

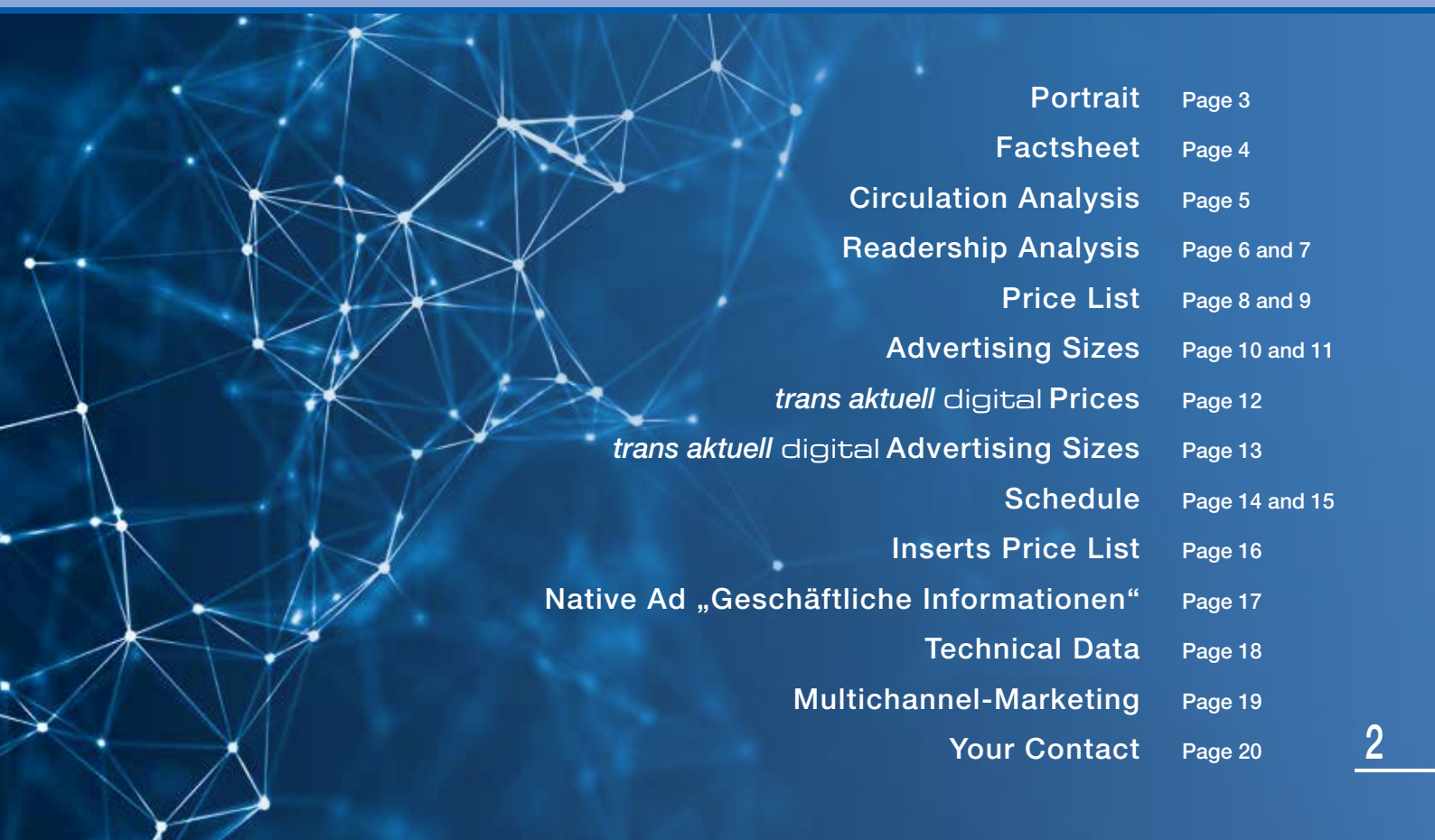
# trans aktuell

The Newspaper for  
Transport, Logistics and  
Management



ETMverlag

Media Information 2025



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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.

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**



- 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:** 34th year 2025
- 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 2023 Print = 12 editions**  
**Format:** 315 x 468 mm  
**Total size:** 526 pages = 100.0%  
**Editorial:** 386 pages = 73.4 %  
**Advertisement:** 137 pages = 26.6 %  

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**of which**  
Classified ads: 54 pages = 38.6 %  
House ads: 29 pages = 26.6 %  

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Inserts 0 editions  
**Content analysis of editorial 2023 = 386 pages**
- 15 **Volume analysis DIGITAL 2023 = 12 editions**  
**Total size:** 437 pages = 100.0%  
**Editorial:** 361 pages = 82.6 %  
**Advertisement:** 137 pages = 17.4 %  

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**of which**  
Classified ads: 37 pages = 48.7 %  
House ads: 29 pages = 34.2 %  

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Inserts 0 editions  
**Content analysis of editorial 2023 = 361 pages**



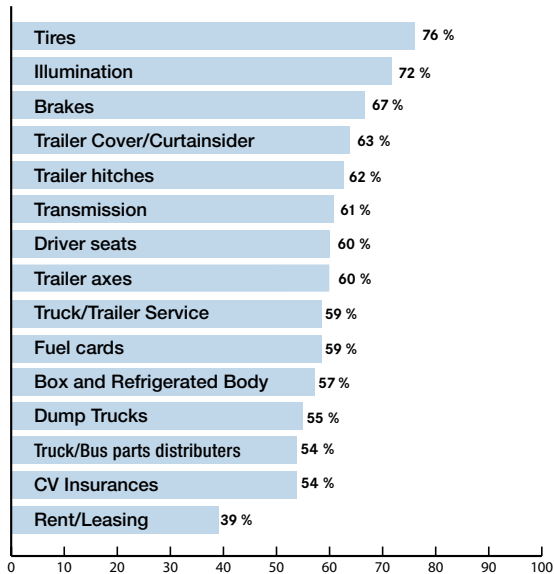
16 Circulation analysis Print:

Printed circulation:	15,500
Digital:	23,000
<b>Distributed circulation:</b>	<b>38,500</b>
of which Digital:	23,200
Foreign countries:	180
<b>Paid circulation:</b>	<b>20,000</b>

17 Geographic distribution:

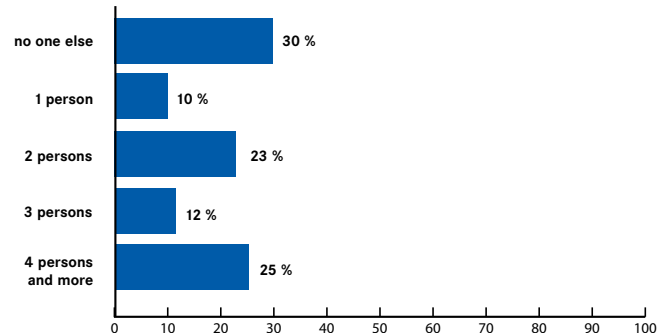
Economic sector	percentage of distributed circulation	
	%	Exemplare
Home country	99.5	38,320
Foreign countries	0.5	180
<b>Distributed circulation</b>	<b>100</b>	<b>38,500</b>

Which topics are the most interesting for *trans aktuell* readers?



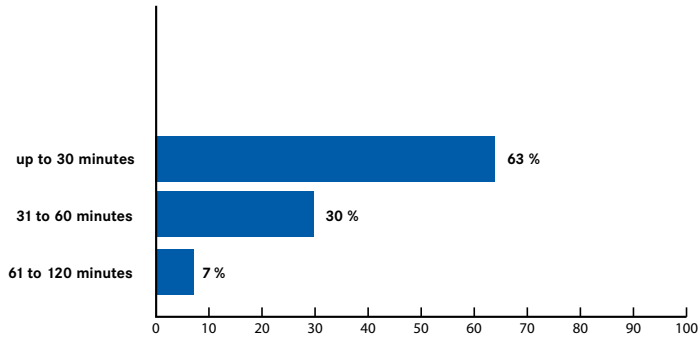
How many people, but you, are reading this copy of *trans aktuell*?

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

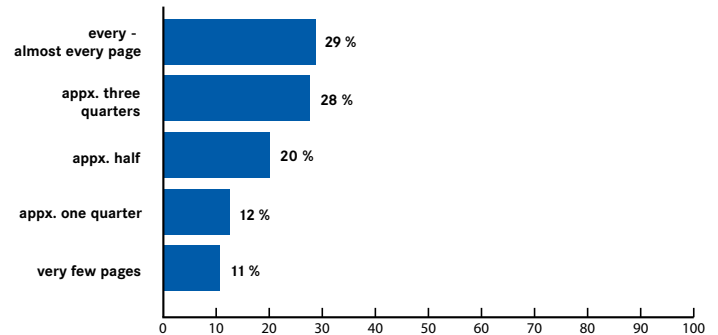


To which degree does the *trans aktuell* reader use *trans aktuell*?

Average reading time per copy: 36 minutes



How many pages are being read?





- 1 **Circulation:** Digital edition 23,000 copies as e-paper, print run 15,500 copies + 23,000 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 18
- 4 **Schedule:** please see page 14 and 15  
**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:  
  
Landesbank Baden-Württemberg  
IBAN: DE13 6005 010 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
<b>1/1 page</b>	–	185 x 248	9,500.–
<b>2 x 1/2 page</b>	vertical	394 x 122	
<b>3/4 page</b>	vertical	137 x 248	7,100.–
	horizontal	185 x 185	
<b>1/2 page</b>	vertical	90 x 248	5,000.–
	horizontal	185 x 122	
<b>2/1 pages</b>		394 x 248	18,900.–

**These formats are printed as an only advertisement per page.**

Formats		Width x Height (in mm)	in Euro 4c/bw Print
<b>1/3 page</b>	vertical	90 x 185	3,100.–
	horizontal	185 x 80	
<b>1/4 page</b>	1 column	43 x 248	2,100.–
	2 columns	90 x 122	
	4 columns	185 x 60	
<b>1/6 page</b>	1 column	43 x 160	1,800.–
	2 columns	90 x 80	
	4 columns	185 x 44	
<b>1/8 page</b>	1 column	43 x 122	1,200.–
	2 columns	90 x 60	
	4 columns	185 x 29	

**These formats are not necessarily placed alone on the page.**



7 **Formats and Prices – Newspaper formats**, format variations, please see page 11

Formats		width x height (in mm)	in Euro 4c/bw Print
1/1 page	–	288 x 430	13,900.–
1/2 page	vertical	137 x 430	8,600.–
	horizontal	288 x 210	
1/3 page	vertical	90 x 430	7,400.–
	horizontal	288 x 135	

**Get more advertising space for your money:**

**Referring to the millimetre price, you can save 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%**

<b>Classified ads on cover page</b> (44 x 52 mm)	<b>Print</b> 2,800.00
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no discounts

8 **Surcharge Special placements:**

<b>Classified ads</b> per mm up to 1/8 page	<b>Print</b> 28.00
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*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 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 16

15 **Glued inserts:** on request

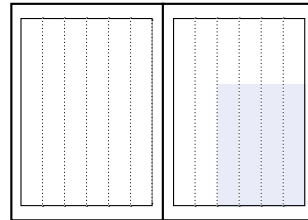
16 **Address:** please see page 16

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

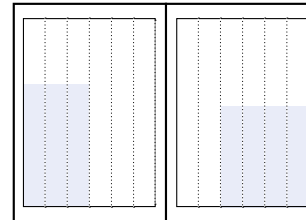


## Magazine Format

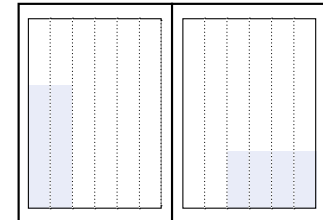
page



**1/1 page**  
185 x 248 mm



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

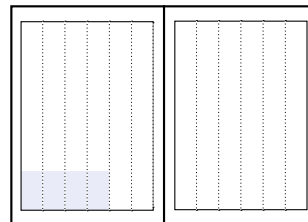


**1/2 page**  
vertical: 90 x 248 mm  
horizontal: 185 x 122 mm

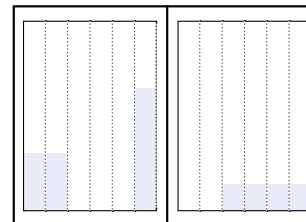
Formats (width x height)  
type area

## Magazine Format

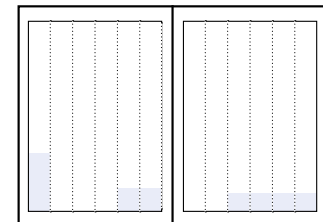
page



**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



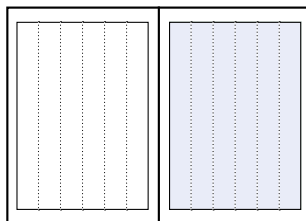
**1/8 page**  
1 column: 43 x 122 mm  
2 columns: 90 x 60 mm  
4 columns: 185 x 29 mm

Formats (width x height)  
type area

## Newspaper

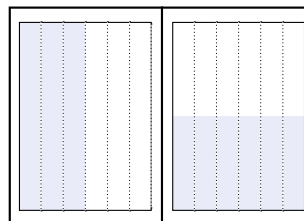
### Format

page



**1/1 page**

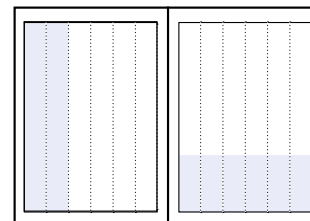
288 x 420 mm



**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

**Formats** (width x height)

type area

#### 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.

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

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 %

### ETM-Kombi

*trans aktuell*

+

**FERNFAHRER**

+

**WERKSTATT aktuell**

**Combinatory Discount**



Formats an Price – digital, Sizes page 13

trans aktuell digital; Auflage: 23.000 digital	
Display Multiscreen	TKP
Titelbanner	2,500.00 €
Premiumpage (inkl. Verlinkung auf Startseite)	6,900.00 €
Fullsize	5,500.00 €
Classic	2,900.00 €







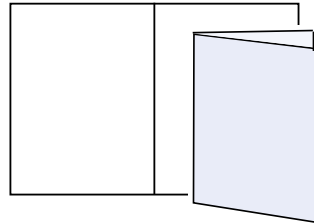
<b>Edition No.</b>	<b>Special Feature</b>	<b>Exhibitions/Events</b>	<b>Closing Date</b>	<b>Copy Date</b>	<b>Publication-Date</b>
1/25 <b>digital</b>	Transporters/ light commercial vehicles		16. 12. 2024	18. 12. 2024	10. 01. 2025
2/25	Temperature-controlled transport	Fruit Logistica trade fair Berlin	07. 01. 2025	09. 01. 2025	24. 01. 2025
3/25 <b>digital</b>	Financing, rent, leasing		21. 01. 2025	23. 01. 2025	07. 02. 2025
4/25	Last mile/KEP vans/light commercial vehicles warehouse and storage technology	LogiMat Stuttgart	04. 02. 2025	06. 02. 2025	21. 02. 2025
5/25 <b>digital</b>	Combined transport		18. 02. 2025	20. 02. 2025	07. 03. 2025
6/25	Construction vehicles/tippers commercial vehicle tyres and service	bauma München	04. 03. 2025	06. 03. 2025	21. 03. 2025
7/25 <b>digital</b>	Digital payment systems		25. 03. 2025	27. 03. 2025	11. 04. 2025
8/25	Bodies and trailers cranes and truck-mounted forklifts		07. 04. 2025	09. 04. 2025	25. 04. 2025
9/25 <b>digital</b>	Logistics real estate		18. 04. 2025	23. 04. 2025	09. 05. 2025
10/25	Digitization, IT, Telematics, charging infrastructure, hall and warehouse technology	transport logistic München	06. 05. 2025	08. 05. 2025	23. 05. 2025
11/25 <b>digital</b>	Emission-free mobility		23. 05. 2025	27. 05. 2025	13. 06. 2025
12/25	Axles and brakes commercial vehicle tyres and service	Truck-Grand-Prix Nürburgring	06. 06. 2025	11. 06. 2025	27. 06. 2025



<b>Edition No.</b>	<b>Special Features</b>	<b>Exhibitions/Events</b>	<b>Closing Date</b>	<b>Copy Date</b>	<b>Publication Date</b>
13/25 <b>digital</b>	Transport management systems		24. 06. 2025	26. 06. 2025	11. 07. 2025
14/25	Combined transport		08. 07. 2025	10. 07. 2025	25. 07. 2025
15/25 <b>digital</b>	Safety		22. 07. 2025	24. 07. 2025	08. 08. 2025
16/25	100 years of DEKRA		04. 08. 2025	06. 08. 2025	22. 08. 2025
17/25 <b>digital</b>	Vans/light commercial vehicles	IAA Mobility München	19. 08. 2025	21. 08. 2025	05. 09. 2025
18/25	Bodies and trailers commercial vehicle tyres and service	NUFAM Rheinstetten	09. 09. 2025	11. 09. 2025	26. 09. 2025
19/25 <b>digital</b>	Temperature-controlled transport		22. 09. 2025	24. 09. 2025	10. 10. 2025
20/25	Financing, rent, leasing bodies and trailers axles and brakes	Zukunftskongress Nutzfahrzeuge Berlin	07. 10. 2025	09. 10. 2025	24. 10. 2025
21/25 <b>digital</b>	Lorry parking		20. 10. 2025	22. 10. 2025	07. 11. 2025
22/25	Digitization, IT, Telematics, charging infrastructure		04. 11. 2025	06. 11. 2025	21. 11. 2025
23/25 <b>digital</b>	Cranes and truck-mounted forklifts		18. 11. 2025	20. 11. 2025	05. 12. 2025
24/25	The future of logistics		02. 12. 2025	04. 12. 2025	19. 12. 2025

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:**

325.00 Euro per 1,000 editions up to 25 g.  
Each additional 5 g cost 12.00 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 newspaper 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
4 pages (Geschäftliche Informationen)*	21,500.00 €
1 page (Advertorial)	8,500.00 €

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*



Please find up-to-date technical features at  
[www.duon-portal.de](http://www.duon-portal.de)

**Delivery of printing material:** Please send advertisements within editorial part electronically via „[www.duon-portal.de](http://www.duon-portal.de)“ You will find support at [support@duon-portal.de](mailto: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](mailto:ieifrig@motorpresse.de)

Julia Ruprecht

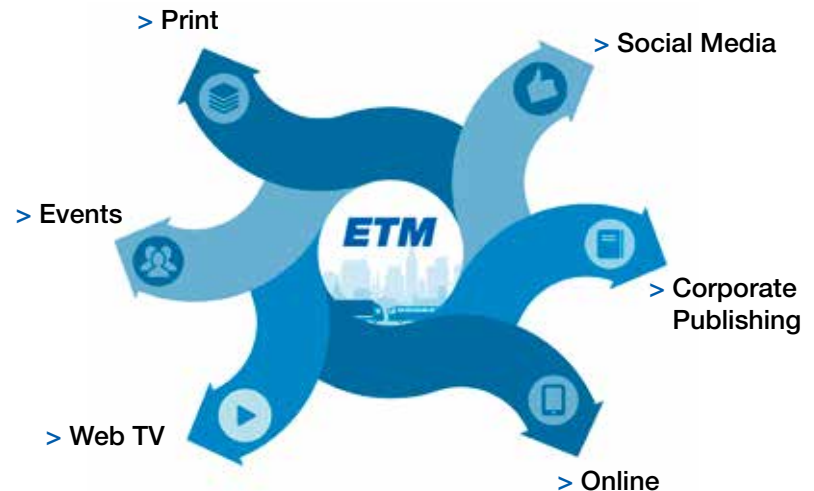
Phone +49. 711. 1 82-15 48

E-Mail [jruprecht@motorpresse.de](mailto:jruprecht@motorpresse.de)

- The magazines *trans aktuell* (print and digital) and **FERNFAHRER** convince with their journalistic quality as well as unique distribution and high paid circulation
- **eurotransport.de** is the online portal of the commercial vehicle industry with up to 1/2 million page impressions per month, supplemented by newsletters on the topics of logistics and management, driver topics and truck and trailers
- **eurotransportTV**, with approx. 6.7 million video views per year and an average of approx. 67,000 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: 84,856, YouTube: 50,983,  
Instagram: 10,582, LinkedIn: 7,000, Tiktok: 1,047
- We activate your target groups by starting with expert conferences of more than 50 participants up to **Truck-Grand-Prix Events** with 130,000 visitors per weekend

All data publisher's information, as of September 2024.

## With the ETM Multichannel Offer on all Media Channels:





Oliver Trost

### 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](mailto:oliver.trost@etm.de)



Svetlana Marić

Svetlana Marić  
Phone +49. 7 11. 7 84 98-97  
E-Mail [svetlana.maric@etm.de](mailto:svetlana.maric@etm.de)

Internet [www.eurotransport.de](http://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](mailto:ieifrig@motorpresse.de)

Julia Ruprecht  
Phone +49. 711. 1 82-15 48  
E-Mail [jruprecht@motorpresse.de](mailto:jruprecht@motorpresse.de)