



The Reference Book
for Professionals



Media Information 2010



lastauto omnibus KATALOG Media Information 2010

General Information



For 39 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.



Editor-in-Chief
Frank Zeizen
about
**lastauto omnibus
KATALOG**



**lastauto omnibus KATALOG
Media Information
2010**

**Editorial/Publishing House
Schedule
Technical Data**

Publisher: EuroTransportMedia
Verlags- und Veranstaltungen-GmbH

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Year: 40th year 2010

Publishing House: EuroTransportMedia
Verlags- und Veranstaltungen-GmbH

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Printing:
PDF- or unseparated PostScript-files,
Resolution of digitised photos: 300 dpi for continuous tone, 1,200 dpi for linework.

Files: CD-ROM.

One reliable proof from delivered data.

DFÜ/ISDN only upon request.

lastauto omnibus KATALOG

Phone: +49- 7-11-1-82-15 22

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

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 via Internet to:

Motor Presse Stuttgart
Leuschnerstraße 1
70174 Stuttgart
Germany

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



Page	Format		Width x Height	in Euro	4c
	1/1 page	type area	196 x 263 mm	8.570,-	
		<i>bleed*</i>	230 x 298 mm		
		Placement	2nd Cover		
		Placement	3rd Cover		
	3/4 page	type area	vertical 145 x 263 mm	6.430,-	
			horizontal 196 x 193 mm		
		<i>bleed*</i>	vertical 163 x 298 mm		
			horizontal 230 x 219 mm		
	1/2 page	type area	vertical 95 x 263 mm	4.280,-	
			horizontal 196 x 129 mm		
		<i>bleed*</i>	vertical 114 x 298 mm		
			horizontal 230 x 150 mm		
	1/3 page	type area	horizontal 196 x 86 mm	2.880,-	
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	1/4 page	2 columns	95 x 129 mm	2.150,-	
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	2/1 pages**	type area	424 x 263 mm	17.140,-	
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Classified Ads

4c 8,80

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

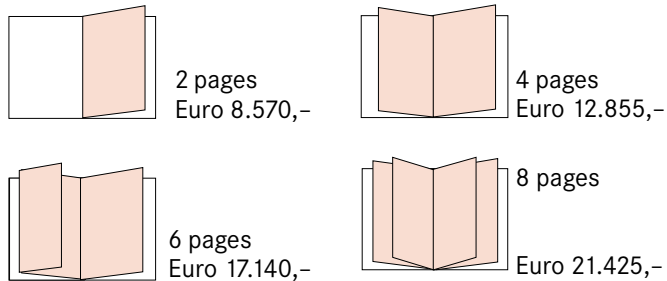
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Inserts

Prices:



Discounts:

According to series. 2-page inserts are equivalent to 1 advertising page.

Formats:

Untrimmed size: 233 x 306 mm
Trim size: 230 x 298 mm
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Delivery date: 11 August 2010

Cancellation:

8 days prior to closing date.

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Inserts that cannot be recognized as such need to be labeled with »Anzeige«.

Loose Inserts

Price:

Euro 190,- per
1,000 copies up to
25 g. Each additional 5 g cost Euro 10,-
Minimum size: 105 x 148 mm
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**

Roland Schäfer
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For your orders:

Confirmations, invoices, printing material and production enquiries:

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und VF Verlagsgesellschaft*