

# WERKSTATT *aktuell*

Truck, Trailer,  
Transporter and  
Bus Service Centers



**ETM**verlag

Media Information 2025



**WERKSTATT aktuell** is published four times a year with a circulation of 33,000 copies together with the publication *trans aktuell* as well as digitally as e-paper.

These publications are reaching management and employees of commercial vehicle workshops as well as aftersales professionals. Reporting on garage equipment and supplies, spare parts, washing, straightening and alignment technology, vehicle diagnosis and inspection as well as software, which covers the entire spectrum of technical equipment in commercial vehicle garages.

Articles on the effects of the megatrends electrification, digitisation and networking on service companies as well as a management and legislative section complete the reporting. With this mixture of topics **WERKSTATT aktuell** is the ideal advertising platform for commercial vehicle wear- and component parts' providers as well as workshop suppliers and service companies.

Format: 215 x 280 mm

Price: Single copy 3.80 €;  
yearly subscription upon request



Editor-in-Chief  
Markus Bauer  
on

**WERKSTATT *aktuell***

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1 Circulation analysis:

Printed circulation:	10,000
Digital trans aktuell:	23,000
<b>Distributed circulation:</b>	<b>33,000</b>
of which Digital	22,200
Foreign countries:	180

2 Geographic distribution:

Economic sector	percentage of distributed circulation	
	%	Copies
Home country	99.5	32,820
Foreign countries	0.5	180
<b>Distributed circulation</b>	<b>100</b>	<b>33,000</b>

Edition No.	Special Features	Fairs/Events	Closing Date	Copy Date	Publication Date	Supplement to
1/2025	<ul style="list-style-type: none"> <li>- Tires</li> <li>- Car care of interior</li> <li>- A/C service</li> <li>- Oils and lubricants</li> <li>- Filter</li> <li>- Trailers and bodies</li> </ul>	Rüssel Truck Show Kassel	25. 02. 2025	27. 02. 2025	20. 03. 2025	trans aktuell 8/25 FERNFAHRER 5/25
2/2025	<ul style="list-style-type: none"> <li>- Test technology and diagnose</li> <li>- Axle alignment</li> <li>- Wear- and spare parts</li> <li>- Workshop Concepts</li> <li>- Lifting platforms</li> </ul>	Truck Grand Prix Nürburgring	09. 05. 2025	12. 05. 2025	03. 06. 2025	trans aktuell 12/25 FERNFAHRER 7-8/25
3/2025	<ul style="list-style-type: none"> <li>- Workshop software, IT and computer</li> <li>- Oils and lubricant</li> <li>- Cleaning/Washing technologies</li> <li>- Filter</li> <li>- Trailers and bodies</li> </ul>	NUFAM Rheinstetten	25. 08. 2025	27. 08. 2025	17. 09. 2025	trans aktuell 18/25 FERNFAHRER 10/25
4/2025	<ul style="list-style-type: none"> <li>- Tires</li> <li>- Axles, Brakes, Retarder</li> <li>- Batteries/electrics/lighting</li> <li>- Pits/Lifting technology</li> </ul>		26. 09. 2025	29. 09. 2025	22. 10. 2025	trans aktuell 22/25 FERNFAHRER 12/25

*Readers' choice*

*Readers' choice results*

### Ongoing topics:

- Professional tests
- Tools
- Industry news
- Workshop portraits
- Talking to experts
- Workshop equipment
- Wear- and spare parts/ equipment

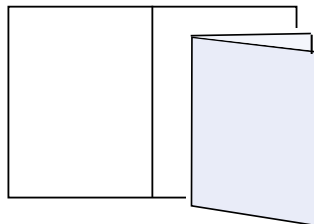
Formats		Width x Height		4c/bw
<b>1/1 page</b>	type area <i>bleed*</i>		185 x 248 mm <i>215 x 280 mm</i>	in Euro 9,300.00
<b>1/2 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	92 x 248 mm 185 x 123 mm 107 x 280 mm 215 x 145 mm	in Euro 5,100.00
<b>1/3 page</b>	type area <i>bleed*</i>	vertical horizontal vertical horizontal	58 x 248 mm 185 x 85 mm 73 x 280 mm 215 x 107 mm	in Euro 4,100.00
<b>1/4 page</b>	1 column 2 columns 4 columns	vertical vertical horizontal	46 x 248 mm 92 x 123 mm 185 x 60 mm	in Euro 3,500.00
<b>1/8 page</b>	1 column 2 columns 4 columns	vertical horizontal horizontal	46 x 124 mm 92 x 60 mm 185 x 30 mm	in Euro 1,900.00
<b>2/1 pages</b>	type area <i>bleed*</i>		400 x 248 mm <i>430 x 280 mm</i>	in Euro 17,900.00

\*Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge. All prices are in Euro + VAT.

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**VAT:** all prices are in Euro + VAT.

### Marketing

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### Printing Documents

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Inside: PSO\_LWC\_Improved\_eci.icc (FOGRA 45L)