

# www.eurotransport.de

www.eurotransport.de  
The Website for  
Transport and Traffic



**ETM**verlag

Media Information 2023



**1. Web Address (URL)**

www.eurotransport.de

**2. Characteristics**

As one 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 +<br>160 x 600 Pixel                       |
| Rectangle:     | 300 x 250 Pixel                                     |
| Fireplace:     | 160 x 600 +<br>1020 x 90 Pixel +<br>160 x 600 Pixel |
| Ad Bundle:     |                                                     |
| - Superbanner: | 728 x 90 Pixel +                                    |
| - Skyscraper:  | 160 x 600 Pixel +                                   |
| - Rectangle:   | 300 x 250 Pixel                                     |

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

**Page Impressions/month:** 607,096

**Visits/month:** 355,339

**of which mobil:** 400,498

**Visits/month:** 283,368

**Base:** 08/2022 (IVW)\*

\*Source: IVW – most recent figures upon request.

## 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

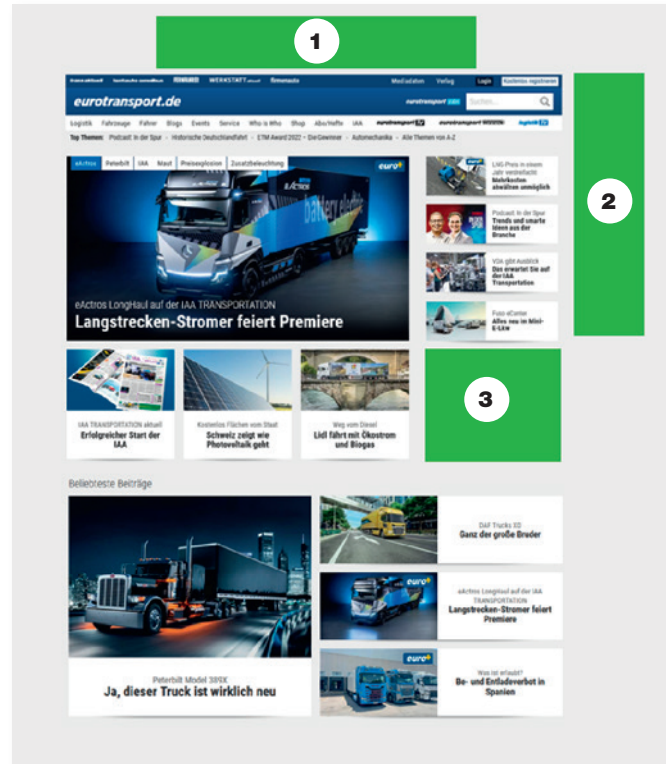
**General Terms and Conditions of ETM Verlag apply.**

- 1 Superbanner:** 728 x 90 px  
TCP: Euro 67.00
  - 2 Skyscraper:** 160 x 600 px  
TCP: Euro 77.00
  - 3 Rectangle:** 300 x 250 px  
TCP: Euro 100.00
- Ad Bundle** made of  
 - Superbanner: 728 x 90 px  
 - Skyscraper: 160 x 600 px  
 - Rectangle: 300 x 250 px  
 TKP: Euro 95.00

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



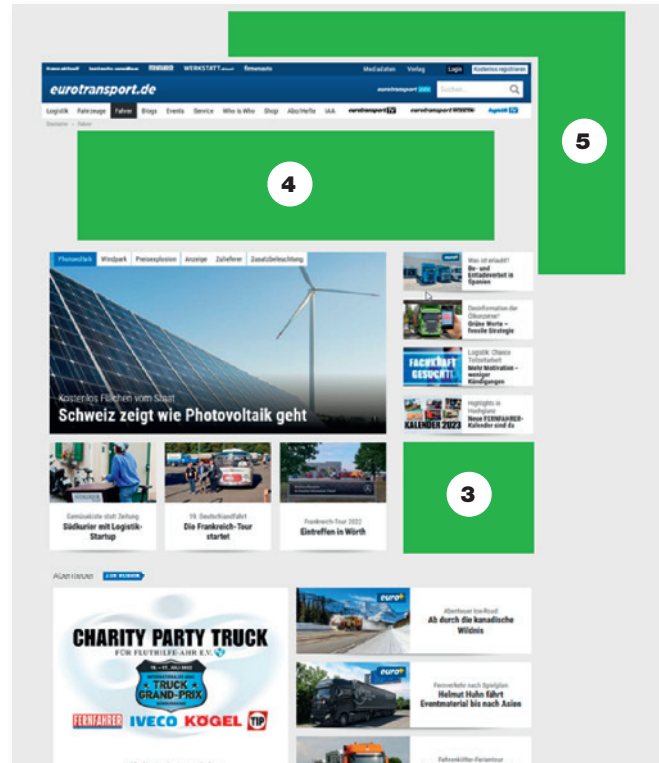
- 3** Rectangle: 300 x 250 px  
TCP: Euro 100.00
- 4** Billboard: 900 x 250 px  
TCP: Euro 120.00
- 5** Wallpaper =  
Superbanner: 728 x 90 px  
+  
Skyscraper: 160 x 600 px  
TCP: Euro 117.00

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

**Data delivery: 14 days prior to start date.**



### 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 102.00

Prices + VAT.

### Position

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

Data delivery: 14 days prior to start date.

The screenshot displays the 'euro transport' website with several native advertising placements integrated into the editorial content. The layout is organized into sections with category tabs and article cards.

- Tests** (Zur Rubrik):
  - Mercedes eActros im Test: So geht Elektro-Lkw (Main image: blue Mercedes truck on a road)
  - Solaris Urbino 9 LE Elektro-Kleinbus im Test (Main image: blue bus in a parking lot)
  - DAF CF Electric Elektro-Sattelzug im Test (Main image: white DAF truck)
  - Fiat HD Lkw unter neuer Marke: Fliegender Start für Enginus (Main image: blue Fiat truck)
- Logistik** (Zur Rubrik):
  - 15 Prozent des Strombedarfs Mercedes-Benz plant Windpark (Main image: wind turbines in a field)
  - Was heißt Smart Logistik Digitalisierung vorantreiben (Main image: a person in a control room)
- Spar-Angebote** (Zur Rubrik):
  - Teaser (Main image: a green box with the word 'Teaser' in white)

At the bottom, there is a section for 'Spar-Angebote' (Special Offers) featuring various products like a blue t-shirt, a blue bag, and a red truck.

### 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 97.00**

Prices + VAT.

### Position

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

**Data delivery: 14 days prior to start date.**

The collage displays various Native Ad Out formats. The main grid consists of five rows, each featuring a truck image on the left and a text block on the right. The text blocks include headlines like 'Iveco S-Way Supertruck Die dezente Option', 'DAF-Supertruck im FERNFAHRER Design Blauer Riese', 'Mercedes-Benz Actros 1863 Blumen-Shuttle aus den Niederlanden', 'MAN TGX 18.640 Minor Stolzter Löwe mit perfekter technischer Ausstattung', and 'DAF XF 530 "H. J. Michel" Supertruck würdigt die Firmengeschichte'. To the right of this grid is a vertical sidebar. It starts with a header 'FERNFAHRER DIGITAL LABO' above a small image of a magazine. Below this is a green box with the word 'Margin' in white. Further down is a section for 'eurotransport.de Shop' featuring a truck image and the text 'Der Shop für die, die es bringen. Zeitschriften, Bücher, Liv-Modelle, Merchandising 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: 400,498

Visits mobile website: 283,368

Base: 08/2022 (IVW)\*

#### Mobile Formats

High Impact:

300 x 300 px

**10** TCP: Euro 110.00

Integrated banner:

300 x 150 px

**11** TCP: Euro 62.00

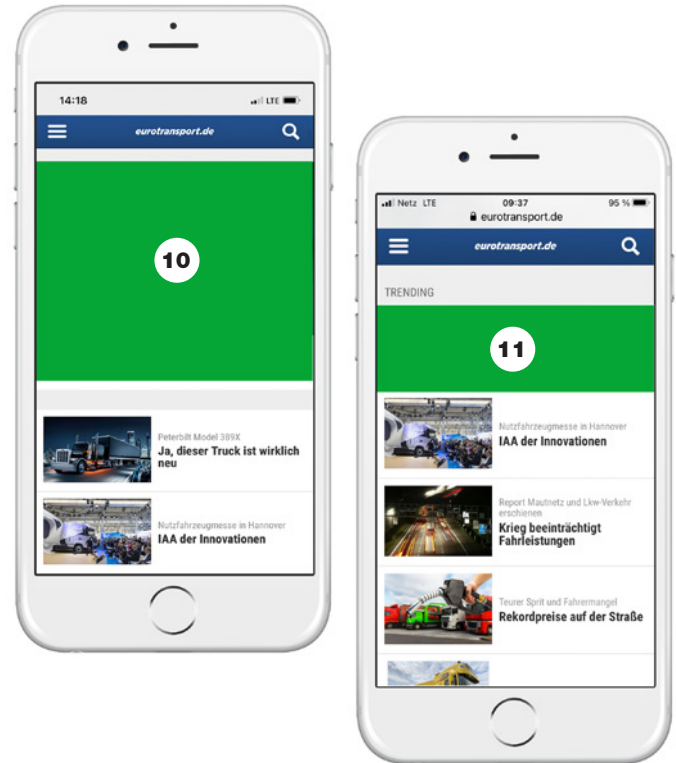
**Picture galleries:** GIF, JPG, PNG

Target-URL

**Data delivery: 14 days prior to start date.**

Prices + VAT.

\*Source: IVW – most recent figures upon request.





**Mobile banner advertisement for für Smartphones  
and Tablets**

**Mobile Formats**

Rectangle:  
300 x 250 px

**12** TKP: Euro 100.00

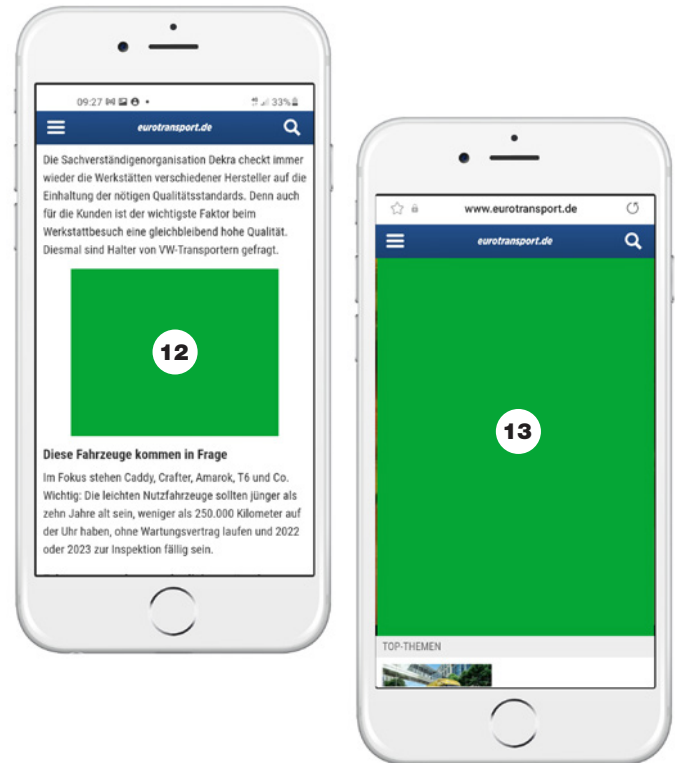
Interscroller:  
640 x 920 px  
320 x 480 px

**13** TKP: Euro 125.00

**Image Files:** GIF, JPG, PNG  
Target/URL

**Data delivery: 14 days prior to start date.**

Prices + VAT.



**Possible booking  
in subsequent newsletters**

➔ **Logistics & Management**

Recipients: 6,268\*

Days of dispatch: Tuesdays & Thursdays

➔ **Truck, Trailer & Vans**

Recipients: 3,603\*

Days of dispatch: Wednesdays

➔ **FERNFAHRER**

Recipients: 3,797\*

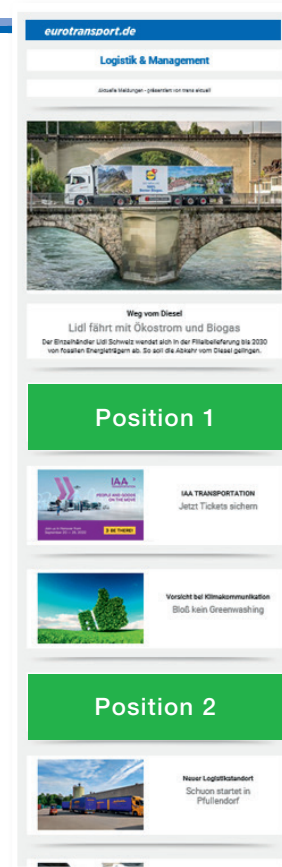
Days of dispatch: 1 day before Publication Date

**Price per Release: Euro 1,620.00**

**Data delivery: 10 days prior to start date.**

Prices + VAT.

\*Current access figures/addressees upon request.



## Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: February, 2023)\*

| Broadcasting Days             | Topics – Newsletter    | Addresses | Prices/Broadcasting |
|-------------------------------|------------------------|-----------|---------------------|
| Tuesdays & Thursdays          | Logistics & Management | 6,268*    | 1,620.00 Euro       |
| Wednesdays                    | Truck, Trailer & Vans  | 3,603*    | 1,620.00 Euro       |
| 1 day before Publication Date | FERNFAHRER             | 3,797*    | 1,620.00 Euro       |

| Weekly Packages             |              | Prices        | Package Prices |
|-----------------------------|--------------|---------------|----------------|
| Car and Technology (Tu/Wed) | 2 broadcasts | 3,240.00 Euro | 2,980.00 Euro  |
| eurotransport total         | 3 broadcasts | 4,860.00 Euro | 4,370.00 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, static, not animated, 72 dpi.

\*Current access figures/addressees upon request

### Files:

Please indicate jpeg and destination URL.

### Delivery Address:

ads@etm.de

**Data Delivery: 10 days prior to posting.**

### Coordination Online

Doris Viktoria Lorch  
Phone +49. 711. 7 84 98-92  
E-Mail [doris.lorch@etm.de](mailto: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](mailto: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, static, not animated, 72 dpi

**Data Delivery:**  
[ads@etm.de](mailto: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](mailto: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



Doris V. Lorch

Marketing

Media advice, offers and orders

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**ETM**verlag

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