

Trucker

MEDIA DATA 2025

TRUCKER
The magazine for truck drivers

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



CHIEF EDITOR:

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



DEPUTY CHIEF EDITOR:

Fabian Faehrmann
Phone +49 89 203043-1025
fabian.faehrmann@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 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

General conditions:

Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

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

Payment terms:

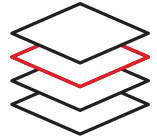
within 10 days 2% prompt payment discount,
within 30 days from date of invoice net
VAT no. DE 152942001



CIRCULATION & ACCESSES

MEDIA DATA 2025

5



15,000
*PRINT RUN TRUCKER**

PRINT

13,679
*ACTUAL DISTRIBUTED CIRCULATION (ADC):**

6,200
*PAID CIRCULATION**



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)

341,795
FACEBOOK-FOLLOWERS
(January 2024)



4,092
INSTAGRAM-FOLLOWERS
(January 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)

* 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	03.01.25	Tax tips
		Current vehicle test

ISSUE 2

AD	10.01.25	Expenses and labour law
CD	13.01.25	Comparison test container chassis
PD	07.02.25	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

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

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



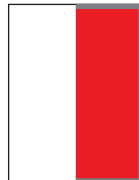
2/1 PAGE ACROSS GUTTER

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*



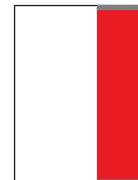
1/2 PAGE PORTRAIT

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



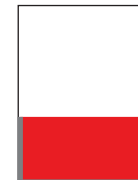
1/2 PAGE LANDSCAPE

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*

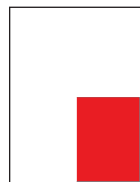


1/3 PAGE LANDSCAPE

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

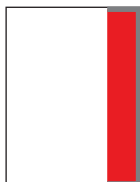
MAIN MAGAZINE

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*



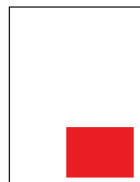
1/4 PAGE PORTRAIT

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Bleed size (w x h)
56 x 279 mm*



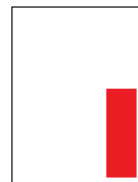
1/4 PAGE LANDSCAPE

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



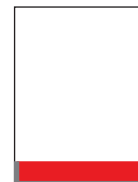
1/8 PAGE BLOC

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



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

DISCOUNTS:

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

FREQUENCY SCALE

3 times	3 %
6 times	5 %
12 times	10 %

QUANTITY SCALE

3 pages	3 %
6 pages	5 %
9 pages	10 %
12 pages	12 %
15 pages	15 %

All surcharges do qualify for discounts.

CLASSIFIED ADS

FORMAT

PRICE PER COLUMN AND MM IN €

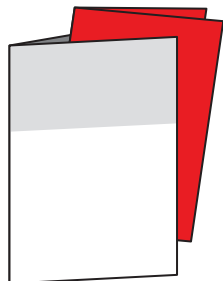
Price classified advert b/w:	1 column 43 mm wide	3.64
Price classified advert colored:	1 column 43 mm wide	7.00
Job-wanted b/w:	1 column 43 mm wide	2.37
Box number fee		15.00

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.

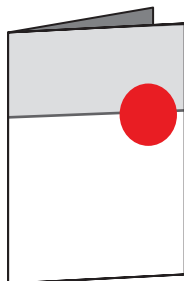
FORMAT

- 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

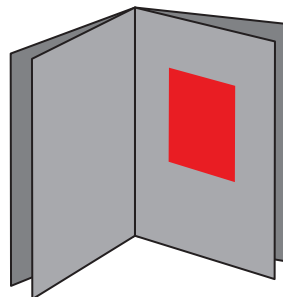
FORMAT

- 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

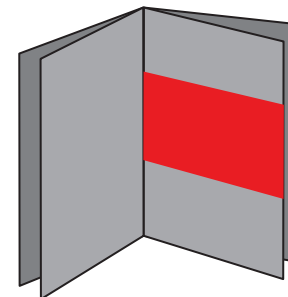
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

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

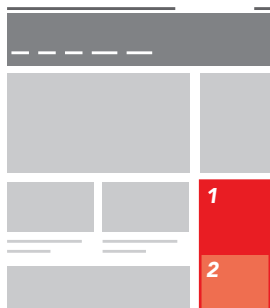
2 SUPERBANNER

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

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.

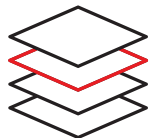
AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	640.00
TextAd**	2	650 x 366	640.00
Medium Rectangle**	3	300 x 250	640.00

* on all placements possible
 ** starting from the 2nd 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 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

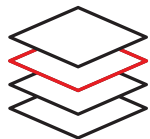
www.trucker.de

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

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online Advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 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 Startpage	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 1,000.00		
	€ 11,340.00	€ 7,640.00	€ 3,975.00

Trucker

TECVIA OVERVIEW

MEDIA DATA 2025

18

OMNIBUSREVUE

SUT SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS 

fokus GEFAHR/GUT

AUTOHAUS

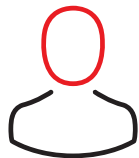
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





CATHERINE CARLOWITZ

Account Manager

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



SABRINA PEVAK

Account Manager

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



ANDREA VOLZ

Head of Sales
TECVIA GmbH

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



ANDREAS MICHAELIS

Account Manager

andreas.michaelis@tecvia.com
Phone +49 89 203043-2226
Mobile phone +49 171 5501733



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