

MEDIA DATA 2025

AUTOFLOTTE
The magazine for vehicle fleet and fleet management

www.autoflotte.de





WHAT DOES AUTOFLOTTE OFFER?

Autoflotte is the independent information medium for the fleet market in German-speaking regions. Board members, CEOs, managers and other decision-makers draw on Autoflotte to locate cost-cutting potentials, to be introduced to smart problem solutions and to be informed about technical and non-technical innovations.

The emphasis is to inform the expert readers comprehensively on current market data and operating-cost comparisons and to give competent support in all issues around the topic vehicle fleet.

All topics around the vehicle fleet justify the high acceptance of Autoflotte.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- E-paper
- Newsletter
- Social Media     
- Journal archive
- Books
- AUTOFLOTTE Academy





7 issues per year

2025

31. year

2025

www.autoflotte.de

WEB ADDRESS (URL)



PUBLISHING HOUSE: TECVIA Media GmbH

Auto Business Media

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sales.munich@tecvia.com

www.tecvia.com



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Phone +49 89 203043-1206

autoflotte@tecvia.com

85.5 % of B2B decision-makers use one or more trade journals regularly or occasionally.

48.2 % use them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024



WHO ARE THE READERS OF AUTOFLOTTE?

In this growing market, fleet decision-makers in companies, authorities and other organisations with more than ten cars/estate cars and/or vans are oriented to Autoflotte as reading and reference source.

Board members, CEOs, managers and other decision-makers rely on Autoflotte.

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

36.8 % is the share of users under the age of 39, while the share of those over the age of 40 is **47.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

SUBSCRIPTION

ISSN 0948-6682

Annual subscription price:

Inland: € 93.00 incl. packing/posting plus statutory VAT

European countries € 100.00 incl. packing/posting plus statutory VAT

Phone Subscription service: +49 89 203043-1500

E-mail vertriebsservice@tecvia.com

General conditions:

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

Bank account:

Commerzbank Munich, Germany

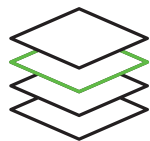
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



25,000

PRINT RUN AUTOFLOTTE*

PRINT

23,911

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

532

PAID CIRCULATION*



DIGITAL

68,220

SESSIONS**

(average of three months, April to June 2024)

250,692

PAGE IMPRESSIONS**

(average of three months, April to June 2024)

1 min 46 sec

AVERAGE DURATION OF INTERACTION**

(average of three months, April to June 2024)

8,707

NEWSLETTER SUBSCRIBERS*

(July 2024)

6,307 / 650

LINKEDIN / INSTAGRAM***

(July 2024)

Digital information offers occupy the second place.

71.7 % use digital trade media regularly or occasionally.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

	MAIN TOPICS	SPECIAL	FAIR
ISSUE 1-2 AD 23.01.25 CD 28.01.25 PD 19.02.25	Two-wheeler Market overview rental car subscription Summer tires		
ISSUE 3-4 AD 06.03.25 CD 11.03.25 PD 02.04.25	Fleet management Corporate Mobility	Kleine Flotten (Small Fleets) 2025 Ganzjahresreifen-Test (Year-round tire test) 2025 Special issue	
ISSUE 5 AD 11.04.25 CD 17.04.25 PD 14.05.25	Electromobility Infrastructure Leasing	Transporter (Vans) 2025	
ISSUE 6-7 AD 03.06.25 CD 06.06.25 PD 02.07.25	Fleet software Market overview fuel and charging cards Claims management	Pflegedienste (Care Services) 2025	
ISSUE 8-9 AD 13.08.25 CD 19.08.25 PD 10.09.25	Mobility management Insurance Rental car subscription	Winterreifen-Test (Winter tires test) 2025 Special issue	IAA Mobility Munich, September 2025

	MAIN TOPICS	EDITORIAL SPECIAL SECTION	FAIR
ISSUE 10 AD 22.09.25 CD 25.09.25 PD 22.10.25	Electromobility Mobility concepts	FuhrparkWelt (Vehicle Fleet World) 2025 Special issue	
ISSUE 11-12 AD 06.11.25 CD 11.11.25 PD 03.12.25	Market overview leasing Mega trends fleet 2026		Essen Motor Show Essen, November 2025

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)

* + 3 mm bleed



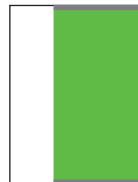
2/1 PAGE ACROSS GUTTER

—
420 x 279 mm*



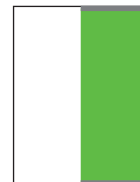
1/1 PAGE

175 x 236 mm
210 x 279 mm*



2/3 PAGE PORTRAIT

115 x 236 mm
131 x 279 mm*



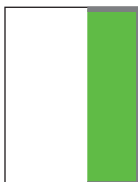
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



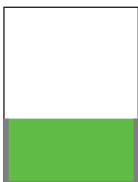
1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*



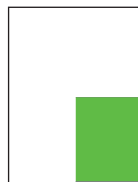
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



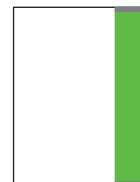
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



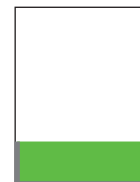
1/4 PAGE BLOC

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*

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)

55 x 232 mm
69 x 277 mm*

175 x 76 mm
203 x 93 mm*

85 x 117 mm
99 x 135 mm*

40 x 232 mm
54 x 277 mm*

175 x 56 mm
203 x 73 mm*



FORMAT	4-COLORS IN €
2. + 3. cover page	9,490.00
4. cover page	10,360.00
2/1 page	16,410.00
1/1 page	8,630.00
2/3 page	5,890.00
1/2 page	4,530.00
1/3 page	3,050.00
1/4 page	2,360.00
1/8 page	1,220.00

DISCOUNTS**

For insertions within one calendar year.

FREQUENCY SCALE

3 times	3 %
6 times	10 %
10 times	15 %
15 times	20 %

QUANTITY SCALE

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

DISCOUNT CLASSIFIED ADVERTISEMENTS

If repeated twice without any changes	5 %
If repeated thrice or more without any changes	10 %

CLASSIFIED ADVERTISEMENTS

FORMAT IN MM TYPE AREA*

PER COLUMN AND MM IN € B/W 4-COLORS

Job offer & Purchases and sales directly	1 column 40 mm wide	3.64	7.00
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.27	8.23
Job-wanted	1 column 40 mm wide	2.37	
Box number fee	€ 15.00		

* Format Width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height depends on amount from text

TECHNICAL SPECIFICATIONS PRINT

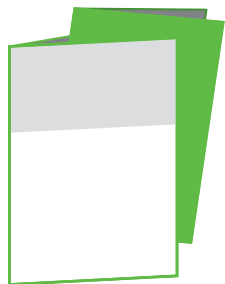
In the case of supplying digital printing materials please note the information on our data ticket.

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

**Always only one scale of discount applies.

LOOSE INSERT



SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in the entire print run

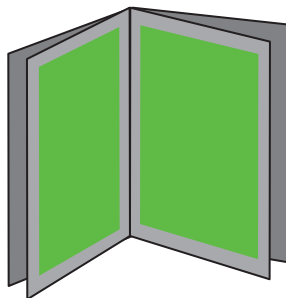
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 370.00**
- Per further 5 g total weight per thou. **€ 40.00**
- Further formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Content is editorially prepared and published
- Communication objective transported in a credible manner
- Alternative to a classic ad

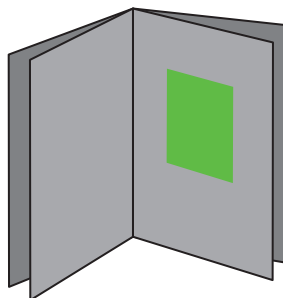
FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header
- Technical specifications summarized [here](#) as PDF

PRICE

- 1/1 page **€ 9,820.00**
- 2/1 page **€ 16,410.00**

ISLAND AD



SPECIAL FEATURE

- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

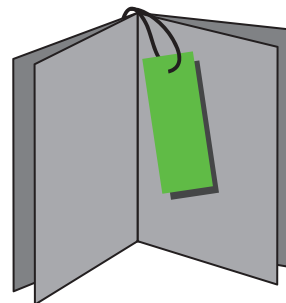
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,310.00**
Further formats on request

BOOKMARK



SPECIAL FEATURE

- Creative, unconventional advert type
- Helpful while reading
- Extremely high acceptance
- Directly connected to the magazine with a decorative band

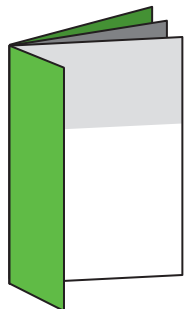
FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

PRICE

- On request

COVERSAMPLING



SPECIAL FEATURE

- Prominent placement on shortened jacket pages over the front cover plus 4th back cover page
- Optimally catches readers' attention

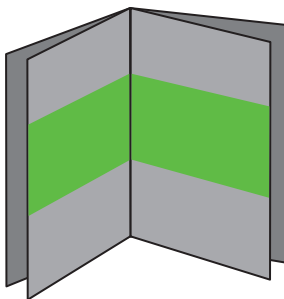
FORMAT

- Front cover and 2nd inside front cover: 105 mm width x 279 mm height
- 3rd inside back cover and 4th back cover: 210 mm width x 279 mm height

PRICE

- € 19,510.00

BANDEROLE AD



SPECIAL FEATURE

- Unobtrusive but memorable
- Suitable for adding add-ons, to support advertising, to prominent promoting of special topics

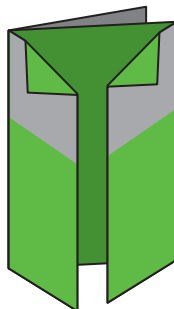
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 8,160.00

DOUBLE GATEFOLD



SPECIAL FEATURE

- Top placement through opening of the "double gate" on the front cover
- Causes a moment of thrill and curiosity

FORMAT

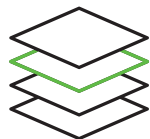
- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

PRICE

- On request

MORE FORMATS AND SPECIAL AD FORMATS ON REQUEST.

Please send your request by email to sales.munich@tecvia.com. We'll be happy to advise you!



PRINT



DIGITAL

GRAND APPEARANCE IN THE INDUSTRY:

Your special issue as supplement to the trade magazine. A special edition in editorial style works with the credibility of the trade magazine and high utility value to the readers. As supplement, it reaches the target group very accurately. Furthermore, the magazine format allows the optimal usage for own distribution.

CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, SPECIAL is the heart of special publications of the trade magazine.

OPTIONAL ONLINE COMPONENT:

At autoflotte.de the online publication of four articles appears as online advertorial. The central start page (content dashboard) refers to the Forum. Four TextAds in the Autoflotte newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	25,000 copies + overprint	33,850.00
16 pages incl. cover	25,000 copies + overprint	43,990.00
20 pages incl. cover	25,000 copies + overprint	50,490.00
Online publication	4 articles, 4 TextAds, social media posting	15,330.00*

TECHNICAL SPECIFICATIONS
SPECIAL

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

*Price is only valid in combination with the print special. Special publications are not subject to agency discount or other discounts.

PRINT + ONLINE



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 175.00

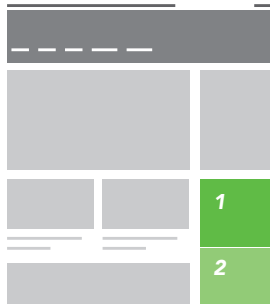
2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 120 KB)

CPM*

- € 105.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 105.00

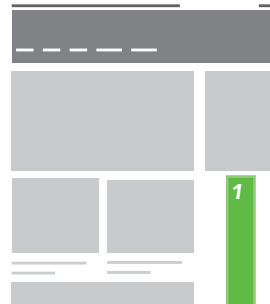
1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 175.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 105.00

MORE FORMATS ON REQUEST.

Please send your request
by email to
sales.munich@tecvia.com.

We'll be happy to advise
you!

TECHNICAL SPECIFICATIONS ONLINE

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



DIGITAL

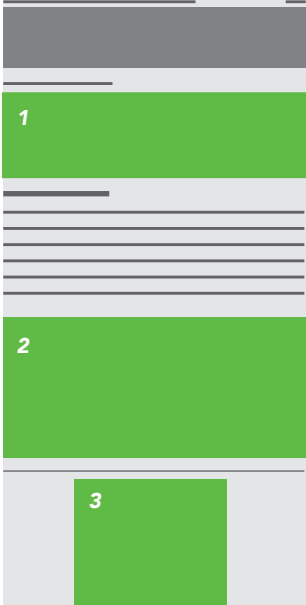
3 times per week, **Autoflotte** informs decision-makers and managers for fleet management, company cars & leasing and service & mobility with an up-to-date e-mail newsletter. It summarizes the important events on Monday, Wednesday and Friday.

Another newsletter at the end of the month (Tuesday or Thursday) provides a review of the most important topics.

REGISTRATION:
newsletter.tecvia.com/af

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.

PLACEMENT	POSITION	FORMAT IN PX	AD FORMAT	PRICE PER NL IN €
Top placement	1	650 x 150	Cross/Full-Size Banner	815.00
	2	650 x 366	TextAd	
Further placements	1	650 x 150	Cross/Full-Size Banner	710.00
	2	650 x 366	TextAd	
	3	300 x 250	Medium Rectangle	



TECHNICAL SPECIFICATIONS
NEWSLETTER

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



DIGITAL

For four weeks the online advertorial appears at www.autoflotte.de as an editorially designed article. The first seven days it even appears directly on the start page.

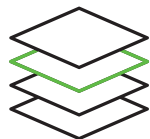
The advertorial is promoted with a text ad teaser in the newsletter, social media posting and teaser on the start page www.autoflotte.de.

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 max. 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	autoflotte.de	4 weeks	7,525.00



PRINT



DIGITAL

A cross-medial provider directory (print and online) for fleet and fleet operators which is sorted alphabetically by categories.

PLACEMENT BY CATEGORIES:

Bio-methane/CNG, car glass, car rental & car sharing & carpool management, consulting & fleet optimization & data services, electromobility, vehicle wraps, vehicle manufacturers & importers, fleet software, driver's licence verification system & UVV, fleet management, fleet service & logistics, used car marketing, assessors, vehicle preparation, maintenance & smart repair, charging infrastructure, leasing & financing, mobility service, tires & tire service, damage and risk management, fuel cards, telematics & vehicle communication, insurances, workshop service and two-wheelers.

PRESENTATION IN PRINT AND ONLINE:

Autoflotte → every issue = 7 issues:

Display, 43 x 25 mm, 4-colored, with company logo, company name and address

autoflotte.de/flottenlösungen → in the selected categories:

Company logo, company name and address, company profile, products and services, contact persons, references and contact

Please contact us for the coordination of the extensive presentation possibilities.

TECHNICAL SPECIFICATIONS
INTERESTING FLEET SOLUTIONS

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

AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
1 category	Autoflotte + autoflotte.de	7 issues + 12 months	1,910.00



PRINT



DIGITAL

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!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publication 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 € 19,970.00	1/1 € 14,120.00 2/1 € 18,800.00	1/1 € 9,825.00 2/1 € 16,410.00



DIGITAL





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

An online advertorial places your message
for 4 weeks in the style of native advertising in
the 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 Start page	✓ 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	✓		
	€ 12,965.00	€ 9,540.00	€ 7,525.00

The currently valid VAT must be added to all prices. Valid from January 1st, 2025.
Special publications are not subject to agency discount or other discounts.

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

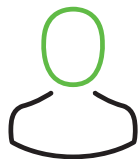
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





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Mobile phone +49 160 90834374



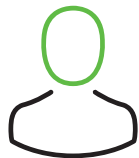
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Mobile phone +49 160 90592984



PETRA WENNINGER

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