

trans aktuell

The Newspaper for
Transport, Logistics and
Management



ETMverlag

Media Information 2023



There is plenty to carry and warehouses are also in demand like never before. That is the good news. The year 2023, however, will be full of challenges for fleet operators. Supply chain problems as well as uncertainties and price jumps on the energy market are weighing on the industry and make planning more difficult.

At the same time, shipping companies and plant transports have to intensify efforts for decarbonization to meet the expectations of politicians in the shipping industry and, most of all, of the public. Climate-friendly logistics solutions have to be the focus.

ETM Verlag provides orientation and assistance in this environment with its decision-making title **trans aktuell**. The editorial team reports credibly, practically and with a high level of testing and technical expertise on current developments and challenges, on concrete solutions and, of course, on new and innovative vehicle concepts. **trans aktuell** is the trade journal for DEKRA members.

ETM Verlag will be taking digitalization to a new level: a total of 24 **trans aktuell** editions are planned as e-paper, half of which is also printed. By increasing the frequency, our readers will receive top information which is needed in a challenging environment.



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

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.

2 Publication: 12 editions print and
12 editions digital per year

3 Year: 32nd year 2023

4 Web-address: www.transaktuell.de
www.eurotransport.de

5 Membership: –

6 Organ: –

7 Publisher: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH

8 Publishing House: EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany

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

10 Advertisement: Oliver Trost
Phone: +49. 711. 7 84 98-10
oliver.trost@etm.de

11 Marketing: Bernd Steinfeldt
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 2021 = 20 editions

Format: 315 x 468 mm

Total size: 426 pages = 100.0%

Editorial: 318 pages = 74.6%

Advertisement: 108 pages = 25.4%

of which

Classified ads: 41 pages = 38.1%

Bound inserts (impossible): 0 pages = 0.0%

House ads: 23 pages = 21.8%

Inserts 1 editions

15 Content analysis of editorial 2021 = 318 pages



16 Circulation analysis Print:

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

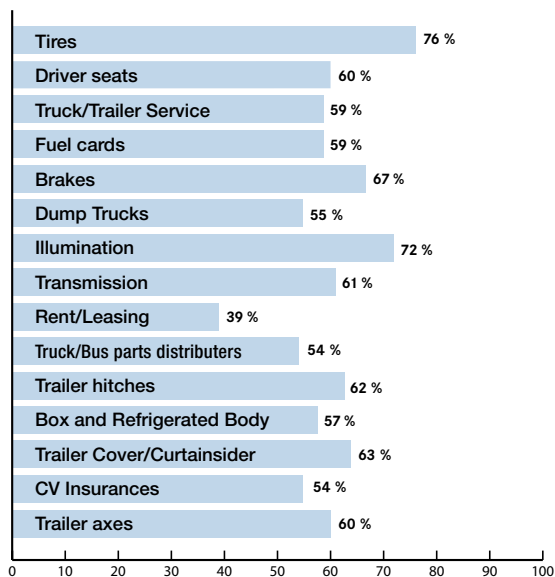
17 Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	Exemplare
Home country	99.5	37,020
Foreign countries	0.5	180
Distributed circulation	100	37,200

18 Circulation analysis Digital:

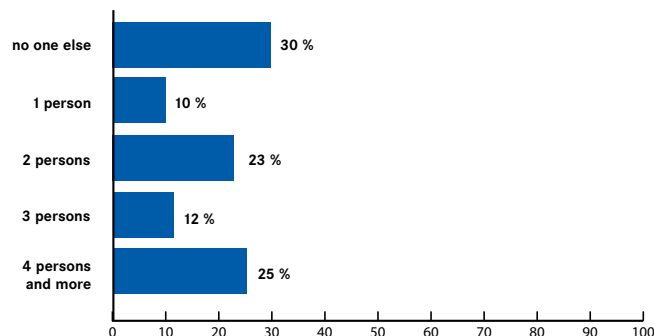
Distributed circulation:	17,200
of which E-Paper	17,200
Paid circulation:	15,500
of which E-Paper	15,500

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



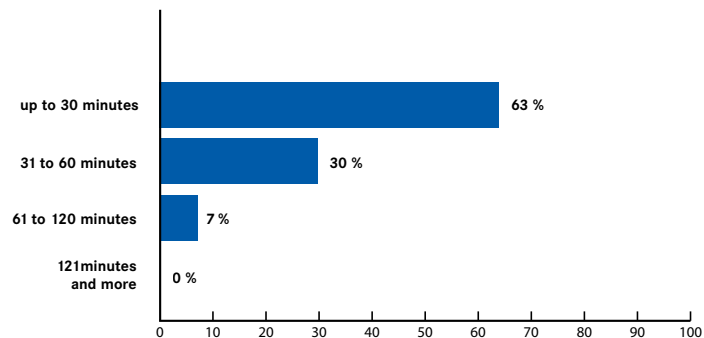
How many people, but you, are reading this copy of
trans aktuell?

Number of other readers on average: 4.2 additional readers
per copy
Reader per copy total = 5.2

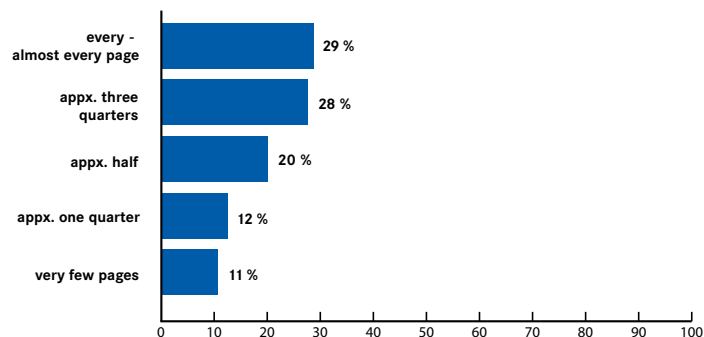


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 36 minutes



How many pages are being read?





- 1 **Circulation:** Digital edition 17,200 copies as e-paper, print run 20,000 copies + 17,200 copies as e-paper
- 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 98-94
- 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		Width x Height (in mm)	in Euro 4c/bw	
			Print	Digital
1/1 page	–	185 x 248	8,700.00	4,200.00
2 x 1/2 page	vertical	394 x 122		
3/4 page	vertical	137 x 248	6,600.00	3,200.00
	horizontal	185 x 185		
1/2 page	vertical	90 x 248	4,600.00	2,200.00
	horizontal	185 x 122		
2/1 pages		394 x 248	17,400.00	8,400.00
These formats are printed as an only advertisement per page.				

Formats		Width x Height (in mm)	in Euro 4c/bw	
			Print	Digital
1/3 page	vertical	90 x 185	2,800.00	1,350.00
	horizontal	185 x 80		
1/4 page	1 column	43 x 248	1,850.00	900.00
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160	1,700.00	800.00
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122	1,100.00	550.00
	2 columns	90 x 60		
	4 columns	185 x 29		
These formats are not necessarily placed alone on the page.				

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

Formats		width x height (in mm)	in Euro 4c/bw	
			Print	Digital
1/1 page	–	288 x 420	12,800.00	6,100.00
1/2 page	vertical	137 x 420	7,900.00	3,800.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420	6,750.00	3,250.00
	horizontal	288 x 135		

Get more advertising space for your money:

Referring to the millimetre price, you can save 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%

Classified ads on cover page (44 x 52 mm)	Print 2,470.00	Digital 1,650.00
no discounts		

8 Surcharge Special placements:

Classified ads	Print	Digital
per mm up to 1/8 page	26.00	18.00
<i>No discounts, mm advertisements upon request, max. 1 column.</i>		

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

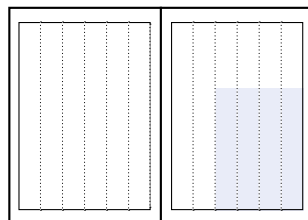
16 Address: please see page 13

VAT: all prices are in Euro + VAT

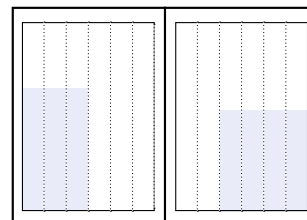
Magazine Format

page

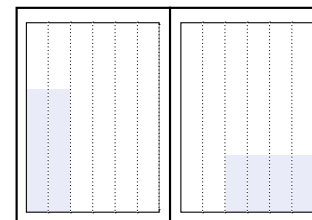
Formats (width x height)
type area



1/1 page
185 x 248 mm



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

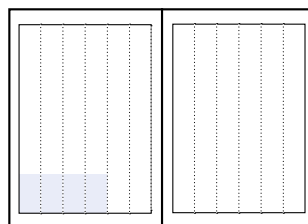


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

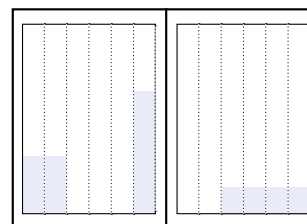
Magazine Format

page

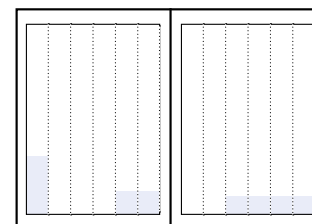
Formats (width x height)
type area



1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



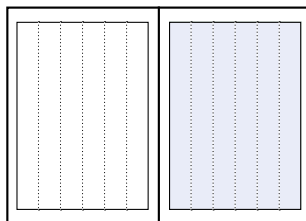
1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm



1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

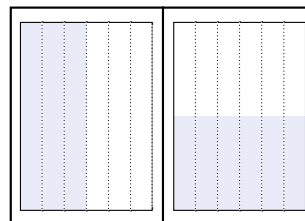
Newspaper Format

page



1/1 page

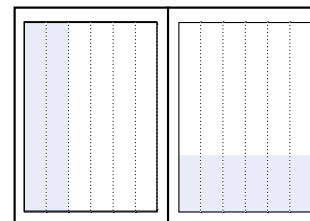
288 x 420 mm



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.

Combinatory discount of ETM titles.
Classified advertisements are not included.

ETM-Kombi

trans aktuell

+

FERNFAHRER

+

WERKSTATT aktuell

Combinatory Discount

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 %



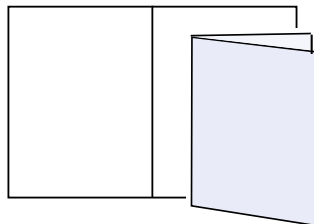
Edition No.	Special Feature	Exhibitions/Events	Closing Date	Copy Date	Publication-Date
1/23 digital	vans and light commercial vehicles, vehicle safety, assistance systems		23. 12. 2022	28. 12. 2022	13. 01. 2023
2/23	food logistics axes, brakes, retarder		10. 01. 2023	12. 01. 2023	27. 01. 2023
3/23 digital	trailer & superstructure digitalisation and connectivity		24. 01. 2023	26. 01. 2023	10. 02. 2023
4/23	financing: rent, lease, purchase combined traffic		07. 02. 2023	09. 02. 2023	24. 02. 2023
5/23 digital	telematics/IT in the cv transport insurances		21. 02. 2023	23. 02. 2023	10. 03. 2023
6/23	commercial vehicles tires last mile/KEP		07. 03. 2023	09.03. 2023	24. 03. 2023
7/23 digital	trailer & superstructure disposal logistics		20. 03. 2023	22. 03. 2023	06. 04. 2023
8/23	preview transport logistic industrial trucks	transport logistic München	31. 03. 2023	04. 04. 2023	21. 04. 2023
9/23 digital	transport logistic last mile/KEP	transport logistic München	17. 04. 2023	19. 04. 2023	05. 05. 2023
10/23	financing: rent, lease, purchase telematics/IT in the cv		08. 05. 2023	10. 05. 2023	26. 05. 2023
11/23 digital	alternatives drives tires and tire services		19. 05. 2023	23. 05. 2023	09. 06. 2023
12/23	temperature controlled transports trailer & superstructure		05. 06. 2023	07. 06. 2023	23. 06. 2023



Edition No.	Special Features	Exhibitions/Events	Closing Date	Copy Date	Publication Date
13/23 digital	fuel management training and further education	Truck-Grand-Prix Nürburgring	20. 06. 2023	22. 06. 2023	07. 07. 2023
14/23	maintenance, care, cleaning		04. 07. 2023	06. 07. 2023	21. 07. 2023
15/23 digital	pharma logistics halls and warehouse technology		18. 07. 2023	20. 07. 2023	04. 08. 2023
16/23	trailer & superstructure commercial vehicle tires		01. 08. 2023	03. 08. 2023	18. 08. 2023
17/23 digital	combined traffic last mile/KEP		22. 08. 2023	24. 08. 2023	08. 09. 2023
18/23	preview NUFAM load securing	NUFAM Karlsruhe	05. 09. 2023	07. 09. 2023	21. 09. 2023
19/23 digital	digitalisation and connectivity food logistics	Deutscher Logistik- Kongress Berlin	18. 09. 2023	20. 09. 2023	06. 10. 2023
20/23	telematics/IT in the cv distribution logistics		02. 10. 2023	05. 10. 2023	20. 10. 2023
21/23 digital	alternative drives warehouse and industrial trucks		13. 10. 2023	17. 10. 2023	03. 11. 2023
22/23	last mile/KEP lubricants and oils		27. 10. 2023	02. 11. 2023	17. 11. 2023
23/23 digital	financing: rent, lease, purchase combined traffic		14. 11. 2023	16. 11. 2023	01. 12. 2023
24/23	vans/light commercial vehicles telematics/IT in the cv		28. 11. 2023	30. 11. 2023	15. 12. 2023

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 newspaper 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/Advertorial

Size	Price	
	Print	Digital
4 pages (Geschäftliche Informationen)*	19,800.00 €	9,300.00 €
1 page (Advertorial)	7,900.00 €	4,900.00 €

incl. online renewal at eurotransport.de
(Native Ad, six weeks duration)

Other print or online formats upon request.

Booking

6 weeks prior publication date

Publication

*supplement in *trans aktuell*



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

A

Active Logistics
ADAC Truck Service
Alternoil
Apollo Vredestein
Aral

B

Bandag
Bigmove
Bohnenkamp
BPW

C

CargoBeamer
CargoNetwork
Carrier Transicold
Castrol
Charterway
C.H. Robinson
Citroën
Contargo
Continental

D

DAF Trucks
Daimler Charterway
Daimler Trucks
Daimler Transporter
Daimler TruckWorks
Dako
DB Cargo
Dautel
DEKRA
Deutsche Bank
DHL
DKV
Dometic
Dolezych

E

Elbferry
Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F

Fiat
Fliegl
Ford
Fraikin
Frigoblock Grosskopf
Fuso

G

GEFA
Geodis
GE Tip Trailer Services
GITI Tires
Goodyear Dunlop
GPSoverIP
Grammer

H

Haldex
Hankook
Hella
Hellmann
Hörmann
HS Schoch
Humbaur
Hyundai

I

Idem Telematics
Isringhausen
Iveco

J

JobMatchMe
Josam Richttechnik
Jost Werke
Jungfalk

K

Kässbohrer
Kamag
KLV Rent
Knorr-Bremse
Kögel Trailer
Kombiverkehr
Kravag
Krone

L

Lamberet
Liqui Moly
LIS
LogPay

M

MAN Financial Services
MAN Truck&Bus
MANrental
Maske
Meiller
Mercedes-Benz
Mercedes Charterway
Mercedes Vans
MercedesServiceCard
Messe Berlin
Messe Frankfurt
Messe Hannover
Messe Karlsruhe
Messe München
Messe Stuttgart
Michelin
Mitsubishi Fuso
Motorbuch Versand
Multicar

N

Navteq
Nissan

O

Opel
Openmatics
Oresundbro

P

Paccar Leasing
Paki Logistics
Palletways
Part
PEAC Mobility
PEMA
Peugeot
Pneuhage

Q

Quantron
q1q Telematik

R

Recaro
Renault Trucks
Renault Transporter
Robinson

S

SAF
Scania
Schmitz Cargobull
Schoch
Schwarzmüller
SEAT
Shell
Soloplan
Sommer Fahrzeugbau
Stena Line
Stoneridge

T

Tankpool 24
Telepass
Teleroute
TFG Transfracht
Thermo King
Timocom
TipTrailerServices
TIS
Toll Collect
TomTom Telematik
Total
Transdata
Transics
Trimble
Truckscout

U

UPS
UTA

V

VDA
Voith
Volvo Trucks
Vredestein
VR-Leasing
VW Leasing
VW Nutzfahrzeuge

W

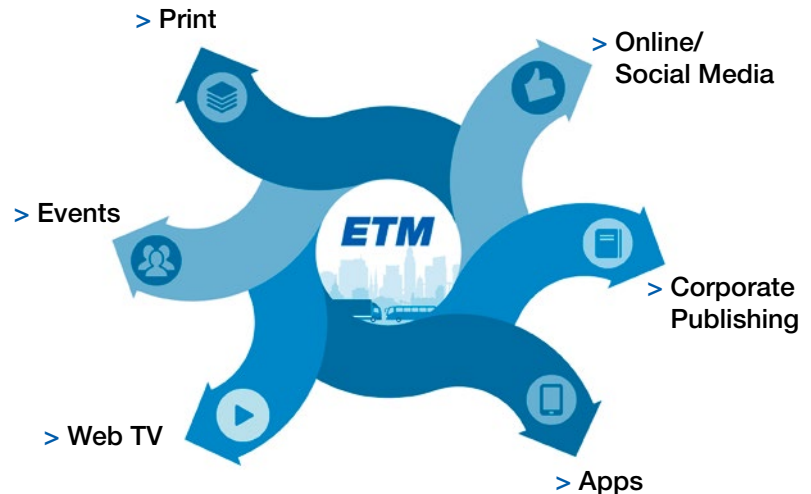
Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Webfleet Solutions
Wecon
Winkler
Wüllhorst

Z

Zauner
ZF Friedrichshafen

- The magazines **trans aktuell** (print and digital) and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the online portal with a monthly page impression rate of 468,699 page impressions (IVW July, 2022)
- **eurotransportTV** with more than 17 million video calls* and about 184,000 views per article* is the attractive Web TV format for the commercial vehicle industry (*ETM Verlag, status July, 2022)
- The **ETM SocialMedia Channels** are characterized by large interaction ranges for contents as well as a steady growth of followers:
Facebook*: 8.800, YouTube*: 13.400,
LinkedIn*: 3.500, Twitter: 3.200
(ETM Verlag, status September, 2022)
*via eurotransport.de
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 100,000 visitors per weekend

With the ETM Multichannel Offer on all Media Channels:





Oliver Trost

Marketing

Media advice, offers and orders

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

Oliver Trost

Phone +49. 711. 7 84 98-10

E-Mail oliver.trost@etm.de

Internet www.eurotransport.de

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Susanne Baranjosch

Phone +49. 711. 1 82-21 44

E-Mail sbaranjosch@motorpresse.de