

www.eurotransport.de

www.eurotransport.de
The Website for
Transport and Traffic



ETMverlag

Media Information 2022



1. Web Address (URL)

www.eurotransport.de

2. Characteristics

As one of the leading publishing houses for commercial vehicles ETM Verlag has introduced a comprehensive internet portal with daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports.

3. Target Groups

Management and staff of shipping and transport companies, service and vehicle manufacturing as well as truck and professional drivers.

4. Quality Control

- Optimized campaign monitoring
- Transparent reporting

5. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany
www.eurotransport.de

6. Contact

Doris Lorch
Phone: +49. 711. 7 84 98 92
E-Mail: doris.lorch@etm.de

7. Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone: +49. 211. 17 93 47 50
E-Mail: werbung@businessad.de

<http://www.businessad.de/channel/mittelstand/eurotransport>



7. Advertising:

Superbanner:	728 x 90 Pixel
Skyscraper:	160 x 600 Pixel
Halfpage:	300 x 600 Pixel
Wallpaper:	728 x 90 + 160 x 600 Pixel
Rectangle:	300 x 250 Pixel
Fireplace:	160 x 600 + 1020 x 90 Pixel + 160 x 600 Pixel

**Further formats, please see page 5 and 11,
prices upon request.**

Page Impressions/month: 1,224,777

Visits/month: 691,676

of which mobil: 898,343

Visits/month: 584,590

Base: 12/2021 (IWW)*

8. Discounts

Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:

Net order volume	from 10,000 € up	10%
Net order volume	from 20,000 € up	15%
Net order volume	from 30,000 € up	20%
Net order volume	from 40,000 € up	25%

Volumes and duration apply to one order year.

9. Terms of payment

All insertion orders are accepted on a strictly prepaid basis only. For payments we give a 2% trade discount (unless there are no outstanding bills).

10. Bank

Baden-Württembergische Bank AG, Stuttgart
Account No. 7871 5092 76, Bank Code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

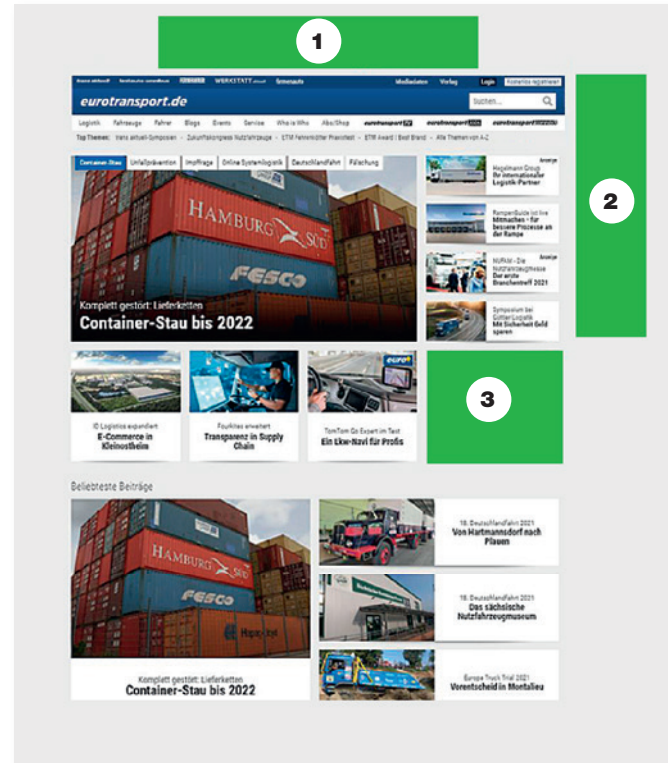
General Terms and Conditions of ETM Verlag apply.

- 1** Superbanner: 728 x 90 px
TCP: Euro 65.00
- 2** Skyscraper: 160 x 600 px
TCP: Euro 75.00
- 3** Rectangle: 300 x 250 px
TCP: Euro 90.00

Prices + VAT.

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks

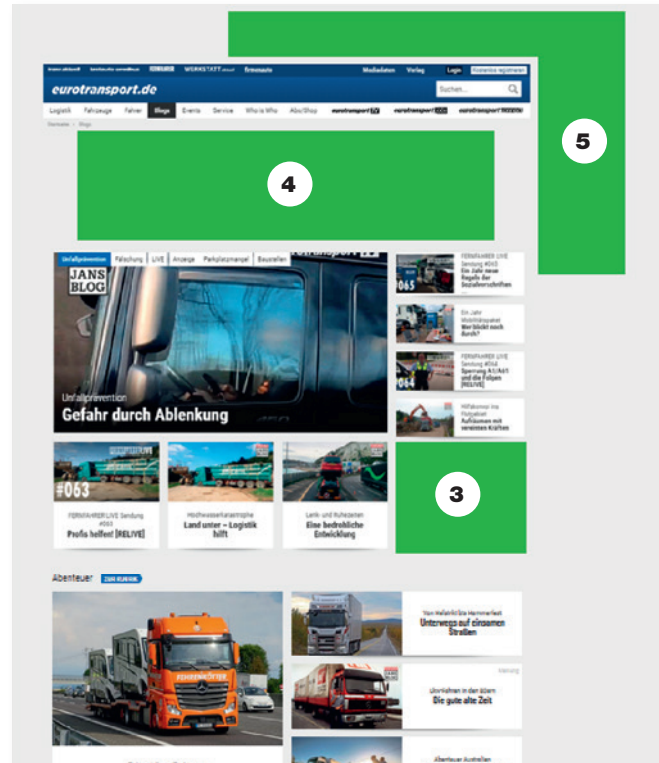


- 3** Rectangle: 300 x 250 px
TCP: Euro 90.00
- 4** Billboard: 900 x 250 px
TCP: Euro 115.00
- 5** Wallpaper =
Superbanner: 728 x 90 px
+
Skyscraper: 160 x 600 px
TCP: Euro 115.00

Prices + VAT.

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
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- Redirect
- For data transfer please indicate target URL
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- Please include clickTAG for calculating clicks



Native Ad In

Due to new technology your content will be integrated in the editorial part, labelled as sponsored article or advertisement, video integration is possible. Teaser and article page are adapted to the look & feel of page.

Native Ad In with microsite look & feel of page, incl. picture galleries.

Linking with microsite.

TCP: Euro 100.00

Prices + VAT.

Position

- Homepage Section „Das könnte Sie interessieren“
- Rotation teaser for section pages
- On article page below
- Within margin

Supertrucks ZUM BLICK



DAF XF 530 mit Kögel Cargo Novum von Justen
Dreamteam on the Road



MAN TTX 18.500 Stückmann
FERNFAHRER-Sattelzug zum Jubiläum



Supertruck mit Schwergewichtstyle
Iveco S-Way fährt Holz für Streit



Supertruck im Holzeinsatz
MAN TGM XXL

Technik und Zubehör ZUM BLICK



SONAX
Sauberkeit bedeutet Sicherheit



Aktion Gute Fahrer
Ladungsicherung im LKW-Verkehr



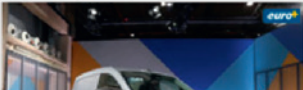
Zulieferer
Faurecia übernimmt Hella

Anzeige

Headline

Dies ist ein Typoblindtext.
Dies ist Typoblindtext.

Transporter ZUM BLICK





18. Deutschlandfahrt 2021
Der Dienstwagen der Deutschlandfahrt

Native Ad Out

The Native Ad Out format is a photo ad with a high grade of adaptation to the editorial section with one click linked to your side with an external target.

Text image ads are always fully adjusted to regular news teasers and labelled as an advertisement.

TCP: Euro 95.00

Prices + VAT.

Position

- Homepage Section „Das könnte Sie interessieren“
- On article page
- Within the margin

Neuer Fuso Canter
Verkaufsstart in Europa

BMW zu KEP und ÖPNV
Pflicht zum alternativen
Antrieb

Daimler / Cummins
Motoren-Kooperation
besiegelt

ETM Award 2021
Alle Sieger-Fahrzeuge in
Bildern

DocStop/Krone/Schockemühle
Sanitärcontainer für LKW-
Fahrer

trans aktuell-Symposiumen 2021
trans aktuell
SYMPOSIUM 2021
Top-Terminals für Transport- und
Logistik-Profs
Infos & Anmeldung
Alle Termine, Themen und Gastgeber für
2021 auf einen Blick

Margin

eurotransport.de Shop
ERNFAHRER
Der Shop für die, die es bringen.
Zettelformen, Böden, LKW-Modelle,
Neuerstandung und mehr.

Mobile Banner Advertisement for Smartphones and Tablets

Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

m.eurotransport.de

Page impressions mobile website: 898,343

Visits mobile website: 584,590

Base: 12/2021*

Mobile Formats

Rectangle:

300 x 250 px

10 TCP: Euro 95.00

Integrated banner:

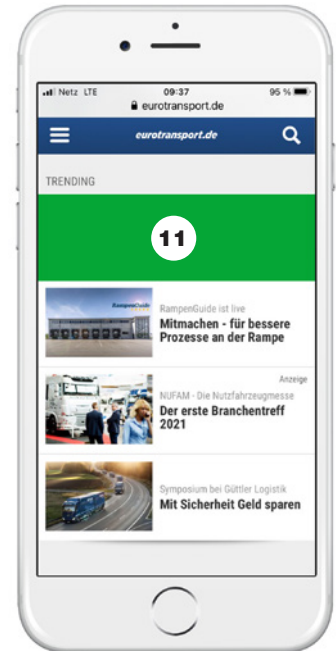
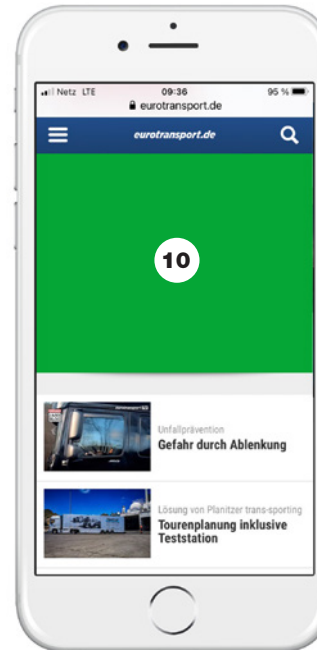
300 x 150 px

11 TCP: Euro 60.00

Picture galleries: GIF, JPG, PNG

Target-URL

Prices + VAT.



**Possible booking
in subsequent newsletters**

➔ **Bus & Branch**

Recipients: 2,122*

Days of dispatch: Tuesdays, every 14 days

➔ **Logistics & Management**

Recipients: 6,570*

Days of dispatch: Tuesdays & Thursdays

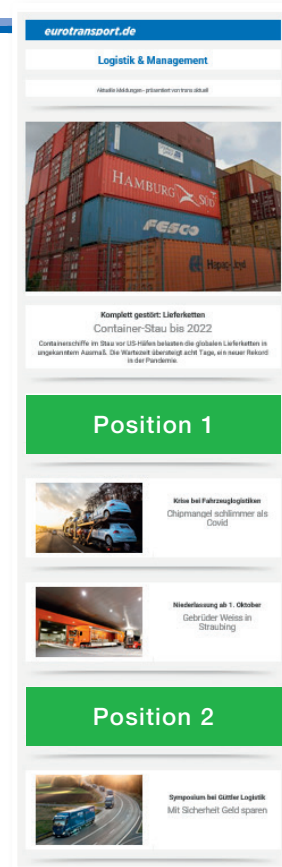
➔ **Truck, Trailer & Vans**

Recipients: 3,519*

Days of dispatch: Wednesdays

Price per Release: Euro 1,580.00

Prices + VAT.



Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: December, 2021)*

Broadcasting Days	Topics	Addresses	Prices/Broadcasting
Tuesdays, every 14 days	Bus & Industry	2,122*	1,580.00 Euro
Tuesdays & Thursdays	Logistics & Management	6,570*	1,580.00 Euro
Wednesdays	Truck, Trailer & Vans	3,519*	1,580.00 Euro

Weekly Packages		Prices	Package Prices
Car and Technology (Tu/Wed)	2 broadcasts	3,160.00 Euro	2,690.00 Euro
eurotransport total	3 broadcasts	4,740.00 Euro	3,790.00 Euro

All prices are in Euro + VAT

Runtime and Booking

Duration, date and frequency of banners and advertisements are subject to availability.

Format:

Fullsize banner 468 x 60 Pixel or 580 x 95 Pixel as jpeg.

Files:

Please indicate jpeg and destination URL.

Delivery Address:

ads@etm.de

*Current access figures/addressees upon request

Online Advertorial

Content and image in the look & feel of the eurotransport.de site, positioned in a thematically fitting section.

Additional teasers on the start page and in the eurotransport.de newsletter draw attention to your company in a targeted and effective manner.

Advertisement

- Marking as advertisement/advertorial
- image and text ad in a thematically fitting section
- on the day of publication 24 h on the start page
- 1x teaser in newsletter
- 1x publication in the social media channel
- runtime: 4 weeks

Price: Euro 2,500.00

Data delivery

- return of completed template 14 days prior start date
- 1 corrective phase possible

The screenshot shows the homepage of eurotransport.de. The top navigation bar includes links for 'Über uns', 'Kontakt', 'Presse', 'Werstatt', 'Forschung', 'Kundenservice', 'Nachrichten', 'Verlag', 'Login', and 'Kontaktspezifisch'. Below the navigation bar is a search bar and a 'Suchen...' button. The main content area features a large advertisement for Apollo Tyres. The ad has a blue header with the text 'Anzeige Apollo wächst mit Qualität'. Below the header is a large image of a tire with motion blur. To the left of the image are social media icons for Facebook, Twitter, LinkedIn, and X. Below the image is a text block starting with 'ANZEIGE: Der Nutzfahrzeugreifenhersteller Apollo Tyres baut sein Geschäft in Europa zügig aus und überzeugt dabei mit erstklassigen Lkw- und Busreifen zu vernünftigen Preisen.' followed by a date '04.04.2022'. The text continues with 'Vergangenes Jahr hat Apollo Tyres seine Aktivitäten auf dem europäischen Lkw- und Busmarkt intensiviert und einen beträchtlichen Marktanteil hinzugewonnen. Das Wachstum wird durch die Entwicklung neuer Produkte unterstützt, die speziell auf die jeweiligen Märkte abgestimmt sind. Gleichzeitig wurde das Team verstärkt und die globalen Produktionskapazitäten ausgebaut. In Indien verfügt Apollo Tyres bereits über einen beeindruckenden Anteil von 32 Prozent am Nutzfahrzeugreifensektor.' and 'Der Erfolg in Europa ist auf eine fünfjährige Vorbereitungszeit zurückzuführen, in der das Unternehmen sicherstellte, dass seine Lkw- und Busreifen in Bezug auf Leistung und Kosten mit den etablierten Wettbewerbern in der Region mithalten können. Auf diesem starken Fundament will Apollo Tyres seine Marktanteile weiter ausbauen.' Below this text is another section titled 'Endu® Race RD2: 15 Prozent mehr Grip'. This section includes a smaller image of a tire and text stating 'Im vergangenen Jahr hat der Reifenhersteller den Apollo Endu® Race RD2 für die Antriebsachse von Lkw und Bussen sowie den Endu® Race RT2 für Anhänger auf den Markt gebracht. Der Endu® Race RD2 ist mit einem einzigartigen Traktionsprofil mit Multi-Edge-Schutzblöcken ausgestattet. Dies ermöglicht eine überragende Haftung.' and a comparison note 'Bedeutend: 15 Prozent mehr Grip im Vergleich zum Vorgängermodell zeigen beim Endu® Race RD2 für den Antriebsachse'.

Coordination Online

Doris Viktoria Lorch
Phone: +49. 711. 7 84 98-92
E-Mail: doris.lorch@etm.de

Desktop

Standard formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 bzw. 160 x 600 Pixel
- Halfpage: 300 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of Superbanner and Skyscraper
- Fireplace: Combination of Skyscraper left, Superbanner and Skyscraper right

Mobile Banner formats

- Rectangle: 300 x 250 Pixel
- Integrated banner: 300 x 75 Pixel
300 x 50 Pixel
320 x 50 Pixel

Picture files: GIF, JPG, PNG
Target-URL

Ad Management

Gabi Volkert
Phone: +49. 711. 1 82-14 03
E-Mail: gvolkert@motorpresse.de

Special formats:

- Expandable
Skyscraper: 160 x 600 Pixel
plus 600 Pixel resolution
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

Newsletter advertisement:

- Fullsize-Banner: 468 x 60 Pixel
or
580 x 95 Pixel
as jpg

Data Delivery:
ads@etm.de

Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone: +49. 02 11. 17 93 47 50
E-Mail: werbung@businessad.de

**[http://www.businessad.de/
channel/mittelstand/eurotransport](http://www.businessad.de/channel/mittelstand/eurotransport)**

File formats and required entries:

- HTML 5: Data according to W3C standards, total size of extracted files max. 1000 KB
- jpg, png (static; gif (static and animated))
- Redirect
- Entry of Target-URL for data transfer
- Banner (jpg, png, gif) not exceeding 120 KB
- Implementation of the clickTAG to count the number of clicks