

**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**

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



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### 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 2024

Inland: € 35.00 incl. packing/posting plus statutory VAT.

European countries: € 47.00 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:

UniCreditBank AG, Munich, Germany  
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

Payment terms:

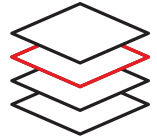
within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net  
VAT no. DE 152942001



# CIRCULATION & ACCESSES

MEDIA DATA 2025

# 5



## 15,000

**PRINT RUN TRUCKER\***

## 13,679

**ACTUAL DISTRIBUTED CIRCULATION (ADC):\***

## 6,200

**PAID CIRCULATION\***

**PRINT**



## 14,817

**SESSIONS\*\***

(average of three months, January to March 2024)

## 27,621

**PAGE IMPRESSIONS\*\***

(average of three months, January to March 2024)

**DIGITAL**

## 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)



\* Circulation figures: own data collection

\*\* Online access control Google Analytics 4, correct figures on request

## TOPICS

### ISSUE 1

AD	03.12.24	Navigation devices
CD	04.12.24	Driver assistance systems
PD	<b>03.01.25</b>	Tax tips
		Current vehicle test

### ISSUE 2

AD	10.01.25	Expenses and labour law
CD	13.01.25	Comparison test container chassis
PD	<b>07.02.25</b>	Test + technology: trailers

### ISSUE 3

AD	10.02.25	Follow-up report Spielwarenmesse (Toy Fair)
CD	11.02.25	Spring care
PD	<b>07.03.25</b>	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	<b>04.04.25</b>	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	<b>02.05.25</b>	Truck Race Season 2025
		Municipal vehicles, loading aids
		Current vehicle test, preview report transport logistic

## FAIRS

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

<b>Hannover Fair + Logistics 4.0</b> , Hanover, 31.03.-04.04.2025
<b>Techno Classica</b> , Essen, 09.-13.04.2025
<b>bauma</b> , Munich, 07.-13.04.2025

## TOPICS

## FAIRS

### ISSUE 6

AD 09.05.25  
CD 12.05.25  
PD **06.06.25**

Load securing – aids, regulations  
Driver fitness  
Current vehicle test

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

### ISSUE 7

AD 05.06.25  
CD 06.06.25  
PD **04.07.25**

Preview report Truck-Grand-Prix  
Heavy haulage  
Current vehicle test

**Truck-Grand-Prix**, Nürburgring, 10.-13.07.2025

### ISSUE 8

AD 07.07.25  
CD 08.07.25  
PD **01.08.25**

Follow-up report Truck-Grand-Prix  
Update driving times and rest periods/labour law  
Truck stop and motorway service stations  
Test + technology: trailers

### ISSUE 9

AD 08.08.25  
CD 11.08.25  
PD **05.09.25**

Trucks and trailers  
Trade fair preview NUFAM  
Loading cranes  
Current vehicle test

**NUFAM**, Karlsruhe, 25.-28.09.2025  
**BedrijfsautoRAI**, Amsterdam, September 2025

### ISSUE 10

AD 08.09.25  
CD 09.09.25  
PD **06.10.25**

*Vehicle novelties*  
Fit for the winter: care and maintenance  
Washing facilities, tires  
Power fitness for drivers  
Test + technology: trailers

## TOPICS

### ISSUE 11

AD 10.10.25

CD 13.10.25

PD 07.11.25

Calenders and books 2026

Clothing and accessories

Law/social regulations

Current vehicle test

### ISSUE 12

AD 10.11.25

CD 11.11.25

PD 05.12.25

Model making

Christmas gifts

Education and training

Test + technology: trailers

### 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

## FAIRS

**AGRITECHNICA**, Hanover, 09.-15.11.2025



### MAGAZINE FORMAT 210 X 279 MM



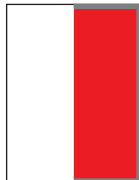
**2/1 PAGE ACROSS GUTTER**

Type area (w x h)  
385 x 236 mm  
Bleed size (w x h)  
420 x 279 mm\*



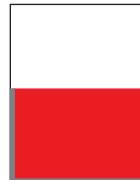
**1/1 PAGE**

Type area (w x h)  
175 x 236 mm  
Bleed size (w x h)  
210 x 279 mm\*



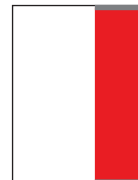
**1/2 PAGE PORTRAIT**

Type area (w x h)  
85 x 236 mm  
Bleed size (w x h)  
101 x 279 mm\*



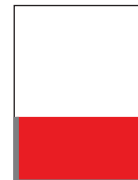
**1/2 PAGE LANDSCAPE**

Type area (w x h)  
175 x 117 mm  
Bleed size (w x h)  
210 x 137 mm\*



**1/3 PAGE PORTRAIT**

Type area (w x h)  
55 x 236 mm  
Bleed size (w x h)  
71 x 279 mm\*

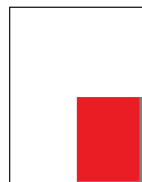


**1/3 PAGE LANDSCAPE**

Type area (w x h)  
175 x 76 mm  
Bleed size (w x h)  
210 x 91 mm\*

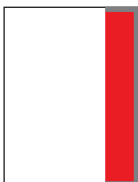
### MAIN MAGAZINE

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



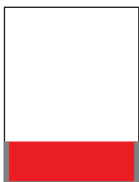
**1/4 PAGE BLOC**

Type area (w x h)  
85 x 117 mm  
Bleed size (w x h)  
101 x 137 mm\*



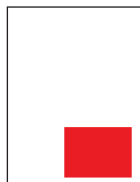
**1/4 PAGE PORTRAIT**

Type area (w x h)  
40 x 236 mm  
Bleed size (w x h)  
56 x 279 mm\*



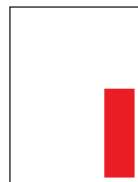
**1/4 PAGE LANDSCAPE**

Type area (w x h)  
175 x 56 mm  
Bleed size (w x h)  
210 x 71 mm\*



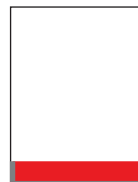
**1/8 PAGE BLOC**

Type area (w x h)  
85 x 56 mm  
Bleed size (w x h)  
-



**1/8 PAGE PORTRAIT**

Type area (w x h)  
40 x 117 mm  
Bleed size (w x h)  
-



**1/8 PAGE LANDSCAPE**

Type area (w x h)  
175 x 31 mm  
Bleed size (w x h)  
210 x 49 mm\*

### MAIN MAGAZINE

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

\* + 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 €

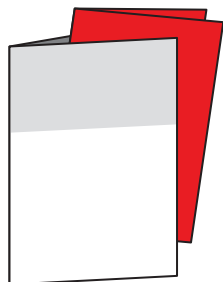
Price classified advert b/w:	1 column 43 mm wide	<b>3.64</b>
Price classified advert colored:	1 column 43 mm wide	<b>7.00</b>
Job-wanted b/w:	1 column 43 mm wide	<b>2.37</b>
Box number fee		<b>15.00</b>

### 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.

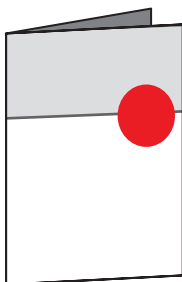
### FORMAT

- 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

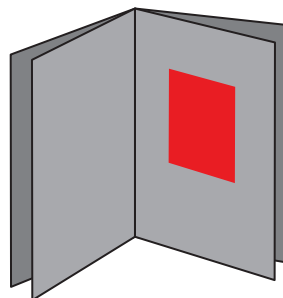
### FORMAT

- 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

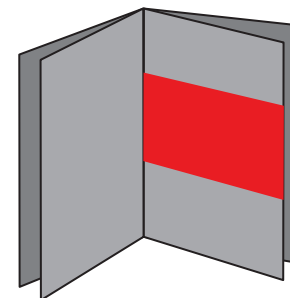
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

### 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

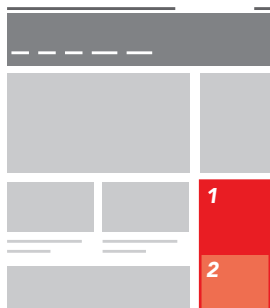
### 2 SUPERBANNER

#### 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.

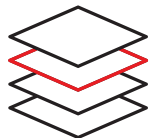
AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	640.00
TextAd**	2	650 x 366	640.00
Medium Rectangle**	3	300 x 250	640.00

\* 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

**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!



DIGITAL



**Features**

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**

**Basic**

**Silver**

**Gold**



-

**10,000.00**

**22,000.00**



## DIGITAL

The online advertorial appears among the current news on the portal of [www.trucker.de](http://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

Online advertorial

### PLACEMENT

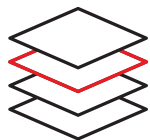
www.trucker.de

### RUN TIME

1 week

### PRICE IN €

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

	<b>ULTIMATE PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
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





DIGITAL





## 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!**

## MEDIA PACKAGES

ADVERTISING MEANS

	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+**

**Autoflotte**

**asp**  
AUTO SERVICE PRAXIS 

**fokus** GEFÄHR/GUT

**AUTOHAUS**

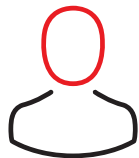
**VD**  
VERKEHRSDIENST

**VKU**

**FAHRSCHULE**

**Trucker**





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Fax +49 8742 9199-95



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