trans aktuell

The Newspaper for Transport, Logistics and Management

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ETMverlag

Media Information 2024

trans aktuell

Die Zeitung für Transport, Logistik und Management

Hier kommt die Ablösung

Fernverkehrs-Flaggschiff wird elektrische Daimler Truck erhältlich eActros 600

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
Ilona Jüngst
on ***trans aktuell***

☎ +49. 7 11. 7 84 98.34
transaktuell@etm.de

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:** Ilona Juengst
Phone: +49. 711. 7 84 98-34
ilona.juengst@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**

18 **Plus Circulation analysis Digital:**

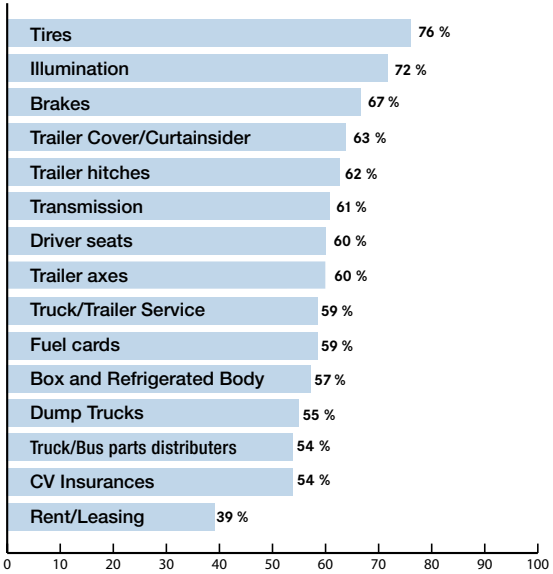
Distributed circulation:	**22,200**
of which Digital:	22,200
Paid circulation:	**22,100**

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**

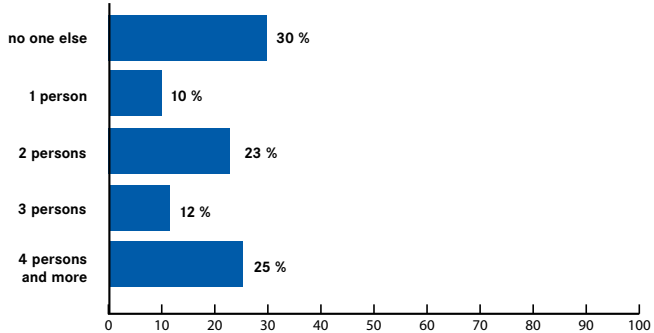
All dates publisher information.

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



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

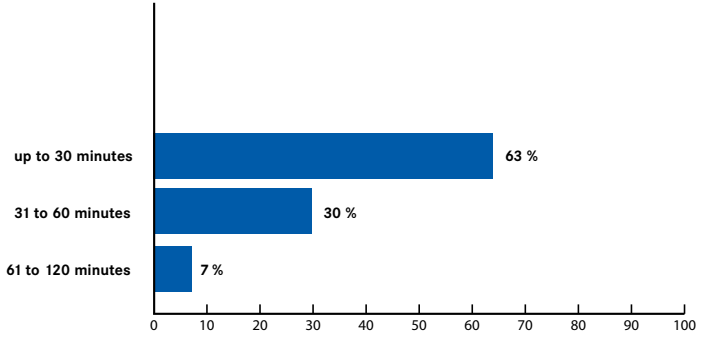
Number of other readers on average: 4.2 additional readers per copy
Reader per copy total = 5.2



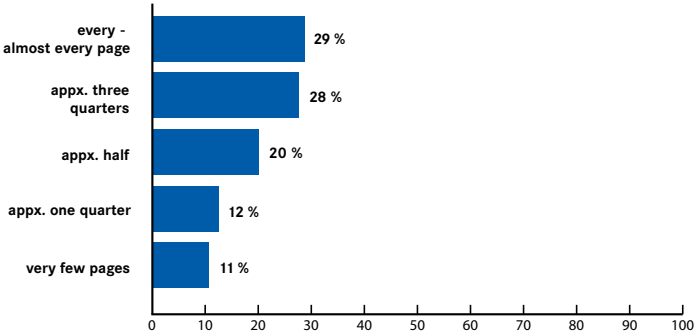
Source *trans aktuell* 2022

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

Average reading time per copy: 36 minutes



How many pages are being read?



Source: *trans aktuell* 2022

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 neccessarily 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 horizontal	137 x 420 288 x 210	8,290.00	4,150.00
1/3 page	vertical horizontal	90 x 420 288 x 135	7,090.00	3,490.00

Get more advertising space for your money:

Referring to the milimetre price, you can safe 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%

Classisfied ads on cover page (44 x 52 mm)	**Print** 2,590.00	**Digital** 1,790.00

no discounts

8 **Surcharge Special placements:**

Classified ads	**Print**	**Digital**
per mm up to 1/8 page	27.00	19.50

No discounts, mm advertisements upon request, max. 1 column.

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

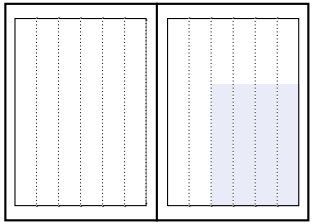
14 **Loose inserts** see page 13

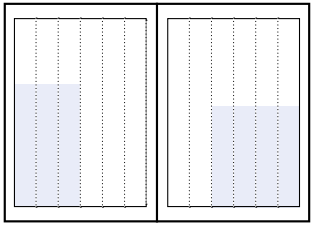
15 **Glued inserts:** on request

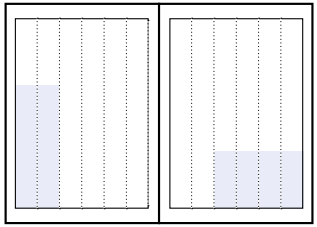
16 **Address:** please see page13
VAT: all prices are in Euro + VAT

Magazine Format

page







Formats (width x height)
type area

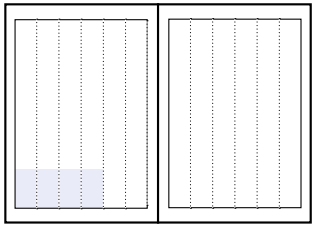
1/1 page
185 x 248 mm

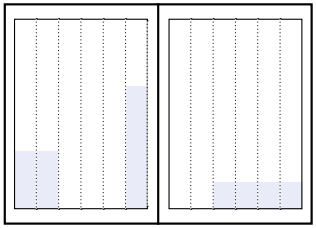
3/4 page
vertical: 137 x 248 mm
horizontal: 185 x 185 mm

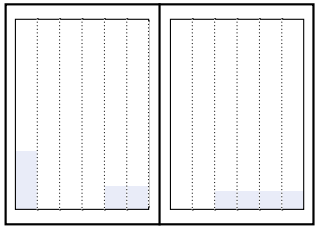
1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

Magazine Format

page







Formats (width x height)
type area

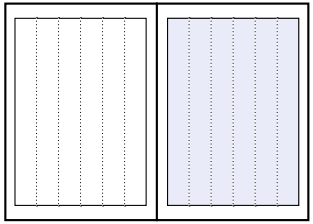
1/3 page
horizontal: 90 x 185 mm
vertical: 185 x 80 mm

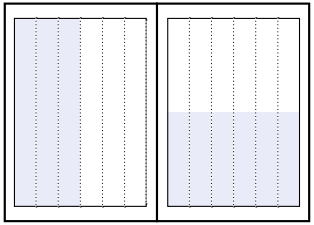
1/4 page
1 column: 43 x 248 mm
2 columns: 90 x 122 mm
4 columns: 185 x 60 mm

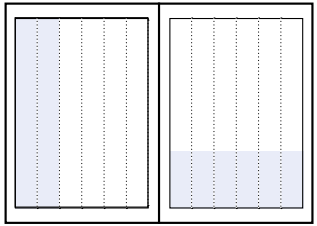
1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

Newspaper Format

page







Formats (width x height)

type area

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

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.

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 %

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

ETM-Kombi

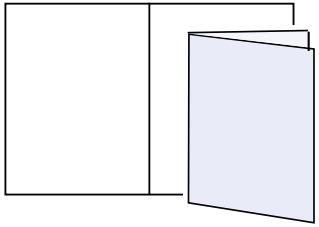
trans aktuell
+
FERNFAHRER
+
WERKSTATT aktuell

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		15. 12. 2023	08. 01. 2024	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		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	27. 08. 2024	29. 08. 2024	13. 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

Prices Online:
160.00 Euro per 1,000 editions.
Delivery date 10 days prior to publication date as PDF-File to vertrieb@etm.de

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 newpaper 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*

DUON-Portal

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:

Iris Eifrig
Phone +49. 711. 1 82-16 13
E-Mail ieifrig@motorpresse.de

Julia Ruprecht
Phone +49. 711. 1 82-15 48
E-Mail jruprecht@motorpresse.de

Extract from Advertising Customers

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

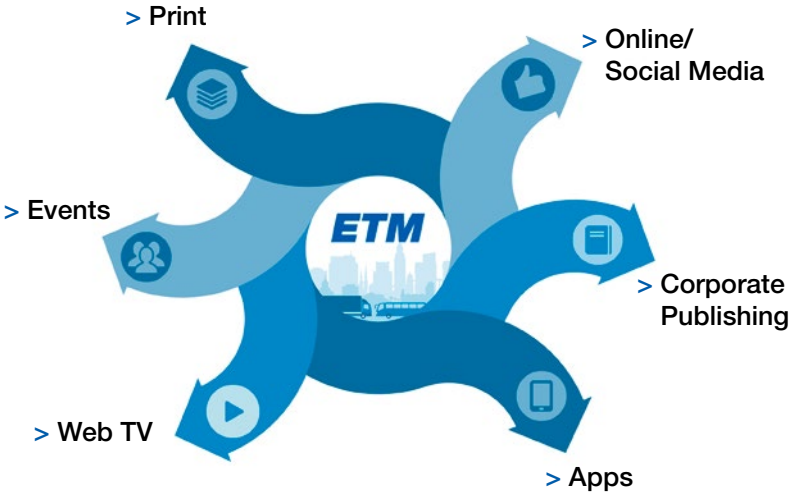
W
Wabco
Waberers
Waeco
WashTec
Webasto
Weber Data
Webfleet Solutions
Wecon
Winkler
Wirtz Energie
Wüllhorst

Z
ZF Friedrichshafen

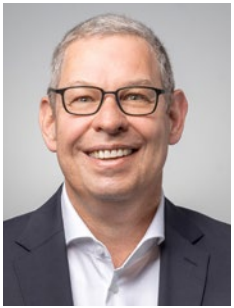
- The magazines ***trans aktuell*** (print and digital) and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid ciruculation
- **eurotransport.de** is the online portal of the commercial vehicle industry with up to 1 million page impressions per month, 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:



Your Contact for Advertisement in *trans aktuell*



Oliver Trost

Svetlana Marić

Base 26.06.2024

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
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

Iris Eifrig
Phone +49. 711. 1 82-16 13
E-Mail ieifrig@motorpresse.de

Julia Ruprecht
Phone +49. 711. 1 82-15 48
E-Mail jruprecht@motorpresse.de

ETMverlag

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart