

MEDIA DATA 2025

FAHRSCHULE
The magazine for successfull driving instructors
www.fahrschule-online.de





WHAT DOES FAHRSCHULE OFFER?

As the official organ of the Bundesvereinigung der Fahrlehrerverbände (Federal Union of Driving Instructors' Associations), FAHRSCHULE gives timely and practice-oriented information about all things relevant to driving instructors. And this has been going on for 70 years now. This includes the numerous legal changes affecting the education of learner drivers year after year, new lesson methods, economical background information as well as interesting vehicles and products for the line of business.

With FAHRSCHULE, you reach the deciders in driving schools:
The entrepreneurs and the driving instructors.

THE BRAND FAHRSCHULE COMPRISES

- Magazine
- Online portal
- Newsletter
- Books
- Events (e. g. Driving Instructors' Congress)





monthly

12 ISSUES

76. year

2025

www.fahrschule-online.de

WEB ADDRESS (URL)



PUBLISHER:

Die Bundesvereinigung der Fahrlehrerverbände (BVF)
(Federal Union of Driving Instructors' Associations)

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The trade magazine FAHRSCHULE is read regularly and intensively.

The page contact rate is **91.5 %**.

69.6 % of recipients are of the opinion that FAHRSCHULE contains important and helpful product and image advertisements.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld





WHO ARE THE READERS OF FAHRSCHULE?

FAHRSCHULE is aimed at driving school entrepreneurs, at driving instructors, employees and responsible managers managers of larger driving schools.

FAHRSCHULE meets target group: **88.4 %** of FAHRSCHULE readers work in a driving school.

82 % of the recipients of FAHRSCHULE are decision-makers.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

SUBSCRIPTION

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E-mail vertriebsservice@tecvia.com

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

Bank account:

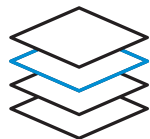
Commerzbank Munich, Germany

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



PRINT

13,000

PRINT RUN FAHRSCHULE*

12,121

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

11,616

PAID CIRCULATION*



DIGITAL

14,622

SESSIONS**

(average of three months, October to December 2024)

29,449

PAGE IMPRESSIONS**

(average of three months, October to December 2024)

3,456

NEWSLETTER SUBSCRIBERS**

(December 2024)

79.2 % of respondents rated the information quality of FAHRSCHULE as better or equal compared to internet forums.

The online offer of FAHRSCHULE is also used as an information source for professional purposes.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

TOPICS

FAIRS

ISSUE 1

AD 29.11.24

CD 11.12.24

PD 09.01.25

Motorcycle training:

New models, more safety, innovative technology

Driving school furnishings/shop window decoration

ISSUE 2

AD 10.01.25

CD 23.01.25

PD 13.02.25

Handicap training

Current driving report/vehicle test (car)

IMOT Int. Motorrad Ausstellung (Motorcycle Exhibition),
Munich, 21.-23.02.2025

ISSUE 3

AD 06.02.25

CD 18.02.25

PD 13.03.25

Conditions and services of motorcycle manufacturers

Simulators in driver training

ISSUE 4

AD 07.03.25

CD 19.03.25

PD 10.04.25

Alternative drives/e-mobility

Current driving report/vehicle test (car)

Power2Drive Europe preview report

ISSUE 5

AD 01.04.25

CD 11.04.25

PD 08.05.25

Cashless payment

Power2Drive, Munich, 07.-09.05.2025

TOPICS		FAIRS
ISSUE 6 AD 08.05.25 CD 20.05.25 PD 12.06.25	Truck & bus for driver training Current driving report/vehicle test (motorcycle)	
ISSUE 7 AD 05.06.25 CD 18.06.25 PD 10.07.25	Trailer for class BE training	
ISSUE 8 AD 14.07.25 CD 24.07.25 PD 14.08.25	Conditions and services of car manufacturers Current driving report/vehicle test (car) IAA Mobility preview report	
ISSUE 9 AD 08.08.25 CD 21.08.25 PD 11.09.25	Simulators in driver training REHACARE preview report	IAA Mobility, Munich, 09.-14.09.2025 REHACARE INTERNATIONAL, Düsseldorf, 17.-20.09.2025
ISSUE 10 AD 05.09.25 CD 17.09.25 PD 09.10.25	Motorcycle accessories Current driving report/vehicle test (motorcycle) Health topics	

TOPICS		FAIRS
ISSUE 11 AD 26.09.25 CD 13.10.25 PD 04.11.25	Anniversary edition: 75 years FAHRSCHULE Anniversary: 10th German Driving Instructors' Congress Trucks in driver training Congress Guide Driving Instructors' Congress	10. Deutscher Fahrlehrerkongress (German Driving Instructors' Congress), Berlin, 14.-15.11.2025
ISSUE 12 AD 10.11.24 CD 20.11.24 PD 11.12.25	Refueling at the driving school: fuel cards, apps & co. Current driving report/vehicle test (car) Annual calender	INTERMOT - Int. Motorrad- und Rollermesse (Motorcycle and Scooter Fair), Cologne, 04.-07.12.2025
ISSUE 1/26 AD 28.11.25 CD 10.12.25 PD 08.01.26	Motorcycle training: New models, more safety, innovative technology	

MAGAZINE FORMAT

210 X 279 mm

MAIN MAGAZINE

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



TITLE DISPLAY

—
210 x 134 mm**



1/1 PAGE

175 x 236 mm
210 x 279 mm*



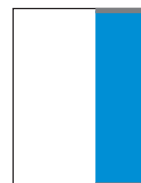
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



1/2 PAGE LAND-SCAPE

175 x 117 mm
210 x 137 mm*



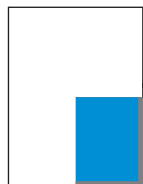
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



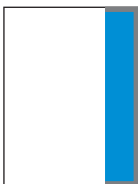
1/3 PAGE LAND-SCAPE

175 x 76 mm
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



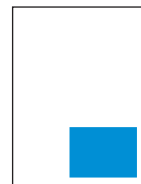
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



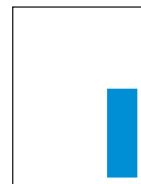
1/4 PAGE LAND-SCAPE

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 LAND-SCAPE

175 x 31 mm
210 x 49 mm*

MAIN MAGAZINE

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

* + 3 mm bleed

** Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form



FORMAT	4-COLORS IN €
Title display	11,630.00
2./3./4. cover page	9,970.00
1/1 page	8,510.00
1/2 page	4,600.00
1/3 page	3,240.00
1/4 page	2,590.00
1/8 page	1,500.00
Placement surcharge:	
Binding placement instructions	795.00

DISCOUNTS

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

FREQUENCY SCALE

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

QUANTITY SCALE

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

All surcharges do qualify for discounts. Title displays are not subject to discounts.

CLASSIFIED ADS	FORMAT*	PER COLUMN AND MM B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	6.55	8.37
Direktpreis	1 column 43 mm wide	5.57	7.11
Job-wanted	1 column 43 mm wide	2.54	---
Box number fee	€ 15.00		

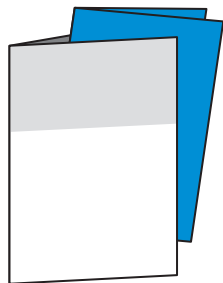
* Format 2 columns: 90 mm wide; Format 3 columns: 137 mm wide; Format 4 columns: 184 mm wide

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
- Partial 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 and inbound inserts possible.

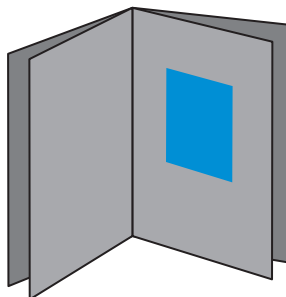
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 380.00**
- Up to 50 g total weight per thou. **€ 580.00**
- Per further 5 g total weight per thou. **€ 40.00**

ISLAND AD



SPECIAL FEATURE

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

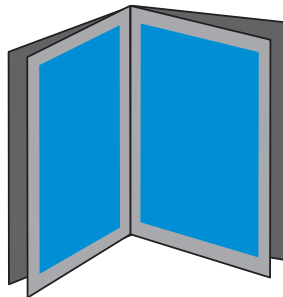
FORMAT

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

PRICE

- Format 1: **€ 1,190.00**
- Format 2: **€ 1,680.00**

ADVERTORIAL



SPECIAL FEATURE

- Your delivered content is editorially prepared and published
- High attention through editorial appearance
- Communication objective transported in a credible manner
- Alternative to a classic ad

FORMAT

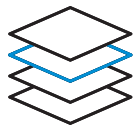
- 1/2 or 1/1 page, 4c, incl. pictures, text and logo
- Annotation „Advert“ in the header

PRICE

- on request

**MORE FORMATS AND
SPECIAL AD FORMATS
ON REQUEST.**

We'll be happy to
advise you!



PRINT

THE GUIDE TO THE DRIVING INSTRUCTORS' CONGRESS

Once again this year, you have the opportunity to present your company in the congress guide.

The congress guide will provide a comprehensive overview of the program, the exhibitors and the speakers at the driving instructors' congress. The congress guide will be enclosed with the FAHRSCHULE magazine and distributed to all participants.

Present your company, your products and your range of services to the entire industry. In addition, your portrait appears as a detailed online entry in the business directory, with an integrated contact form and optimized search function.



DIGITAL

ANNIVERSARY 10TH DRIVING INSTRUCTORS' CONGRESS



Publication date: supplement in issue no 11 from	04.11.2025
Ad deadline:	10.09.2025
Closing date printing materials:	24.09.2025

Magazine format:	203 mm wide x 277 mm high
Circulation:	20,000 copies

COMPANY PORTRAIT

1/1 page:	€ 2,900.00 (incl. premium entry)
1/2 page:	€ 1,730.00 (incl. premium entry)

EXHIBITOR DIRECTORY

Premium entry:	€ 470.00
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All exhibitors are listed with their company name and stand number. The premium entry also includes the company logo, contact person, address and contact details.

FORMAT ADVERTISEMENT

2./4. cover page:	€ 9,970.00
1/1 page:	€ 8,510.00
1/2 page:	€ 4,600.00
1/3 page:	€ 3,240.00
1/4 page:	€ 2,590.00
1/8 Seite:	€ 1.500,00

WALL CALENDER

Present yourself with an ad on the FAHRSCHULE wall calender for 2026 and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date **11.12.2025**

(supplement to issue FAHRSCHULE 12/2025)

Ad deadline **28.10.2025**

Closing date printing material **05.11.2025**

Format **800 x 540 mm**

Circulation **ca. 13,000 copies**

PRICE ON REQUEST

Premium advert
95 x 85 mm

FAHRSCHULE 2026

Premium advert
95 x 85 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Mi	1 Sa	1 So	1 Mi	1 Fr	1 Mo	1 Mi	1 Sa	1 Di	1 Do	1 So	1 Di
2 Do	2 So	2 Mo	2 Do	2 Sa	2 Di	2 Do	2 So	2 Mi	2 Fr	2 Mo	2 Mi
3 Fr	3 Mo	3 Do	3 Fr	3 So	3 Mi	3 Fr	3 Mo	3 Do	3 Sa	3 Di	3 Do
4 Sa	4 Di	4 Mi	4 Sa	4 Mo	4 Do	4 Sa	4 Di	4 Fr	4 So	4 Mi	4 Fr
5 So	5 Mi	5 Do	5 So	5 Di	5 Fr	5 So	5 Mi	5 Do	5 Sa	5 Mo	5 Sa
6 Mo	6 Do	6 Fr	6 Mo	6 Do	6 Sa	6 Mo	6 Do	6 Mi	6 So	6 Di	6 So
7 Di	7 Fr	7 So	7 Di	7 Do	7 Mi	7 Do	7 Sa	7 Fr	7 Mo	7 Do	7 Mo
8 Mi	8 So	8 Mo	8 Mi	8 Fr	8 Mo	8 Mi	8 Do	8 Di	8 So	8 So	8 Di
9 Do	9 Mi	9 Do	9 So	9 Sa	9 Di	9 So	9 Sa	9 Mi	9 Fr	9 Mo	9 Mi
10 Fr	10 Mo	10 Do	10 Fr	10 So	10 Mi	10 Fr	10 Mo	10 Do	10 Sa	10 Di	10 Do
11 Sa	11 Di	11 Mi	11 So	11 Mo	11 Do	11 Sa	11 Di	11 Fr	11 So	11 Mi	11 Fr
12 So	12 Mi	12 Do	12 So	12 Di	12 Fr	12 So	12 Mi	12 Do	12 Mo	12 Do	12 Sa
13 Mo	13 Do	13 Fr	13 Mo	13 Do	13 Mi	13 So	13 Do	13 Di	13 Fr	13 So	13 So
14 Di	14 Fr	14 So	14 Di	14 Do	14 Sa	14 Di	14 Fr	14 Mo	14 Do	14 Sa	14 Mo
15 Mi	15 So	15 Mo	15 Mi	15 Fr	15 Mo	15 Mi	15 Do	15 Di	15 So	15 So	15 Di
16 Do	16 Mi	16 Do	16 So	16 Sa	16 Di	16 Do	16 So	16 Mi	16 Fr	16 Mo	16 Mi
17 Fr	17 Mo	17 Do	17 Fr	17 So	17 Mi	17 Fr	17 Mo	17 Do	17 Sa	17 Di	17 Do
18 Sa	18 Di	18 Mi	18 So	18 Mo	18 Do	18 Sa	18 Di	18 Fr	18 So	18 Mi	18 Fr
19 So	19 Mi	19 Do	19 So	19 Di	19 Fr	19 So	19 Mi	19 Do	19 Mo	19 Do	19 Sa
20 Mo	20 Do	20 Fr	20 Mo	20 Do	20 Mi	20 So	20 Do	20 Di	20 Fr	20 So	20 So
21 Di	21 Fr	21 So	21 Di	21 Do	21 Sa	21 Di	21 Fr	21 Mo	21 Do	21 Sa	21 Mo
22 Mi	22 So	22 Mo	22 Mi	22 Fr	22 Mo	22 Mi	22 Do	22 Di	22 So	22 So	22 Di
23 Do	23 Mi	23 Do	23 So	23 Di	23 Fr	23 Do	23 So	23 Mi	23 Do	23 Mo	23 Mi
24 Fr	24 Mo	24 Do	24 Fr	24 So	24 Mi	24 Fr	24 Mo	24 Do	24 Sa	24 Di	24 Do
25 Sa	25 Di	25 Mi	25 So	25 Mo	25 Do	25 Sa	25 Di	25 Fr	25 So	25 Mi	25 Fr
26 So	26 Mi	26 Do	26 So	26 Di	26 Fr	26 So	26 Mi	26 Do	26 Mo	26 Do	26 Sa
27 Mo	27 Do	27 Fr	27 Mo	27 Do	27 Mi	27 So	27 Di	27 Fr	27 So	27 Fr	27 So
28 Di	28 Fr	28 So	28 Di	28 Do	28 Sa	28 Di	28 Fr	28 Mo	28 Do	28 Sa	28 Mo
29 Mi	29 So	29 Mo	29 Mi	29 Fr	29 Mo	29 Mi	29 Do	29 Di	29 So	29 So	29 Di
30 Do	30 Mi	30 Do	30 So	30 Di	30 Fr	30 Do	30 So	30 Mi	30 Fr	30 Mo	30 Mi
31 Fr	31 Do	31 So	31 Di	31 So	31 Mi	31 Fr	31 Mo	31 Do	31 Sa	31 Di	31 Do

95 x 85 mm

Abonnieren Sie unseren kostenlosen Newsletter! www.fahrschule-online.de/Newsletter

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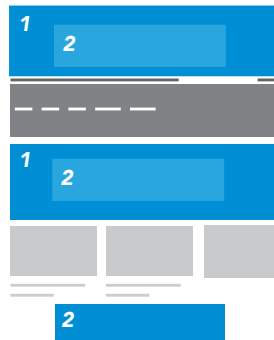
95 x 85 mm

190 x 85 mm

95 x 85 mm

95 x 85 mm

190 x 85 mm



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 175.00

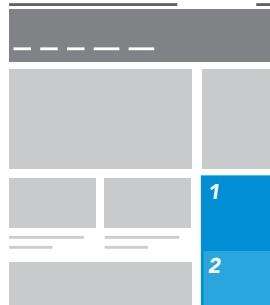
2 SUPERBANNER

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

FAHRSCHULE informs decision-makers and managers on a weekly basis with an up-to-date and informative online newsletter.

REGISTRATION:
newsletter.tecvia.com/fs

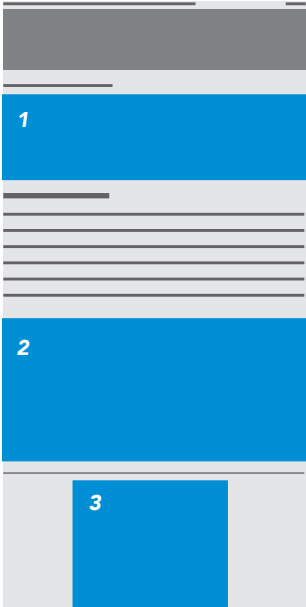
RUN TIME/OCCUPANCY:

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	315.00
TextAd*	2	650 x 366	315.00
Medium Rectangle**	3	300 x 250	315.00

* on all placements possible

** starting from the 2nd spot



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

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



DIGITAL

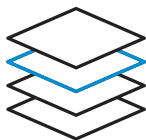
The online advertorial appears among the current news on the portal of www.fahrschule-online.de as an editorially designed article.

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 with about 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	fahrschule-online.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.

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



DIGITAL

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 € 19,215.00	1/2 € 6,780.00 1/1 € 10,310.00 2/1 € 18,500.00	1/2 € 4,910.00 1/1 € 8,820.00 2/1 € 17,535.00

ONLINE



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, with the layout of an online article.

**In addition to your online advertorial,
choose your preference package of
advertising means!**

MEDIA PACKAGES

ADVERTISING MEANS	ULTIMATE	PREMIUM	BASIC+
Online advertiser Startuppage	✓ 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		
	€ 11,465.00	€ 7,275.00	€ 3,230.00



DIGITAL

DIGITAL INNOVATION:
EDITORIAL WEB SPECIAL ON THE
MAGAZINE PORTAL

A web special showcases products and services on an individually designed website, presented by the respective trade magazine.

The web special stands on its own as a native advertising format, publishes a beacon topic quickly and prominently and can be ideally teased and linked via all digital channels.

In addition to your web special,
choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
Run time	8 weeks	6 weeks	6 weeks
Newsletter placement TextAd	 8 x	 6 x	 6 x
SocialMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 39,900.00	€ 34,615.00	€ 19,110.00

FAHRSCHULE

PACKAGE WHITE PAPER

MEDIA DATA 2025

— ONLINE —

20



DIGITAL

BACKGROUND KNOWLEDGE MEETS
INDUSTRY PROFESSIONALS:
A WHITE PAPER BRINGS CONTENT
AND USERS TOGETHER

With a white paper, useful content is prepared as a digital online publication. The PDF is made available for download on the online presence of the trade magazine and uses its reach to generate leads.

In addition to your white paper,
choose your advertising material package!

MEDIA PACKAGES		
ADVERTISING MEANS	ULTIMATE	BASIC+
	Expert editorial text + layout Full service	✓ Full service Customer delivers PDF
	Run time Lead generation	8 weeks 4 weeks
	Newsletter placement TextAd	✓ 8 x ✓ 4 x
	SocialMedia placement Posting	 4 x  2 x
	Startpage placement Banner	 100' PI  50' PI
	Clever Push Notification	✓ 1 x ✓ 1 x
Price on request		

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

Trucker

fokus GEFAHR/GUT

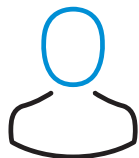
AUTOHAUS

VD
VERKEHRSDIENST

VKU

FAHRSCHULE



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