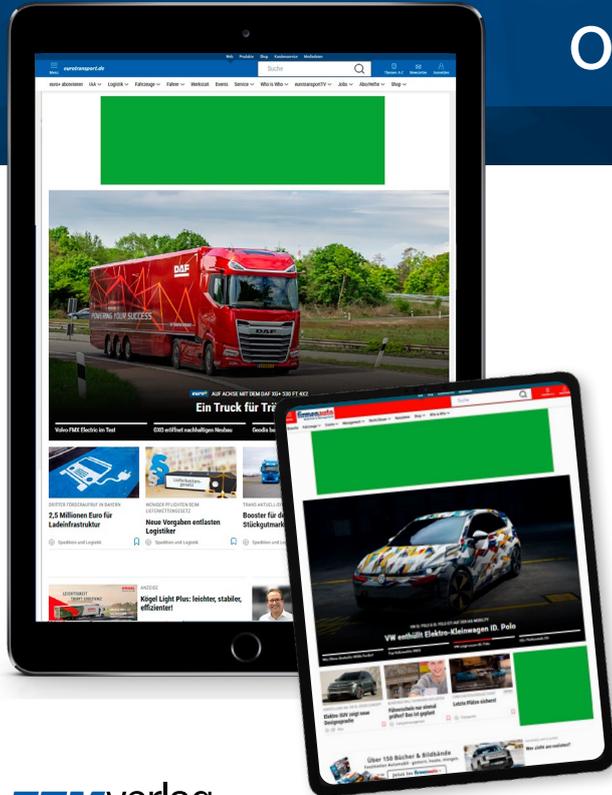


Online Media Information 2026



ETMverlag

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft

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Display Multiscreen	TCP
A Billboard/Sitebar/Wallpaper+Mobile Interscroller	€ 143.00
B Halfpage Ad + Mobile Interscroller	€ 143.00
C Billboard/Sitebar+Mobile High Impact Ad / Mobile Halfpage Ad	€ 133.00
D Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	€ 123.00
E Ad Bundle + Mobile Medium Rectangle	€ 105.00

Formats:

Billboard	970 x 250 Pixel
Sitebar	250 x 600 Pixel
Wallpaper	728 x 90 Pixel plus 120 x 600 Pixel
Halfpage Ad	300 x 600 Pixel
Ad Bundle	728 x 90 Pixel plus 120 x 600 Pixel plus 300 x 250 Pixel
Mobiler Interscroller	640 x 920 Pixel oder 320 x 480 Pixel
Mobile High Impact Ad	300 x 400 Pixel
Mobile Halfpage Ad	300 x 600 Pixel
Mobile Medium Rectangle	300 x 250 Pixel

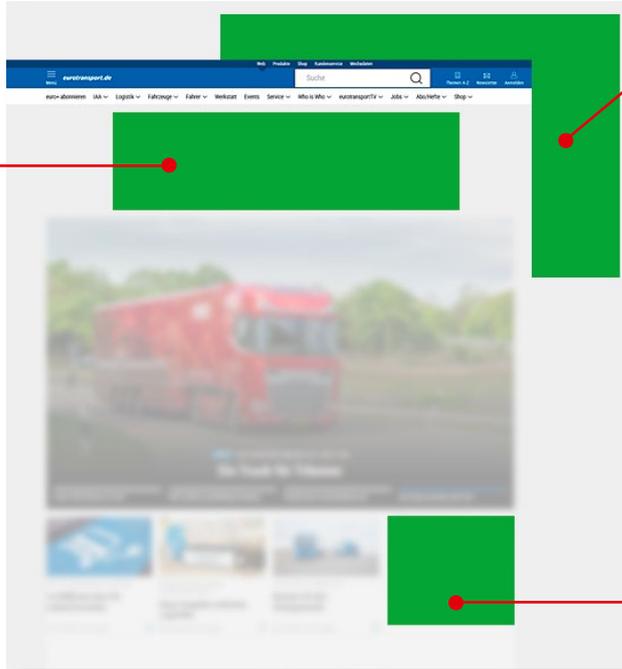
Data delivery: 14 days prior to start date.

All prices are subject to VAT and are AE-eligible unless otherwise stated.



A Billboard/Sitebar/Wallpaper
+ Mobile Interscroller

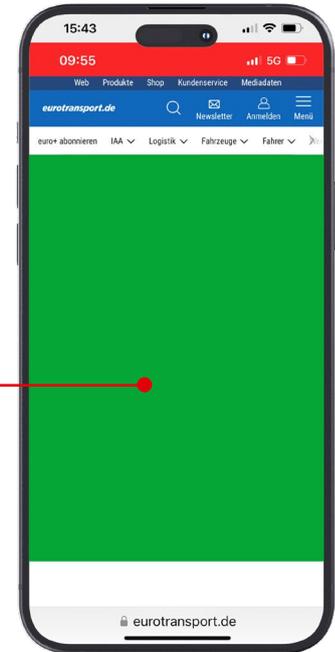
Billboard
970 x 250 px

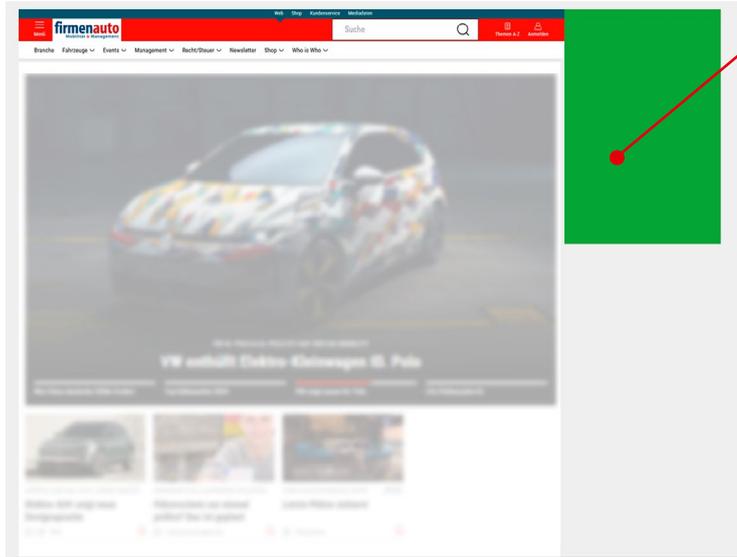


or
Wallpaper
728 x 90 px
plus
120 x 600 px

plus
Mobile Interscroller

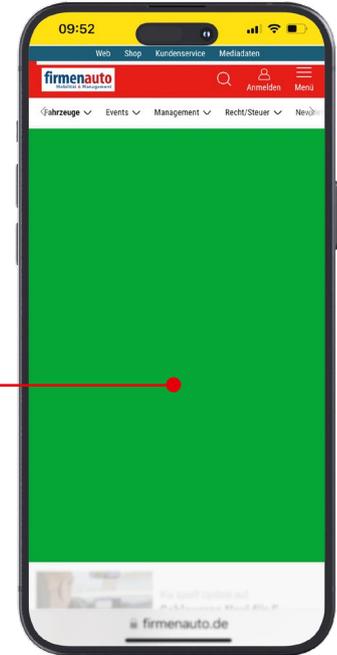
or
Sitebar
250 x 600 px





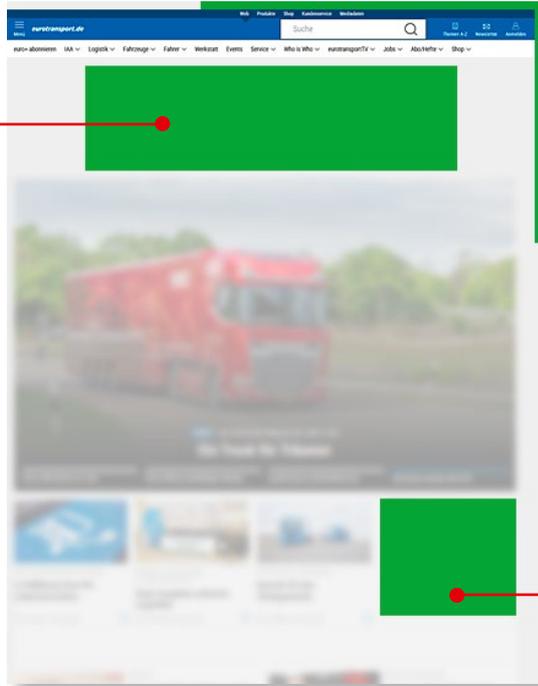
Halfpage Ad
300 x 600 px

plus
Mobile Interscroller
640 x 920 px
or
320 x 480 px





Billboard
970 x 250 px



plus
**Mobile
High Impact Ad**

300 x 400 px

or

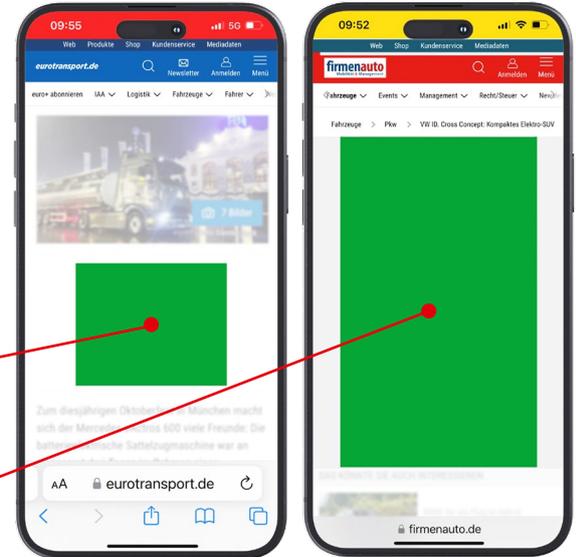
Mobile Halfpage Ad

300 x 600 px

or

Sitebar

250 x 600 px





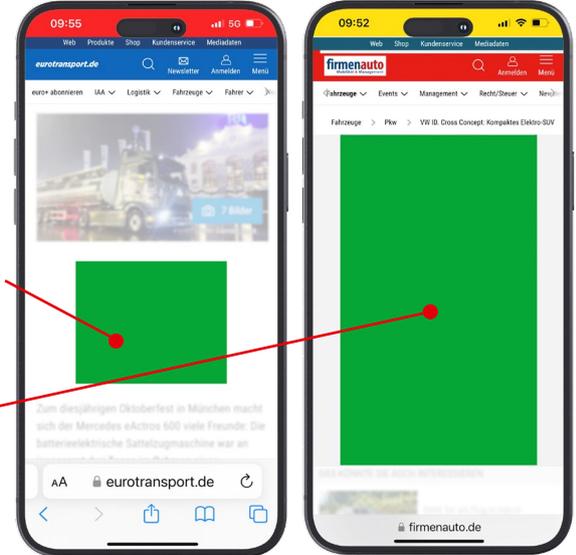
D Wallpaper / Halfpage Ad +
Mobile High Impact Ad /
Mobile Halfpage Ad

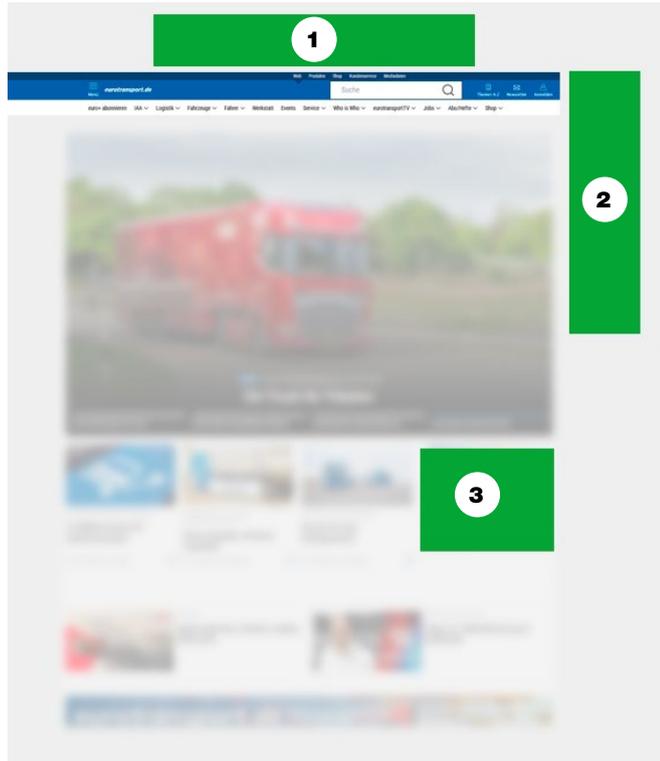


Wallpaper
728 x 90 px
plus
120 x 600 px

plus
**Mobile
High Impact Ad**
300 x 400 px
or
**Mobile
Halfpage Ad**
300 x 600 px

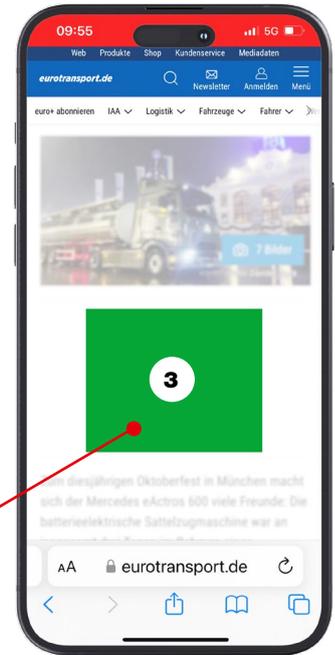
or
Halfpage Ad
300 x 600 px





- Ad Bundle:**
- 1 Superbanner
728 x 90 px
 - 2 Skyscraper
120 x 600 px
 - 3 Rectangle
300 x 250 px

plus
Mobile Rectangle



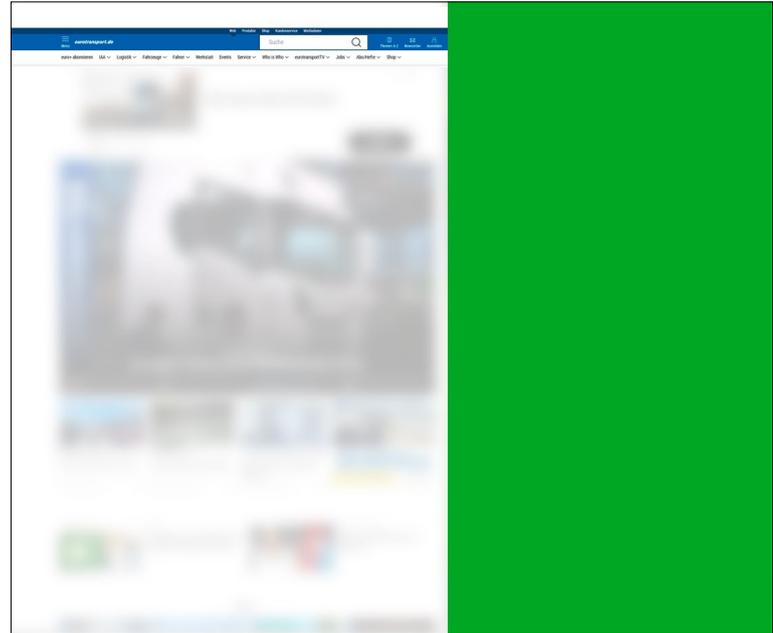


Dynamic Sitebar Ad – Desktop

The advertising material adapts dynamically to the screen size and always remains in the visible area of the the 'sticky effect', it always remains in the user's visible area.

TCP: € 164.00

Data delivery: 14 days prior to start date.





Cinema Ad – Desktop

Height 380 pixels
and the width
100 % of the window width.

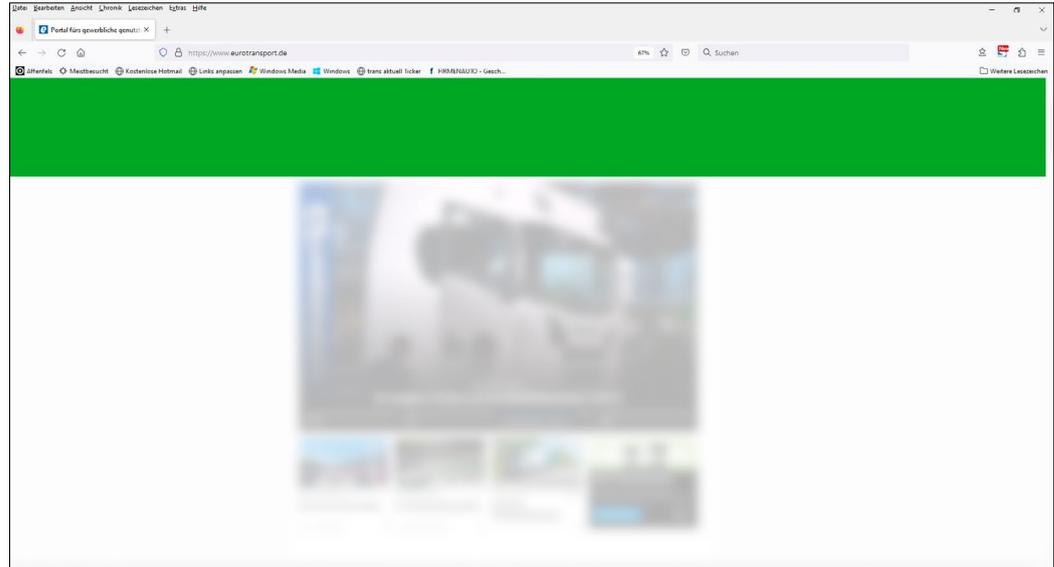
File format and weight:

File type: HTML5;
clickTag support
Maximum weight: 200 kB
Initial + 300 kB subload

TCP: € 164.00

Data delivery:

14 days prior to start date.



Native Ad In

Due to new technology your content will be integrated in the editorial part, labelled as sponsored article or advertisement, video integration is possible. Teaser and article page are adapted to the look & feel of page.

Native Ad In with microsite look & feel of page, incl. picture galleries.

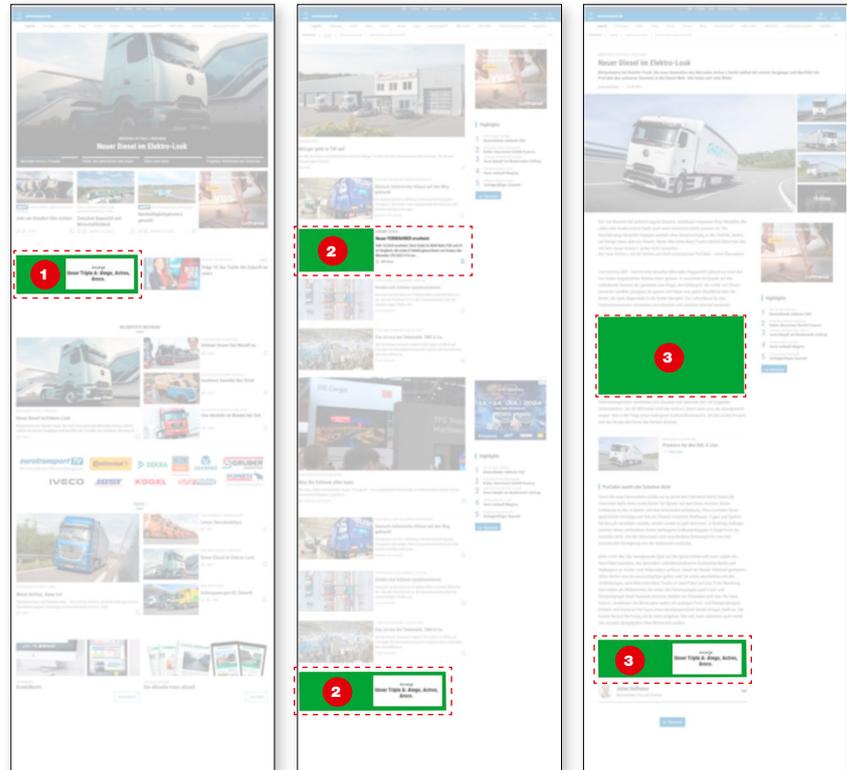
Linking with microsite.

TCP: € 112.00

Position Desktop and Mobile

- ① Home Site - Infeed
- ② Unternavigation - Rubrik und Bottom
- ③ Artikelseite - Middle und Bottom

Data delivery: 14 days prior to start date.



Native Ad Out

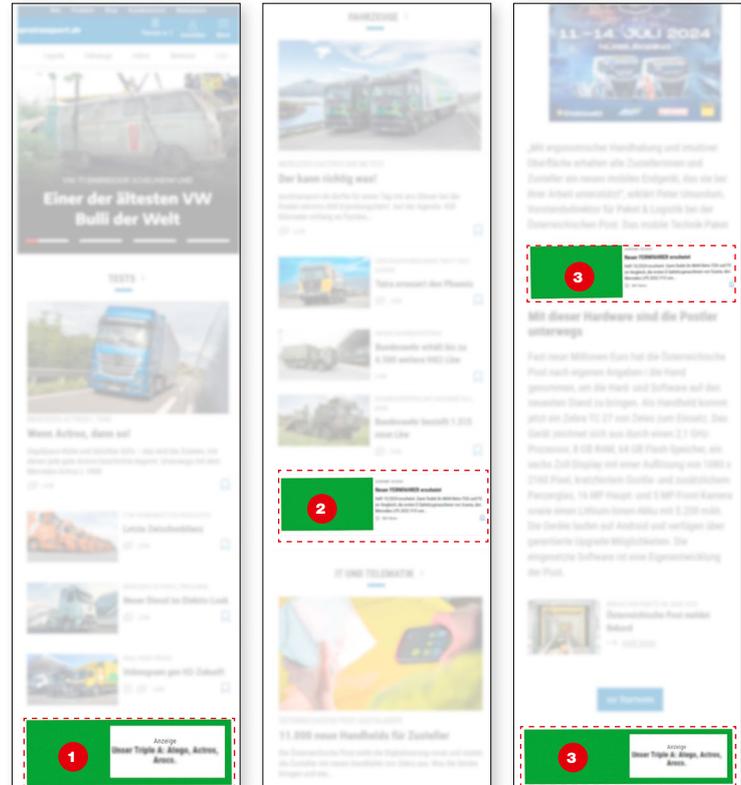
The Native Ad Out format is a photo ad with a high grade of adaptation to the editorial section with one click linked to your side with an external target. Text image ads are always fully adjusted to regular news teasers and labelled as an advertisement.

TCP: € 107.00

Position Desktop and Mobile

- 1 Home Site - Infeed
- 2 Unternavigation - Rubrik und Bottom
- 3 Artikelseite - Middle und Bottom

Data delivery: 14 days prior to start date.



Possible newsletter booking

→ eurotransport.de

Days of dispatch: Monday until Saturday
Recipients: ca. 5,400*

Prices per release

Position 1: € 2,030.–
Position 2 and 3: € 1,830.–

→ FERNFAHRER

Day of dispatch: every Saturday
Recipients: ca. 3,600*

Prices per release

Position 1: € 1,010.–
Position 2 and 3: € 806.–

→ firmenauto

Days of dispatch: Monday and Thursday
Recipients: ca. 1,000*

Prices per release

Position 1: € 1,010.–
Position 2 and 3: € 806.–

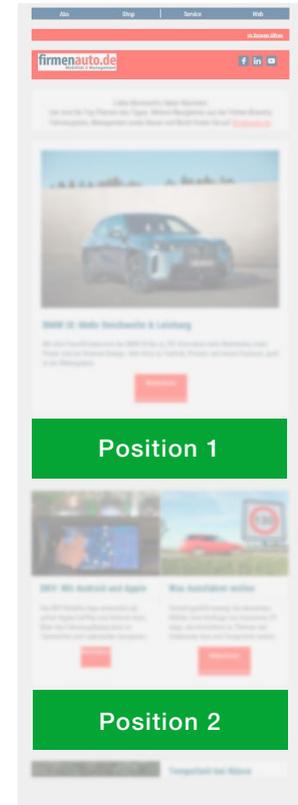
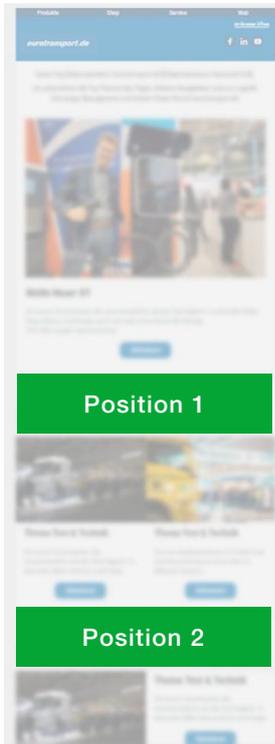
Format:

Fullsize banner 580 x 95 Pixel as jpeg, static, not animated, 72 dpi.

Data delivery: 10 days prior to start date.

*Current access figures/addressees upon request.

All prices are subject to VAT and are AE-eligible unless otherwise stated.



Special Editions



Social Media

> 100.000 subscribers

Print

trans aktuell / FERNFAHRER / Werkstatt aktuell / firmenauto



15.000 copies



25.000 copies



10.000 copies



17.000 copies



TV

> 15 million views per year



Youtube

> FERNFAHRER
56k subscribers

Events



ZUKUNFTSKONGRESS
NUTZFAHRZEUGE

firmenauto
test drive 2026

trans aktuell
SYMPOSIEN



FERNFAHRER ROADSHOW 2026
THE TRUCK MAGAZIN FOR PROFESSIONNELS DRIVE YOUR DREAM-TRUCK



Truck Grand Prix

> 130.000 visitors



Digital

eurotransport.de

PI: > 700.000 per month



firmenauto.de

PI: > 200.000 per month

E-Paper

trans aktuell 23k per edition

Werkstatt aktuell 23k per edition

FERNFAHRER 9,8k per edition



Newsletter

> 10.000 subscribers

Desktop:

- Billboard 970 x 250 Pixel
- Sitebar 250 x 600 Pixel
- Wallpaper 728 x 90 Pixel plus 120 x 600 Pixel
- Halfpage Ad 300 x 600 Pixel
- Ad Bundle 728 x 90 Pixel plus 120 x 600 Pixel plus 300 x 250 Pixel

Mobile Banner formats:

- Mobiler Interscroller 640 x 920 Pixel oder 320 x 480 Pixel
- Mobile High Impact Ad 300 x 400 Pixel
- Mobile Halfpage Ad 300 x 600 Pixel
- Mobile Medium Rectangle 300 x 250 Pixel

Picture files: GIF, JPG, PNG

Ziel-URL

Specials (Specifications upon request):

- Native Ad In/Out
- Advertorial
- Sponsored Post

Special formats:

- Expandable Skycraper: 160 x 600 Pixel plus 600 Pixel resolution
- Banderole Ad: 770 x 250 Pixel
- Billboard: 970 x 250 Pixel

Newsletter advertisement:

- Fullsize-Banner: 580 x 95 Pixel as jpg, static, not animated, 72 dpi

File formats and required entries:

- HTML 5: Data according to W3C standards, total size of extracted files max. 1000 KB
- jpg, png (static; gif (static and animated)
- Redirect
- Entry of Target-URL for data transfer
- Banner (jpg, png, gif) not exceeding 120 KB
- Implementation of the clickTAG to count the number of clicks

Data Delivery:
ads@etm.de

Sales and Coordination Online:

Doris Viktoria Lorch
Phone +49. 711. 7 84 98-92
E-Mail doris.lorch@etm.de

Processing:
Advertising Campaign Management

Gabi Volkert
Phone +49. 711. 1 82-14 03
E-Mail gvolkert@motorpresse.de

Channel-Booking
Marketing Partner Online

businessAD

Mehr Wert für Marken

Business Advertising GmbH
Tersteegenstr. 30, 40474 Düsseldorf
Phone +49. 2 11. 17 93 47 50
E-Mail werbung@businessad.de

**[http://www.businessad.de/
channel/mittelstand/eurotransport](http://www.businessad.de/channel/mittelstand/eurotransport)**

Payment:

Invoices are due for payment immediately upon receipt without deduction. If a direct debit authorization (SEPA direct debit) has been granted, the publisher grants a 2% discount (provided there are no outstanding older claims).

Payments can be made by International Money Order/
Bankers draft in Euro to:

Landesbank Baden-Württemberg
IBAN: DE13 6005 0101 7871 5092 76
BIC/SWIFT Code: SOLADEST600



Marketing

Media advice, offers and orders

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
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70565 Stuttgart, Germany
www.eurotransport.de



Marketing Assistant Cordination Online

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E-Mail doris.lorch@etm.de

Advertising Campaign Management

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