

MEDIA DATA 2025

VERKEHRSRUNDSCHAU
The magazine for haulage, transport and logistics
www.verkehrsrundschau.de



**WHAT DOES VERKEHRSRUNDschau OFFER?**

The VerkehrsRundschau is one of the most important magazines for haulage, transport and logistics. Regularly VerkehrsRundschau reports in its print issue about logistics, transport industry, politics, legislation and taxes, management, markets, enterprises, IT and communication, as well as warehousing and handling.

In addition, periodical specials are published focusing on particularly relevant topics. The editorial range is completed by information about new technical developments, independent vehicle tests and service information for the day-to-day business.

Due to the professional collaboration with associations, politics and other relevant organizations on one hand and its independence as its highest asset on the other hand, the VerkehrsRundschau is the ideal platform for knowledge transfer at highest level.

The brand VerkehrsRundschau combines the trade magazine with contemporary internet offers, specialist congresses and numerous special products.

THE BRAND VERKEHRSRUNDschau COMPRISES

- Magazine
- Online portal
- VR plus
- E-paper
- Newsletter
- Events
- Webinars
- Social media (Facebook, Instagram, LinkedIn, Xing)
- Podcast
- Magazine archive
- Books





17 issues per year

2025

79. year

2025

www.verkehrsrundschau.de

WEB ADDRESS (URL)



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



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gerhard.gruenig@tecvia.com

77 % of the interviewed are from the logistics sector or from the area „industry & trade“. VerkehrsRundschau represents therefore the transport and logistics market.

Source: INTERROGARE, VerkehrsRundschau recipient structure analysis 2022

**WHO ARE THE READERS OF VERKEHRSRUNDSCHAU?**

- Owners, CEOs, executive staff of logistics providers (transport, haulage, warehousing)
- Transport logistics decision-makers in transport economy and industry
- Clients of TÜV Süd (Association for Technical Inspection South)

Our [recipient structure analysis 2022](#) proves the high acceptance and intensive use of VerkehrsRundschau readers and online users.

The average reading time is **40.22 min.**

An issue of VerkehrsRundschau reaches **3,4 readers** in total. The intensive use of content by the readers show the multiplication function.

Source: INTERROGARE, VerkehrsRundschau recipient structure analysis 2022

SUBSCRIPTION

ISSN 0341-2148

Annual subscription price

Inland: € 425.00 incl. packing/posting plus statutory VAT.

European countries: € 450.00 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.

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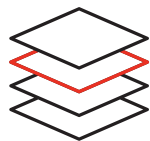
BIC: COBADEFFXXX

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 Verkehrrundschau**

PRINT

11,305

*ACTUAL DISTRIBUTED CIRCULATION INCL. E-PAPER (ADC):**

10,105

*PAID CIRCULATION INCL. E-PAPER**



DIGITAL

122,351

*SESSIONS***

(average of three months, October till December 2024)

173,080

*PAGE IMPRESSIONS***

(average of three months, October till December 2024)

10,250

*NEWSLETTER SUBSCRIBERS***

(February 2024)

36,650

SOCIAL MEDIA FOLLOWERS

(January 2024)



71 % of the target group use trade magazines as the most important information source.

77 % are very satisfied or satisfied with the magazine as well as with the online offers of VerkehrsRundschau.

Source: INTERROGARE, VerkehrsRundschau recipient structure analysis 2022

| | FOCUS TOPIC | COMMERCIAL VEHICLES & FLEET | LOGISTICS | FAIRS |
|--|---|---|---|--|
| ISSUE 1-2 TÜV ISSUE AD 11.12.24 CD 17.12.24 PD 23.01.25 | Rail & combined transport | Annual forecast: Transport & logistics Craneable trailers | Combines transport Rail cargo Contract logistics | Brussels Motor Show , Brussels, 01.-19.01.2025 18. Trade Conference Lithium Batteries , Göttingen, 27.-31.01.2025 Fruit Logistica , Berlin, 05.-07.02.2025 Logistics & Automation , Zurich, 22.-23.01.2025 |
| ISSUE 3-4 TÜV ISSUE AD 16.01.25 CD 22.01.25 PD 14.02.25 | Temperature- controlled transports | Refrigerated trailers, Transport refrigeration systems Follow-up report Fruit Logistica | Temperature-controlled transports, food and phar- maceutical logistics, logistics properties Follow-up report Trade Con- ference Lithium Batteries | Tire Technology Expo , Hanover, 04.-06.03.2025 |
| ISSUE 5 TÜV ISSUE AD 06.02.25 CD 12.02.25 PD 07.03.25 | LogiMAT | Commercial vehicle tires Trends and sustainability Trailer telematics | Intralogistics Loading aids | Telematics Special I (Logistics Software and AI) (CD 05.02.2025) LogiMAT , Stuttgart, 11.-13.03.2025 Z - Int. Zuliefermesse (supplier fair), Leipzig, 11.-14.03.2025 |
| ISSUE 6 TÜV ISSUE AD 18.02.25 CD 24.02.25 PD 21.03.25 | Construction | Vehicle care/car washes, tipper and construction vehicles, deep storage & heavy transports, cranes Preview report bauma | Bulk goods logistics Trade logistics | Driving Ban Calendar second quarter Construction Special (CD 18.02.2025) SITL Europe , Paris, 01.-03.04.2025 Handelslogistic-Kongress (Trade Logistics Congress), Cologne, 01.-02.04.2025 Hanover Fair + Logistics 4.0 , Hanover, 31.03.-04.04.2025 LogiChem , Rotterdam, 18.-20.03.2025 |

| | FOCUS TOPIC | COMMERCIAL VEHICLES & FLEET | LOGISTICS | FAIRS |
|---|------------------------|--|---|---|
| ISSUE 7 TÜV ISSUE AD 06.03.25 CD 12.03.25 PD 04.04.25 | Port hinterland | Multimodal transportation Container chassis Quick loading and unloading systems Trailers | General cargo logistics Port logistics Heavy lift logistics | bauma, Munich, 07.-13.04.2025 |
| ISSUE 8 TÜV ISSUE AD 20.03.25 CD 26.03.25 PD 22.04.25 | Electrified transports | E-trucks, charging solutions, rental/leasing of e-vehicles, trailers with e-axle, axles + brakes GREEN TRUCK GREEN INNOVATION | Lithium batteries (storage and transport protection) Follow-up report Best Azubi (Best Apprentice) | Tag der Logistik BVL (Day of Logistics), Berlin, 10.04.2025 |
| ISSUE 9-10 TÜV ISSUE AD 04.04.25 CD 10.04.25 PD 09.05.25 | Logistics of tomorrow | 1 year HVO, sustainability potentials for trailers, trailer digitization, fleet management Preview transport logistic I | Sustainable logistics Intralogistics/Robotics | Logistics Special (CD 07.04.25) Logistics & Automation, Dortmund, 07.-08.05.2025 Autopromotec, Bologna, 21.-24.05.2025 |
| ISSUE 11 TÜV-ISSUE AD 23.04.25 CD 29.04.25 PD 23.05.25 | transport logistic | Telematics & digitization Tank & silo, mega trailers Preview transport logistic II | Tendering platforms + freight exchanges, live shipment tracking, loading aids | Transport Special Issue Driving Ban Calendar third quarter IFBA Bergen u. Abschleppen (Towing & Recovery), Kassel, 05.-07.06.2025 transport logistic, Munich, 02.-05.06.2025 |

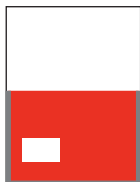
| FOCUS TOPIC | COMMERCIAL VEHICLES & FLEET | LOGISTICS | | FAIRS |
|--|---|--|---|---|
| ISSUE 12-13 Urban logistics TÜV-ISSUE AD 19.05.25 CD 23.05.25 PD 20.06.25 | CEP vehicles, trucks up to 12 tons, rental/leasing vans, swap bodies (BDF), box vehicles Follow-up report transport logistic | Microhubs, Urban logistics Loading aids | Last Mile Special (CD 19.05.2025) | Transport Compleet, Gorinchem, 15.-17.06.2025 Last Mile City Logistics, Stuttgart, 02.-03.07.2025 |
| ISSUE 14-15 Waste-Disposal TÜV-ISSUE AD 18.06.25 CD 25.06.25 PD 18.07.25 | Fuel card market overview Low-floor trucks Moving floor trailers Lift-off & roll-off vehicles | Waste & disposal | | Truck Grand Prix, Nürburgring, 10.-13.07.2025 |
| ISSUE 16-17 Cyber and AI TÜV-ISSUE AD 17.07.25 CD 23.07.25 PD 18.08.25 | Intelligent route planning Assistance systems | Forecasting tools Cybersecurity | Innovation Special (CD 17.07.2025) | |
| ISSUE 18 Alternative drives TÜV-ISSUE AD 06.08.25 CD 12.08.25 PD 05.09.25 | HVO I natural gas I e-fuels Trailer telematics | Logistics properties Preview report Fach-pack | Logistics Properties Special (CD 06.08.2025) Driving Ban Calendar forth quarter | NordBau, Neumünster, 10.-14.09.2025 drinktec, Munich, 15.-19.09.2025 HUSUM Wind, Husum, 16.-19.09.2025 IAA Mobility, Munich, 09.-14.09.2025 MöLo, Essen, September 2025 |

| | FOCUS TOPIC | COMMERCIAL VEHICLES & FLEET | LOGISTICS | | FAIRS |
|--|-------------------------------|---|--|---|---|
| ISSUE 19 TÜV-ISSUE AD 21.08.25 CD 27.08.25 PD 19.09.25 | Commercial vehicle service | Predictive Maintenance, vehicle components, vehicle cleaning, tire management, axles + bra- kes, tippers Preview report NUFAM | Spare parts logistics Insurances | Commercial Vehicle Service Special (CD 20.08.2025) Driving Ban Calendar forth quarter | FachPack, Nuremberg, 23.-25.09.2025 NUFAM, Karlsruhe, 25.-28.09.2025 |
| ISSUE 20-21 TÜV-ISSUE AD 10.09.25 CD 16.09.25 PD 10.10.25 | Hydrogen | H2 trucks, H2 tank infrastruc- ture, tank and silo trailers, tire management, winterfit | Hydrogen logistics Hazardous goods Rail freight transport | Telematics Special II (Logistics Software and AI) (CD 10.09.2025) | EXPO REAL, Munich, 06.-08.10.2025 BVL Supply Chain CX, Berlin, October 2025 BedrijfsautoRAI, Amsterdam, 15.-16.10.2025 |
| ISSUE 22 TÜV-ISSUE AD 26.09.25 CD 07.10.25 PD 31.10.25 | Money | Cost calculation drive types Lightweight semi-trailers Rental/Leasing (market overview) | Factoring, banks & finance, tendering platforms/freight ex- changes | | TRANSPORT-CH, Bern, 05.-08.11.2025 BME-Symposium, Berlin, November 2025 Logitrans, Istanbul, November 2025 Solutrans, Lyon, 18.-22.11.2025 |
| ISSUE 23 TÜV-ISSUE AD 16.10.25 CD 22.10.25 PD 21.11.25 | | Who is Who Logistics 2026 Further information can be found on page 16. | | Annual Calendar 2026 | |
| ISSUE 24-25 TÜV-ISSUE AD 13.11.25 CD 19.11.25 PD 12.12.25 | Preview | Technical trends 2026 Trailers for paper, steel and coils, fuel and service cards, toll billing | Intralogistics (forklift trucks) Legal outlook Annual forecast 2026 | Driving Ban Calendar first quarter | |

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2025 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

**MAGAZINE
FORMAT**
210 X 279 MM



MAIN MAGAZINE

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

TITLE DISPLAY**

210 x 145 mm*



2/1 PAGE ACROSS GUTTER

388 x 236 mm
420 x 279 mm*



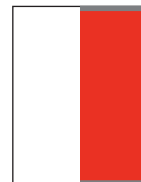
1/1 PAGE

175 x 236 mm
210 x 279 mm*



**2/3 PAGE LAND-
SCAPE**

175 x 156 mm
210 x 178 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*

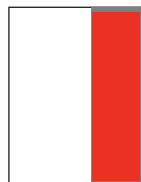


MAIN MAGAZINE

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

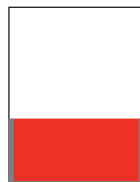
JUNIOR PAGE

115 x 178 mm
131 x 198 mm*



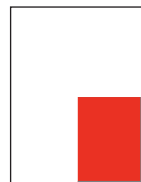
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



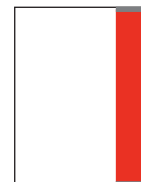
**1/3 PAGE LAND-
SCAPE**

175 x 76 mm
210 x 91 mm*



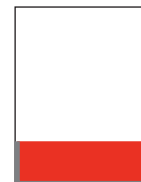
1/4 SEITE BLOC

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 LAND-
SCAPE**

175 x 31 mm
210 x 49 mm*

* + 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

PRINT



| FORMAT | 4-COLORS IN € |
|---------------------------------|---------------|
| 2/1 page | 16,750.00 |
| Title display | 12,270.00 |
| 2./4. cover page | 9,830.00 |
| 1/1 page | 8,370.00 |
| 2/3 page | 7,010.00 |
| Junior page | 4,560.00 |
| 1/2 page | 4,560.00 |
| 1/3 page | 3,500.00 |
| 1/4 page | 3,060.00 |
| 1/8 page | 2,180.00 |
| Binding placement instructions: | |
| | 800.00 |

DISCOUNTS:

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

| FREQUENCY SCALE | | QUANTITY SCALE | |
|-----------------|------|----------------|------|
| 3 times | 3 % | 3 pages | 5 % |
| 6 times | 5 % | 6 pages | 10 % |
| 12 times | 10 % | 9 pages | 12 % |
| 18 times | 12 % | 12 pages | 15 % |
| 24 times | 15 % | 24 pages | 20 % |

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

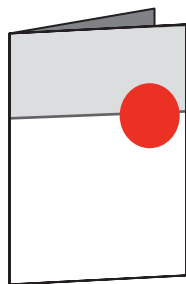
| CLASSIFIED ADS | FORMAT | PRICE PER COLUMN AND MM | |
|----------------|---------------------|-------------------------|---------------|
| | | B/W IN € | 4-COLORS IN € |
| Agency price | 1 column 43 mm wide | 4.27 | 8.37 |
| Direct price | 1 column 43 mm wide | 3.64 | 7.00 |
| Job-wanted | 1 column 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.

TITLE PROMOTER



SPECIAL FEATURE

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

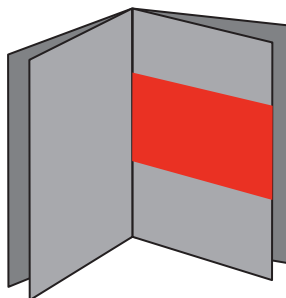
FORMAT

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

TOTAL PRICE

- € 11,680.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

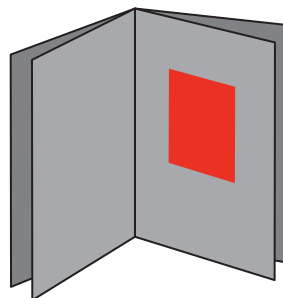
FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 8,160.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

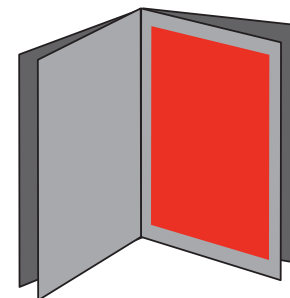
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

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

Varying formats on request

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

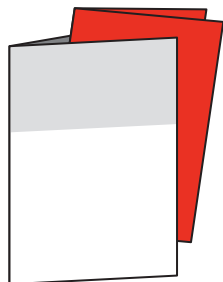
FORMAT

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

PRICE

- 1/2 page: € 4,520.00
- 1/1 page: € 8,570.00

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

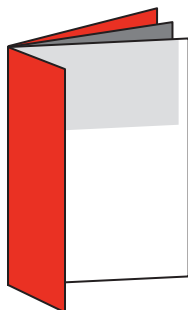
FORMAT

- 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**

FLAP COVER



SPECIAL FEATURE

- Prominent placement on shortened jacket pages over the front and back cover
- High attention

FORMAT

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

PRICE

- **€ 14,680.00**

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

DO YOU HAVE MORE TO SAY THAN WILL FIT IN AN AD?

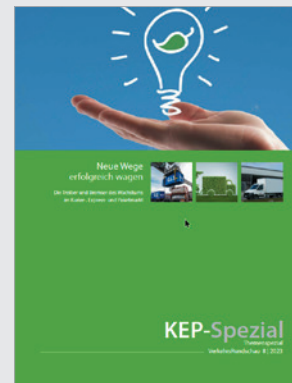
Some topics are worth investigating in more detail from different perspectives. To this end, the editorial team of VerkehrsRundschau publishes topic specials as „**magazine-within-a-magazine**“, for example on workshops, telematics, courier, express and parcel services or e-commerce. The specials are created on the basis of editorial research in cooperation with renowned experts, associations, providers and manufacturers.

You have the opportunity to present yourself in the form of a company contribution (interview, best practice report or company portrait) in these topic specials. You send us your text and images. We will take care of the design and make the entire appearance visually perfect.

You can find the **planned topic specials for 2025** on the pages 6 to 9 in our time schedule.

| FORMAT | PRICE IN € |
|-------------------------------|-------------------|
| 1/1 page company contribution | 2,380.00 |
| 2/1 page company contribution | 4,370.00 |

You can find the specifications [here](#).



EDITORIAL SPECIAL ISSUE

The VerkehrsRundschau Forum is a special editorial issue for the presentation of a special topic **in cooperation with an exclusive partner**. Its content, compiled by specialist journalists, makes it an excellent high-quality communication tool.

The forum is published in the layout of the VerkehrsRundschau and its content is supervised by the VerkehrsRundschau editorial team.

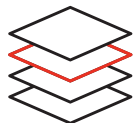
ADVANTAGES AND BENEFITS FOR THE EXCLUSIVE PARTNER

- Versatile and comprehensive information tool
- Positive image transfer through the use of the VerkehrsRundschau brand
- Positioning the company as an innovative opinion leader and solution provider
- Targeted distribution to the right target group by inserting the Forum in the VerkehrsRundschau
- Complete package: editing and graphics from a single source
- Specimen copy booklets for the customer as well as a free PDF for online use

PRICE ON REQUEST

Special publications are not subject to agency discount.





PRINT

YOUR DETAILED COMPANY PORTRAIT

The "Who is Who Logistics" is published for the 23rd time as an annual reference work. Consisting of an editorial section and an integrated industry guide, the magazine is aimed at transport companies, freight forwarders and logistics service providers in industry and trade.

Your company can present itself individually with clear company portraits. **Your entry will appear in the "Who is Who Logistics" magazine and as a detailed online portrait** with many online features.

You can book online at any time and your portrait will be live within a very short time.



DIGITAL



PUBLICATION DATE: 21.11.2025

COMPANY PORTRAIT

Ad deadline: 16.10.2025

Closing date printing materials: 21.10.2025

Formats & prices:

1/1 page: € 2,500.00 (incl. online entry)

2/1 page: € 4,740.00 (incl. online entry)

DISPLAY ADS*

Ad deadline: 30.10.2025

Closing date printing materials: 04.11.2025

Formats & prices:

Title displays (210 mm w x 279 mm h*): € 9,830.00

1/1 page (210 mm w x 279 mm h*): € 8,370.00

1/2 page portrait (101mm w x 279 mm h*): € 4,560.00

1/2 page landscape (210 mm w x 137 mm h*): € 4,560.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Feature your business with an advert on the 2026 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publication date: 21.11.2025
(supplement to the issue 23/2025)

Ad deadline: 07.10.2025

Closing date printing material: 15.10.2025

Format: 690 mm width x 485 mm height

PRICES

per ad banner € 4,630.00

Exclusive booking (booking of both banners) € 8,100.00

Advert
690 x 85 mm + 3mm bleed

| Januar | Februar | März | April | Mai | Juni | Juli | August | September | Oktober | November | Dezember | Januar |
|--------------|---------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| 1 So Neujahr | 1 Di | 1 Mi | 1 Do | 1 Fr | 1 Sa | 1 So | 1 Mo | 1 Di | 1 Mi | 1 Do | 1 Fr | 1 Sa |
| 2 So | 2 Di | 2 Mi | 2 Do | 2 Fr | 2 Sa | 2 So | 2 Mo | 2 Di | 2 Mi | 2 Do | 2 Fr | 2 Sa |
| 3 So | 3 Di | 3 Mi | 3 Do | 3 Fr | 3 Sa | 3 So | 3 Mo | 3 Di | 3 Mi | 3 Do | 3 Fr | 3 Sa |
| 4 So | 4 Di | 4 Mi | 4 Do | 4 Fr | 4 Sa | 4 So | 4 Mo | 4 Di | 4 Mi | 4 Do | 4 Fr | 4 Sa |
| 5 So | 5 Di | 5 Mi | 5 Do | 5 Fr | 5 Sa | 5 So | 5 Mo | 5 Di | 5 Mi | 5 Do | 5 Fr | 5 Sa |
| 6 So | 6 Di | 6 Mi | 6 Do | 6 Fr | 6 Sa | 6 So | 6 Mo | 6 Di | 6 Mi | 6 Do | 6 Fr | 6 Sa |
| 7 So | 7 Di | 7 Mi | 7 Do | 7 Fr | 7 Sa | 7 So | 7 Mo | 7 Di | 7 Mi | 7 Do | 7 Fr | 7 Sa |
| 8 So | 8 Di | 8 Mi | 8 Do | 8 Fr | 8 Sa | 8 So | 8 Mo | 8 Di | 8 Mi | 8 Do | 8 Fr | 8 Sa |
| 9 So | 9 Di | 9 Mi | 9 Do | 9 Fr | 9 Sa | 9 So | 9 Mo | 9 Di | 9 Mi | 9 Do | 9 Fr | 9 Sa |
| 10 So | 10 Di | 10 Mi | 10 Do | 10 Fr | 10 Sa | 10 So | 10 Mo | 10 Di | 10 Mi | 10 Do | 10 Fr | 10 Sa |
| 11 So | 11 Di | 11 Mi | 11 Do | 11 Fr | 11 Sa | 11 So | 11 Mo | 11 Di | 11 Mi | 11 Do | 11 Fr | 11 Sa |
| 12 So | 12 Di | 12 Mi | 12 Do | 12 Fr | 12 Sa | 12 So | 12 Mo | 12 Di | 12 Mi | 12 Do | 12 Fr | 12 Sa |
| 13 So | 13 Di | 13 Mi | 13 Do | 13 Fr | 13 Sa | 13 So | 13 Mo | 13 Di | 13 Mi | 13 Do | 13 Fr | 13 Sa |
| 14 So | 14 Di | 14 Mi | 14 Do | 14 Fr | 14 Sa | 14 So | 14 Mo | 14 Di | 14 Mi | 14 Do | 14 Fr | 14 Sa |
| 15 So | 15 Di | 15 Mi | 15 Do | 15 Fr | 15 Sa | 15 So | 15 Mo | 15 Di | 15 Mi | 15 Do | 15 Fr | 15 Sa |
| 16 So | 16 Di | 16 Mi | 16 Do | 16 Fr | 16 Sa | 16 So | 16 Mo | 16 Di | 16 Mi | 16 Do | 16 Fr | 16 Sa |
| 17 So | 17 Di | 17 Mi | 17 Do | 17 Fr | 17 Sa | 17 So | 17 Mo | 17 Di | 17 Mi | 17 Do | 17 Fr | 17 Sa |
| 18 So | 18 Di | 18 Mi | 18 Do | 18 Fr | 18 Sa | 18 So | 18 Mo | 18 Di | 18 Mi | 18 Do | 18 Fr | 18 Sa |
| 19 So | 19 Di | 19 Mi | 19 Do | 19 Fr | 19 Sa | 19 So | 19 Mo | 19 Di | 19 Mi | 19 Do | 19 Fr | 19 Sa |
| 20 So | 20 Di | 20 Mi | 20 Do | 20 Fr | 20 Sa | 20 So | 20 Mo | 20 Di | 20 Mi | 20 Do | 20 Fr | 20 Sa |
| 21 So | 21 Di | 21 Mi | 21 Do | 21 Fr | 21 Sa | 21 So | 21 Mo | 21 Di | 21 Mi | 21 Do | 21 Fr | 21 Sa |
| 22 So | 22 Di | 22 Mi | 22 Do | 22 Fr | 22 Sa | 22 So | 22 Mo | 22 Di | 22 Mi | 22 Do | 22 Fr | 22 Sa |
| 23 So | 23 Di | 23 Mi | 23 Do | 23 Fr | 23 Sa | 23 So | 23 Mo | 23 Di | 23 Mi | 23 Do | 23 Fr | 23 Sa |
| 24 So | 24 Di | 24 Mi | 24 Do | 24 Fr | 24 Sa | 24 So | 24 Mo | 24 Di | 24 Mi | 24 Do | 24 Fr | 24 Sa |
| 25 So | 25 Di | 25 Mi | 25 Do | 25 Fr | 25 Sa | 25 So | 25 Mo | 25 Di | 25 Mi | 25 Do | 25 Fr | 25 Sa |
| 26 So | 26 Di | 26 Mi | 26 Do | 26 Fr | 26 Sa | 26 So | 26 Mo | 26 Di | 26 Mi | 26 Do | 26 Fr | 26 Sa |
| 27 So | 27 Di | 27 Mi | 27 Do | 27 Fr | 27 Sa | 27 So | 27 Mo | 27 Di | 27 Mi | 27 Do | 27 Fr | 27 Sa |
| 28 So | 28 Di | 28 Mi | 28 Do | 28 Fr | 28 Sa | 28 So | 28 Mo | 28 Di | 28 Mi | 28 Do | 28 Fr | 28 Sa |
| 29 So | 29 Di | 29 Mi | 29 Do | 29 Fr | 29 Sa | 29 So | 29 Mo | 29 Di | 29 Mi | 29 Do | 29 Fr | 29 Sa |
| 30 So | 30 Di | 30 Mi | 30 Do | 30 Fr | 30 Sa | 30 So | 30 Mo | 30 Di | 30 Mi | 30 Do | 30 Fr | 30 Sa |
| 31 So | 31 Di | 31 Mi | 31 Do | 31 Fr | 31 Sa | 31 So | 31 Mo | 31 Di | 31 Mi | 31 Do | 31 Fr | 31 Sa |

Advert
690 x 85 mm + 3mm bleed

The driving ban calendar is inserted quarterly in the VerkehrsRundschau. Secure a permanent presence with your target group and occupy one of two advertising spaces or both to present yourself exclusively.

PUBLICATION DATES

| | |
|--|--|
| Driving Ban Calendar quarter II/2025: | 21.03.2025 VerkehrsRundschau no. 6 |
| Driving Ban Calendar quarter III/2025: | 23.05.2025 VerkehrsRundschau no. 11 |
| Driving Ban Calendar quarter IV/2025: | 05.09.2025 VerkehrsRundschau no. 18 |
| Driving Ban Calendar quarter I/2026: | 12.12.2025 VerkehrsRundschau no. 24-25 |

FORMAT

690 mm width x 727.5 mm height


PRICES

| | |
|--|----------------------|
| Per ad banner | € 4,630.00/quarterly |
| Exclusive booking (booking of both banners) | € 8,100.00/quarterly |

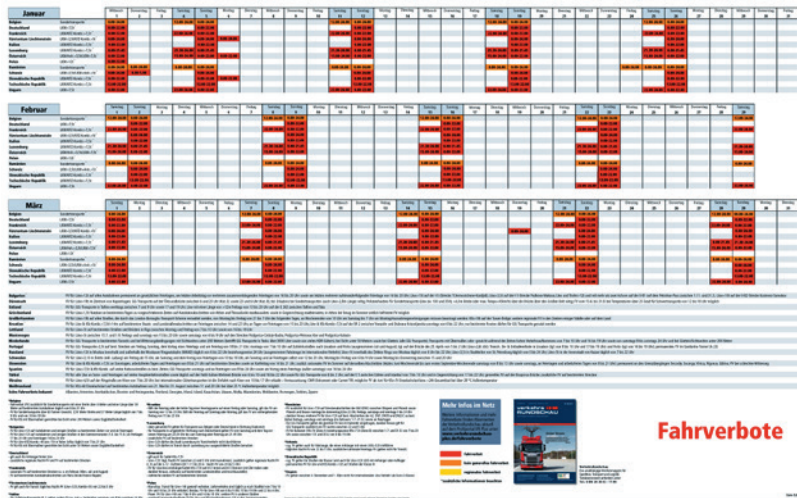
The currently valid VAT must be added to all prices. Valid from January 1st, 2025.

Advert

690 x 118 mm (+ 3 mm bleed on all sides)



Fahrverbote 1. Quartal



Advert

690 x 118 mm (+ 3 mm bleed on all sides)



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 175.00

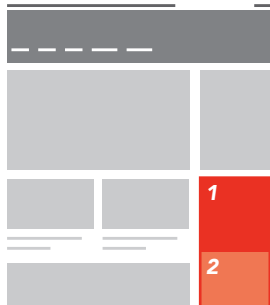
2 SUPERBANNER

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

VerkehrsRundschau informs decision-makers and managers every working day with an up-to-date and informative online newsletter.

REGISTRATION:
newsletter.tecvia.com/vr

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 IN € |
|--------------------|----------|--------------|-------------------------|------------|
| Top placement | 1 | 650 x 150 | Cross-/Full-Size-Banner | 680.00 |
| | 2 | 650 x 366 | TextAd | |
| Further placements | 1 | 650 x 150 | Cross-/Full-Size-Banner | 640.00 |
| | 2 | 650 x 366 | TextAd | |
| | 3 | 300 x 250 | Medium Rectangle | |



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

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



DIGITAL

The online advertorial appears among the current news on the portal of www.verkehrsrundschau.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 FORM | PLACEMENT | RUN TIME | PRICE IN € |
|--------------------|----------------------|----------|------------|
| Online advertorial | verkehrsrundschau.de | 1 week | 1,815.00 |



DIGITAL

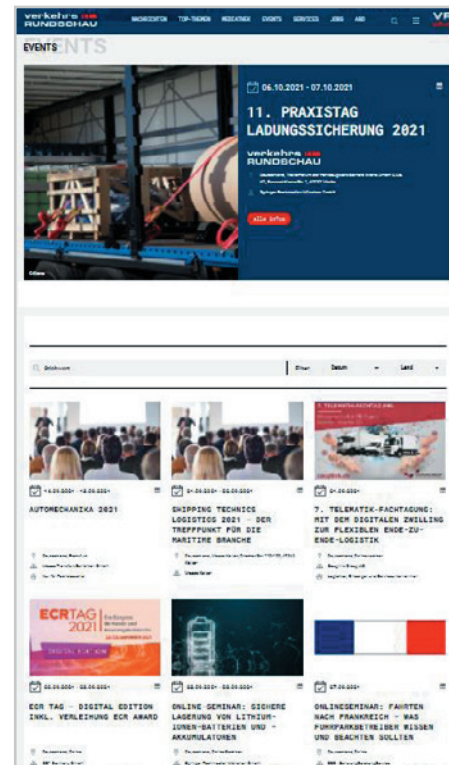
ADVERTISE YOUR SEMINAR OFFER

Your seminar entry includes:

- Logo
- Seminar description
- Target group
- Topic area
- Contact person
- Fees
- Lecturers
- Direct linking to booking form
- and many more

PRICE MODEL

| | |
|----------------------|--------------|
| 1 to 10 entries | € 80.00 each |
| 11 to 20 entries | € 75.00 each |
| more than 20 entries | € 70.00 each |





DIGITAL

The editorial team regularly addresses current topics from the transport and logistics industry and invites a qualified speaker to discuss a topic in detail as part of an online seminar.

Each of these so-called webinars lasts 60 to 90 minutes and is moderated and accompanied by a specialist editor from VerkehrsRundschau.

Participants register for the online seminar via a dial-in link received in advance, which they can use to follow the speaker's presentation on their own screen. A chat function also provides the opportunity to ask questions which will be answered during the webinar.

You can always find the latest topics and dates of our webinars at www.verkehrsrundschau.de/events

Be there as a sponsor!

YOUR BENEFITS

- Display of the sponsor logo on all marketing measures and linking of the sponsor
- Placement of the sponsor logo during the webinar
- Introduction of the sponsor during the presentation
- Opportunity to introduce yourself professionally and recommend yourself to potential customers
- Qualified reach - you reach your target group directly
- Provision of participants' contact details for lead generation
- Presentation can be sent to all participants afterwards
- Webinar can be accessed afterwards under VR plus
- Optional: Contribution as speaker

PRICE: starting from € 3,500.00



© onephoto/ STOCK.ADOBE.COM



Verlag Heinrich Vogel organizes high-quality symposiums, congresses, conferences and seminars for practice-oriented further training.

Find out about our upcoming events at: www.verkehrsrundschau.de/events

Be there with your brand!

Present your company as a partner and address your target group directly on site!

COOPERATION OFFERS

- **Exhibitor booth:** Exhibition space incl. one charge-free participant slot
PRICE: starting from € 1,500.00
- **Sponsoring:** Display of the sponsor logo on all marketing measures (print and online) incl. one free participant place and exhibition space
PRICE: starting from € 3,500.00
- **Exclusive sponsoring** – exclusive sponsoring partner of an event:
Content agreement with sponsoring partner,
possibility of a specialist presentation,
display of the sponsor logo on all marketing measures (print and online)
incl. two participant places
PRICE: starting from € 7,500.00



© MATEJ KASTELICFOTOJA

**THE KNOWLEDGE COMPETITION FOR APPRENTICES**

Best Azubi is Germany's largest knowledge test for prospective forwarding and logistics specialists. Since its launch in 2007, around 15,000 trainees from the transport and logistics sector have taken part. Around 1,000 apprentices took part in the last round of the competition. A total of 10,000 euros in prize money is up for grabs for the winners.

BE THERE AS A SPONSOR!

Throughout the year and across our media, you will be presented as a company that places great value on promoting young talent.

This makes your company extremely attractive as a training center and can, among other things, make an excellent name for itself among potential trainees and as an attractive employer in general.

CIRCLE OF SUPPORTERS: € 6,000.00

MAIN SPONSOR: PRICE ON REQUEST





DIGITAL

YOUR DIRECT ACCESS TO YOUNG, DIGITAL AND MODERN LOGISTICS DECISION-MAKERS

Every Thursday, VerkehrsRundschau Funk is the podcast that brings listeners closer to topics from politics, freight forwarding and technology. More than 40,000 downloads last year with more than 26,000 listeners - a lively community that speaks for itself.

DO YOU HAVE SOMETHING TO SAY?

EXCLUSIVE OWN PODCAST EPISODES

Appear in an **exclusive editorial podcast** and talk about topics that are close to your heart.

We will help you find a topic, organize it and provide you with a professional speaker or moderator. Allow 15 to 25 minutes per episode.

We use our high-reach channels for announcements and advertising:

- Social media (X, LinkedIn, Facebook)
- Newsletter of the VerkehrsRundschau
- TOP news articles on verkehrs-rundschau.de

PRICE: per episode € 4,900.00
more on request

YOUR AUDIO MESSAGE

We record your audio message with a professional speaker as a podcast radio spot, length approx. 5-8 seconds.

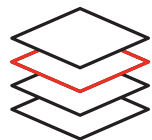
The spot is played directly after the intro welcome.

PRICE: 5 spots € 7,500.00
more on request

www.verkehrsrundschau.de/podcast



Bild: fotomek/adobestock.com



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 € 19,685.00 | 1/2 € 7,295.00 1/1 € 11,275.00 2/1 € 18,675.00 | 1/2 € 4,525.00 1/1 € 8,575.00 2/1 € 16,145.00 |



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 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 | ✓ € 1,000.00 | | |
| | € 11,340.00 | € 7,640.00 | € 3,975.00 |



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 Start page | ✓ Full service | ✓ Full service | ✓ Full service |
| Number of chapters Extent | 6 chapters | 4 chapters | 1 chapters (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 | | |
| | € 39,950.00 | € 34,615.00 | € 19,110.00 |







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!**

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 |
| Start page placement Banner |  100' PI |  50' PI |
| Clever Push Notification | ✓ 1 x | ✓ 1 x |
| | € 29,525.00 | € 17,955.00 |

OMNIBUSREVUE

SUT SCHIFFFAHRT
UND TECHNIK

verkehrs RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

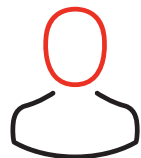
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





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