

# Who is Who Commercial Vehicle Fleets

The Reference Book  
for Commercial Vehicle Fleet  
Managers



**ETM**verlag

Media Information 2024

### Media Information 2024

This unique reference book for the commercial vehicle fleet market will give carriers, truck and transport companies all necessary information, including news, figures and features, data, names, contents and addresses of most important providers of trucks, busses, telematics/navigation, tires, trailer, superstructure and fuelling. Our editorial staff will give detailed information including address, contact person, national/local specification, company size, distribution channels, portraits and specialties as running text.

This reference work comprises 600 addresses due to new sections in the fields of vehicle manufacturers and suppliers as well as services.

<http://www.eurotransport.de/whoiswho>

Publish your company portrait additionally online at [eurotransport.de](http://eurotransport.de)

Prices see page 3

### Premium Partnership

Die Premium Partnership includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

Upon request

### Closing Date

05. 06. 2024

### Copy Date

19. 06. 2024

### Publication Date

26. 07. 2024

(Supplement in *trans aktuell* 14/24)



#### Who is Who Commercial Vehicle Fleets

Format	Size Bleed	4c
1/1 Page	148 x 210 mm	6,990.00 €

The booking of a 1/1 page advertisement includes a portrait feature free of charge.

**Your online company profile is included free of charge.**

Your portrait feature will be designed accordingly.

#### Company Portrait Print and Online

1/1 Print Page + Online-Company Portrait	2,890.00 €
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#### Premium Partnership

The **Premium Partnership** includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
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Upon request.

#### Circulation

37,700.00\* copies of which  
15,500.00\* printed copies as supplement in  
*trans aktuell* 14/24  
22,200.00\* digital print

#### PDF-Views online

ca. 6,000\* by [www.eurotransport.de/wiwpdf](http://www.eurotransport.de/wiwpdf)

\* Publisher information

## Media Information 2024

### Printing

Offset

### Copy material

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

#### **Delivery address:**

[alexander.fischer@etm.de](mailto:alexander.fischer@etm.de) and  
[norbert.blucke@etm.de](mailto:norbert.blucke@etm.de)

### Coloured Ads

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

### Print Profile for Ad

ISOCOATED V2

Format: 148 mm x 210 mm + 5 mm Bleed on all sides

### Bleed

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

### Company portrait print and online

We will create the company portrait for you based on the input you provide created. For this we need your printable Logo, printable image files and text.

The text length depends on the number of the images to be used and will be determined for you when creating the portrait.

### Company portrait online

Please provide 20 to 30 images in landscape format in 3,000 x 2,000 pixels, with a significant caption and the corresponding photo credit.

### Video integration in the online portrait

The integration of videos is possible.

### Online portrait updates

The portrait can be updated as often and free of charge during the one-year term. You send the new input and we put it online.



Alexander Fischer

### Marketing

Media Advice, Offers and Orders  
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### Ad Management

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Motor Presse Stuttgart  
und VF Verlagsgesellschaft