

DEKRA Betriebsstoffliste

Facts on oils,
greases and
operating fluids



ETMverlag

Media Information 2024

trans aktuell spezial, the bilingual [DEKRA Betriebsstoff-Liste](#), is in its 31st successful year with a distributed circulation of 27,200* copies. Ever since it was first published it has been the comprehensive and informative magazine for car dealers, mechanics as well as fleet managers. Manufacturers and dealers of lubricants consider the [DEKRA Betriebsstoff-Liste](#) as the indispensable counsellor on greases, oils, lubricants and coolants and also highly recommend its comprehensive tables and great variety of reports. *trans aktuell spezial* is about requirements, addresses and selling structures of vehicle manufacturers.

Schedule

Closing Date: 30. 09. 2024
Copy Date: 08. 10. 2024
Publication Date: 19. 11. 2024

* Publisher information

Printing

Offset

Copy material

Unseparated PDF-Files.

Digital or CD-ROM with binding colour print. Colour prints need to be made from delivered data.

Coloured Ads

Euroscale. Minor tone value tolerances are the result of printing conditions.



Publishing House

EuroTransportMedia
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Year

31st year 2024

Product Entries/Address Entries/Orders

Columns

Fuels/Oils

Engine oils, general
Two-stroke gasoline engines
Tractor oils
Gear oils
Automatic transmission fluids
Hydraulic oils
Greases
Coolants
Oil bonding agents

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Cleaning Agents

Water purification
Wind Screen Cleaner
Hall and workshop cleaner
Motorbike cleaner/care products
Car cleaner-and care products
Truck cleaner-and care products
Cold cleaners
Brake fluids
AdBlue®
Addresses

Prices Line Entries:

01 - 20	105.00 €
21 - 40	77.50 €
from 41	56.00 €
Add. lines	35.00 €

Distributed Circulation

27,200* copies, of which
5,000* print
22,200* digital

Bleed

For bleed allow 5 mm on all sides. Text and picture elements need to have at least 10 mm space from the edge.

** For spread pages with adhesive binding, please consider print across gutter.

General Terms and Conditions

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

* Publisher information

trans aktuell spezial

**trans aktuell
spezial**

Format	Size bleed	Size type area	4c
1/1	210 x 297 mm	185 x 260 mm	10,490.00 €
3/4 vertical	158 x 297 mm	137 x 260 mm	7,890.00 €
3/4 horizontal	210 x 223 mm	185 x 195 mm	7,890.00 €
1/2 vertical	105 x 297 mm	90 x 260 mm	5,490.00 €
1/2 horizontal	210 x 149 mm	185 x 130 mm	5,490.00 €
1/3 horizontal	210 x 100 mm	185 x 80 mm	3,490.00 €
1/4 2 columns		90 x 130 mm	2,690.00 €
1/4 4 columns		185 x 65 mm	2,690.00 €
1/8 1 column		43 x 130 mm	1,490.00 €
1/8 2 columns		90 x 65 mm	1,490.00 €
1/8 4 columns		185 x 32 mm	1,490.00 €
2/1**	420 x 297 mm	392 x 260 mm	20,880.00 €

Placement

2 nd cover page	210 x 297 mm	11,990.00 €
3 rd cover page	210 x 297 mm	10,890.00 €
Backcover	210 x 297 mm	11,990.00 €

Classified Ads

Prices per mm up to 40 mm width
9.10 €

Inserts

2 pages 10,490.00 €	6 pages 19,990.00 €
4 pages 14,990.00 €	8 pages 24,990.00 €

Attention

Features and fittings need to be co-ordinated with ETM Verlag.
Cancellation 5 days prior closing date.

Prices for inserts

290.00 € per 1,000 copies up to 25 g.
Each additional 5 g 10.00 €.
Minimum size: 105 x 148 mm
Maximum size: 200 x 280 mm

Miscellaneous

- Cover page sponsoring, Closing date : 17 May, 2024
Copy date: 14 June, 2024
Layout for cover sponsoring upon request. CI-guidelines of ETM Verlag apply
- Threads upon request only
- Further advertisement forms upon request

Discounts

Please see ETM-Kombi and media information
trans aktuell 2024.



Alexander Fischer

Advertisement

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Printing material

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Motor Presse Stuttgart
und VF Verlagsgesellschaft