

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. Every other Friday, 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)

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



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 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

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

Bank account:

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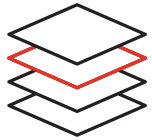
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



15,000

*PRINT RUN VerkehrsRundschau**

PRINT

11,305

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

10,105

*PAID CIRCULATION INCL. E-PAPER**



DIGITAL

116,716

*SESSIONS***

(average of three months, July till September 2024)

169,265

*PAGE IMPRESSIONS***

(average of three months, July till September 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

* Circulation figures: own data collection

** Online access control Google Analytics 4, current figures on request

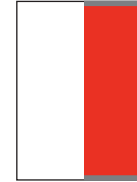
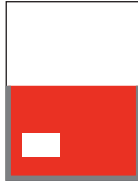
	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS	FAIRS
<p>ISSUE 1-2 TÜV ISSUE AD 11.12.24 CD 17.12.24 PD 23.01.25</p>	Rail & combined transport	Annual forecast: Transport & logistics Craneable trailers	Combines transport Rail cargo Contract logistics	Brussels Motor Show , Brussels, 01.-19.01.2025 18. Trade Conference Lithium Batteries , Göttingen, 27.-31.01.2025 Fruit Logistica , Berlin, 05.-07.02.2025 Logistics & Automation , Zurich, 22.-23.01.2025
<p>ISSUE 3-4 TÜV ISSUE AD 16.01.25 CD 22.01.25 PD 14.02.25</p>	Temperature-controlled transports	Refrigerated trailers, Transport refrigeration systems Follow-up report Fruit Logistica	Temperature-controlled transports, food and pharmaceutical logistics, logistics properties Follow-up report Trade Conference Lithium Batteries	Tire Technology Expo , Hanover, 04.-06.03.2025
<p>ISSUE 5 TÜV ISSUE AD 06.02.25 CD 12.02.25 PD 07.03.25</p>	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
<p>ISSUE 6 AD 18.02.25 CD 24.02.25 PD 21.03.25</p>	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
<p>ISSUE 7</p> <p>AD 06.03.25 CD 12.03.25 PD 04.04.25</p>	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
<p>ISSUE 8</p> <p>TÜV ISSUE</p> <p>AD 20.03.25 CD 26.03.25 PD 22.04.25</p>	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
<p>ISSUE 9-10</p> <p>TÜV ISSUE</p> <p>AD 04.04.25 CD 10.04.25 PD 09.05.25</p>	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
<p>ISSUE 11</p> <p>TÜV-ISSUE</p> <p>AD 23.04.25 CD 29.04.25 PD 23.05.25</p>	transport logistic	Telematics & digitization Tank & silo, mega trailers Preview transport logistic II	Tendering platforms + freight exchanges, live shipment tracking, loading aids	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	
<p>ISSUE 12-13 Urban logistics</p> <p>TÜV-ISSUE</p> <p>AD 19.05.25 CD 23.05.25 PD 20.06.25</p>	<p>CEP vehicles, trucks up to 12 tons, rental/leasing vans, swap bodies (BDF), box vehicles</p> <p>Follow-up report transport logistic</p>	<p>Microhubs, Urban logistics</p> <p>Loading aids</p>	<p>Last Mile Special (CD 19.05.2025)</p>	<p>Transport Compleet, Gorinchem, 15.-17.06.2025</p> <p>Last Mile City Logistics, Stuttgart, 02.-03.07.2025</p>
<p>ISSUE 14-15 Waste-Disposal</p> <p>TÜV-ISSUE</p> <p>AD 18.06.25 CD 25.06.25 PD 18.07.25</p>	<p>Fuel card market overview</p> <p>Low-floor trucks</p> <p>Moving floor trailers</p> <p>Lift-off & roll-off vehicles</p>	<p>Waste & disposal</p>	<p>Truck Grand Prix, Nürburgring, 10.-13.07.2025</p>	
<p>ISSUE 16-17 Cyber and AI</p> <p>TÜV-ISSUE</p> <p>AD 17.07.25 CD 23.07.25 PD 18.08.25</p>	<p>Intelligent route planning</p> <p>Assistance systems</p>	<p>Forecasting tools</p> <p>Cybersecurity</p>	<p>AI Special (CD 17.07.2025)</p>	
<p>ISSUE 18 Alternative drives</p> <p>TÜV-ISSUE</p> <p>AD 06.08.25 CD 12.08.25 PD 05.09.25</p>	<p>HVO natural gas e-fuels</p> <p>Trailer telematics</p>	<p>Logistics properties</p> <p>Preview report Fach-pack</p>	<p>Logistics Properties Special (CD 06.08.2025)</p>	<p>NordBau, Neumünster, 10.-14.09.2025</p> <p>drinktec, Munich, 15.-19.09.2025</p> <p>HUSUM Wind, Husum, 16.-19.09.2025</p> <p>IAA Mobility, Munich, 09.-14.09.2025</p> <p>MöLo, Essen, September 2025</p>

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

**MAGAZINE
FORMAT**
210 X 279 MM



MAIN MAGAZINE

TITLE DISPLAY**

2/1 PAGE ACROSS GUTTER

1/1 PAGE

**2/3 PAGE LAND-
SCAPE**

1/2 PAGE PORTRAIT

**1/2 PAGE LAND-
SCAPE**

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

210 x 145 mm*

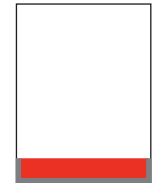
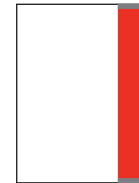
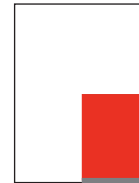
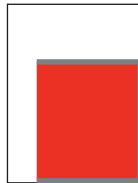
388 x 236 mm
420 x 279 mm*

175 x 236 mm
210 x 279 mm*

175 x 156 mm
210 x 178 mm*

85 x 236 mm
101 x 279 mm*

175 x 117 mm
210 x 137 mm*



MAIN MAGAZINE

JUNIOR PAGE

1/3 PAGE PORTRAIT

**1/3 PAGE LAND-
SCAPE**

1/4 SEITE BLOC

1/4 PAGE PORTRAIT

**1/4 PAGE LAND-
SCAPE**

**1/8 PAGE LAND-
SCAPE**

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

115 x 178 mm
131 x 198 mm*

55 x 236 mm
71 x 279 mm*

175 x 76 mm
210 x 91 mm*

85 x 117 mm
101 x 137 mm*

40 x 236 mm
56 x 279 mm*

175 x 56 mm
210 x 71 mm*

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, perfect binding, 70 line/cm screen | Printing material delivery in digital form



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

3 times	3 %
6 times	5 %
12 times	10 %
18 times	12 %
24 times	15 %

QUANTITY SCALE

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

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

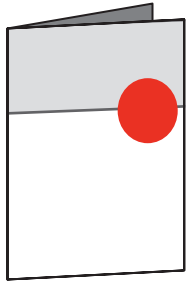
CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.27	8.37
Direct price	1 column 43 mm wide	3.64	7.00
Job-wanted	1 column 43 mm wide	2.37	---
Box number fee	€ 15.00		

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

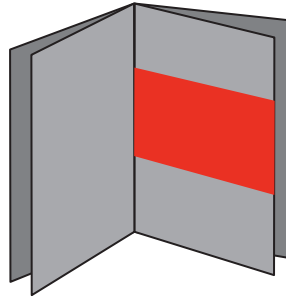
FORMAT

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

TOTAL PRICE

- € 11,680.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

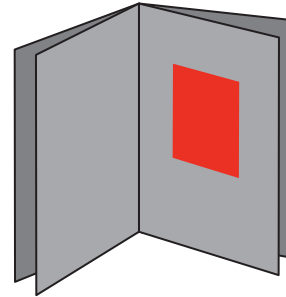
FORMAT

- 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

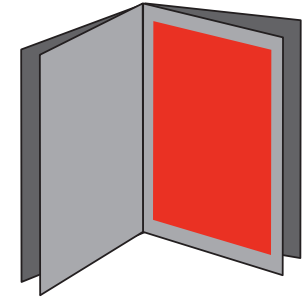
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

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

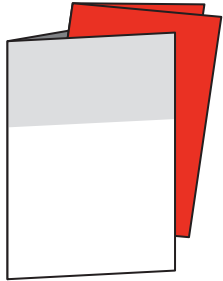
FORMAT

- 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.

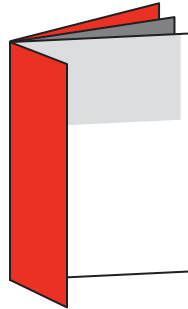
FORMAT

- 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.

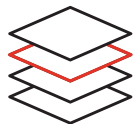
ADVANTAGES AND BENEFITS FOR THE EXCLUSIVE PARTNER

- 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

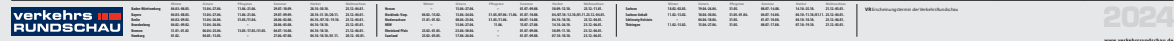
per ad banner € 4,630.00

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	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13	13
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16	16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22	22
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28	28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31	31



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

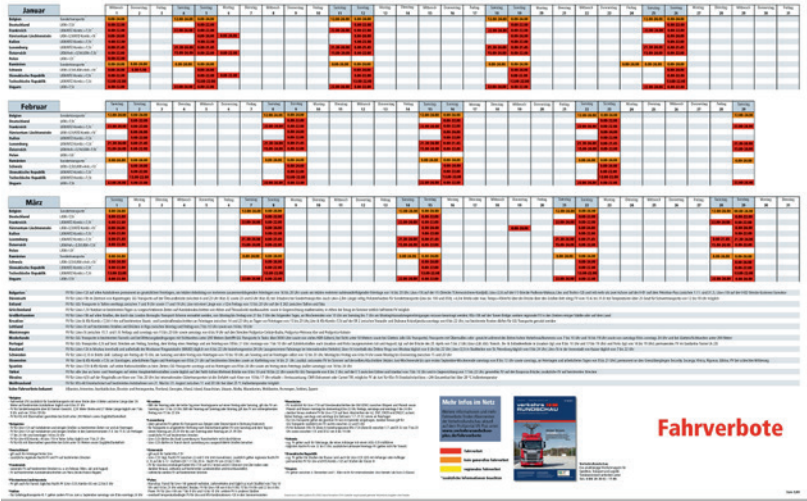
PRICES

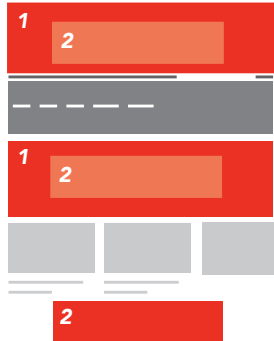
Per ad banner	€ 4,630.00/quarterly
Exclusive booking (booking of both banners)	€ 8,100.00/quarterly

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.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2025.



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

REGISTRATION:
newsletter.tecvia.com/vr

DIGITAL

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

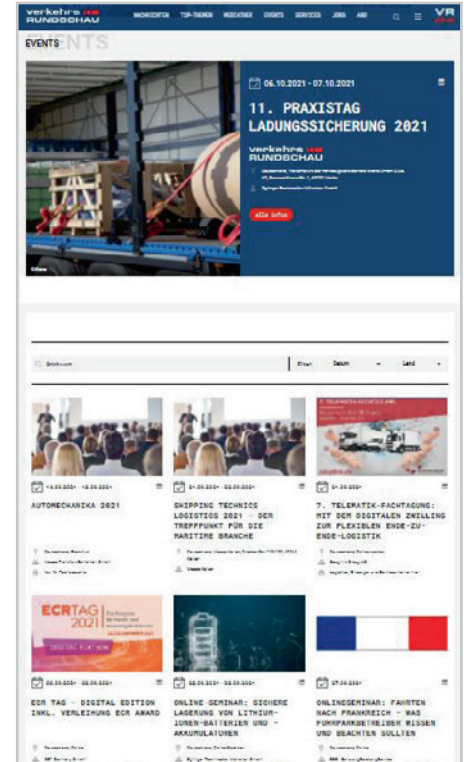
ADVERTISE YOUR SEMINAR OFFER

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





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





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 verkehrsrundschau.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.

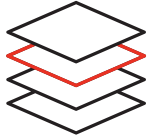
The spot is played directly after the intro welcome.

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
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 GEFÄHR/GUT

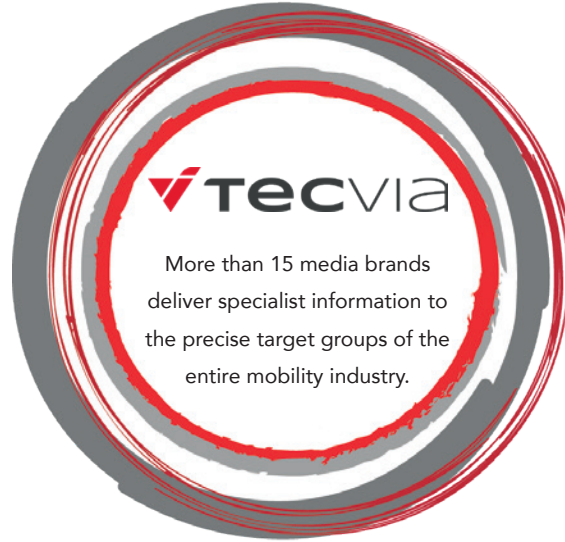
AUTOHAUS

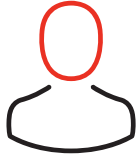
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





CATHERINE CARLOWITZ

Account Manager

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



ANDREAS MICHAELIS

Account Manager

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



ANDREA VOLZ

Head of Sales
TECVIA GmbH

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



SABRINA PEVAK

Account Manager

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



RALF SCHMIDT

Account Manager

ralf.schmidt@tecvia.com
Phone +49 8742 9199-94
Mobile phone +49 160 8869867
Fax +49 8742 9199-95



EVA LOIBL

Advertising Service Print

anzeigen.verkehrsrundschau@
tecvia.com
Phone +49 89 203043-2375



ULRIKE VOLK

Campaign Manager

ulrike.volk@tecvia.com
Phone +49 89 203043-1623