



The Newspaper for Transport,
Traffic and Management



Media Information 2012



The economic situation is improving. Experts expect respectable increase for traffic, transport and shipment in 2012. Therefore transport and logistic companies are busy again. Having had to fight with excess capacities these companies now hardly know how to handle the increased demand.

There is, however, no reason for euphoria. No one knows how long this boom is going to last. Increasing quantities do not necessarily mean higher prices. Companies are well advised to make use of any potential for efficiency enhancement, especially regarding their fleets.

Alternative drives and modular vehicle concepts are good approaches. It is essential to keep up with latest developments and make the right choices. *trans aktuell* has a unique diversity of topics and will therefore support you with objective and critical information. Features, reports and tests offer the editorial basis.



Editor-in-Chief
Matthias Rathmann
about *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. Managers will find any information needed to fulfill their daily tasks. Latest news on marketing trends, legislative bills and transport management are presented in informal newspaper style. *trans aktuell* is news for the floating fleet.

2 **Publication:** fortnightly,
24 editions

3 **Year:** 21th year 2012

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:** Matthias Rathmann,
Phone: +49 (711) 7 84 98-33
matthias.rathmann@etm-verlag.de

10 **Advertisement:** Werner Faas, Advertising Manager
Phone: +49 (711) 7 84 98-96
werner.faas@etm-verlag.de

11 **Marketing:** Bernd Steinfeldt, Marketing Manager
Phone: +49 (711) 7 84 98-17
bernd.steinfeldt@etm-verlag.de

12 **Cover price**
Subscription:

Germany Euro 69,60

Cover price:: Euro 2,90

13 ISSN-No.: 0947-7268

14 **Volume analysis 2010 = 24 editions**

Format: 315 x 468 mm

Total size: 576 pages = 100,0 %

Editorial: 355 pages = 61,6 %

Advertisement: 221 pages = 38,4 %

of which

Classified ads: 97 pages = 43,9 %

Bound inserts (impossible): 0 pages = 0,0 %

House ads: 63 pages = 28,5 %

Inserts 3 editions

15 **Content analysis of editorial 2010 = 355 pages**



16 **Circulation control:**

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



17 **Circulation analysis:**

**Editions per issue (on average)
for the period of 1 July 2010 until 30 Juni 2011**

Total circulation: 61.117

Distributed circulation: 60.243

Foreign countries: 355

Paid circulation: 59.140

Foreign countries: 263

- Subscriptions: 25.143

Members: 24.689

- Single Sales: -

- General sales: 34.002

Free copies: 1.103

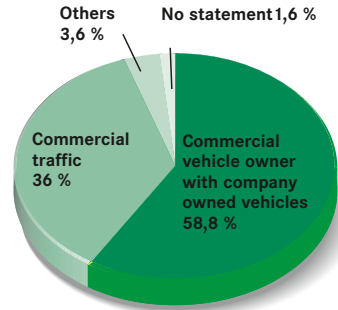
Remaining, file, specimen copies: 869

18 **Geographic distribution:**

Economic sector	percentage of distributed circulation	
	%	Exemplare
Home country	99,4	59.888
Foreign countries	0,6	355
Distributed circulation	100	60.243



Main Industries



Position within company

Managing director, owner/ Co-owner, executive directors	58,8 %
Business planning	8,8 %
Head of Department	12,8 %
Commercial Clerk	7,2 %
Technical worker	5,6 %
Public servant	1,2 %
Skilled worker	2,4 %
Other	1,6 %
No statement	1,6 %

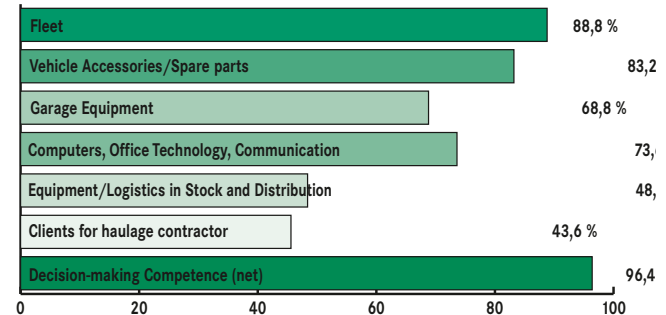
More than 80% of trans aktuell recipients are in managing positions.

Areas of responsibility (multiple entries)

Managing director, owner/co-owner, Bord of directors	65,2 %
Commercial/technical director	76,0 %
Business planning/organization	70,4 %
Purchase/materials	66,4 %
Fleet	70,8 %
Logistics	57,2 %
Stock	49,6 %

Investments

Competence for investments regarding demand, advice, financing, approval and purchase.



96,4 % of trans aktuell recipients are playing an active role in the decision-making of investments in companies.

Source: reader survey TNS EMNID, Bielefeld, 2010



New purchases within 2 years

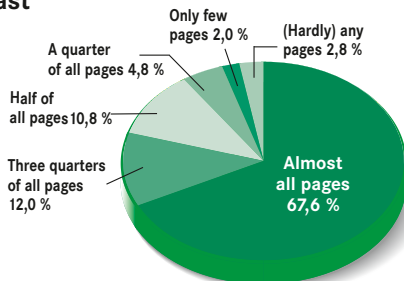
Cars	43,6 %
Vans/Trucks up to 3.5 t	26,4 %
Trucks	49,6 %
Construction vehicles	12,0 %
Trailer/Superstructures	28,0 %
Vehicle Equipment/Fittings	41,2 %
Garage Equipment	47,2 %

Every other *trans aktuell* reader is planning to buy a new truck or car in the next two years

Page impression:

More than 80 % of our readers use at least 3/4 of all pages in *trans aktuell*.

The average page impression is 83,8 %.



Special Interest Magazines (min. every other magazine is read)

<i>trans aktuell</i>	95,2 %
Verkehrsrundschau	44,0 %
Transport	26,8 %
Kfz-Anzeiger	24,0 %
Güterverkehr	17,6 %
Trucker	15,2 %
NFM (Nutzfahrzeugmanagement)	14,8 %
DVZ Deutsche Logistik Zeitung	13,6 %
Omnibus Revue	7,6 %
KEP Spezial	5,6 %
Exclusive Reader <i>trans aktuell</i>	44,0 %
None	2,0 %

Exclusive Readership: 44 % will read *trans aktuell* only.

Source: Reader Survey TNS EMNID, Bielefeld, 2010



	<i>trans aktuell</i>	DVZ	Verkehrs-Rundschau A	Verkehrs-Rundschau C
Paid circulation (IVW 2/11)	57.517	12.030	14.622	24.660
Distributed circulation (IVW 2/11)	58.660	12.533	19.702	30.350
Prices 2011				
ca. 1.000 mm 4c*	10.320,00 €	8.137,00 €	6.160,00 €	8.010,00 €
ca. 1.000 mm b/w*				
Prices per 1.000 paid issues				
ca. 1.000 mm 4c*	179,43 €	676,39 €	421,28 €	324,82 €
ca. 1.000 mm b/w*				
Prices per 1.000 distributed issues				
ca. 1.000 mm 4c*	175,93 €	649,25 €	312,66 €	263,92 €
ca. 1.000 mm b/w*				

Based on prices 2011

trans aktuell: 1/1 p. magazine size, 185 x 248 mm = 992 mm
 DVZ: 281 mm x 215 mm = 1.075 mm
 Verkehrs Rundschau A: 1/1 p. type area, 185 x 250 mm = 1.000 mm
 Verkehrs Rundschau C: 1/1 p. type area, 185 x 250 mm = 1.000 mm



- 1 **Circulation:** Printed Circulation 61.117
Distributed circulation/yearly average 60.243
- 2 **Format:** 315 x 468 mm, type area 288 x 420 mm,
6 columns, width of column 43 mm
- 3 **Printing:** Offset
Copy material: please see page 15
- 4 **Schedule:** please see page 12 and 13
On sale date: Fridays
- 5 **Publishing House:** EuroTransportMedia
Verlags- und Veranstaltungen GmbH
P.O. Box: 81 02 07, 70519 Stuttgart, Germany
Address: Handwerkstraße 15, 70565 Stuttgart, Germany
Internet: www.eurotransport.de
Advertising: Tel.: +49 (711) 784 98-96
- 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:
Baden-Württembergische Bank AG, Stuttgart,
bank code 600 501 01, account No. 7871 5092 76

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
1/1 page	–	185 x 248		10.580,-
2 x 1/2 Seite	vertical	394 x 122		
3/4 page	vertical	137 x 248		7.990,-
	horizontal	185 x 185		
1/2 page	vertical	90 x 248		5.390,-
	horizontal	185 x 122		
2/1 pages		394 x 248		21.160,-

These formats are printed as an only advertisement per page.

Formats		Width x Height (in mm)	in Euro	4c/bw
1/3 Seite	vertical	90 x 185		3.190,-
	horizontal	185 x 80		
1/4 page	1 column	43 x 248		2.120,-
	2 columns	90 x 122		
	4 columns	185 x 60		
1/6 page	1 column	43 x 160		1.690,-
	2 columns	90 x 80		
	4 columns	185 x 44		
1/8 page	1 column	43 x 122		1.180,-
	2 columns	90 x 60		
	4 columns	185 x 29		
1/16 page	1 column	43 x 60		620,-
	2 columns	90 x 29		

These formats are printed as an only advertisement per page.

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

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	-	288 x 420		15.720,-
1/2 page	vertical	137 x 420		9.690,-
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		8.120,-
	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:**

Format	Width/Height	in Euro	4c/bw
Classified ads on cover page			
bottom left	(55 x 43 mm)		1.980,-
no discounts			

8 **Surcharge:
Special placements:**

Format	in Euro	4c/bw
Classified ads		
per mm up to 1/8 page	26,-	
<i>No discounts, mm advertisements upon request, max. 1 column.</i>		

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 *Kombi*Markt price list.

10 **For special requests** please contact:
Stephanie Steck, Phone: +49 (711) 7 84 98-12

11 **Discounts:** please see page 11

12 **Combinations:** please see page 11

13 **No inserts** for technical reasons

14 **Loose inserts** see page 14

15 **Glued inserts:** on request

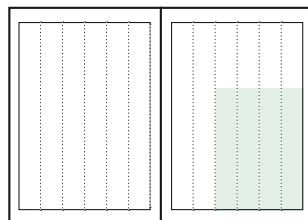
16 **Address:** please see page 14

VAT: all prices are in Euro + VAT

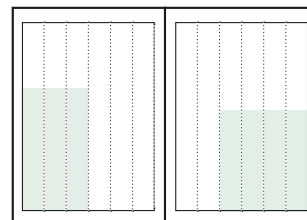


Magazine Format

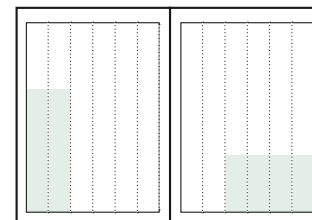
page



1/1 page
185 x 248 mm



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

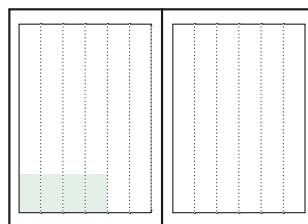


1/2 page
vertical: 90 x 248 mm
horizontal: 185 x 122 mm

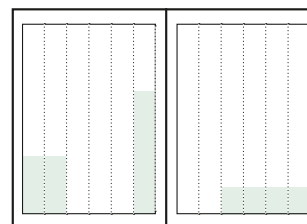
Formats (width x height)
type area

Magazine Format

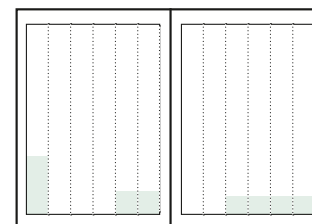
page



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



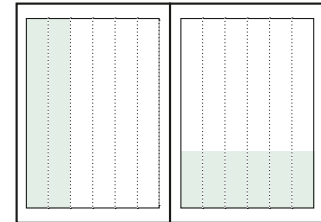
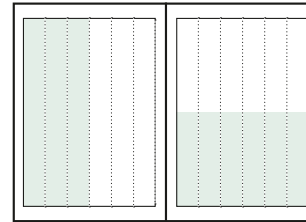
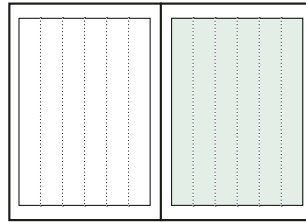
1/8 page
1 column: 43 x 122 mm
2 columns: 90 x 60 mm
4 columns: 185 x 29 mm

Formats (width x height)
type area

Newspaper

Format

page



Formats (width x height)

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

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.

Combination Terms/ETM-Kombi 2:

The combination discount can be claimed if the same page volumes are booked in all titles in the combination package during a 12-month period. 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 2

trans aktuell

+

FIRMENAUTO

+

KEP aktuell

+

TRANSPORTER MAGAZIN

Combinatory Discount



Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
2/12	Alternative Fuels/Drives		23. 12. 2011	27. 12. 2011	13. 01. 2012
3/12	Distribution Traffic		10. 01. 2012	12. 01. 2012	27. 01. 2012
4/12	Storage and other Vehicles		24. 01. 2012	26. 01. 2012	10. 02. 2012
5/12	Telematics/Navigation <i>Call for Reader Survey</i>	CeBIT	07. 02. 2012	09. 02. 2012	24. 02. 2012
6/12	Financing: Rent, Leasing, Purchase <i>Call for Reader Survey</i>		21. 02. 2012	23. 02. 2012	09. 03. 2012
7/12	Commercial Vehicle Tires <i>Call for Reader Survey</i>	06. 03. 2012	08. 03. 2012	23. 03. 2012	
8/12	Tailer and Superstructure		19. 03. 2012	21. 03. 2012	05. 04. 2012
9/12	Transporter		30. 03. 2012	03. 04. 2012	20. 04. 2012
10/12	Cooling Logistics		16. 04. 2012	18. 04. 2012	04. 05. 2012
11/12	Garage	AMI/AMITEC	27. 04. 2012	30. 04. 2012	18. 05. 2012
12/12	Combined Traffic		18. 05. 2012	22. 05. 2012	08. 06. 2012
13/12	Results Reader Survey »Die besten Nutzfahrzeuge«		04. 06. 2012	06. 06. 2012	22. 06. 2012

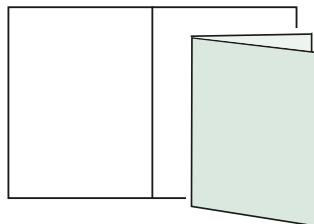
Edition No.	Special Features	Exhibitions	Closing Date	Copy Date	Publication Date
14/12	Tankmanagement	Truck-Grand-Prix	19. 06. 2012	21. 06. 2012	06. 07. 2012
15/12	Freight Market		03. 07. 2012	05. 07. 2012	20. 07. 2012
16/12	Insurance		24. 07. 2012	26. 07. 2012	10. 08. 2012
17/12	Financing: Renting, Leasing, Purchase		07. 08. 2012	09. 08. 2012	24. 08. 2012
18/12	IAA Preview	IAA Nutzfahrzeuge	21. 08. 2012	23. 08. 2012	07. 09. 2012
19/12	IAA Trends and Innovations	IAA Nutzfahrzeuge	04. 09. 2012	06. 09. 2012	21. 09. 2012
20/12	Trucks/Vans (Superstructure)		17. 09. 2012	19. 09. 2012	05. 10. 2012
21/12	Cooling Logistics	Deutscher Logistik-Kongress	01. 10. 2012	02. 10. 2012	19. 10. 2012
22/12	Commercial Vehicle Tires		22. 10. 2012	24. 10. 2012	09. 11. 2012
23/12	Axes, Brakes, Retarder		06. 11. 2012	08. 11. 2012	23. 11. 2012
24/12	Trailer and Superstructure		20. 11. 2012	22. 11. 2012	07. 12. 2012
01/13	Telematics/Navigation		04. 12. 2012	06. 12. 2012	21. 12. 2012

Topics: Traffic policy, transport management, fleet management, telematics, logistics, general management, practical advice



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:

165,- Euro per 1.000 editions up to 25 g. Each additional 5 g cost 10.00 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

VAT: all prices are in Euro + VAT.



Data Delivery of Advertisements:

Please send your printing material via electronic ticket to:
www.eurotransport.de/daten
or to the following address:

Motor Presse Stuttgart GmbH & Co. KG
Leuschnerstraße 1
70174 Stuttgart

Please ask for:

Heike Rademacher or Gabriele Volkert/

trans aktuell

E-Mail: hrademacher@motorpresse.de

gvolkert@motorpresse.de

Phone: +49 (711) 1 82-14 03

Fax: +49 (711) 1 82-20 68 **Printing Material:**

Printing Material:

Format: unseparated PDF/X3, CMYK Modus.
Type, logos and pictures included
Resolution: CT: 304 dpi, Linework LW 1200 dpi
Trim for bleed: 5 mm all round

One reliable proof from delivered data.

DFÜ/ISDN only upon request.



A
ADAC Truck Service
American Express
Aral
A.T.U.

B
Bandag
BGL
Bohnenkamp
BPW
Brother

C
Carat
Carrier Transicold
Charterway
Christ
Citroën
Continental

D
DAF Trucks
Daimler LKW
Daimler Transporter
Dako
DEKRA
Dell
DHL
DKV
DPD

E
Euromaster
Europart
EuroShell
Euro Leasing
Euro Telematik
Eurotunnel

F
Fiat
Fliegl
Ford
Frigoblock Grosskopf

G
GEFA
GE Tip Services
GITI Tires
Go! General Overnight

H
Haldex
Hella
Hellmann
Herpa
Hertz
HS Schoch
Humbaur
Hyundai

I
Isringhausen
Iveco

J
Josam Richttechnik
Jost Werke
Jungfalk

K
Kässbohrer
Kamag
KLV Rent
KJ Tech
Kögel Fahrzeugwerke
Kombiverkehr
Knorr Bremse
Kraiburg
Kravag
Krone

L

Losberger
LuK-Aftermarket Service

M

MAN Nutzfahrzeuge
map & guide
Meiller
Mercedes
MercedesServiceCard
Messe Belin
Messe Frankfurt
Messe Karlsruhe
Messe Kortrijk
Messe Leipzig
Messe München
Messe Stuttgart
Michelin
Mitsubishi
mobile.de
Motorbuch Versand
Motor Presse
Multicar

N

Navteq
Nissan
Nokia

O

Opel

P

Paclease
Paki Logistics
PEMA
Peugeot
Postbank
PTV

Q

Quorum

R

Renault Lkw
Renault Transporter
Roche Pharma

S

SAF
Samsung
Scania
Schenker
Schmitz Cargobull

Schoch
Soloplan
Sommer Fahrzeugbau
Sony
Stoneridge

T

T-Mobile
T-Systems
Tankpool 24m
Teleroute
Thermo King
Timocom
TNT
Toll Collect
Total
Trans.eu
Truckscout
Truck Europe Forum

U

Ukram
UPS
UTA

V

VDA
Voith-Turbo
Volvo Trucks
VR-Leasing
VW
VW Leasing

W

Wabco
Waeco
WashTec
Wecon
Winkler

Z

ZF Friedrichshafen



Your Contact for Advertisement in *trans aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager ***trans aktuell***

Werner Faas

Phone: +49 (711) 7 84 98-96

Fax: +49 (711) 7 84 98-29

E-Mail: werner.faas@etm-verlag.de

For your orders:

Motor Presse Stuttgart: Confirmations, invoices,
printing material and production enquiries:

Motor Presse Stuttgart GmbH & Co.KG
Leuschnerstraße 1
70174 Stuttgart, Germany

Heike Rademacher

Gabriele Volkert

Phone.: +49 (711) 1 82-14 03

Fax: +49 (711) 1 82-20 68

E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de



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