

# DEKRA Betriebsstoffliste

Facts on oils,  
greases and  
operating fluids



**ETM**verlag

Media Information 2025

*trans aktuell spezial*, the bilingual [DEKRA Betriebsstoff-Liste](#), is in its 32<sup>nd</sup> successful year with a distributed circulation of 26,000\* copies. Ever since it was first published it has been the comprehensive and informative magazine for car dealers, mechanics as well as fleet managers. Manufacturers and dealers of lubricants consider the [DEKRA Betriebsstoff-Liste](#) as the indispensable counsellor on greases, oils, lubricants and coolants and also highly recommend its comprehensive tables and great variety of reports. *trans aktuell spezial* is about requirements, addresses and selling structures of vehicle manufacturers.

### Schedule

Closing Date: 30. 08. 2025  
Copy Date: 10. 10. 2025  
Publication Date: 28. 11. 2024

\* Publisher information

### Printing

Offset

### Copy material

Unseparated PDF-Files.

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

### Coloured Ads

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



### Publishing House

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Handwerkstraße 15  
70565 Stuttgart, Germany  
Phone +49. 711. 7 84 98-0

### Projectmanagement Sales

Alexander Fischer  
Phone +49. 711. 7 84 98-20  
E-Mail alexander.fischer@etm.de

### Editor

Hartmut Spelsberg, Editorial Journalist,  
responsible for line entries  
Phone +49. 172. 5 60 79 51

### Year

32nd year 2026

### Product Entries/Address Entries/Orders

Columns

#### Fuels/Oils

Engine oils, general  
Two-stroke gasoline engines  
Tractor oils  
Gear oils  
Automatic transmission fluids  
Hydraulic oils  
Greases  
Coolants  
Oil bonding agents

### Contact

Hartmut Spelsberg  
Am Glockenturm 24  
44892 Bochum, Germany  
Phone +49. 172. 5 60 79 51  
E-Mail hartmut.spelsberg@gmx.de

### Cleaning Agents

Water purification  
Wind Screen Cleaner  
Hall and workshop cleaner  
Motorbike cleaner/care products  
Car cleaner-and care products  
Truck cleaner-and care products  
Cold cleaners  
Brake fluids  
AdBlue®  
Addresses

### Prices Line Entries:

01 - 20	107.00 €
21 - 40	78.00 €
from 41	59.00 €
Add. lines	36.00 €

### Distributed Circulation

26,000\* copies, of which  
4,000\* print  
22,000\* digital

### Bleed

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

\*\* For spread pages with adhesive binding, please consider print across gutter.

### General Terms and Conditions

General terms and conditions of ETM apply.  
All prices in Euro + VAT.

\* Publisher information

### trans aktuell spezial

**trans aktuell  
spezial**

Format	Size bleed	Size type area	4c
1/1	210 x 297 mm	185 x 260 mm	10,700.00 €
3/4 vertical	158 x 297 mm	137 x 260 mm	8,100.00 €
3/4 horizontal	210 x 223 mm	185 x 195 mm	8,100.00 €
1/2 vertical	105 x 297 mm	90 x 260 mm	5,500.00 €
1/2 horizontal	210 x 149 mm	185 x 130 mm	5,500.00 €
1/3 horizontal	210 x 100 mm	185 x 80 mm	3,600.00 €
1/4 2 columns		90 x 130 mm	2,800.00 €
1/4 4 columns		185 x 65 mm	2,800.00 €
1/8 1 column		43 x 130 mm	1,500.00 €
1/8 2 columns		90 x 65 mm	1,500.00 €
1/8 4 columns		185 x 32 mm	1,500.00 €
2/1**	420 x 297 mm	392 x 260 mm	21,400.00 €

### Placement

2 <sup>nd</sup> cover page	210 x 297 mm	12,900.00 €
3 <sup>rd</sup> cover page	210 x 297 mm	11,800.00 €
Backcover	210 x 297 mm	12,900.00 €

### Classified Ads

Prices per mm up to 40 mm width  
9.10 €

### Inserts

2 pages 10,490.00 €	6 pages 19,990.00 €
4 pages 14,990.00 €	8 pages 24,990.00 €

### Attention

Features and fittings need to be co-ordinated with ETM Verlag.  
Cancellation 5 days prior closing date.

### Prices for inserts

290.00 € per 1,000 copies up to 25 g.  
Each additional 5 g 10.00 €.  
Minimum size: 105 x 148 mm  
Maximum size: 200 x 280 mm

### Miscellaneous

- Cover page sponsoring, Closing date : 23 May, 2025  
Copy date: 20 June, 2025  
Layout for cover sponsoring upon request. CI-guidelines of ETM Verlag apply
- Threads upon request only
- Further advertisement forms upon request

### Discounts

Please see ETM-Kombi and media information  
*trans aktuell 2025*.



Alexander Fischer

### Advertisement

Media advice, offers and orders,  
Printing material

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

Alexander Fischer  
Phone +49. 711. 7 84 98-20  
E-Mail [alexander.fischer@etm.de](mailto:alexander.fischer@etm.de)  
Internet [www.eurotransport.de](http://www.eurotransport.de)

### Ad Management

Motor Presse Stuttgart:  
Confirmations, invoices

Motor Presse Stuttgart GmbH & Co. KG  
Leuschnerstraße 1, 70174 Stuttgart  
Germany

Andrea Schmückle  
Phone +49. 711. 1 82-12 54  
E-Mail [aschmueckle@motorpresse.de](mailto:aschmueckle@motorpresse.de)

Internet [www.motorpresse.de](http://www.motorpresse.de)

## **ETM**verlag

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