

WERKSTATT *aktuell*

Truck, Trailer,
Transporter and
Bus Service Centers



ETMverlag

Media Information 2023



WERKSTATT aktuell is published four times a year with a circulation of 43,000 copies together with the publication *trans aktuell* as well as digitally as e-paper.

These publications are reaching management and employees of commercial vehicle workshops as well as all after-sales 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

Price: Single copy 3.80 €;
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on

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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
1/2023	- Spring Check - Lifting platforms - Car care of interior - A/C service - Oils and lubricants - Filter	27. 03. 2023	29. 03. 2023	20. 04. 2023	trans aktuell 8/23
2/2023	- Test technology and diagnose - Axle alignment - Wear- and spare parts - Workshop Concepts	30. 05. 2023	01. 06. 2023	22. 06. 2023	trans aktuell 12/23
3/2023	- Workshop software, IT and computer - Tires - Cleaning/Washing technologies	30. 08. 2023	01. 09. 2023	21. 09. 2023	trans aktuell 18/23
4/2023	- Winter check - Brakes, Axles, Transmission, Retarder Service - Batteries/electrics/lighting - Pits/Lifting technology - Report NUFAM	23. 10. 2023	25. 10. 2023	15. 11. 2023	trans aktuell 22/23

Ongoing topics:

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

Fairs/Events:

- Truck Grand Prix, 14. - 16. 07. 2023
- NUFAM, 21. - 24. 09. 2023

Formats			Width x Height		4c/bw
1/1 page	type area		185 x 248 mm	in Euro	8,640.00
	bleed*		215 x 280 mm		
1/2 page	type area	vertical	92 x 248 mm	in Euro	4,740.00
		horizontal	185 x 123 mm		
	bleed*	vertical	107 x 280 mm		
		horizontal	215 x 145 mm		
1/3 page	type area	vertical	58 x 248 mm	in Euro	3,750.00
		horizontal	185 x 85 mm		
	bleed*	vertical	73 x 280 mm		
		horizontal	215 x 107 mm		
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
	bleed*		430 x 280 mm		

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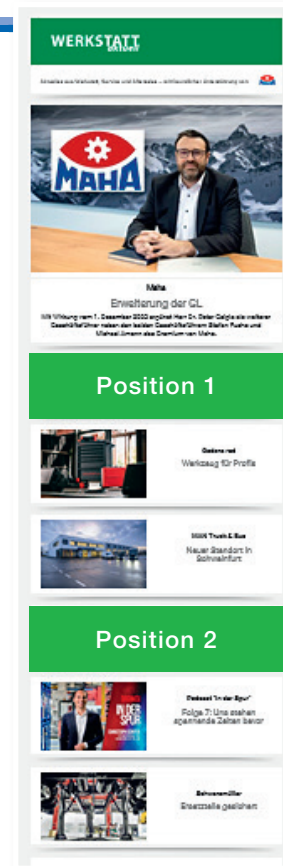
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* Current access figures/addressees upon request.



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