

# Who is Who Commercial Vehicle Fleets

The Reference Book  
for Commercial Vehicle Fleet  
Managers



**ETM**verlag

Media Information 2023

### Media Information 2023

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>

Publish your company portrait additionally online at [eurotransport.de](http://eurotransport.de)

Prices see page 3

#### 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

31. 05. 2023

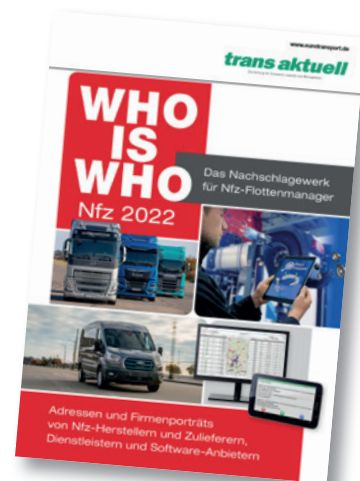
#### Copy Date

14. 06. 2023

#### Publication Date

21. 07. 2023

(Supplement in *trans aktuell* 14/23)



#### Circulation

37,200.00*	Copies of which
20,000.00*	Printed copies as supplement in <i>trans aktuell</i> 14/23
17,200.00*	Digital print

\* Publisher information

#### 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 €
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#### Company Portrait Online

please check <a href="http://www.eurotransport.de/wiw">www.eurotransport.de/wiw</a>	1,990.00 €
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#### Combination Company Portrait Print and Online

1/1 Page + Online-Company Portrait	2,790.00 €
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## NEW: Expert Article

Share your expertise on a Who is Who section and receive 2 pages print + online renewal of your expert article.

Your article appears as exclusive lead in the relevant section. Prices on request.



## Was treibt uns in Zukunft an?

220 Zeichen. Hier beginnt Ihr Fachartikel zur gewünschten Rubrik. Der Experte Ihres Hauses klärt über aktuelle Entwicklungen und Trends der Zukunft auf. Teilen Sie Ihr fachspezifisches Wissen mit unseren Lesern.

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**Kontakt**

**Firma**

Straße xx, xxxxx Ort  
Telefon +49 (0) xxxxx/xxx-x  
info@firma.com

Platz für  
Ihr Logo



Characters: max. approx. 4,000 characters  
(incl. blank spaces and potential infoboxes)

Images: approx. 1-3 images with photo proof in print quality (300dpi), logo and portrait photo.

For the online publication, SEO optimization is carried out for the teaser text, which we are happy to undertake and coordinate with you.



## Media Information 2023

### 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](mailto:alexander.fischer@etm.de) and  
[norbert.blucke@etm.de](mailto: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 + corresponding photo proof.**



Alexander Fischer

### Marketing

Media Advice, Offers and Orders

EuroTransportMedia

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Germany

Alexander Fischer

Phone +49. 711. 7 84 98-20

E-Mail [alexander.fischer@etm.de](mailto:alexander.fischer@etm.de)

Internet [www.eurotransport.de](http://www.eurotransport.de)

### Ad Management

Via Motor Presse Stuttgart:  
Confirmations, Invoices

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

Julia Ruprecht

Phone +49. 711. 1 82-15 48

E-Mail [jruprecht@motorpresse.de](mailto:jruprecht@motorpresse.de)

Internet [www.motorpresse.de](http://www.motorpresse.de)

### General Terms and Conditions

General terms and conditions of ETM Verlag  
apply. All prices in Euro + VAT

## **ETM**verlag

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