

www.eurotransport.de

www.eurotransport.de
The Website for
Transport and Traffic



ETMverlag

Media Information 2024



1. Web Address (URL)

www.eurotransport.de

2. Characteristics

As one publishing houses for commercial vehicles ETM Verlag has introduced a comprehensive internet portal with daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports.

3. Target Groups

Management and staff of shipping and transport companies, service and vehicle manufacturing as well as truck and professional drivers.

4. Quality Control

- Optimized campaign monitoring
- Transparent reporting

5. Publishing Company

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstr. 15
70565 Stuttgart, Germany
www.eurotransport.de

6. Contact

Doris Lorch
Phone: +49. 711. 7 84 98 92
E-Mail: doris.lorch@etm.de

7. Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone: +49. 211. 17 93 47 50
E-Mail: werbung@businessad.de

<http://www.businessad.de/channel/mittelstand/eurotransport>



7. Advertising:

Superbanner:	728 x 90 Pixel
Skyscraper:	160 x 600 Pixel
Halfpage:	300 x 600 Pixel
Wallpaper:	728 x 90 + 160 x 600 Pixel
Rectangle:	300 x 250 Pixel
Fireplace:	160 x 600 + 1020 x 90 Pixel + 160 x 600 Pixel
Ad Bundle:	
- Superbanner:	728 x 90 Pixel +
- Skyscraper:	160 x 600 Pixel +
- Rectangle:	300 x 250 Pixel

**Further formats, please see page 5 and 11,
prices upon request.**

Page Impressions/month:

Up to 1 million page impressions per month.
Please ask for current IVW-checked access figures.

8. Discounts

Series:

Duration	2 Months	5%
Duration	3 Months	10%
Duration	6 Months	15%
Duration	9 Months	20%
Duration	12 Months	25%

Volume:

Net order volume	from 10,000 € up	10%
Net order volume	from 20,000 € up	15%
Net order volume	from 30,000 € up	20%
Net order volume	from 40,000 € up	25%

Volumes and duration apply to one order year.

9. Terms of payment

Payment within 30 days after invoice date strictly net. In the case of direct debit we grant a 2% discount (provided that no older invoices are outstanding).

10. Bank

Baden-Württembergische Bank AG, Stuttgart
Account No. 7871 5092 76, Bank Code 600 501 01
IBAN DE13 6005 0101 7871 5092 76
BIC/SWIFT Code SOLADEST

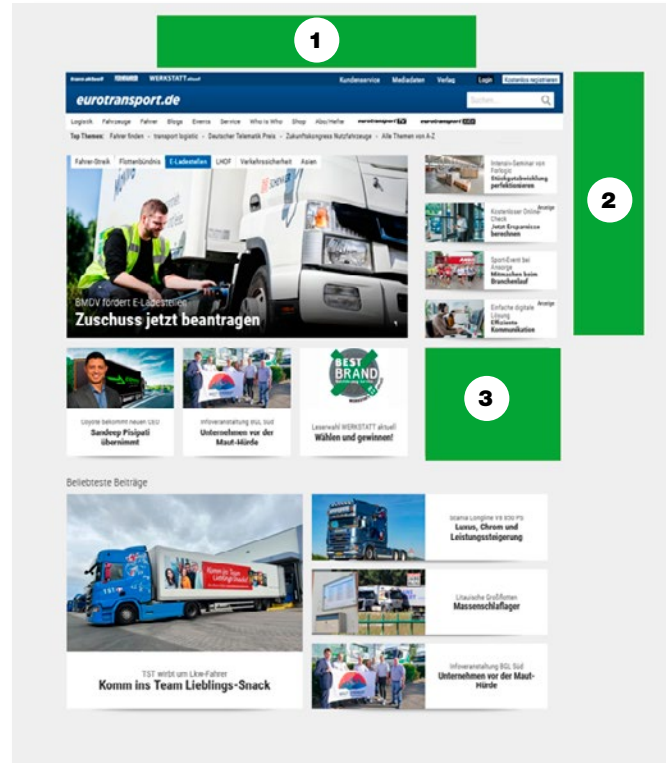
General Terms and Conditions of ETM Verlag apply.

- 1 Superbanner: 728 x 90 px
TCP: Euro 70.00
- 2 Skyscraper: 160 x 600 px
TCP: Euro 81.00
- 3 Rectangle: 300 x 250 px
TCP: Euro 105.00
- Ad Bundle made of
 - Superbanner: 728 x 90 px
 - Skyscraper: 160 x 600 px
 - Rectangle: 300 x 250 pxTCP: Euro 100.00

Prices + VAT.

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks



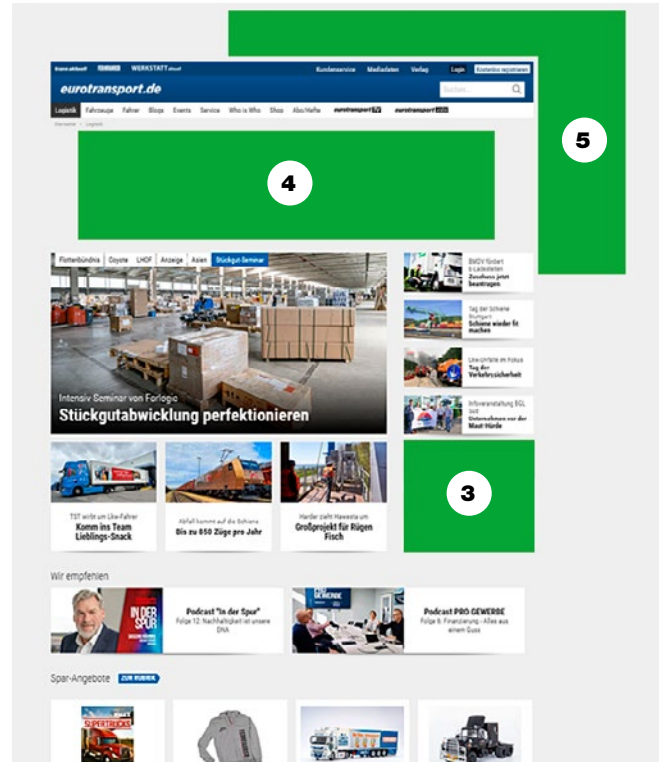
- 3** Rectangle: 300 x 250 px
TCP: Euro 105.00
- 4** Billboard: 900 x 250 px
TCP: Euro 126.00
- 5** Wallpaper =
Superbanner: 728 x 90 px
+
Skyscraper: 160 x 600 px
TCP: Euro 123.00

Prices + VAT.

Formats and required data:

- HTML 5: Data according to W3C standards, total amount of extracted data file max. 1000 KB
- jpg, png (static); gif (static and animated)
- Redirect
- For data transfer please indicate target URL
- Banner (jpg, png, gif) cannot exceed 120 KB.
- Please include clickTAG for calculating clicks

Data delivery: 14 days prior to start date.



Native Ad In

Due to new technology your content will be integrated in the editorial part, labelled as sponsored article or advertisement, video integration is possible. Teaser and article page are adapted to the look & feel of page.

Native Ad In with microsite look & feel of page, incl. picture galleries.

Linking with microsite.

TCP: Euro 107.00

Prices + VAT.

Position

- Homepage Section „Das könnte Sie interessieren“
- Rotation teaser for section pages
- On article page below
- Within margin

Data delivery: 14 days prior to start date.

IT und Telematik [ZUR RUBRIK](#)

Kostenloser Online-Check
Jetzt Ersparnisse berechnen

Anzeige

Die Flottenkosten im Blick
Centennial berät ganzheitlich

Stonridge Digtacho
Späte Zulassung für G2V2-Tacho

Teaser

Anzeige
Headline
Dies ist ein Typoblindtext.
Dies ist Typoblindtext.

KEP [ZUR RUBRIK](#)

Sevic startet in Frankreich
3 Händlergruppen gewonnen

Transporter-Markt wächst
Welche Marke wo punktet

Transit mit Brennstoffzelle
Ford Pro testet Technik

BEK analysiert Weihnachten
Zufrieden aber unglücklich

JansBlog [ZUR RUBRIK](#)

Mobilitätsgesamt
Stumpfes Schwert

Native Ad Out

The Native Ad Out format is a photo ad with a high grade of adaptation to the editorial section with one click linked to your side with an external target.

Text image ads are always fully adjusted to regular news teasers and labelled as an advertisement.

TCP: Euro 102.00

Prices + VAT.

Position

- Homepage Section „Das könnte Sie interessieren“
- On article page
- Within the margin

Data delivery: 14 days prior to start date.

Advertisement examples:

- Was Sie wissen sollten** (Alles zur MUFAM)
- Scania testet Solar-Hybrid-Lkw** (Feldtest in Schweden)
- Volvo fährt voll autonom** (Sicherheitsfahrer adelt)
- 53 Renault E-Tech im Zulauf** (DB Schenker auf E-Kurs)
- Paccar baut Teilezentrum** (Verbesserung für DAF-Kunden)
- Elektro-Milch-Lkw im Einsatz** (Designwerk und Zgrappion)
- Betriebsstoffliste 2023** (Mehr als 2.500 Produkteinträge)
- Kostenloser Newsletter** (Jetzt auswählen und profitieren)
- Margin**
- eurotransport.de Shop** (Der Shop für die, die es bringen.)

Mobile Banner Advertisement for Smartphones and Tablets

Website identifies device (Desktop-PC, Tablet or Smartphone) with which user surfs the internet and automatically determines best version for utilisation. If you are using your smartphone, the mobile version will be shown. This brings out navigation, category and article to be used while going without accidentally pressing the wrong link. Therefore push buttons are bigger, omitting tedious zooming.

m.eurotransport.de

Page impressions mobile website: 354,839

Visits mobile website: 246,590

Base: 08/2023 (IVW)*

Mobile Formats

High Impact:

300 x 300 px

10 TCP: Euro 115.00

Integrated banner:

300 x 150 px

11 TCP: Euro 65.00

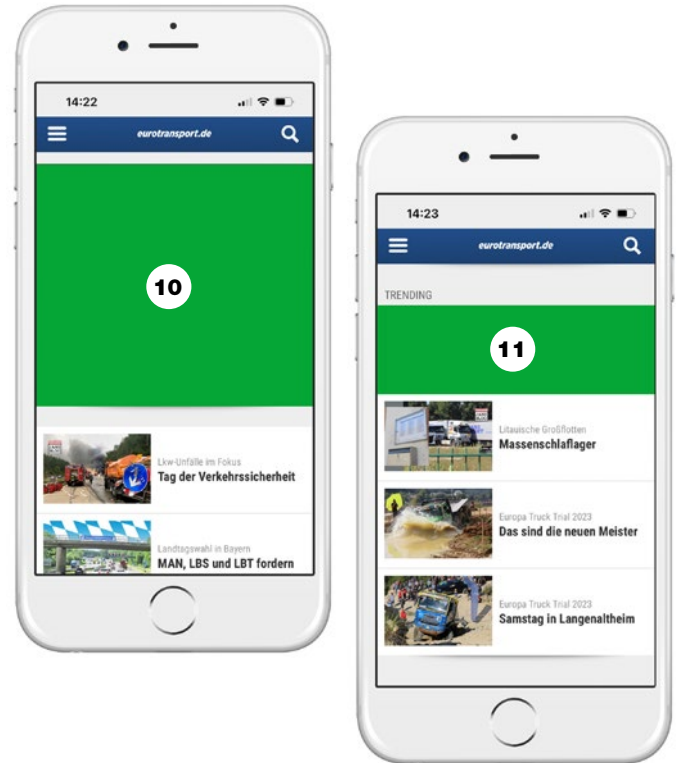
Picture galleries: GIF, JPG, PNG

Target-URL

Data delivery: 14 days prior to start date.

Prices + VAT.

*Source: IVW – most recent figures upon request.



Mobile banner advertisement for für Smartphones and Tablets

Mobile Formats

Rectangle:
300 x 250 px

12 TCP: Euro 105.00

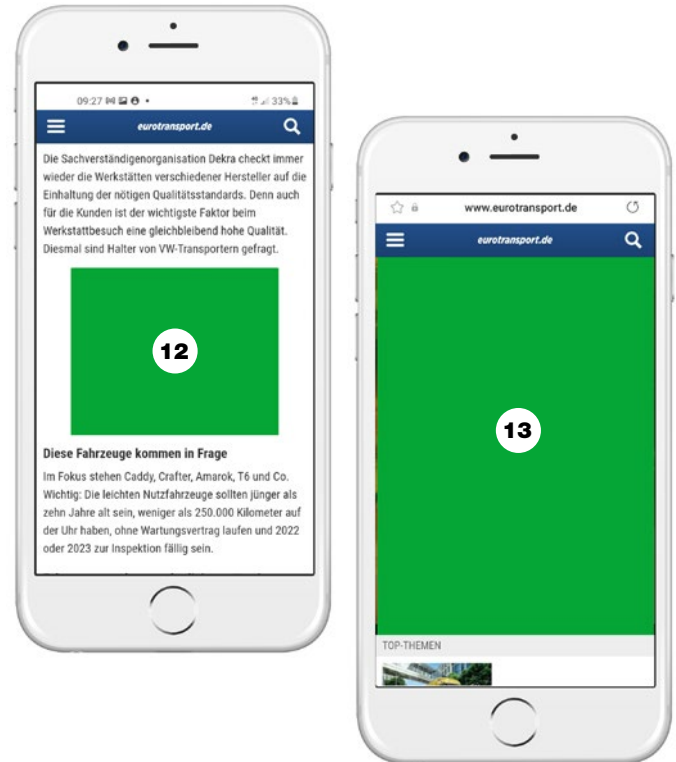
Interscroller:
640 x 920 px
320 x 480 px

13 TCP: Euro 131.00

Image Files: GIF, JPG, PNG
Target/URL

Data delivery: 14 days prior to start date.

Prices + VAT.



**Possible booking
in subsequent newsletters**

➔ **Logistics & Management**

Recipients: 6,302*

Days of dispatch: Tuesdays & Thursdays

➔ **Truck, Trailer & Vans**

Recipients: 3,668*

Days of dispatch: Wednesdays

➔ **FERNFAHRER**

Recipients: 3,895*

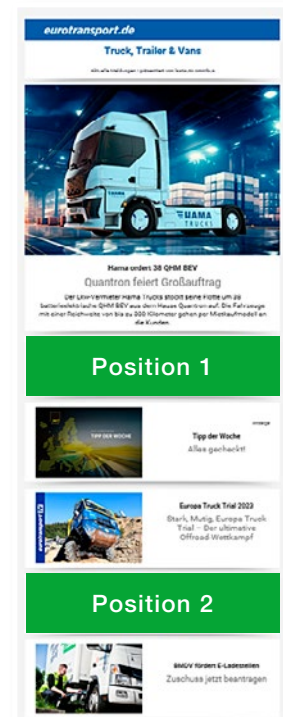
Days of dispatch: 1 day before Publication Date

Price per Release: Euro 1,700.00

Data delivery: 10 days prior to start date.

Prices + VAT.

*Current access figures/addressees upon request.



Newsletter: Broadcasting Schedule and Prices

eurotransport newsletter (Status: September, 2023)*

Broadcasting Days	Topics – Newsletter	Addresses	Prices/Broadcasting
Tuesdays & Thursdays	Logistics & Management	6,302*	1,700.00 Euro
Wednesdays	Truck, Trailer & Vans	3,668*	1,700.00 Euro
1 day before Publication Date	FERNFAHRER	3,895*	1,700.00 Euro

Weekly Packages		Prices	Package Prices
Car and Technology (Tu/Wed)	2 broadcasts	3,400.00 Euro	3,128.00 Euro
eurotransport total	3 broadcasts	5,100.00 Euro	4,590.00 Euro

All prices are in Euro + VAT

Runtime and Booking

Duration, date and frequency of banners and advertisements are subject to availability.

Format:

Fullsize banner 468 x 60 Pixel or 580 x 95 Pixel as jpeg, static, not animated, 72 dpi.

*Current access figures/addressees upon request

Files:

Please indicate jpeg and destination URL.

Delivery Address:

ads@etm.de

Data Delivery: 10 days prior to posting.

Coordination Online

Doris Viktoria Lorch
Phone +49. 711. 7 84 98-92
E-Mail doris.lorch@etm.de

Desktop

Standard formats:

- Superbanner: 728 x 90 Pixel
- Skyscraper: 120 x 600 bzw. 160 x 600 Pixel
- Halfpage: 300 x 600 Pixel
- Rectangle: 300 x 250 Pixel
- Wallpaper: Combination of Superbanner and Skyscraper
- Fireplace: Combination of Skyscraper left, Superbanner and Skyscraper right

Mobile Banner formats

- Rectangle: 300 x 250 Pixel
- Superbanner: 300 x 75 Pixel
300 x 50 Pixel
320 x 50 Pixel

Picture files: GIF, JPG, PNG
Target-URL

Ad Management

Gabi Volkert
Phone +49. 711. 1 82-14 03
E-Mail gvolkert@motorpresse.de

Special formats:

- Expandable Skyscraper: 160 x 600 Pixel plus 600 Pixel resolution
- Banderole Ad: 770 x 250 Pixel
- Billboard: 900 x 250 Pixel

Newsletter advertisement:

- Fullsize-Banner: 468 x 60 Pixel or 580 x 95 Pixel as jpg, static, not animated, 72 dpi

Data Delivery:
ads@etm.de

Marketing Partner Online

businessAD

Mehr Wert für Marken

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**[http://www.businessad.de/
channel/mittelstand/eurotransport](http://www.businessad.de/channel/mittelstand/eurotransport)**

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- jpg, png (static); gif (static and animated)
- Redirect
- Entry of Target-URL for data transfer
- Banner (jpg, png, gif) not exceeding 120 KB
- Implementation of the clickTAG to count the number of clicks



Doris V. Lorch

Marketing

Media advice, offers and orders

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

Doris Viktoria Lorch
Phone +49. 711. 784 98-92
E-Mail doris.lorch@etm.de

ETMverlag

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