

# Media Information 2026



## Truck Sport Linie

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**ETM**verlag

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

## 1. PRINT

In logo heading (4 spaces) in  
FERNFAHRER 4/26 - 3/27

Print Run

30,000\* copies as heading in  
FERNFAHRER 4/26 -3/27

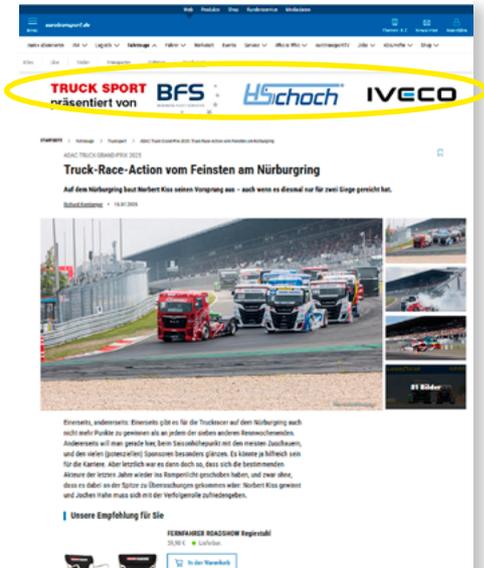
← PLUS →

## 2. ONLINE

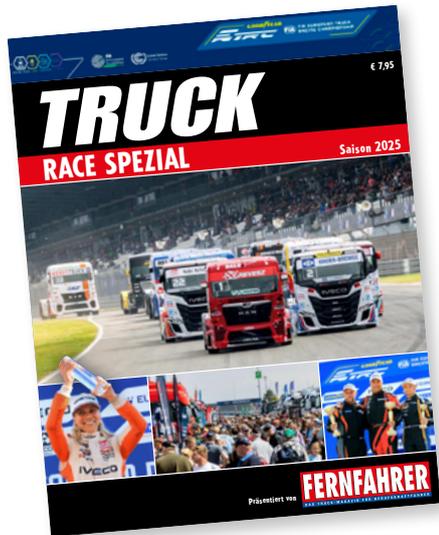
Sponsor heading is  
additionally listed as a  
section for **each** online  
report at  
[www.eurotransport.de/  
fahrzeuge/trucksport](http://www.eurotransport.de/fahrzeuge/trucksport).

Price: 6,000.00 €

## As Heading:



\* Publisher information



The annually published [Truck Race Spezial](#) consists of 68 pages and reports on the European Truck Race Championship 2026 with more than 170 coloured photos.

Reports are given on race weekends, technology, sponsors, teams - including background information as well as tables and statistics. Truck enthusiasts will be delighted about breathtaking memories and photos.

The Truck Race Spezial is available from ETM Verlag as well as in selected bookstores starting in December 2026. The English edition is published 3 weeks later.

In addition, all subscribers will receive the Truck Race Spezial 2026 free of charge as a bonus together with FERNFAHRER 1/2027.

Closing Date: 02. 11. 2026

Copy Date: 09. 11. 2026

Publication Date: 27. 11. 2026

#### Printing

Offset

#### Copy material

Unseparated PDF-Files.

#### Coloured Ads

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

#### Printed Circulation:

Truck Race Spezial 10,000\* copies

#### Bleed

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

#### General Terms and Conditions

General terms and conditions of ETM Verlag apply.  
All prices in Euro + VAT.

#### Truck Sport Spezial

Format	Size Bleed	Size Type Area	4c
1/2	230 x 150 mm	196 x 129 mm	2,900.00 €
1/1	230 x 298 mm	196 x 263 mm	4,960.00 €
2/1	460 x 298 mm	424 x 263 mm	9,600.00 €

#### Placement

U4 200 x 280 mm 8,250.00 €

#### Titel Sponsoring

Brand/Product name integrated upon request

\* Publisher information

### Truck Race Calendar

Special Run with distinct motives

Size	Price
from 1,000	9.00 €
from 2,000	8.00 €
from 3,000	7.00 €
from 4,000	6.00 €
from 5,000	5.00 €

Individual Imprints  
upon request



### Please note for your orders

1. Our prices are in Euro + VAT.
2. Delivery via parcel service or dispatch.
3. Freight costs will be charged on the invoice separately.

### Truck Race

Delivery Date	Beg. Nov. 2026
Format Calendar	59,4 cm x 42,0 cm
Format Advertisement	59,4 cm x 4,5 cm
Scope	1 cover sheet, 12 calendar table, 1 Back board
Paper	Cover sheet: 250 g/m <sup>2</sup> woodfree white Calendar: 150 g/m <sup>2</sup> woodfree white back board: 500 g/m <sup>2</sup> chromo-duplex carton
Print	4c
Processing	Wire-O-Bindung, Plastic twist with centric hanger
Packaging	25 pieces/packing unit, single packaging

4. Transport packagaing will be charged seperately.
5. Delivery date can be delayed by 2 weeks.
6. Short shipment or excess delivery of 5% are subject to change.



### Marketing

Media advice, offers, orders and printing material

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### Advertising Campaign Management

Motor Presse Stuttgart: Confirmations and invoices

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