

WERKSTATT *aktuell*

Truck, Trailer,
Transporter and
Bus Service Centers



ETMverlag

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 €;
yearly subscription upon request



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on

WERKSTATT *aktuell*

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1 Circulation analysis:

Printed circulation:	10,000
Digital trans aktuell:	22,200
Distributed circulation:	32,200
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
Distributed circulation	100	32,200

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

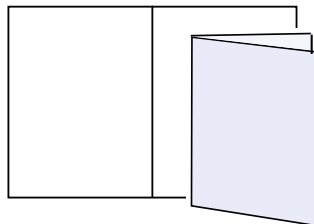
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	bleed*		215 x 280 mm		
1/2 page	type area	vertical	92 x 248 mm	in Euro	4,950.00
		horizontal	185 x 123 mm		
	bleed*	vertical	107 x 280 mm		
		horizontal	215 x 145 mm		
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		horizontal	185 x 85 mm		
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		horizontal	215 x 107 mm		
1/4 page	1 column	vertical	46 x 248 mm	in Euro	3,350.00
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1/8 page	1 column	vertical	46 x 124 mm	in Euro	1,790.00
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2/1 pages	type area		400 x 248 mm	in Euro	17,960.00
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