

ETM verlag

Media Information 2022



The transport and logistics industry is facing major challenges and changes. There is a wide range of issues: starting with Alternative Drives up to Diesel Driving Bans. The lack of truck drivers has been particularly serious before the corona crisis hit all businesses. Sustainable entrepreneurship and reliable customer relations have become increasingly important at this time.

In 2021 shipping and transport companies will be especially called upon coping with all these consequences. All the more important it is to be on top of all these current topics.

trans aktuell, the newspaper for transport, logistics and management makes a major contribution because it gives practical advice and is focussed on medium-sized enterprises. Topics are comprehensible, practical and worth reading. trans aktuell is also the professional journal for DEKBA-members.



Editor-in-Chief Matthias Rathmann on *trans aktuell*

Factsheet



1 Characteristics and target group:

trans aktuell is the fortnightly published newspaper for transport, traffic and management. trans aktuell offers its readers fast and easy information on traffic and transport all over Germany and Europe. Further topics are transport and management. trans aktuell is news for the floating fleet. The event "ETM Award" is carried out by trans aktuell readers - here they are given a chance to speak.

www.eurotransport.de

Publication: 18 editions per year
 Year: 31st year 2022
 Web-address: www.transaktuell.de

5 **Membership:** – 6 **Organ:** –

7 **Publisher:** EuroTransportMedia

Verlags- und Veranstaltungs-GmbH

B Publishing House: EuroTransportMedia

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

Germany

9 Editor: Matthias Rathmann, Editor-in-Chief

Phone: +49. 711. 7 84 98-33 matthias.rathmann@etm.de

10 Advertisement: Werner Faas, Advertising Manager

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

werner.faas@etm.de

1 Marketing: Bernd Steinfeldt, Marketing Manager

Phone: +49. 711. 7 84 98-17 bernd.steinfeldt@etm.de

12 Cover price Subscription:

Germany Euro 69.60
Cover price: Euro 3.90
13 ISSN-No.: 0947-7268

14 Volume analysis 2020 = 20 editions Format: 315 x 468 mm

 Total size:
 348 pages = 100.0%

 Editorial:
 245 pages = 70.4%

 Advertisement:
 103 pages = 29.6%

of which

Classified ads: 33 pages = 32.0% Bound inserts (impossible): 0 pages = 0.0% House ads: 30 pages = 29.1%

Inserts 3 editions

15 Content analysis of editorial 2020 = 245 pages



16 Circulation analysis:

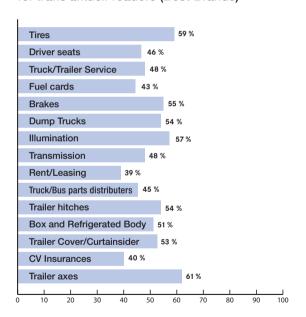
Printed circulation:	20,000
Distributed circulation:	37,200
of which E-Paper	17.200
Foreign countries:	180
Paid circulation:	35,500
of which E-Paper	15.500

17 Geographic distribution:

Economic sector	percentage of distributed circulation		
	%	Exemplare	
Home country	99.5	35,020	
Foreign countries	0.5	180	
Distributed circulation	100	35,200	

All dates publisher information.

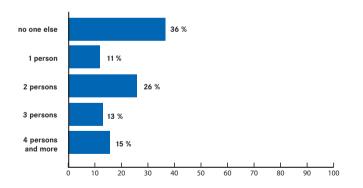
Which topics are the most interesting for trans aktuell readers (Best Brands)



How many people, but you, are reading this copy of trans aktuell?

Number of other readers on average: 3.8 additional readers per copy

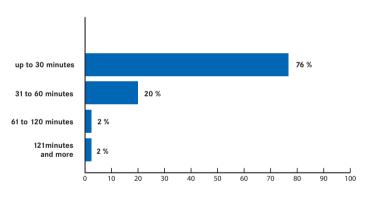
Reader per copy total = 4.8

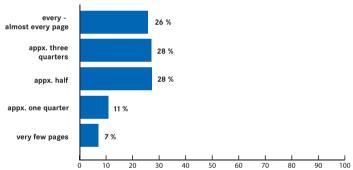


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 36 minutes

How many pages are being read?







1 Circulation: Printed Circulation 20,000
Distributed circulation/yearly average 37,200

2 **Format:** 315 x 468 mm, type area 288 x 420 mm, 6 columns, width of column 43 mm

3 **Printing:** Offset, PSO_LWC_Improved_eci.icc (FOGRA 45L) **Copy material:** please see page 15

4 **Schedule:** please see page 11 and 12 **On sale date:** Fridays

5 Publishing House: EuroTransportMedia

Verlags- und Veranstaltungs GmbH

P.O. Box: 81 02 07, 70519 Stuttgart, Germany

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/Bankers draft in Euro to:

Baden-Württembergische Bank AG, Stuttgart,

IBAN: DE13 6005 0101 7871 5092 76 BIC/SWIFT Code: SOLADEST600

General terms and conditions of ETM Verlag apply

7 Formats and Prices - Magazine format,

variations of formats see page 10

Formats	V	/idth x Height (in mm)	in Euro	4c/bw
1/1 page 2 x 1/2 page	- vertical	185 x 248 394 x 122		12,650.00
3/4 page	vertical horizontal	137 x 248 185 x 185		9,610.00
1/2 page	vertical horizontal	90 x 248 185 x 122		6,720.00
2/1 pages		394 x 248		25,300.00
These formats are printed as an only advertisement per page.				

Formats	Wi	dth x Height (in mm)	in Euro	4c/bw
1/3 page	vertical horizontal	90 x 185 185 x 80		4,010.00
1/4 page	1 column 2 columns 4 columns	43 x 248 90 x 122 185 x 60		2,670.00
1/6 page	1 column 2 columns 4 columns	43 x 160 90 x 80 185 x 44		2,170.00
1/8 page	1 column 2 columns 4 columns	43 x 122 90 x 60 185 x 29		1,530.00
1/16 page	1 column 2 columns	43 x 60 90 x 29		830.00

7 Formats and Prices - Newspaper formats, format variations, please see page 10

Formats	W	vidth x height (in mm)	in Euro	4c/bw
1/1 page	-	288 x 420		18,660.00
1/2 page	vertical horizontal	137 x 420 288 x 210		11,520.00
1/3 page	vertical horizontal	90 x 420 288 x 135		9,790.00

Get more advertising space for your money:

Referring to the milimetre price, you can safe 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 Surcharge Special placements:

For 1st right advertising page and further preferred positioning add 20%		
Classisfied ads on cover page bottom left (44 x 52 mm) 2,470.00		
no discounts		

8 Surcharge Special placements:

Classified ads

per mm up to 1/8 page

26.00

No discounts, mm advertisements upon request, max. 1 column.

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

Format:

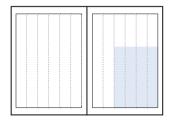
Free advertisements across gutter. No bleed for technical reasons.

- 9 Classified advertisement: for details please ask for KOMBIMARKT price list.
- 10 For special requests please contact: Doris V. Lorch, Phone: +49, 711, 7 84 98-92
- 11 Discounts: please see page 10
- 12 Combinations: please see page 10
- 13 No inserts for technical reasons
- 14 Loose inserts see page 13
- 15 **Glued inserts:** on request
- 16 Address: please see page13 VAT: all prices are in Euro + VAT

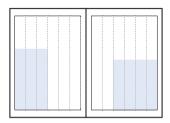


Magazine Format

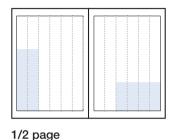
page



1/1 page 185 x 248 mm



3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm



vertical: 90 x 248 mm horizontal: 185 x 122 mm

Formats (width x height) type area

Magazine Format

page

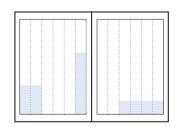




185 x 80 mm

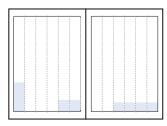
1/3 page horizontal: 90 x 185 mm

vertical:



1/4 page1 column: 43 x 248 mm
2 columns: 90 x 122 mm

4 columns: 185 x 60 mm

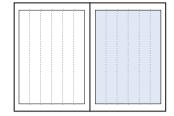


1/8 page

1 column: 43 x 122 mm 2 columns: 90 x 60 mm 4 columns: 185 x 29 mm

Newspaper Format

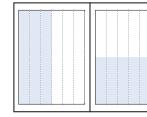
page





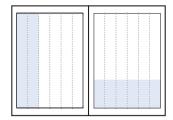
type area

1/1 page 288 x 420 mm



1/2 page

vertical: 137 x 420 mm horiz.: 288 x 210 mm



1/3 page

vertical: 90 x 420 mm horiz.: 288 x 135 mm

11 Discounts:

They are based on the number/pages of ads placed within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Based on magazine format

Series		Volume
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 %

Combination Terms/ETM-Kombi 2:

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

ETM-Kombi 2

trans aktuell

firmenauto

WERKSTATT aktuell

Combinatory Discount

trans aktuell Media Information 2022



Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
1/22	Vans and light commercial vehicles, assistance systems		03. 01. 2022	05. 01. 2022	21. 01. 2022
2/22		teaders' choice T	25. 01. 2022	27. 01. 2022	11. 02. 2022
3/22	Trailer & Superstructure Digitalisation and Connectivity	leaders' choice T	08. 02. 2022	10. 02. 2022	25. 02. 2022
4/22	Financing: Rent, Leasing, Purchase Last Mile /CEP	leaders' choice ETM Award	22. 02. 2022	24. 02. 2022	11. 03. 2022
5/22	Commercial Vehicle Tires Transport Insurances	leaders' choice ETM Award	08. 03. 2022	10. 03. 2022	25 03. 2022
6/22	Telematics/IT CV Combined Traffic		22 03. 2022	24. 03. 2022	08. 04. 2022
7/22	Temperature-controlled transports Tire and Tire service		08. 04. 2022	12. 04. 2022	29. 04. 2022
8/22	Anniversary: 30 years trans aktuell Anniversary	rsary Edition IFAT München The Tire Cologne	26. 04. 2022	28. 04. 2022	13. 05. 2022
9/22	Trailer & Superstructure Last Mile /CEP	Interschutz Hannover	20. 05. 2022	24. 05. 2022	10. 06. 2022
10/22	Tank management Training & further education	Truck Grand Prix	03. 06. 2022	08. 06. 2022	24. 06. 2022

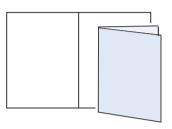
trans aktuell Media Information 2022



Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
11/22	Readers' Choice: ETM Award 2022 Hall- and Storage Technology	Results ETM Award	05. 07. 2022	07. 07. 2022	22. 07. 2022
Digital 1	The Commercial Vehicle Outlook Conference		12. 07. 2022	25. 07. 2022	29. 07. 2022
12/22	Alternative Drives Commercial vehicle tires	Insert IAA aktuell	26. 07. 2022	28. 07. 2022	12. 08. 2022
Digital 2	The Commercial Vehicle Outlook Conference		09. 08. 2022	22. 08. 2022	26. 08. 2022
13/22	Preview IAA TRANSPORTATION Last Mile/CEP	IAA TRANSPORTATION Hannover automechanika Frankfurt	23. 08. 2022	25. 08. 2022	09. 09. 2022
14/22	Financing: Rent, Leasing, Purchase Telematics/IT Commercial Vehicle	IAA TRANSPORTATION Hannover	06. 09. 2022	08. 09. 2022	23. 09. 2022
15/22	Construction Vehicles Food Logistics	bauma München Deutscher Logistik-Kongress Berlin	26. 09. 2022	28. 09. 2022	14. 10. 2022
Digital 3	Preview IAA TRANSPORTATION		11. 10. 2022	24. 10. 2022	28. 10. 2022
16/22	Combined Traffic Trailer & Superstructure		24. 10. 2022	26. 10. 2022	11. 11. 2022
17/22	Axes, Brakes, Retarder Last Mile/CEP		08. 11. 2022	10. 11. 2022	25. 11. 2022
18/22	Vans and light commercial vehicles Telematics/IT CV		22. 11. 2022	24. 11. 2022	09. 12. 2022
Digital 4	Preview 2022/Outlook 2023		06. 12. 2022	19. 12. 2022	23. 12. 2022

14 Inserts

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.

Prices for Inserts:

300.00 Euro per 1,000 editions up to 25 g. Each additional 5 g cost 10.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG, Frankfurter Straße 168, 34121 Kassel, Germany Phone: +49, 561, 602 80-162

VAT: all prices are in Euro + VAT.



The Advertorial "Geschäftliche Informationen" offers companies to provide their customers as well as business partners with up-to-date information on special occasions and/or topics.

On editorial newpaper pages you can introduce or present your company, your events, services and innovations. Native Ad "Geschäftliche Informationen" is the platform for business presentation - whether it is a start-up company, an anniversary, a new business division or an introduction of a new product and/or service.

Your advertisement or that of an associated company can be placed inside.

Geschäftliche Informationen

Scope	Price
4 pages	19,800.00 €
plus online renewal at eurotransport.de	2,900.00 €
(Native Ad, duration six weeks)	

Other print or online formats upon request.



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

Please ask for:

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de

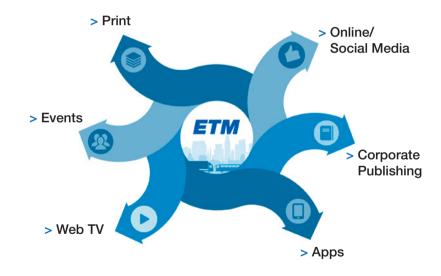
Α	D	F	I
Active Logistics	DAF Trucks	Fiat	Idem Telematics
ADAC Truck Service	Daimler Charterway	Fliegl	Isringhausen
Alternoil	Daimler Trucks	Ford	Iveco
Apollo Vredestein	Daimler Transporter	Fraikin	
Aral	Daimler TruckWorks	Frigoblock Grosskopf	J
	Dako	Fuso	JobMatchMe
В	DB Cargo		Josam Richttechnik
Bandag	Dautel	G	Jost Werke
Bigmove	DEKRA	GEFA	Jungfalk
Bohnenkamp	Deutsche Bank	Geodis	9
BPW .	DHL	GE Tip Trailer Services	K
	DKV	GITI Tires	Kässbohrer
С	Dometic	Goodyear Dunlop	Kamag
CargoBeamer	Dolezych	GPSoverIP	KLV Rent
CargoNetwork		Grammer	Knorr-Bremse
Carrier Transicold	E		Kögel Trailer
Castrol	Elbferry	Н	Kombiverkehr
Charterway	Euromaster	Haldex	Kravag
C.H. Robinson	Europart	Hankook	Krone
Citroën	EuroShell	Hella	
Contargo	Euro Leasing	Hellmann	L
Continental	Euro Telematik	Hörmann	Lamberet
	Eurotunnel	HS Schoch	Liqui Moly
		Humbaur	LIS
		Hyundai	LogPay

w М Р т MAN Financial Services Tankpool 24 Wabco Paccar Leasing MAN Truck&Bus Paki Logistics Telepass Waherers Teleroute. Waeco **MANrental Palletways** TFG Transfracht Maske Part WashTec Meiller PEAC Mobility Thermo Kina Webasto Mercedes Charterway PFMA Timocom Weber Data **TipTrailerServices** Webfleet Solutions Mercedes Trucks Peuaeot Mercedes Vans TIS Wecon Pneuhage Toll Collect Winkler MercedesServiceCard TomTom Telematik Messe Berlin O Wüllhorst Messe Frankfurt Quantron Total Z Transdata Messe Hannover a1a Telematik Transics 7auner Messe Karlsruhe Messe München R Trimble ZF Friedrichshafen Recaro Truckscout Messe Stuttgart Renault Trucks Michelin Mitsubishi Fuso Renault Transporter U **UPS** Motorbuch Versand Robinson Multicar UTA S SAF ٧ Ν **VDA** Navted Scania Schmitz Cargobull Voith Nissan Volvo Trucks Schoch Schwarzmüller 0 Vredestein Opel **SEAT** VR-Leasing Shell Openmatics VW Leasing VW Nutzfahrzeuge Oresundbro Soloplan Sommer Fahrzeugbau Stena Line Stoneridae

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 ciruculation
- eurotransport.de is the highest range online portal with a monthly page impression rate of 790,000 page impressions (IVW July, 2021)
- eurotransportTV with more than 11 million video calls* and about 115,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status July, 2021)
- 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 Advertisement in trans aktuell



Werner Faas



Svetlana Marić

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 E-Mail: werner.faas@@etm.de

Svetlana Marić

Phone: +49. 7 84 98-97

E-Mail: svetlana.maric@etm.de

Internet: www.eurotransport.de

Ad Management:

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

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

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de



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