

WERKSTATT *aktuell*

Truck, Trailer,
Transporter and
Bus Service Centers



ETMverlag

Media Information 2022



WERKSTATT aktuell is published four times a year with a distributed circulation of about 43,000 copies and with a special edition for the automechanika 2022. **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

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on

WERKSTATT aktuell

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1 **Circulation analysis:**

Printed circulation:	15,000
Distributed circulation:	43,200
of which E-Paper	28.200
Foreign countries:	700
Paid circulation:	780

2 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	Copies
Home country	98.4	42,500
Foreign countries	1.6	700
Distributed circulation	100	43,200

Edition No.	Special Features	Closing Date	Copy Date	Publication Date	Supplement to
1/2022	– Spring Check – Lifting platforms – Car care of interior – A/C service – Oils and lubricants – Filter 	03. 03. 2022	07. 03. 2022	07. 04. 2022	<i>trans aktuell</i> 6/22 lastauto omnibus 4/22
2/2022	– Test technology and diagnose – Axle alignment – Wear- and spare parts – Workshop Concepts	05. 04. 2022	07. 04. 2022	12. 05. 2022	<i>trans aktuell</i> 8/22 lastauto omnibus 5/22
Special Edition 2022	– automechanika SPEZIAL – Special Edition automechanika 2022	08. 06. 2022	10. 06. 2022	14. 07. 2022	<i>trans aktuell</i> 11/22 lastauto omnibus 7-8/22
3/2022	– Workshop software, IT and computer – Tires – Preview Automechanika – Cleaning/Washing technologies 	04. 08. 2022	08. 08. 2022	08. 09. 2022	<i>trans aktuell</i> 13/22 lastauto omnibus 9/22
4/2022	– Winter check – Brakes, Axles, Transmission, Retarder Service – Batteries/electrics/lighting – Pits/Lifting technology – Report Automechanika – Report NUFAM	05. 10. 2022	07. 10. 2022	10. 11. 2022	<i>trans aktuell</i> 16/22 lastauto omnibus 11/22

Ongoing topics:

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

Fairs/Events:

- Autopromotec, 25. - 28. 05. 2022
- Truck Grand Prix, 15. - 17. 07. 2022
- automechanika, 13. - 17. 09. 2022
- IAA Nutzfahrzeuge, 20. - 25. 09. 2022

Formats			Width x Height		4c/bw
1/1 page	type area		185 x 248 mm	in Euro	8,640.00
	<i>bleed*</i>		<i>215 x 280 mm</i>		
1/2 page	type area	vertical	92 x 248 mm	in Euro	4,740.00
		horizontal	185 x 123 mm		
	<i>bleed*</i>	vertical	<i>107 x 280 mm</i>		
		horizontal	<i>215 x 145 mm</i>		
1/3 page	type area	vertical	58 x 248 mm	in Euro	3,750.00
		horizontal	185 x 85 mm		
	<i>bleed*</i>	vertical	<i>73 x 280 mm</i>		
		horizontal	<i>215 x 107 mm</i>		
1/4 page	1 column	vertical	46 x 248 mm	in Euro	3,170.00
	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	1,700.00
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	4 columns	horizontal	185 x 30 mm		
2/1 pages	type area		400 x 248 mm	in Euro	17,280.00
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*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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