

Media Information 2026



ETM AWARD "BEST OF NEW TRANSPORTATION"

Facts & prices	Page 2
Categories	Page 3
Shedule trans aktuell	Page 4
Shedule FERNFAHRER	Page 5
Your contact	Page 6

ETMverlag

Euro Transport Media
Verlags- und Veranstaltungsgesellschaft mbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft

Readers' choice/Leserwahl ETM AWARD

Media Information
2026

"BEST OF NEW TRANSPORTATION" Facts & prices

In 2026, our readers' choice **ETM AWARD 'BEST OF NEW TRANSPORTATION'** will take place.

FERNFAHRER, **trans aktuell** and **www.eurotransport.de** are looking for the best in 39 categories in the areas of vehicles (models), trailer (brands), suppliers & service providers (brands) and concepts (products/projects).

The voting period is from February to April 2026.

The call for votes will be published in issues **04, 05, 06, 07** and **08/2026** of **trans aktuell**, in issues **04** and **05/2026** of **FERNFAHRER** and on **www.eurotransport.de**.

The issues containing the call for votes are also the ideal advertising platform for your advertisements and/or banner ads on **www.eurotransport.de**, allowing you to draw attention to your company once again during the reader voting period. The results will be published in **trans aktuell 14** and **15/2026**, in **FERNFAHRER 08** and **09/2026** and on **www.eurotransport.de**.

Prices:

Would you like your brand to have even greater visibility in the election catalogue during the election campaign?

For **€ 950.00** per logo/category, you can position your brand even more effectively.

If you book two or more logos/categories, the total price is only **Euro 1,490.00**

VAT: all prices are in Euro + VAT



Leistung (PS)	330-640
Gesamtgewicht (t)	18,00-44,00

EXAMPLE Reifen	
	Aeolus
apollo TYRES	Apollo Tyres
BRIDGESTONE Solutions for your journey	Bridgestone
Continental The Future is Now	Continental
DUNLOP	Dunlop
	Falken
FULDA REIFEN FÜR ALLE SITUATIONEN	Fulda
	Giti Tire
GOODYEAR	Goodyear
HANKOOK	Hankook
	Kumho
MICHELIN	Michelin
PROMETON	Prometion Tyre Group
SEMPERIT SINCE 1986	Semperit
	Uniroyal
	Windpower
YOKOHAMA	Yokohama

Vehicles

Trucks and Vans:

- the model is selected -

- Bau-Lkw/
Heavy Duty Truck
- Fernverkehrs-Lkw/
Long Haul Truck
- Fernverkehrs-eLkw/
Long Haul eTruck
- Konzept-LKW/
Concept-Truck
- Newcomer Fernverkehrs-Lkw/
Newcomer Long Haul Truck
- Verteiler-Lkw/
Medium Duty Truck
- Transporter (bis 3,5 Tonnen)/
Vans (up to 3,5 t)
- eTransporter (bis 3,5 Tonnen)/
eVans (up to 3,5 t)
- Transporter-Newcomer/
Newcomer-Vans

Trailer:

- the brand is selected -

- Container-Chassis
- Kipper/Tipper
- Kühl-/Kofferauflieger/
Box Bodies
- Leichtgewicht-Trailer/
Lightweight Trailer
- Planenauflieger/
Curtainsider
- Tieflader/Low Loader
- Wechselbrücken-Anhänger/
Swap Body Trailer

Suppliers and Service Providers:

- the brand is selected -

- Achsen/Axles
- Autohöfe/Truck Stops
- Bremsen/Brakes
- EETS- und Mautdienstleister/
EETS- and Toll-Services
- Kühlgeräte/Trailer Refrigeration
- Ladeinfrastruktur/
Depotladen/Charging Systems
- Ladungssicherung/Load securing
- Lkw-/Trailer-Vermieter (Hersteller-
gebundene Vermieter)
manufacturer-specific truck-/trailer-rental
- Lkw-/Trailer-Vermieter (Markenunabhängige
Vermieter)/manufacturer-independent truck-/
trailer rental
- Öle/Lubricants
- Parking- und Infrastrukturservices/
Truck Parking & Charging
- Pflege und Reinigung/Care and Cleaning
- Reifen/Tires
- Start-ups (rund um Logistik/letzte Meile)/
Start-ups (Logistics and last Mile)
- Tank-, Maut- und Servicekarten/
Fuel & Road Services
- Telematik/Telematics
- Trailer-Telematik/Trailer telematics
- Transport-Management-Systeme/
Transport management systems
- Visibility Plattformen/Visibility platforms

Innovation Concept:

- products/projects are selected -

- Künstliche Intelligenz/
Artificial Intelligence
- Zukunft der Logistik/
Future of Logistics
- Sicherheit/Safety
- Null-Emissions-
Mobilität/
Zero Emission Mobility

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"BEST OF NEW TRANSPORTATION" Shedule trans aktuell

Call for reader votes:

EDITION 4/2026

Advertising Deadline: 03. 02. 2026
Print Deadline: 05. 02. 2026
Publication Date: 20. 02. 2026

EDITION 6/2026

Advertising Deadline: 03. 03. 2026
Print Deadline: 05. 03. 2026
Publication Date: 20. 03. 2026

EDITION 8/2026

Advertising Deadline: 07. 04. 2026
Print Deadline: 09. 04. 2026
Publication Date: 24. 04. 2026

EDITION 5/2026 digital

Advertising Deadline: 17. 02. 2026
Print Deadline: 19. 02. 2026
Publication Date: 06. 03. 2026

EDITION 7/2026 digital

Advertising Deadline: 20. 03. 2026
Print Deadline: 24. 03. 2026
Publication Date: 10. 04. 2026

Results:

EDITION 14/2026

Advertising Deadline: 07. 07. 2026
Print Deadline: 09. 07. 2026
Publication Date: 24. 07. 2026

EDITION 15/2026 digital

Advertising Deadline: 21. 07. 2026
Print Deadline: 23. 07. 2026
Publication Date: 07. 08. 2026



Print run
15.500* Copies

Digital run
23.000* Copies

*publisher's information

Readers's choice/Leserwahl ETM AWARD
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"BEST OF NEW TRANSPORTATION"
Shedule FERNFAHRER

Call for reader votes:

EDITION 04/2026

Advertising Deadline: 09. 02. 2026
Print Deadline: 12. 02. 2026
Publication Date: 12. 03. 2026

EDITION 05/2026

Advertising Deadline: 12. 03. 2026
Print Deadline: 17. 03. 2026
Publication Date: 16. 04. 2026

Results:

EDITION 08/2026

Advertising Deadline: 15. 06. 2026
Print Deadline: 18. 06. 2026
Publication Date: 16. 07. 2026

EDITION 09/2026

Advertising Deadline: 13. 07. 2026
Print Deadline: 16. 07. 2026
Publication Date: 13. 08. 2026



Print Run

25.000* Copies

16.000 Circulation print

Digitalauflage

9.800 ECopies digital

*publisher's information



Marketing

Media advice, offers and orders

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