

**Trucker**

# MEDIA DATA 2025

TRUCKER  
The magazine for truck drivers

[www.trucker.de](http://www.trucker.de)





### WHAT DOES TRUCKER OFFER?

The trade and special interest magazine TRUCKER has been one of the best-known and most popular magazines in the transport and logistics sector in Europe for over 40 years. For more than four decades, TRUCKER has been setting a benchmark with its expert test and technology reports, among other things. As an expert reporting resource in relation to policy and practice, it is regarded as an opinion-former in the sector.

The magazine's motto is: „TRUCKER - Profession, Technology, Passion“ and the aim of the editorial team is to be very close to the reader. Unlike many other editorial offices, TRUCKER works almost exclusively with permanent editors who have many years of practical experience in the industry and in everyday transportation - some even come from the industry and have worked as drivers or forwarding agents, for example. This creates authenticity.

### THE BRAND TRUCKER COMPRISES

- Magazine
- Online portal
- Newsletter
- Facebook
- Instagram
- Books





**monthly**

10 ISSUES

**46. year**

2025

**www.trucker.de**

WEB ADDRESS (URL)

**88.8 %** of B2B decision-makers use regularly or occasionally one or more trade magazines.

**52.6 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



**PUBLISHING HOUSE:**

TECVIA Media GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30  
81549 Munich, Germany  
Phone +49 89 203043-0  
sales.munich@tecvia.com  
www.tecvia.com



**CHIEF EDITOR:**

Gerhard Grünig  
Phone +49 89 203043-2184  
gerhard.gruenig@tecvia.com



**DEPUTY CHIEF EDITOR:**

Lars Hoffmann  
Phone +49 89 203043-1025  
lars.hoffmann@tecvia.com



### WHO ARE THE READERS OF TRUCKER?

The majority of the readers are employed truck drivers in long distance transport, distribution transport, municipal transport and in transport on own account. The target group is complemented by owner-drivers and owners of a transport company with several trucks. In addition, TRUCKER meets the needs of truck enthusiasts.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

### SUBSCRIPTION

ISSN 0946-3216

#### Annual subscription price

Inland: € 38.50 incl. packing/posting plus statutory VAT.

European countries: € 50.50 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

#### General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

#### Bank account:

Commerzbank Munich, Germany

IBAN: DE 05 7004 0041 0212 1135 00

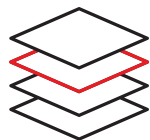
BIC: COBADEFFXXX

#### Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



**15,000**

PRINT RUN TRUCKER\*

**13,679**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**6,200**

PAID CIRCULATION\*

PRINT



DIGITAL

**14,817**

SESSIONS\*\*

(average of three months, January to March 2024)

**27,621**

PAGE IMPRESSIONS\*\*

(average of three months, January to March 2024)

**3,143**

NEWSLETTER-SUBSCRIBERS\*\*

(February 2024)

Specialist media are rated as more credible than social business networks or business magazines.

**Two-thirds** of the respondents rated specialist media as particularly credible. Advertisers can benefit from this trust.

Source: dfv White paper: How business-to-business advertising works in specialist media (2020)

**341,795**

FACEBOOK-FOLLOWERS

(January 2024)



**4,092**

INSTAGRAM-FOLLOWERS

(January 2024)



## TOPICS

### ISSUE 1-2

AD	10.01.25	Navigation devices, Driver assistance systems
CD	13.01.25	Tax tips, Current vehicle test Expenses and labour law
PD	07.02.25	Comparison test container chassis
		Test + technology: trailers

### ISSUE 3

AD	10.02.25	Follow-up report Spielwarenmesse (Toy Fair)
CD	11.02.25	Spring care
PD	07.03.25	Tires and air conditioning
		Alternative drives
		Current vehicle test

### ISSUE 4

AD	10.03.25	Fuel cards
CD	11.03.25	Accessories and truck tuning
PD	04.04.25	Tippers, construction vehicles, low-loaders/heavy haulage
		Tires
		Test + technology: trailers

### ISSUE 5

AD	01.04.25	Truck interiors and accessories
CD	02.04.25	Multimedia
PD	02.05.25	Truck Race Season 2025
		Municipal vehicles, loading aids
		Current vehicle test, preview report transport logistic

### ISSUE 6

AD	09.05.25	Load securing – aids, regulations
CD	12.05.25	Driver fitness
PD	06.06.25	Current vehicle test

## FAIRS

**Rallye Dakar**, Saudi Arabia, 03.-17.01.2025  
**Brussels Motor Show**, Brussels, 15.-19.01.2025  
**Spielwarenmesse** (Toy Fair), Nuremberg, 28.01.-01.02.2025

**Hannover Fair + Logistics 4.0**, Hanover, 31.03.-04.04.2025  
**Techno Classica**, Essen, 09.-13.04.2025  
**bauma**, Munich, 07.-13.04.2025

**transport logistic**, Munich, 02.-05.06.2025  
**Trucker & Country Festival**, Interlaken, June 2025

TOPICS		FAIRS
<b>ISSUE 7</b>	Preview report Truck-Grand-Prix	<b>Truck-Grand-Prix</b> , Nürburgring, 10.-13.07.2025
	AD 05.06.25 Heavy haulage	
	CD 06.06.25 Current vehicle test	
	PD 04.07.25	
<b>ISSUE 8-9</b>	Follow-up report Truck-Grand-Prix	<b>NUFAM</b> , Karlsruhe, 25.-28.09.2025 <b>BedrijfsautoRAI</b> , Amsterdam, September 2025
	AD 08.08.25 Update driving times and rest periods/labour law	
	CD 11.08.25 Truck stop and motorway service stations, Test + technology: trailers, Trucks and trailers	
	PD 05.09.25 Trade fair preview NUFAM, Loading cranes, Current vehicle test	
<b>ISSUE 10</b>	Vehicle novelties	
	AD 08.09.25 Fit for the winter: care and maintenance	
	CD 09.09.25 Washing facilities, tires	
	PD 06.10.25 Power fitness for drivers	
<b>ISSUE 11</b>	Calenders and books 2026	<b>AGRITECHNICA</b> , Hanover, 09.-15.11.2025
	AD 10.10.25 Clothing and accessories	
	CD 13.10.25 Law/social regulations	
	PD 07.11.25 Current vehicle test	
<b>ISSUE 12</b>	Model making	
	AD 10.11.25 Christmas gifts	
	CD 11.11.25 Education and training	
	PD 05.12.25 Test + technology: trailers	



# TIME SCHEDULE & TOPICS

MEDIA DATA 2025

8

TOPICS

FAIRS

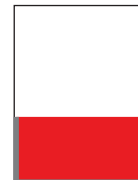
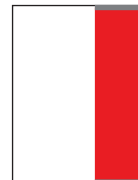
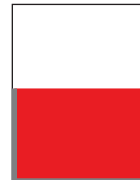
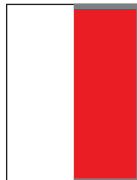
ISSUE 1/26

AD 02.12.25  
CD 03.12.25  
PD 02.01.26

The best driver apps  
Elektronics and navigation  
Driver assistance systems  
Healthy diet  
Current vehicle test



### MAGAZINE FORMAT 210 X 279 MM



### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

### 2/1 PAGE ACROSS GUTTER

385 x 236 mm  
420 x 279 mm\*

### 1/1 PAGE

175 x 236 mm  
210 x 279 mm\*

### 1/2 PAGE PORTRAIT

85 x 236 mm  
101 x 279 mm\*

### 1/2 PAGE LANDSCAPE

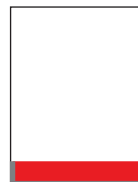
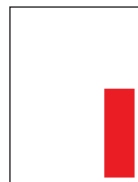
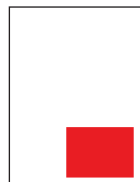
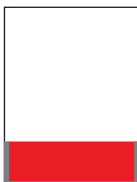
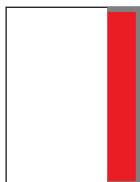
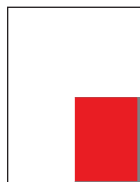
175 x 117 mm  
210 x 137 mm\*

### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*

### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

### 1/4 PAGE BLOC

85 x 117 mm  
101 x 137 mm\*

### 1/4 PAGE PORTRAIT

40 x 236 mm  
56 x 279 mm\*

### 1/4 PAGE LANDSCAPE

175 x 56 mm  
210 x 71 mm\*

### 1/8 PAGE BLOC

85 x 56 mm  
–

### 1/8 PAGE PORTRAIT

40 x 117 mm  
–

### 1/8 PAGE LANDSCAPE

175 x 31 mm  
210 x 49 mm\*

\* + 3 mm bleed



<b>FORMAT</b>	<b>4-COLORS IN €</b>
2./3./4. cover page	<b>9,830.00</b>
2/1 page	<b>16,750.00</b>
1/1 page	<b>8,370.00</b>
1/2 page	<b>4,560.00</b>
1/3 page	<b>3,500.00</b>
1/4 page	<b>3,060.00</b>
1/8 page	<b>2,180.00</b>

## DISCOUNTS:

For insertions within one insertion year (begins with the publication of the first ad)

## FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
12 times	<b>10 %</b>

## QUANTITY SCALE

3 pages	<b>3 %</b>
6 pages	<b>5 %</b>
9 pages	<b>10 %</b>
12 pages	<b>12 %</b>
15 pages	<b>15 %</b>

All surcharges do qualify for discounts.

## CLASSIFIED ADS

## FORMAT

## PRICE PER COLUMN AND MM IN €

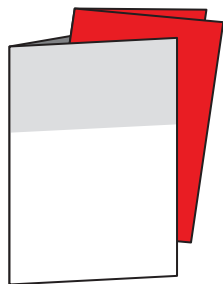
Price classified advert b/w:	1 column 43 mm wide	<b>3.64</b>
Price classified advert colored:	1 column 43 mm wide	<b>7.00</b>
Job-wanted b/w:	1 column 43 mm wide	<b>2.37</b>
Box number fee		<b>15.00</b>

## TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

### LOOSE INSERT



#### SPECIAL FEATURE

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

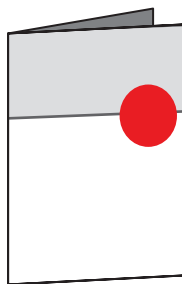
#### FORMAT

- Max. 203 mm width x 275 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. € 340.00
- Up to 50 g total weight per thou. € 540.00
- Up to 75 g total weight per thou. € 740.00
- Up to 100 g total weight per thou. € 940.00
- Per further 5 g total weight per thou. € 40.00

### TITLE PROMOTER



#### SPECIAL FEATURE

- Only in combination with a 1/1 page (full-page ad), 4c, within the magazine

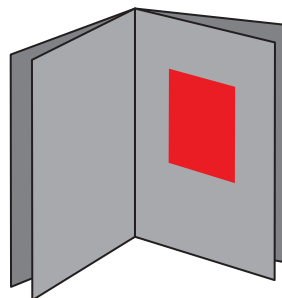
#### FORMAT

- 45 mm x 45 mm (circular or square possible)

#### TOTAL PRICE

- € 11,680.00

### ISLAND AD



#### SPECIAL FEATURE

- Eye-catcher through prominent placement in the middle of editorial content

#### FORMAT

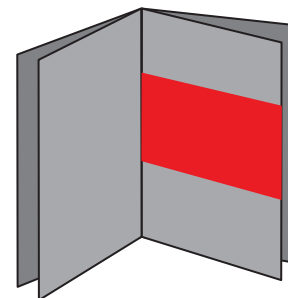
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

#### PRICE

- Format 1: € 1,750.00
- Format 2: € 2,450.00

Varying formats on request

### BANDEROLE AD



#### SPECIAL FEATURE

- Central placement
- High attention

#### FORMAT

- 210 mm width x 98 mm height

#### PRICE

- € 8,160.00



### 1 BILLBOARD

#### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

#### FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

#### CPM\*

- € 175.00

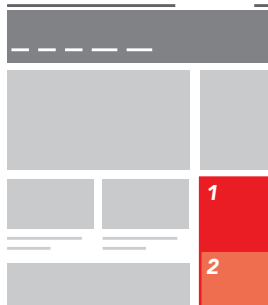
### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 120 KB)

#### CPM\*

- € 110.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 120 KB)

#### CPM\*

- € 110.00

### 1 + 2 HALF PAGE

#### FORMAT

- 300 x 600 px (max. 120 KB)

#### CPM\*

- € 175.00



### 1 SKYSCRAPER

#### FORMAT

- 160 x 600 px (max. 120 KB)

#### CPM\*

- € 110.00

### FURTHER FORMATS ON REQUEST.

We'll be happy to advise  
you!

#### TECHNICAL SPECIFICATIONS

#### ONLINE

You can find all information  
summarized [here](#) in a PDF.



DIGITAL

TRUCKER regularly informs decision-makers and managers with an up-to-date and informative online newsletter.

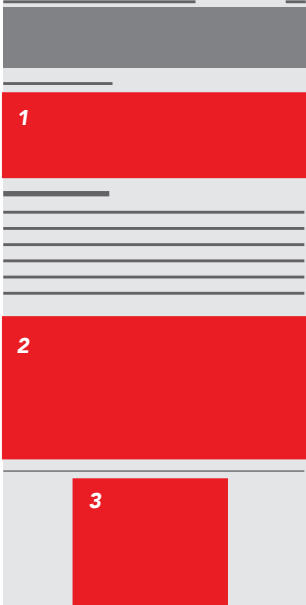
**REGISTRATION:**  
[newsletter.tecvia.com/tr](https://newsletter.tecvia.com/tr)

**RUN TIME/OCCUPANCY:**

The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.

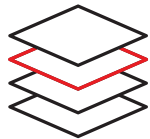
AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	640.00
TextAd*	2	650 x 366	640.00
Medium Rectangle**	3	300 x 250	640.00

\* on all placements possible  
\*\* starting from the 2<sup>nd</sup> spot



**TECHNICAL SPECIFICATIONS  
NEWSLETTER**

You can find all information summarized [here](#) in a PDF.



PRINT



DIGITAL

### DETAILED TRUCK COMPARISON TEST: YOUR PRODUCT IS FOCUSED UPON!

Comparable single tests of heavy trucks are only available in the magazines VerkehrsRundschau and TRUCKER.

The elaborate procedure with the use of a reference truck ensures comparability!



Features	Basic	Silver	Gold
Test of the vehicle on a known test track, accompanied by the editor's own reference vehicle during the consumption test, detailed reporting in TRUCKER and VerkehrsRundschau	✓	✓	✓
Multi-page web PDF of the comparison test from TRUCKER for use on your own social media channels	✗	✓	✓
Social media support for the test on the TRUCKER and VerkehrsRundschau channels	✗	✓	✓
Production of a film to accompany the test, which will be shown on the TRUCKER and VerkehrsRundschau channels	✗	✓	✓
Cover picture TRUCKER - test edition	✗	✗	✓
VerkehrsRundschau podcast on the test and the test result	✗	✗	✓
Price	-	10,000.00	22,000.00



## DIGITAL

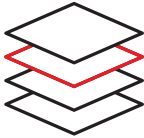
The online advertorial appears among the current news on the portal of **www.trucker.de** as an editorially designed article.

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 characters  
Teaser: ca. 400 characters
- Body text: appr. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	www.trucker.de	1 week	1,815.00



## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING

A print advertorial is a special editorial format designed in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.







## DIGITAL

In addition to your advertorial, choose your advertising material package!

### MEDIA PACKAGES

#### ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online Advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 19,680.00	1/1 € 11,270.00 2/1 € 18,690.00	1/1 € 8,570.00 2/1 € 16,140.00









## NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

An online advertorial places your message in the style of native advertising in the layout of an online article.

**In addition to your online advertorial,  
choose your advertising material package!**

ADVERTISING MEANS

MEDIA PACKAGES			
	ULTIMATE	PREMIUM	BASIC+
Online advertorial <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	€ 11,340.00	€ 7,640.00	€ 3,975.00

**Trucker**

# TECVIA OVERVIEW

MEDIA DATA 2025

18

**OMNIBUS**REVUE

**SUT** SCHIFFFAHRT  
UND TECHNIK

**verkehrs**   
**RUNDSCHAU**

**Sprit+**

**Auto**flotte

**asp**  
AUTO SERVICE PRAXIS

**fokus** GEFÄHR/GUT

**AUTOHAUS**

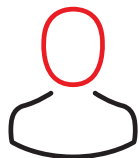
**VD**  
VERKEHRSDIENST

**VKU**

**FAHRSCHULE**

**Trucker**





## CONTACT

MEDIA DATA 2025

# 19



### **ANDREA VOLZ**

Head of Sales  
TECVIA Media GmbH

andrea.volz@tecvia.com  
Phone +49 89 203043-2124  
Mobile phone +49 151 14054007



### **CATHERINE CARLOWITZ**

Account Manager

catherine.carlowitz@tecvia.com  
Phone +49 89 203043-1040  
Mobile phone +49 151 14151266



### **SABRINA PEVAK**

Key Account Manager

sabrina.pevak@tecvia.com  
Phone +49 89 203043-2204  
Mobile phone +49 151 62921553



### **RALF SCHMIDT**

Account Manager

ralf.schmidt@tecvia.com  
Phone +49 8742 9199-94  
Mobile phone +49 160 8869867  
Fax +49 8742 9199-95



### **PETRA WENNINGER**

Advertising Service Print

anzeigen.trucker@tecvia.com  
Phone +49 89 203043-2119



### **ULRIKE VOLK**

Campaign Manager

ulrike.volk@tecvia.com  
Phone +49 89 203043-1623