

trans aktuell

The Newspaper for
Transport, Logistics and
Management



ETMverlag

Media Information 2024



Freight traffic will continue to increase – even if the economic motor is currently sputtering a little and the demand is much weaker than in previous years. But even if the engine starts up again, managing freight traffic is no foregone conclusion.

Costs have exploded in many areas – above all the tolls, which now charges a Euro-6 long-haul truck 83 percent more.

At the same time, freight forwarders and own account transports have to pull out all the stops in the direction of decarbonisation, because the pressure increases from politics, the industry and, above all, the public, to deal with climate-friendly logistics solutions.

Orientation and assistance in this environment is provided by the ETM Verlag with its decision-making title **trans aktuell**.

The editorial team reports credibly, practically and with a high level of testing and technical expertise on current developments and challenges, on concrete solution approaches and, of course, on new and innovative vehicle concepts. **trans aktuell** is at the same time the trade journal for DEKRA members.

In 2024, the ETM Verlag will continue to focus on digitization: A total of 24 **trans aktuell** editions are planned as e-paper, half of which will also be printed.

The increased frequency will keep our readers up to date and better informed – a real advantage in a challenging environment.



Editor-in-Chief
Matthias Rathmann
on **trans aktuell**

- 1 **Characteristics and target group:**
trans aktuell is the fortnightly published newspaper for transport, traffic and management. *trans aktuell* offers its readers fast and easy information on traffic and transport all over Germany and Europe. Further topics are transport and management. *trans aktuell* is news for the floating fleet.
- 2 **Publication:** 12 editions print and
24 editions digital per year
- 3 **Year:** 33rd year 2024
- 4 **Web-address:** www.transaktuell.de
www.eurotransport.de
- 5 **Membership:** –
- 6 **Organ:** –
- 7 **Publisher:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
- 8 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
- 9 **Editor:** Matthias Rathmann
Phone: +49. 711. 7 84 98-33
matthias.rathmann@etm.de
- 10 **Advertisement:** Oliver Trost
Phone: +49. 711. 7 84 98-10
oliver.trost@etm.de
- 11 **Marketing:** Bernd Steinfeldt
Phone: +49. 711. 7 84 98-17
bernd.steinfeldt@etm.de
- 12 **Cover price**
Subscription:
Germany Euro 69.60
Cover price: Euro 3.90
- 13 ISSN-No.: 0947-7268
- 14 **Volume analysis 2022 = 18 editions**
Format: 315 x 468 mm
Total size: 387 pages = 100.0%
Editorial: 301 pages = 77.7%
Advertisement: 86 pages = 22.3%

of which
Classified ads: 38 pages = 44.2%
Bound inserts (impossible): 0 pages = 0.0%
House ads: 17 pages = 19.7%

Inserts 1 editions
- 15 **Content analysis of editorial 2022 = 301 pages**



16 Circulation analysis Print:

| | |
|---------------------------------|---------------|
| Printed circulation: | 15,500 |
| Digital: | 22,200 |
| Distributed circulation: | 37,700 |
| of which Digital: | 22,200 |
| Foreign countries: | 180 |
| Paid circulation: | 20,000 |
| of which Digital: | 22,200 |

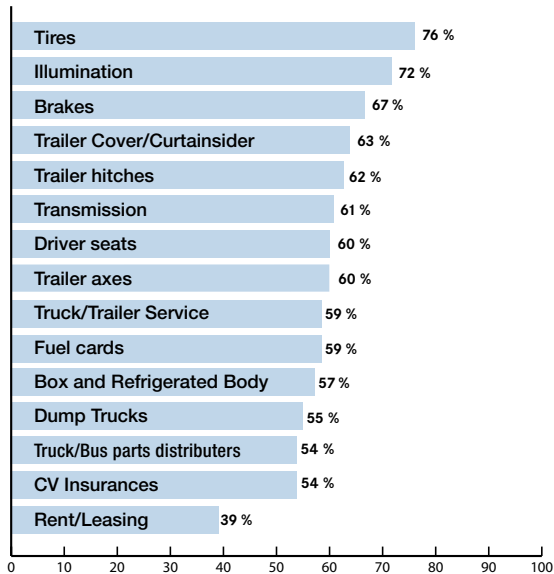
18 Plus Circulation analysis Digital:

| | |
|---------------------------------|---------------|
| Distributed circulation: | 22,200 |
| of which Digital: | 22,200 |
| Paid circulation: | 22,100 |
| of which Digital: | 22,100 |

17 Geographic distribution:

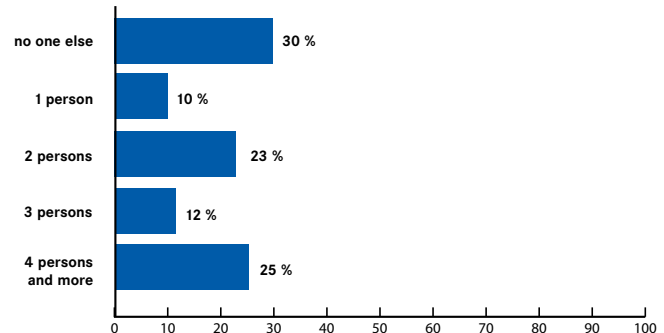
| Economic sector | percentage of distributed circulation | |
|--------------------------------|---------------------------------------|---------------|
| | % | Exemplare |
| Home country | 99.5 | 37,520 |
| Foreign countries | 0.5 | 180 |
| Distributed circulation | 100 | 37,700 |

Which topics are the most interesting for *trans aktuell* readers (Best Brands)



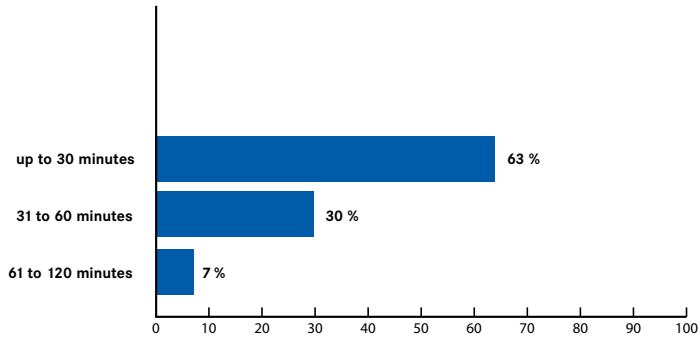
How many people, but you, are reading this copy of *trans aktuell*?

Number of other readers on average: 4.2 additional readers per copy
Reader per copy total = 5.2

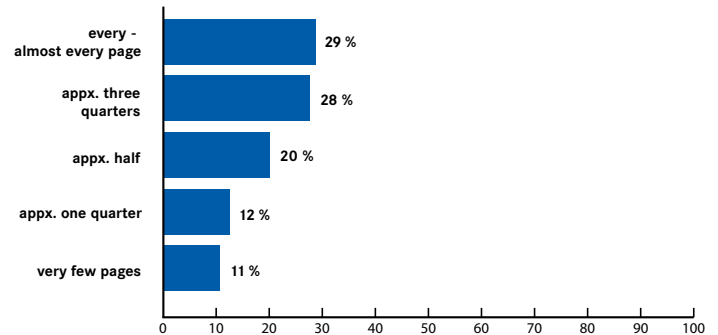


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 36 minutes



How many pages are being read?





- 1 **Circulation:** Digital edition 22,200 copies as e-paper, print run 15,500 copies + 22,200 copies as e-paper
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm, 6 columns, width of column 43 mm
- 3 **Printing:** Offset, PSO_LWC_Improved_eci.icc (FOGRA 45L)
Copy material: please see page 15
- 4 **Schedule:** please see page 11 and 12
On sale date: Fridays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungs GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart, Germany
Internet: www.eurotransport.de
Advertising: Phone: +49. 711. 784 98-94
- 6 **Payment:** All insertion orders are accepted on a strictly prepaid basis only. Payments can be made by International Money Order/Bankers draft in Euro to:
Baden-Württembergische Bank AG, Stuttgart,
IBAN: DE13 6005 0101 7871 5092 76
BIC/SWIFT Code: SOLADEST600

General terms and conditions of ETM Verlag apply

7 Formats and Prices – Magazine format,
variations of formats see page 10

| Formats | Width x Height (in mm) | in Euro 4c/bw | | |
|---------------------|---------------------------|---------------|-----------|----------|
| | | Print | Digital | |
| 1/1 page | – | 185 x 248 | 9,150.00 | 4,590.00 |
| 2 x 1/2 page | vertical | 394 x 122 | | |
| 3/4 page | vertical | 137 x 248 | 6,890.00 | 3,490.00 |
| | horizontal | 185 x 185 | | |
| 1/2 page | vertical | 90 x 248 | 4,850.00 | 2,390.00 |
| | horizontal | 185 x 122 | | |
| 2/1 pages | | 394 x 248 | 18,290.00 | 9,090.00 |

These formats are printed as an only advertisement per page.

| Formats | Width x Height (in mm) | in Euro 4c/bw | | |
|-----------------|---------------------------|---------------|----------|----------|
| | | Print | Digital | |
| 1/3 page | vertical | 90 x 185 | 2,950.00 | 1,490.00 |
| | horizontal | 185 x 80 | | |
| 1/4 page | 1 column | 43 x 248 | 1,950.00 | 990.00 |
| | 2 columns | 90 x 122 | | |
| | 4 columns | 185 x 60 | | |
| 1/6 page | 1 column | 43 x 160 | 1,790.00 | 870.00 |
| | 2 columns | 90 x 80 | | |
| | 4 columns | 185 x 44 | | |
| 1/8 page | 1 column | 43 x 122 | 1,150.00 | 590.00 |
| | 2 columns | 90 x 60 | | |
| | 4 columns | 185 x 29 | | |

These formats are not necessarily placed alone on the page.

7 **Formats and Prices – Newspaper formats**, format variations, please see page 10

| Formats | | width x height (in mm) | in Euro 4c/bw | |
|----------|------------|---------------------------|---------------|----------|
| | | | Print | Digital |
| 1/1 page | – | 288 x 420 | 13,450.00 | 6,590.00 |
| 1/2 page | vertical | 137 x 420 | 8,290.00 | 4,150.00 |
| | horizontal | 288 x 210 | | |
| 1/3 page | vertical | 90 x 420 | 7,090.00 | 3,490.00 |
| | horizontal | 288 x 135 | | |

Get more advertising space for your money:

Referring to the millimetre price, you can save 40% if you put an advertisement of 1/1 page, 4c in newspaper size rather than in magazine size.

8 **Surcharge Special placements:**

For 1st right advertising page and further preferred positioning add 20%

| Classified ads on cover page (44 x 52 mm) | Print | Digital |
|--|----------|----------|
| | 2,590.00 | 1,790.00 |

no discounts

8 **Surcharge Special placements:**

| Classified ads | Print | Digital |
|---|-------|---------|
| per mm up to 1/8 page | 27.00 | 19.50 |
| <i>No discounts, mm advertisements upon request, max. 1 column.</i> | | |

Colour advertisements: Colour scale, European Trichromatic System. Slight variations in shade may occur within normal tolerances of the Offset printing process. No guarantee can be given for colour layouts without a colour scale.

Format:

Free advertisements across gutter.
No bleed for technical reasons.

9 **Classified advertisement:**

for details please ask for **KOMBIMARKT** price list.

10 **For special requests** please contact:

Doris V. Lorch, Phone: +49. 711. 7 84 98-92

11 **Discounts:** please see page 10

12 **Combinations:** please see page 10

13 **No inserts** for technical reasons

14 **Loose inserts** see page 13

15 **Glued inserts:** on request

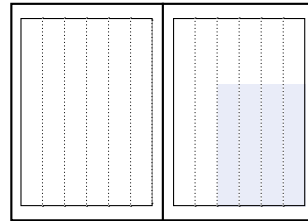
16 **Address:** please see page 13

VAT: all prices are in Euro + VAT

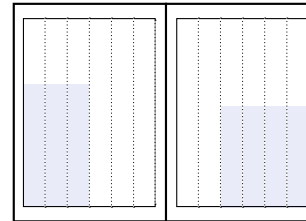


Magazine Format

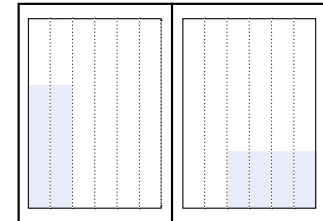
page



1/1 page
185 x 248 mm



3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm

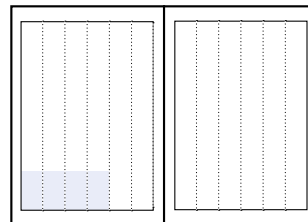


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

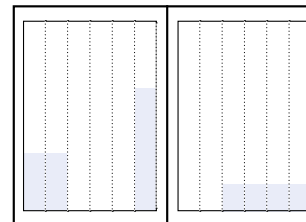
Formats (width x height)
type area

Magazine Format

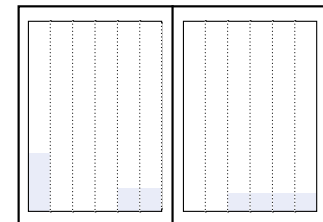
page



1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm



1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm



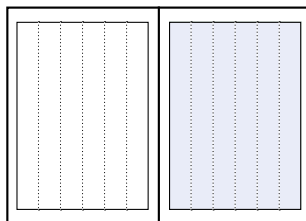
1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

Formats (width x height)
type area

Newspaper

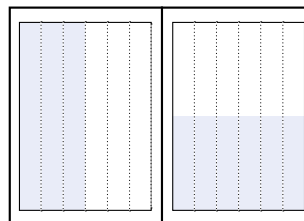
Format

page



1/1 page

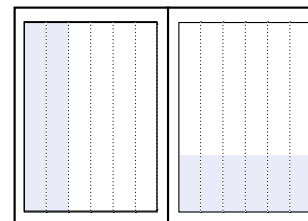
288 x 420 mm



1/2 page

vertical: 137 x 420 mm

horiz.: 288 x 210 mm



1/3 page

vertical: 90 x 420 mm

horiz.: 288 x 135 mm

Formats (width x height)

type area

11 Discounts:

They are based on the number/pages of ads placed within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Combinatory discount of ETM titles.
Classified advertisements are not included.

Based on magazine format

| Series | | Volume | |
|---------------|------|----------|------|
| 2 insertions | 5 % | 2 pages | 5 % |
| 4 insertions | 10 % | 4 pages | 10 % |
| 6 insertions | 12 % | 6 pages | 12 % |
| 9 insertions | 15 % | 9 pages | 15 % |
| 12 insertions | 18 % | 12 pages | 18 % |
| 18 insertions | 20 % | 18 pages | 20 % |
| 24 insertions | 22 % | 24 pages | 22 % |
| 30 insertions | 25 % | 30 pages | 25 % |

ETM-Kombi

trans aktuell

+

FERNFAHRER

+

WERKSTATT aktuell

Combinatory Discount



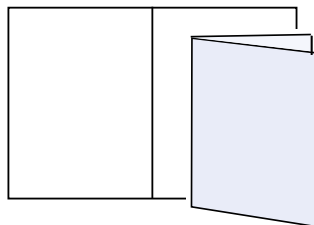
| Edition No. | Special Feature | Exhibitions/Events | Closing Date | Copy Date | Publication-Date |
|-------------------------|--|---|--------------|--------------|------------------|
| 1/24 digital | vans and light commercial vehicles, vehicle safety, assistance systems | | 21. 12. 2023 | 27. 12. 2023 | 12. 01. 2024 |
| 2/24 | food logistics axes, brakes, retarder | | 09. 01. 2024 | 11. 01. 2024 | 26. 01. 2024 |
| 3/24 digital | trailer & superstructure digitalisation and connectivity | | 23. 01. 2024 | 25. 01. 2024 | 09. 02. 2024 |
| 4/24 | financing: rent, lease, purchase combined traffic | | 06. 02. 2024 | 08. 02. 2024 | 23. 02. 2024 |
| 5/24 digital | telematics/IT in the cv transport insurances | Logimat | 20. 02. 2024 | 22. 02. 2024 | 08. 03. 2024 |
| 6/24 | commercial vehicles tires last mile/KEP | | 05. 03. 2024 | 07. 03. 2024 | 22. 03. 2024 |
| 7/24 digital | trailer & superstructure disposal logistics | Readers' choice ETM Award | 22. 03. 2024 | 26. 03. 2024 | 12. 04. 2024 |
| 8/24 | industrial trucks | Readers' choice ETM Award | 09. 04. 2024 | 11.04. 2024 | 26. 04. 2024 |
| 9/24 digital | last mile/KEP | Readers' choice ETM Award | 19. 04. 2024 | 23. 04. 2024 | 10. 05. 2024 |
| 10/24 | commercial vehicles tires and services | Readers' choice ETM Award Tire Cologne Köln | 03. 05. 2024 | 07. 05. 2024 | 24. 05. 2024 |
| 11/24 digital | financing: rent, lease, purchase telematics/IT in the cv | Readers' choice ETM Award | 17. 05. 2024 | 22. 05. 2024 | 07 06. 2024 |
| 12/24 | temperature controlled transports trailer & superstructure | Readers' choice ETM Award | 04. 06. 2024 | 06. 06. 2024 | 21. 06. 2024 |



| Edition No. | Special Features | Exhibitions/Events | Closing Date | Copy Date | Publication Date |
|-------------------------|---|---------------------------------|---------------------|------------------|-------------------------|
| 13/24 digital | fuel management training and further education | Truck-Grand-Prix Nürburgring | 25. 06. 2024 | 27. 06. 2024 | 12. 07. 2024 |
| 14/24 | maintenance, care, cleaning | | 09. 07. 2024 | 11. 07. 2024 | 26. 07. 2024 |
| 15/24 digital | pharma logistics halls and warehouse technology | | 23. 07. 2024 | 25. 07. 2024 | 09. 08. 2024 |
| 16/24 | trailer & superstructure commercial vehicle tires | | 05. 08. 2024 | 07. 08. 2024 | 23. 08. 2024 |
| 17/24 digital | combined traffic last mile/KEP | | 20. 08. 2024 | 22. 08. 2024 | 06. 09. 2024 |
| 18/24 | preview IAA Transportation load securing | IAA Transportation Hannover | 03. 09. 2024 | 05. 09. 2024 | 20. 09. 2024 |
| 19/24 digital | trade fair report IAA Transportation, food logistics | | 16. 09. 2024 | 18. 09. 2024 | 04. 10. 2024 |
| 20/24 | telematics/IT in the cv distribution logistics | | 30. 09. 2024 | 02. 10. 2024 | 18. 10. 2024 |
| 21/24 digital | alternative drives warehouse and industrial trucks | | 18. 10. 2024 | 22. 10. 2024 | 08. 11. 2024 |
| 22/24 | last mile/KEP lubricants and oils | | 05. 11. 2024 | 07. 11. 2024 | 22. 11. 2024 |
| 23/24 digital | financing: rent, lease, purchase combined traffic | | 19. 11. 2024 | 21. 11. 2024 | 06. 12. 2024 |
| 24/24 | vans/light commercial vehicles telematics/IT in the cv | | 03. 12. 2024 | 05. 12. 2024 | 20. 12. 2024 |

14 **Inserts**

Orders will only be accepted after ETM Verlag has received 5 samples with size and weight figures. 100 samples have to be provided by the customer free of charge. The order can only be carried out after the presentation is fully accepted by ETM Verlag.



Prices for Inserts:

315.00 Euro per 1,000 editions up to 25 g.
Each additional 5 g cost 11.00 Euro. Prices may increase if processing costs are higher.

Discounts:

No discounts for inserts

Formats:

Minimum size: 105 x 148 mm
Maximum size: 210 x 297 mm

Required circulation:

Depending on total circulation, please confirm.

Delivery date:

10 days prior to publication date.

Distribution Address:

Dierichs Druck & Media GmbH & Co. KG,
Frankfurter Straße 168, 34121 Kassel, Germany
Phone: +49. 561. 602 80-162

VAT: all prices are in Euro + VAT.



The Advertorial „Geschäftliche Informationen“ offers companies to provide their customers as well as business partners with up-to-date information on special occasions and/or topics.

On editorial newspaper pages you can introduce or present your company, your events, services and innovations. Native Ad „Geschäftliche Informationen“ is the platform for business presentation - whether it is a start-up company, an anniversary, a new business division or an introduction of a new product and/or service.

Your advertisement or that of an associated company can be placed inside.

Geschäftliche Informationen/Advertorial

Size

Price

| | Print | Digital |
|--|-------------|------------|
| 4 pages (Geschäftliche Informationen)* | 20,790.00 € | 9,790.00 € |
| 1 page (Advertorial) | 8,290.00 € | 5,190.00 € |

incl. online renewal at eurotransport.de
(Native Ad, six weeks duration)

Other print or online formats upon request.

Booking

6 weeks prior publication date

Publication

*supplement in *trans aktuell*



Please find up-to-date technical features at
www.duon-portal.de

Delivery of printing material: Please send advertisements within editorial part electronically via „www.duon-portal.de“ You will find support at support@duon-portal.de or call directly: +49. 40. 374 117-50.

Classified Advertisements:

please send via „electronic ticket“ only to
<https://www.etm.de/anzeigenannahme>

Please ask for:

Susanne Baranjosch

Phone: +49. 711. 1 82-21 44

E-Mail: sbaranjosch@motorpresse.de

A
ADAC Truck Service
Alternoil
Apollo Vredestein
Aral
ASFINAG
AXXES GmbH

B
Business Fleet BFS
Bigmove
Bohnenkamp
BPW
Bundeswehr

C
CargoNetwork
Carrier Transicold
Castrol
CharterWay
Citroën
Contargo
Continental

D
DAF Trucks
Daimler CharterWay
Daimler Truck AG
Dako
Dautel
DEKRA
DKV
Dometic

E
Euromaster
Euro Leasing
Ewers

F
Fiat
Fliegl
Ford
Fraikin
F-Trucks

G
GITI
Goodyear Dunlop
GPSoverIP
Grammer

H
Hankook
Hella
Hellmann
HS Schoch
Hyundai

I
Idem Telematics
IMP 24/Assistance
Ingersoll/Trane
Isringhausen
Iveco

J
JobMatchMe
Josam Richttechnik
Jost Werke
Jungfalk

K
Knauber Holding
Knorr-Bremse
Kögel Trailer
Kombiverkehr
Kravag
Krone

L
Liqui Moly
LIS

M
MAN Financial Services
MAN Truck&Bus
MANrental
Maske
Meiller
Mercedes-Benz
Mercedes-Benz CharterWay
Mercedes-Benz Vans
Mercedes ServiceCard
Messe Frankfurt
Messe Hannover
Messe Karlsruhe
Messe München
Messe Stuttgart
Michelin
Mitsubishi Fuso
Modular Hallen
Motorbuch Versand

N

Navteq
Nissan

O

Opel
Openmatics

P

Peugeot
Pneuhage

Q

Quantron

R

Recaro
Renault Trucks
Renault Transporter

S

SAF
Scania
Schmitz Cargobull
Schoch
Schwarzmüller
SEAT
Shell
Soloplan
Sommer Fahrzeugbau
Sonax
Stoneridge

T

Timocom
Tip Group
TIS
Toll Collect
TomTom Telematik
Total
Transdata
Transics
Trimble
Truckscout
TruckWorks

U

UPS
UTA edenred

V

VDA
Voith
Volvo Trucks
Vredestein
VR-Leasing
VW Leasing
VW Nutzfahrzeuge

W

Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Webfleet Solutions
Wecon
Winkler
Wirtz Energie
Wüllhorst

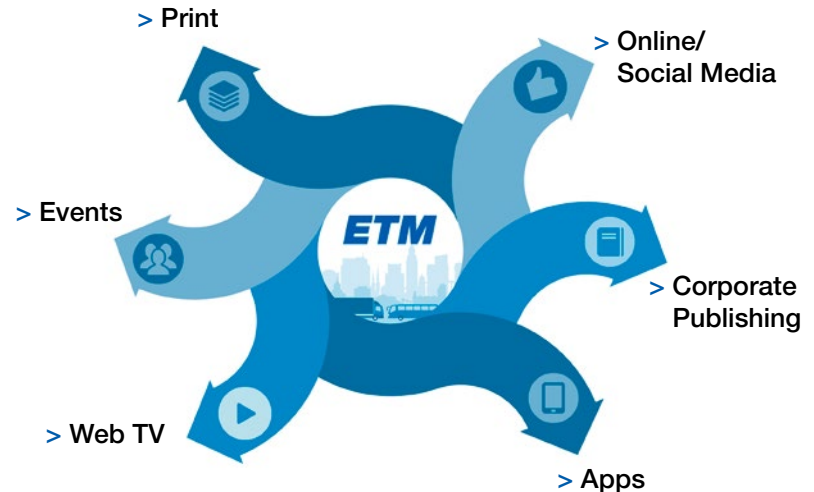
Z

ZF Friedrichshafen

- The magazines *trans aktuell* (print and digital) and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the online portal of the commercial vehicle industry with up to 1 million page impressions per month, supplemented by newsletters on the topics of logistics and management, driver topics and truck and trailers
- **eurotransportTV**, with approx. 4 million video views per year and an average of approx. 47,000 views per contribution, eurotransportTV is the attractive web TV format for the commercial vehicle industry
- The **ETM SocialMedi channels** are characterised by high interaction rates, wide reach for content and constant and a steady growth in followers:
Facebook: 91,000, YouTube: 40,000,
Instagram: 10,000, LinkedIn: 5,020
- We activate your target groups by starting with expert conferences of 50 participants up to **Truck-Grand-Prix Events** with 100,000 visitors per weekend

All data publisher's information, as of September 2023.

With the ETM Multichannel Offer on all Media Channels:





Oliver Trost

Marketing

Media advice, offers and orders

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15
70565 Stuttgart, Germany

Oliver Trost
Phone +49. 711. 7 84 98-10
E-Mail oliver.trost@etm.de



Svetlana Marić

Svetlana Marić
Phone +49. 7 11. 7 84 98-97
E-Mail svetlana.maric@etm.de
Internet www.eurotransport.de

Internet 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

Susanne Baranjoch
Phone +49. 711. 1 82-21 44
E-Mail sbaranjosch@motorpresse.de