



KombiMarkt

The market with the higher circulation

**Costs per
1000 sold copies
IVW 3/2011**

<i>trans aktuell</i>	57.479
<i>lastauto omnibus</i>	14.365
FERNFAHRER	46.675

KombiMarkt
 2 x *trans aktuell*
 1 x *lastauto omnibus*
 1x **FERNFAHRER** 175.998
 1/1 S. 4c 4.600,00 €

**Costs per
1000 sold copies 26,14 €**



Media Information 2012



KombiMarkt is the combined classified advertisement section for



trans aktuell is the fortnightly published newspaper for transport, traffic and management. It offers its readers fast and easy information on traffic and transport policy all over Germany and Europe. Focal themes are transport management and fleet management. Whether readers are in search of latest news on marketing trends, legislative bills or look for general information on transport management - **trans aktuell** will give all information needed to fulfill daily tasks. News for the floating fleet - precise, up-to-date and practical.



lastauto omnibus is the monthly magazine that specializes in testing, technology and latest commercial vehicle trends.

The great variety of reports on trucks and vans also includes a special journal exclusively for bus topics.

lastauto omnibus offers its readers practical advice for second-hand cars, model cars and latest news on repairs, spare parts and equipment.



FERNFAHRER is the German language truck magazine with latest and comprehensive news for the truck driver, haulage contractor and commercial vehicle manager.

The reader is provided with vehicle reports, tests and news on innovations as well as lively reports and fascinating stories in informal language. Truck drivers, their opinions and knowledge are another focus.

FERNFAHRER is news for the dedicated driver.

- Target Group:**
- Fleet and technical managers in the commercial vehicle field, traffic and in vehicle parks of federations, counties and municipalities
 - Directors and managers for selection and use of means of transport
 - Commercial vehicle managers in DEKRA member fleets and commercial motor vehicle workshops
 - Fleet managers and haulage contractors
 - Qualified truck and bus drivers



KombiMarkt are classified advertisements of *trans aktuell*, *lastauto omnibus* und **FERNFAHRER**. Your advertisement is published **twice** in *trans aktuell*, **once** in *lastauto omnibus* and **once** in **FERNFAHRER**.

One advertisement = 4 editions

Sold circulation of all magazines, monthly total 1 July, 2010 until 30 June, 2011 (on average):
170.945 copies

mm-price: Euro 4,00*, coloured advertisements without extra charge

Single booking: Conditions for single booking of magazines:

mm-price/magazine Euro 2,20*, coloured advertisements without extra charge

Sold circulation of single magazine 1 July, 2010 until 30 June, 2011:

trans aktuell	59.140 copies
lastauto omnibus	11.149 copies
FERNFAHRER	41.516 copies

Text Advertisements: Private Job advertisements
b/w: Euro 1,45 (VAT incl.). Phone: +49 (711) 182-1 88,
Fax: +49 (711) 182-17 83. Box Number Fee Euro 10,00
(1 column, 50 mm maximum height, no extras, discounts, free copies and commission).

Publisher EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Postfach 81-02-07, 70519 Stuttgart, Germany
P.O. Box: Postfach 81-02-07, 70519 Stuttgart, Germany
Address: Handwerkstr. 15, 70565 Stuttgart, Germany
Advertisements: Phone: +49 (711) 784 98-94

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

Discounts: For discounts please see *trans aktuell*, *lastauto omnibus* or **FERNFAHRER**. Final discounts from *trans aktuell*, *lastauto omnibus* and **FERNFAHRER** can be transferred to **KombiMarkt**. The insertion in **KombiMarkt** does not contribute to the fulfilment of the advertisement.

Combinatory Discounts:

Series:	2 insertions	5 %	12 insertions	18 %
	4 insertions	10 %	18 insertions	20 %
	6 insertions	12 %	24 insertions	22 %
	9 insertions	15 %	30 insertions	25 %

* Prices per mm height, width of column 43 mm, minimum height 20 mm.
All prices in Euro + VAT.

General terms and conditions of ETM Verlag apply.



KombiMarkt Media Information 2012

Schedule KombiMarkt

Month	Edition/ No.	Closing/ Copy Date	Publication Date	Month	Edition/ No.	Closing/ Copy Date	Publication date
Jan.	<i>trans aktuell</i> 2	14. 12. 2011	12. 01. 2012	July	<i>trans aktuell</i> 14	11. 06.2012	06. 07. 2012
	<i>trans aktuell</i> 3		27. 01. 2012		<i>trans aktuell</i> 15		20. 07. 2012
	FERNFAHRER 2		09. 01. 2012		lastauto omnibus 8		09. 07. 2012
		FERNFAHRER 8	02. 07. 2012				
Feb.	<i>trans aktuell</i> 4	16. 01. 2012	10. 02. 2012	Aug.	<i>trans aktuell</i> 16	16. 07. 2012	10. 08. 2012
	<i>trans aktuell</i> 5		24. 02. 2012		<i>trans aktuell</i> 17		24. 08. 2012
	lastauto omnibus 3		13. 02. 2012		lastauto omnibus 9		13. 08. 2012
	FERNFAHRER 3		06. 02. 2012	FERNFAHRER 9	06. 08. 2012		
März	<i>trans aktuell</i> 6	20. 02. 2012	09. 03. 2012	Sept.	<i>trans aktuell</i> 18	20. 08. 2012	07. 09. 2012
	<i>trans aktuell</i> 7		23. 03. 2012		<i>trans aktuell</i> 19		21. 09. 2012
	lastauto omnibus 4		12. 03. 2012		lastauto omnibus 10		17. 09. 2012
	FERNFAHRER 4		12. 03. 2012	FERNFAHRER 10	10. 09. 2012		
April	<i>trans aktuell</i> 8	20. 03. 2012	05. 04. 2012	Okt.	<i>trans aktuell</i> 20	17. 09. 2012	05. 10. 2012
	<i>trans aktuell</i> 9		20. 04. 2012		<i>trans aktuell</i> 21		19. 10. 2012
	lastauto omnibus 5		16. 04. 2012		lastauto omnibus 11		15. 10. 2012
	FERNFAHRER 5		10. 04. 2012	FERNFAHRER 11	08. 10. 2012		
Mai	<i>trans aktuell</i> 10	16. 04. 2012	04. 05. 2012	Nov.	<i>trans aktuell</i> 22	15. 10. 2012	09. 11. 2012
	<i>trans aktuell</i> 11		18. 05. 2012		<i>trans aktuell</i> 23		23. 11. 2012
	lastauto omnibus 6		14. 05. 2012		lastauto omnibus 12		12. 11. 2012
	FERNFAHRER 6		07. 05. 2012	FERNFAHRER 12	05. 11. 2012		
Juni	<i>trans aktuell</i> 12	14. 05. 2012	08. 06. 2012	Dec.	<i>trans aktuell</i> 24	12. 11. 2012	07. 12. 2012
	<i>trans aktuell</i> 13		22. 06. 2012		<i>trans aktuell</i> 1		21. 12. 2012
	lastauto omnibus 7		11. 06. 2012		lastauto omnibus 1		10. 12. 2012
	FERNFAHRER 7		04. 06. 2012	FERNFAHRER 1	03. 12. 2012		



Edition No.	Closing Date	Copy Date	Publication Date
2/2012	14. 12. 2011	14. 12. 2011	09. 01. 2012
3/2012	16. 01. 2012	16. 01. 2012	06. 02. 2012
4/2012	20. 02. 2012	20. 02. 2012	12. 03. 2012
5/2012	20. 03. 2012	20. 03. 2012	10. 04. 2012
6/2012	16. 04. 2012	16. 04. 2012	07. 05. 2012
7/2012	14. 05. 2012	14. 05. 2012	04. 06. 2012
8/2012	11. 06. 2012	11. 06. 2012	02. 07. 2012
9/2012	16. 07. 2012	16. 07. 2012	06. 08. 2012
10/2012	20. 08. 2012	20. 08. 2012	10. 09. 2012
11/2012	17. 09. 2012	17. 09. 2012	08. 10. 2012
12/2012	15. 10. 2012	15. 10. 2012	05. 11. 2012
1/2013	12. 11. 2012	12. 11. 2012	03. 12. 2012


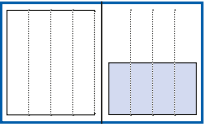

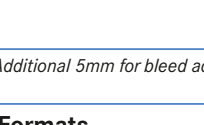


Edition No.	Closing Date	Copy Date	Publication Date
1+2/2012	25. 11. 2011	25. 11. 2011	13. 12. 2011
3/2012	26. 01. 2012	26. 01. 2012	13. 02. 2012
4/2012	23. 02. 2012	23. 02. 2012	12. 03. 2012
5/2012	27. 03. 2012	27. 03. 2012	16. 04. 2012
6/2012	25. 04. 2012	25. 04. 2012	14. 05. 2012
7/2012	22. 05. 2012	22. 05. 2012	11. 06. 2012
8/2012	21. 06. 2012	21. 06. 2012	09. 07. 2012
9/2012	26. 07. 2012	26. 07. 2012	13. 08. 2012
10/2012	30. 08. 2012	30. 08. 2012	17. 09. 2012
11/2012	26. 09. 2012	26. 09. 2012	15. 10. 2012
12/2012	24. 10. 2012	24. 10. 2012	12. 11. 2012
1/2013	22. 11. 2012	22. 11. 2012	10. 12. 2012



Edition No.	Closing Date	Copy Date	Publication Date	Edition No.	Closing Date	Copy Date	Publication Date
2/2012	03. 01. 2012	03. 01. 2012	13. 01. 2012	14/2012	27. 06. 2012	27. 06. 2012	06. 07. 2012
3/2012	18. 01. 2012	18. 01. 2012	27. 01. 2012	15/2012	11. 07. 2012	11. 07. 2012	20. 07. 2012
4/2012	01. 02. 2012	01. 02. 2012	10. 02. 2012	16/2012	01. 08. 2012	01. 08. 2012	10. 08. 2012
5/2012	15. 02. 2012	15. 02. 2012	24. 02. 2012	17/2012	15. 08. 2012	15. 08. 2012	24. 08. 2012
6/2012	29. 02. 2012	29. 02. 2012	09. 03. 2012	18/2012	29. 08. 2012	29. 08. 2012	07. 09. 2012
7/2012	14. 03. 2012	14. 03. 2012	23. 03. 2012	19/2012	12. 09. 2012	12. 09. 2012	21. 09. 2012
8/2012	27. 03. 2012	27. 03. 2012	05. 04. 2012	20/2012	25. 09. 2012	25. 09. 2012	05. 10. 2012
9/2012	11. 04. 2012	11. 04. 2012	20. 04. 2012	21/2012	10. 10. 2012	10. 10. 2012	19. 10. 2012
10/2012	24. 04. 2012	24. 04. 2012	04. 05. 2012	22/2012	30. 10. 2012	30. 10. 2012	09. 11. 2012
11/2012	08. 05. 2012	08. 05. 2012	18. 05. 2012	23/2012	14. 11. 2012	14. 11. 2012	23. 11. 2012
12/2012	29. 05. 2012	29. 05. 2012	08. 06. 2012	24/2012	28. 11. 2012	28. 11. 2012	07. 12. 2012
13/2012	13. 06. 2012	13. 06. 2012	22. 06. 2012	1/2013	12. 12. 2012	12. 12. 2012	21. 12. 2012



Formats					Kombimarkt	Single Booking
	1/1 Page	<i>bleed*</i>	230 x 298 mm + 3 mm trim 185 x 248 mm trans aktuell (type area) FERNFAHRER contact ads	<i>in Euro</i>	4.600,- <i>upon request</i>	2.600,-
	1/2 Page	type area horizontal	185 x 125 mm FERNFAHRER contact ads	<i>in Euro</i>	2.000,- <i>upon request</i>	1.100,-
	1/2 Page	<i>bleed*</i> <i>vertical</i>	120 x 298 mm + 3 mm trim 90 x 248 mm in trans aktuell (type area)	<i>in Euro</i>	2.300,-	1.300,-
	1/2 Page	<i>bleed*</i> <i>horizontal</i>	230 x 150 mm + 3 mm trim 185 x 122 mm in trans aktuell (type area)	<i>in Euro</i>	2.300,-	1.300,-

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

Formats	in Euro	KombiMarkt	Single Booking
mm-price		4,00	2,20

Classified advertisements 1,70 Euro for **FERNFAHRER**, **trans aktuell** and **lastauto omnibus**.



KombiMarkt Media Information 2012

Economic Efficiency

Comparison costs for 1000 copies; commercial ads 4c in classified ads:

	FERNFAHRER	TRUCKER
Sold circulation on average per year	41.516	45.770
mm-price 4c	2,20 €	5,99 €
1/1 page, 4c, Bleed	2.400,00 €	7.188,00 €
Costs per 1000	57,81 €	157,05 €

Source: Media Information 2011

Costs: For a single booking in **TRUCKER** you pay **three times** as much as for a 4c advertisement in **FERNFAHRER!**

Costs per 1000 sold copies
IVW 3/2011

<i>trans aktuell</i>	57.479
lastauto omnibus	14.365
FERNFAHRER	46.675
KombiMarkt	
2 x <i>trans aktuell</i>	
1 x lastauto omnibus	
1x FERNFAHRER	175.998
1/1 S. 4c	4.600,00 €

Costs per 1000 sold copies 26,14 €





Your Contact for advertisement in **KombiMarkt**



Norbert Blucke

Advertisement:

Media advice, offers, orders, printing material and technical advice

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

Advertisement Manager **KombiMarkt**

Norbert Blucke
Phone: +49 (711) 7 84 98-94
Fax: +49 (711) 7 84 98-29
E-Mail: norbert.blucke@etm-verlag.de

For your orders:

Via Motor Presse Stuttgart:
further questions, confirmations, invoices

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

Carmen Brix/Iris Eifrig
Phone: +49 (711) 1 82-16 13 und -15 22
Fax: +49 (711) 1 82-18 18
E-Mail: cbrix@motorpresse.de
ieifrig@motorpresse.de

Single Bookings:

lastauto omnibus

Carmen Brix
Phone: +49 (711) 1 82-15 22
E-Mail: cbrix@motorpresse.de

FERNFAHRER

Iris Eifrig
Phone: +49 (711) 1 82-16 13
E-Mail: ieifrig@motorpresse.de

trans aktuell

Heike Rademacher/Gabriele Volkert
Phone: +49 (711) 1 82-14 03
E-Mail: hrademacher@motorpresse.de
gvolkert@motorpresse.de

Fax: +49 (711) 1 82-18 18

Files for advertisements:

Please send your printing material with electronic ticket via Internet:

„Elektronisches Datenticket“ at
www.eurotransport.de/daten



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