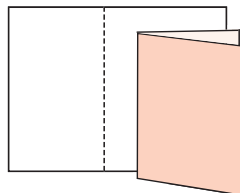
Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date

15 Glued inserts

glued postcards and other rectangular, unfolded and other imprints and empty envelopes cost Euro 52.00 per 1,000 copies + postal fees. Please ask for current fees



Envelopes with contents, glued free
samples and brochures cost from
Euro 58.00 per 1,000 copies.

Formats:

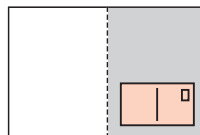
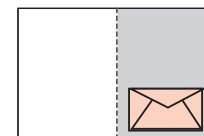
Minimum size: 75 x 75 mm (1/1 page)
Maximum size: 175 x 210 mm

Delivery date: 2 weeks prior to first day of sales

Address for inserts:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 5 61. 6 02 80-1 62

Automatic processing for delivery, packaged properly
on euro-pallet only, free delivery to printing office.



VAT: all prices are in Euro + VAT.



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Technical Data



Please find up-to-date technical features at
www.duon-portal.de

Delivery of printing material: Please send advertisements within editorial part electronically via „www.duon-portal.de“ You will find support at support@duon-portal.de or call directly: +49. 40. 374 117-50.

Classified Advertisements:
please send via „electronic ticket“ only to
<https://www.etm.de/anzeigenannahme>

Printing material should be sent to:

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

Please ask for:

Carmen Brix/**lastauto omnibus**
E-mail: cbrix@motorpresse.de
Phone.: +49. 711. 1 82-1522
Fax: +49. 711. 1 82-1818



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Extract from Advertising Customers

A

ADAC
Allison
allsafe Jungfalk
ArvinMeritor
A.T.U.
Autoclima

B

Baumot
Bitzer
Bock
Bohnenkamp
Bosch
BPW
Bridgestone

C

Carrier
CharterWay
Citroën
Continental
ContiTech

D

DAF Trucks
Daimler AG
DEKRA
DKV
Dometic Waeco
Dunlop

E

Euroforum
EuroLeasing
Euromaster
Europart
EvoBus

F

Faymonville
Feldbinder
Fiat
Fliegl
Ford Transporter
Ford Trucks
Frigoblock Grosskopf

G

GE Commercial
GEFA
Gigant
Goodyear
Grammer
GPS

H

Haldex
Hankook
Hannover Messe
Hella
HJS
Humbaur
Herpa
Hertz

I

InfoSystems
Irisbus
Isringhausen
Iveco

J

Jacobs
Josam
Jost-Werke

K

Kässbohrer
KLV rent
Knorr-Bremse
Kögel Trailer
Krone
Kunzer

L

Labcraft
LTA Logistics

M

MAN Truck & Bus
MAN Financial
Mann + Hummel
Meiller
Mercedes-Benz
Messe Frankfurt
Messe Karlsruhe



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Extract from Advertising Customers

Messe Köln
Messe München
Meyer Karosseriewerk
Michelin
Mitsubishi
Mobile.de
Motorbuch

N Nissan

O Opel Otokar OVS

P Paccar Leasing Pema Peugeot Petro Canada Piaggio Pirelli Point S

R Recaro Renault Transporter Renault Trucks Rockinger

S SAF SAG Alutech Savas Saxas Scania Schaeffler Schmitz Cargobull Schoch Schwarzmüller Service 24 Setra Solaris Spheros Spitzer

T Tankpool 24 Temsä Thermo King TimoCom TIP Services Tirsan Top Service Team TomTom Trailer Consultation Truckscout24 Truck Drive TruckWorks

U Ukram UPS UTA

V Van Hool VDA Vergölst Voith Volvo Trucks Volvo Busse VR-Leasing VW Nutzfahrzeuge

W Waeco Walther WashTec Webasto Westfalia Winkler

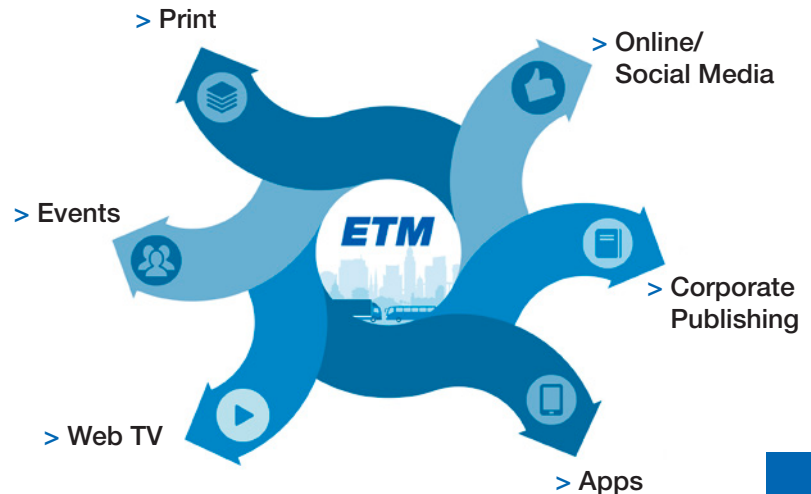
Z ZF Friedrichshafen ZF Lenksysteme ZF Trading



Media Formats for your successful Multichannel Marketing

- The print magazines **trans aktuell**, **lastauto omnibus** and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the highest range online portal with a monthly page impression rate of 960,000 page impressions (IVW September, 2020)
- **eurotransportTV** with more than 9 million video calls* and about 120,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status October, 2020)
- The **ETM SocialMedia Channels** are characterized by large interaction ranges for contents as well as a steady growth of followers.
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 50,000 visitors per day

With the ETM Multichannel Offer on all Media Channels:





Your contact for advertising in lastauto omnibus



Werner Faas

Marketing:

Media advice, offers and orders

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

Advertising Manager

Werner Faas

Phone: +49. 711. 7 84 98-96

Fax: +49. 711. 7 84 98-29

E-Mail: werner.faas@etm.de

Ad Management:

Motor Presse Stuttgart: Confirmations, invoices,
printing material and production enquiries:

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

Carmen Brix

Phone: +49. 711. 182-15 22

Fax: +49. 711. 182-18 18

E-Mail: cbrix@motorpresse.de



Frank Hochhäusler

Frank Hochhäusler

Phone: +49. 89. 44 45 28 47

E-Mail: frank.hochhaeusler@etm.de

Internet: www.eurotransport.de

ETMverlag

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