



All you need to know
about transport
vehicles and vans

Circulation
50,000
in FIRMENAUTO



Media Information 2010



TRANSPORTER MAGAZIN

Media Information

2010

Portrait



It is a fact that for many years the demand for transport vehicles and vans in commercial as well as private sectors has been growing continuously. Just as numerous as the demand is the variety of new models.

TRANSPORTER MAGAZIN offers complete advice for vehicle purchase. Independent tests as well as the presentation of all new models will give readers and fleetmanagers all information to make the right choice for their fleets.

TRANSPORTER MAGAZIN covers the whole spectrum of topics on transport vehicles and vans: Renting, leasing, insurance, financing and also specific solutions for different lines of business.

TRANSPORTER MAGAZIN is published three times a year in **FIRMENAUTO**.

Format: Magazine format 215 x 280 mm,
Type Area: 183 x 248 mm,
3 columns, width of column: 58 mm

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Edition No.	Special Features	Trade Fairs	Closing Date	Copy Date	Publication Date
1/2010	Trade (commercially used vans, special equipment, pick-up vans, summer tires/summary)	AMI, AMITEC Leipzig	05.03.2010	08.03.2010	26.03.2010
2/2010	Safety for vans, benchmark test: vans with a wide wheel-base, market survey: suitcase superstructures, comparison: suitcase vs. minivan KEP-Transporter des Jahres		21.05.2010	25.05.2010	15.06.2010
3/2010	Tuning and Accessories: winter preparation, comparison: winter tires, remaining values, loss of value of extras	IAA Hannover	31.08.2010	02.09.2010	20.09.2010

Topics: Automotive Engineering, Fleet Management, Used Cars, Practise and Law, Reports, Services, Accessories.

Printing:

Material required: PDF- or unseparated PostScript-files. Resolution of digitised photos: 300 dpi for continuous tone, 1.200 dpi for linework.

Files:

CD-ROM or via Internet www.transporter-magazin.com, Anzeigen, Print Mediadaten, Datenticket

One reliable proof from delivered data.

DFÜ/ISDN only upon request.

Printing material should be sent via Internet www.transporter-magazin.com, Anzeigen, Print Mediadaten, Datenticket to:

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1/1 Page	Type Area <i>Bleed*</i>		183 x 248 mm <i>230 x 298 mm</i>	in Euro	10.120,-
1/2 Page	Type Area <i>Bleed*</i>	horizontal vertical <i>horizontal</i> <i>vertical</i>	92 x 248 mm 183 x 123 mm <i>107 x 280 mm</i> <i>215 x 145 mm</i>	in Euro	5.120,-
1/3 Page	Type Area <i>Bleed*</i>	horizontal vertical <i>horizontal</i> <i>vertical</i>	58 x 248 mm 183 x 85 mm <i>73 x 280 mm</i> <i>215 x 107 mm</i>	in Euro	3.590,-
1/4 Page	2 colums 4 columns	vertical vertical	123 x 92 mm 183 x 62 mm	in Euro	2.620,-
2/1 Pages	Type Area <i>Bleed*</i>		400 x 248 mm <i>430 x 280 mm</i>	in Euro	20.240,-
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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 edge.

ETM-Kombi 2

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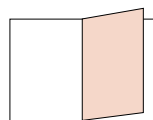
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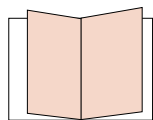


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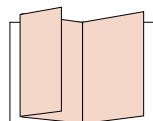
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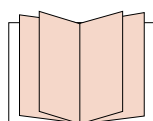
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6 pages
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8 pages
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Discounts:

please see series, page 4. Two insert pages are equal to one advertisement page.

Formats for Inserts:

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Trim size: 215 x 280 mm

Technical Data:

Paper weights:	2 pages: min.	115 g/m ²
	4 pages: min.	100 g/m ²
	6 pages: min.	80 g/m ²

- Features and fittings need to be coordinated with ETM Verlag.
- Untrimmed format required for delivery.
- Different formats for inserts on request only.

Attention: There is no trim across gutter for 2 page inserts.

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Your Contact for Advertisement TRANSPORTER MAGAZIN



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