

Who is Who Commercial Vehicle Fleets

The Reference Book
for Commercial Vehicle Fleet
Managers



ETMverlag

Media Information 2025

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This unique reference book for the commercial vehicle fleet market will give carriers, truck and transport companies all necessary information, including news, figures and features, data, names, contents and addresses of most important providers of trucks, busses, telematics/navigation, tires, trailer, superstructure and fuelling. Our editorial staff will give detailed information including address, contact person, national/local specification, company size, distribution channels, portraits and specialties as running text.

This reference work comprises 600 addresses due to new sections in the fields of vehicle manufacturers and suppliers as well as services.

<http://www.eurotransport.de/whoiswho>

Publish your company portrait additionally online at eurotransport.de

Prices see page 3

Premium Partnership

Die Premium Partnership includes:

- Logo integration of title
- Advertisement U4
- Greeting
- 2/1 pages advertisement
- 2/1 pages company profile

Upon request

Closing Date

06. 06. 2025

Copy Date

20. 06. 2025

Publication Date

25. 07. 2025

(Supplement in *trans aktuell* 14/25)



Who is Who Commercial Vehicle Fleets

| Format | Size | |
|----------|--------------|------------|
| | Bleed | 4c |
| 1/1 Page | 148 x 210 mm | 7,190.00 € |

The booking of a 1/1 page advertisement includes a portrait feature free of charge.

Your online company profile is included free of charge.

Your portrait feature will be designed accordingly.

Company Portrait Print and Online

| | |
|--|------------|
| 1/1 Print Page + Online-Company Portrait | 2,990.00 € |
|--|------------|

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Circulation

- 38,500* copies of which
- 15,500* printed copies as supplement in *trans aktuell* 10/25
- 23,000* digital print

PDF-Views online

ca. 6,000* by www.eurotransport.de/wiwpdf

* Publisher information

Media Information 2025

Printing

Offset

Copy material

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

Delivery address:

alexander.fischer@etm.de

Coloured Ads

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

Print Profile for Ad

ISOCOATED V2

Format: 148 mm x 210 mm + 5 mm Bleed on all sides

Bleed

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

Company portrait print and online

We will create the company portrait for you based on the input you provide created. For this we need your printable Logo, printable image files and text.

The text length depends on the number of the images to be used and will be determined for you when creating the portrait.

Company portrait online

Please provide 20 to 30 images in landscape format in 3,000 x 2,000 pixels, with a significant caption and the corresponding photo credit.

Video integration in the online portrait

The integration of videos is possible.

Online portrait updates

The portrait can be updated as often and free of charge during the one-year term. You send the new input and we put it online.



Alexander Fischer

Marketing

Media Advice, Offers and Orders

EuroTransportMedia

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