Who is Who
Commercial Vehicle Fleets

The Reference Book
for Commercial Vehicle Fleet
Managers

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ETMverlag

Media Information 2022

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 (790,000 PIs acc. to IVW July, 2021).

Base: IVW eurotransport.de July 2021

Premium Partnership

Die Premium Partnership includes:

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

Upon request

Closing Date

14. 04. 2022

Copy Date

29. 04. 2022

Publication Date

10. 06. 2022
(Supplement in *trans aktuell* 09/22 and lastauto omnibus 06/22)

Distributed Circulation

45,074	Copies of which
35,960*	Copies as supplement in *trans aktuell* 09/22
9,114**	Copies as supplement in lastauto omnibus 06/22

* Base: Printed Circulation on average, *trans aktuell* for 1 July, 2020 - 30 June, 2021

** Base: Printed Circulation on average, lastauto omnibus for 1 July, 2020 - 30 June, 2021

Who is Who Commercial Vehicle Fleets

Format	Size Bleed	4c
1/1 Page	148 x 210 mm	6,760.00 €

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	1,990.00 €

Company Portrait Online

please check www.eurotransport.de/wiw	1,990.00 €

Combination Company Portrait Print and Online

1/1 Page + Online-Company Portrait	2,790.00 €

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 and
norbert.blucke@etm.de

Coloured Ads

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

Print Profile for Ad

ISOCOATED V2

Format: 148 mm x 210 mm + 5 mm Bleed on all sides

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

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Media Advice, Offers and Orders

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General Terms and Conditions

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Verlags- und Veranstaltungs-GmbH

Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft