



The Reference Book  
for Professionals



Media Information 2012



For 40 years **lastauto omnibus KATALOG** has been an indispensable reference book of the commercial vehicle market. In order to supply the reader with fast and easy information this special interest magazine consists of three parts.

The first part presents an overview, texts and photos of approximately 330 international manufacturers of trucks, vans, busses, trailers & coachwork as well as special-purpose vehicles (in order of type).

The second part includes current prices and technical data of 2,200 truck, 1,000 van and 400 bus models. In addition the »green pages« provide the reader with about 500 different cost sheets for the most important trucks, vans and busses.

The third part consists of lists of services such as admissions and production figures, addresses, sales advice, market surveys and important information and figures of all fields within the commercial vehicle market.

This is a bilingual edition, all three parts are in German and English.



Editor-in-Chief  
Frank Zeitzen  
on

**lastauto omnibus  
KATALOG**



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One reliable proof from delivered data.

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Germany

Plese ask for: Carmen Brix/**lastauto omnibus KATALOG**



# lastauto omnibus KATALOG

## Media Information

### 2012

Price List No. 42,  
valid for  
Edition 2013

Page	Format		Width x Height	in Euro	4c
	<b>1/1 page</b>	type area	196 x 263 mm	8.920,-	9.920,-
		<i>bleed*</i>	<i>230 x 298 mm</i>		
		Placement	2nd Cover		
		Placement	3rd Cover		
	<b>3/4 page</b>	type area	vertical 145 x 263 mm	6.690,-	9.190,-
			horizontal 196 x 193 mm		
		<i>bleed*</i>	<i>vertical 163 x 298 mm</i>		
			<i>horizontal 230 x 219 mm</i>		
	<b>1/2 page</b>	type area	vertical 95 x 263 mm	4.460,-	9.190,-
			horizontal 196 x 129 mm		
		<i>bleed*</i>	<i>vertical 114 x 298 mm</i>		
			<i>horizontal 230 x 150 mm</i>		
	<b>1/3 page</b>	type area	horizontal 196 x 86 mm	2.990,-	9.190,-
		<i>bleed*</i>	<i>horizontal 230 x 108 mm</i>		
	<b>1/4 page</b>	2 columns	95 x 129 mm	2.250,-	9.190,-
		4 columns	196 x 64 mm		
	<b>1/8 page</b>	2 columns	96 x 64 mm	1.130,-	9.190,-
		4 columns	196 x 32 mm		
	<b>2/1 pages**</b>	type area	424 x 263 mm	17.840,-	9.190,-
		<i>bleed*</i>	<i>460 x 298 mm</i>		
	<b>2/2 pages**</b>	type area	424 x 129 mm	8.920,-	9.190,-
		<i>bleed*</i>	<i>460 x 150 mm</i>		

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\*Additional 5 mm trim for bleed ads per page. Text and picture elements need to have at least 10mm space from the edge.

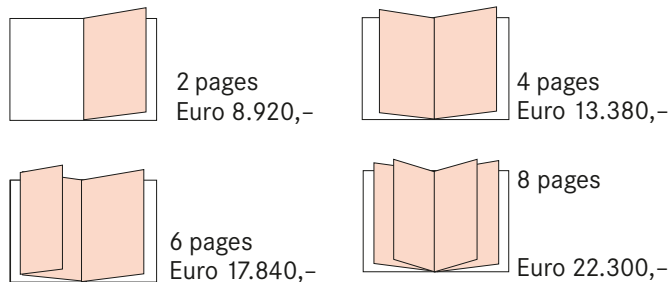
\*\* Due to adhesive binding for spread page please consider print across gutter.

Further formats upon request. 2/1 advertising pages do have 5mm bleed.



### Inserts

#### Prices:



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**Delivery date:** 17.08.2012

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Maximum size: 195 x 240 mm

#### Required circulation:

Depending on total circulation, please confirm.

#### Discounts:

No discounts for inserts.

#### Delivery:

Glued postcards and different advertising formats upon request.

#### Address:

Vogel Druck, Hr. Döll, Leibnizstraße 5,  
97204 Höchberg bei Würzburg, Germany  
Phone: +49 (9 31) 46 00-20 46



## Your contact for advertising in lastauto omnibus KATALOG



Roland Schäfer

### Advertisement:

Media advice, offers and orders

EuroTransportMedia  
Verlags- und Veranstaltungs-GmbH  
Handwerkstraße 15  
70565 Stuttgart, Germany

### Advertisement **lastauto omnibus KATALOG**

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70174 Stuttgart, Germany  
Carmen Brix  
Phone: +49 (711) 1 82-15 22  
Fax: +49 (711) 1 82-18 18  
E-Mail: [cbrix@motorpresse.de](mailto:cbrix@motorpresse.de)



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