



The World of
KEP Services



Media Information 2010



KEP *aktuell* Media Information 2010

Portrait Technical Data Circulation



Format:

Newspaper, 315 mm x 468 mm

Type area:

288 mm x 420 mm

6 columns, width of column 43 mm

Cover price:

Euro 5,-

Subscription:

Euro 17.90,-

For your up-to-date information on courier, express and postal services in Europe **KEP *aktuell*** is the one and only medium.

For both, providers and users **KEP *aktuell*** reports regularly on latest trends and gives practical advice on the daily routine of the courier, express and postal business.

Practical solutions are being achieved by our staff that portrays businesses and their activities and provides readers with market service and tests on KEP services.

For many years now specialists from courier, express and postal services have confirmed **KEP *aktuell's*** competence.

KEP *aktuell* is published four times a year as a ***trans aktuell*** supplement.



Assistant Editor
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KEP *aktuell*
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Circulation analysis ***trans aktuell***

on average (for the period of 1 July 2008 until 30 June 2009)

Total circulation:	62.389
Distributed circulation (tvA):	61.793
Paid circulation:	60.516
- of which are subscriptions:	26.462

Basic Data: Circulation ***trans aktuell***



Formats and Prices **Magazine Size**

Formats		width x height	in Euro	4c/bw
1/1 page		185 x 248 mm		10.120,-
3/4 page	vertical	137 x 248 mm		7.650,-
	horizontal	185 x 185 mm		
1/2 page	vertical	90 x 248 mm		5.120,-
	horizontal	185 x 122 mm		
2/1 pages		394 x 248 mm		20.240,-
These formats are printed as an only advertisement per page.				

Formats		width x height	in Euro	4c/bw
1/3 page	horizontal	185 x 80 mm		2.450,-
1/4 page	2 columns	90 x 122 mm		1.840,-
	4 columns	185 x 60 mm		
1/6 page	1 column	43 x 160 mm		1.220,-
	2 columns	90 x 80 mm		
	4 columns	185 x 44 mm		
1/8 page	1 columns	43 x 122 mm		920,-
	2 columns	90 x 60 mm		
	4 columns	185 x 29 mm		
1/16 page	1 column	43 x 60 mm		470,-
	2 columns	90 x 29 mm		
These formats can be placed with other ads on the same page.				

Pages: please see Media Information *trans aktuell*



Formats and Prices Newspaper Size

Formats		width x height	in Euro	4c/bw
1/1 page		288 x 420 mm		15.120,-
1/2 page	vertical	137 x 420 mm		8.740,-
	horizontal	288 x 205 mm		
1/3 page	vertical	90 x 420 mm		7.100,-
	horizontal	288 x 135 mm		

Classified Ads:

Formats	width x height	in Euro	4c/bw
Classified ads within text per mm up to 1/8 page			24,00

Further details upon request.

Inserts: please see Media Information *trans aktuell*

Discounts:

they are based on the number/pages of ads (except classified ads) within an order year, i.e. a period commencing with the first insertion and ending 12 months later.

Series:

2 insertions	5 %
3 insertions	8 %
4 insertions	10 %

Discounts:

Mutual discounts with ETM-Kombi 2.

For discounts please see media information *trans aktuell*

For payment and details please see Media Information *trans aktuell*

ETM-Kombi 2

trans aktuell

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FIRMENAUTO

+

KEP aktuell

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TRANSPORTER MAGAZIN



KEP *aktuell* Media Information 2010

Printing Material Schedule

Edition No.	Special Features	Closing Date	Copy Date	Edition No.	Publication Date in <i>trans aktuell</i>
KEP <i>aktuell</i> 1	KEPVehicles	09. 03. 2010	11. 03. 2010	8/2010	26. 03. 2010
KEP <i>aktuell</i> 2	Market Survey Express Services	20. 04. 2010	22. 04. 2010	11/2010	07. 05. 2010
KEP <i>aktuell</i> 3	Air Freight/Airlines	24. 08. 2010	26. 08. 2010	20/2010	10. 09. 2010
KEP <i>aktuell</i> 4	Market Survey Mail Service	02. 11. 2010	04. 11. 2010	25/2010	19. 11. 2010

Classified:

- Market and chances
- Technical and practical advice
- Problems and solutions

Recurring topics:

- Courier Services
- Express Services
- Postal Services
- Airfreight
- KEP-vehicles

Printing: Offset.

Material required: PDF- or unseparated postscript files.

Quark Express documents, 300 dpi for continuous tone,
1,200 dpi for linework.

Files: CD-ROM

One reliable proof from delivered data.

DFÜ/ISDN only upon request.

The publisher retains the right to sell a PDF-file at cost if printing material as, i.e. films and other data, are not transmitted as requested. Please ask for further information.

Printing material should be sent to:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

Please ask for:

Heike Rademacher or Gabriele Volkert/ **KEP *aktuell***

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

Phone: +49- 7-11-1-82-14 03

Fax: +49- 7-11-1-82-18 18



Your Contact for Advertising in *KEP aktuell*



Werner Faas

Advertisement:

Media advice, offers and orders

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

Advertising Manager ***KEP aktuell***

Werner Faas

Phone: +49 (711) 784 98-96

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

For your orders:

Confirmations, invoices,
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Leuschnerstraße 1
70174 Stuttgart, Germany

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