

# WERKSTATT *aktuell*

Truck, Trailer,  
Transporter and  
Bus Service Centers



**ETM**verlag

Media Information 2024



**WERKSTATT aktuell** is published four times a year with a circulation of 32,000 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 aftersales 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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Editor-in-Chief  
Matthias Rathmann  
on

**WERKSTATT *aktuell***

Phone: +49. 711. 784 98-19  
E-Mail: [werkstattaktuell@etm.de](mailto:werkstattaktuell@etm.de)

1 Circulation analysis:

Printed circulation:	10,000
Digital trans aktuell:	22,200
<b>Distributed circulation:</b>	<b>32,200</b>
of which Digital	22,200
Foreign countries:	180

2 Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	Copies
Home country	99.4	32,020
Foreign countries	0.6	180
<b>Distributed circulation</b>	<b>100</b>	<b>32,200</b>

Edition No.	Special Features	Closing Date	Copy Date	Publication Date	Supplement to
1/2024	<ul style="list-style-type: none"> <li>- Lifting platforms</li> <li>- Car care of interior</li> <li>- A/C service</li> <li>- Oils and lubricants</li> <li>- Filter</li> </ul>	27. 03. 2024	02. 04. 2024	26. 04. 2024	trans aktuell 8/24
2/2024	<ul style="list-style-type: none"> <li>- Test technology and diagnose</li> <li>- Axle alignment</li> <li>- Wear- and spare parts</li> <li>- Workshop Concepts</li> <li>- Tires</li> <li>- Report The Tire Cologne</li> <li>- Preview Truck Grand Prix</li> </ul>	08. 05. 2024	13. 05. 2024	20. 06. 2024	trans aktuell 12/24
3/2024	<ul style="list-style-type: none"> <li>- Workshop software, IT and computer</li> <li>- Oils and lubricant</li> <li>- Cleaning/Washing technologies</li> <li>- Filter</li> <li>- Trailer</li> <li>- Preview Automechanika</li> <li>- Preview IAA Transportation</li> </ul>	26. 07. 2024	30. 07. 2024	23. 08. 2024	trans aktuell 16/24
4/2024	<ul style="list-style-type: none"> <li>- Oils and lubricants</li> <li>- Axles, Brakes, Retarder</li> <li>- Batteries/electrics/lighting</li> <li>- Pits/Lifting technology</li> <li>- Report Automechanika</li> </ul>	23. 10. 2024	25. 10. 2024	22. 11. 2024	trans aktuell 22/24

### Ongoing topics:

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

### Fairs/Events:

- Truck Grand Prix, 11. - 14. 07. 2024
- The Tire Cologne, 04. - 06. 06. 2024
- Automechanika, 10. - 14. 09. 2024
- IAA Transportation, 17. - 22. 09. 2024

Formats		Width x Height		4c/bw	
<b>1/1 page</b>	type area		185 x 248 mm	in Euro	8,980.00
	<i>bleed*</i>		<i>215 x 280 mm</i>		
<b>1/2 page</b>	type area	vertical	92 x 248 mm	in Euro	4,950.00
		horizontal	185 x 123 mm		
	<i>bleed*</i>	<i>vertical</i>	<i>107 x 280 mm</i>		
		<i>horizontal</i>	<i>215 x 145 mm</i>		
<b>1/3 page</b>	type area	vertical	58 x 248 mm	in Euro	3,950.00
		horizontal	185 x 85 mm		
	<i>bleed*</i>	<i>vertical</i>	<i>73 x 280 mm</i>		
		<i>horizontal</i>	<i>215 x 107 mm</i>		
<b>1/4 page</b>	1 column	vertical	46 x 248 mm	in Euro	3,350.00
	2 columns	vertical	92 x 123 mm		
	4 columns	horizontal	185 x 60 mm		
<b>1/8 page</b>	1 column	vertical	46 x 124 mm	in Euro	1,790.00
	2 columns	horizontal	92 x 60 mm		
	4 columns	horizontal	185 x 30 mm		
<b>2/1 pages</b>	type area		400 x 248 mm	in Euro	17,960.00
	<i>bleed*</i>		<i>430 x 280 mm</i>		

\*Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.

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### Marketing

Market and Media Advice,  
Offers, Orders



Svetlana Marić  
Phone +49. 7 11. 7 84 98-97  
E-Mail [svetlana.maric@etm.de](mailto:svetlana.maric@etm.de)  
Internet [www.eurotransport.de](http://www.eurotransport.de)



### Ad Management

Motor Presse Stuttgart:  
Confirmations, invoices, printing material  
and production enquiries:

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

Iris Eifrig  
Phone +49. 711. 1 82.16 13  
E-Mail [ieifrig@motorpresse.de](mailto:ieifrig@motorpresse.de)

### Printing Documents

please use electronic device at our website  
[www.eurotransport.de/daten](http://www.eurotransport.de/daten), click on desired  
magazine and select „ETM Datenticket“.

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Inside: PSO\_LWC\_Improved\_eci.icc (FOGRA 45L)