

MEDIA DATA 2024

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 organisations 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, LinkedIn, Xing)
- Podcast
- Magazine archive
- Books





19 issues per year

2024

78. year

2024

www.verkehrsrundschau.de

WEB ADDRESS (URL)



PUBLISHING HOUSE:

TECVIA GmbH
Verlag Heinrich Vogel
Aschauer Straße 30
81549 Munich, Germany
Phone +49 89 203043-0
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www.tecvia.com



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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 the Association for Technical Inspection South (TÜV Süd)

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: € 404.80 incl. packing/posting plus statutory VAT.

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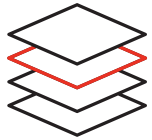
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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

11,419

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

10,318

*PAID CIRCULATION INCL. E-PAPER**



DIGITAL

411,217

*SESSIONS***

(average of three months, April to June 2023)

524,967

*PAGE IMPRESSIONS***

(average of three months, April to June 2023)

9,816

*NEWSLETTER SUBSCRIBERS***

(January 2023)

40,779

SOCIAL MEDIA FOLLOWERS

(October 2023)



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, correct figures on request

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 1-2

TÜV ISSUE 1

AD 13.12.23
CD 19.12.23
PD **19.01.24**

Annual Outlook transport & logistics

Contract logistics

Brussels Motor Show, Brussels, 12.-21.01.2024
17. Trade Conference Lithium Batteries,
Göttingen, 22.-25.01.2024
Fruit Logistica, Berlin, 07.-09.02.2024
Logistics & Automation, Bern, 24.-25.01.2024

ISSUE 3-4

TÜV ISSUE 2

AD 17.01.24
CD 23.01.24
PD **16.02.24**

Semi-trailers (refrigerated vehicles),
food logistics
Follow-up report Fruit Logistica
Market overview container chassis

Hazardous goods logistics, lithium

**Country Special
Austria**

Dach + Holz International (Roof + Timber)
Stuttgart, 05.-08.03.2024

ISSUE 5

TÜV ISSUE 3

AD 06.02.24
CD 14.02.24
PD **08.03.24**

Alternative drives/Operating materials

Intra logistics
Rail cargo
Trade logistics

**Telematics Special I
(Logistics software and
artificial intelligence)**

LogiChem, Rotterdam, 12.-14.03.2024
Handelslogistic-Kongress (Trade Logistics
Congress), Cologne, 12.-13.03.2024
LogiMAT, Stuttgart, 19.-21.03.2024
Tire Technology Expo, Hanover, 19.-21.03.2024

ISSUE 6

AD 22.02.24
CD 28.02.24
PD **22.03.24**

Tippers and construction vehicles
Rental/Leasing
Spring care/Washing facilities

General cargo logistics

**Driving Ban Calendar
second quarter**

SITL Europe, Paris, 19.-21.03.2024

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 7

TÜV ISSUE 4

AD 05.03.24
CD 11.03.24
PD **05.04.24**

Low-loaders/Heavy-load transports
High-speed loading and unloading

Education & career

Tag der Logistik - BVL (Day of Logistics),
Berlin, 18.04.2024

Intertraffic, Amsterdam, 16.-19.04.2024

ISSUE 8

TÜV ISSUE 5

AD 19.03.24
CD 25.03.24
PD **19.04.24**

Box semi-trailers
BDF (focus CEP)
GREEN TRUCK

Logistics properties

CEP Special I

Hanover Fair + Logistics 4.0,
Hanover, 22.-26.04.2024

ISSUE 9-10

TÜV ISSUE 6

AD 08.04.24
CD 15.04.24
PD **10.05.24**

Fuel cards (market overview)
Trailer for special transports
(paper, coil, steel etc.)

Temperature-controlled transports
incl. pharmaceutical logistics

Workshop Special

Logistics & Distribution,
Dortmund, 24.-25.04.2024

IFAT, Munich, 13.-17.05.2024

Transpotec & Logitec, Milan, 08.-11.05.2024

ISSUE 11

TÜV ISSUE 7

AD 26.04.24
CD 03.05.24
PD **31.05.24**

Second-hand buying (rental/leasing)
Tires

Loading aids

Driving Ban Calendar
third quarter

Last Mile City Logistics, Berlin, June 2024

IFBA Bergen u. Abschleppen (Towing & Recovery),
Kassel, 13.-15.06. 2024

The Tire Cologne, Cologne, 04.-06.06.2024

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
<p>ISSUE 12</p> <p>TÜV ISSUE 8</p> <p>AD 14.05.24</p> <p>CD 21.05.24</p> <p>PD 14.06.24</p>	<p>Alternative drives/Operating materials Telematics and digitization</p>	<p>Sustainable logistics as main focus</p>	<p>Logistics Special</p>	<p>Transport Compleet, Hardenberg, 11.-13.06.2024</p> <p>Stone + Tec, Nuremberg, 19.-22.06.2024</p> <p>Transport Logistic China, Shanghai, 25.-26.06.2024</p>
<p>ISSUE 13-14</p> <p>TÜV ISSUE 9</p> <p>AD 06.06.24</p> <p>CD 12.06.24</p> <p>PD 05.07.24</p>	<p>Sliding floor semi-trailers/ Disposal agriculture Loading aids (loading cranes, tail lifts, etc.)</p>	<p>Waste & disposal + agricultural contractors</p>	<p>25 years VR-Online</p>	<p>Truck Grand Prix, Nürburgring, 13.07.-16.07.2024</p>
<p>ISSUE 15</p> <p>TÜV ISSUE 10</p> <p>AD 27.06.24</p> <p>CD 03.07.24</p> <p>PD 26.07.24</p>	<p>Vehicle components and electrics</p>	<p>Tender platforms</p>	<p>Nostalgic freight traffic Transport then and now</p>	<p>Transport Compleet, Hardenberg, 11.-13.06.2024</p> <p>LAST MILE CITY LOGISTICS, Berlin, June 2024</p>
<p>ISSUE 16-17</p> <p>TÜV ISSUE 11</p> <p>AD 17.07.24</p> <p>CD 23.07.24</p> <p>PD 16.08.24</p>	<p>IAA preview report</p>	<p>Logistics solutions IAA part I</p>		<p>Platformers Days, Karlsruhe, 08.-09.09.2024</p> <p>SMM-Shipbuilding, Machinery & Marine Tech. Hamburg, 28.-31.08.2024</p> <p>Internationale Holzmesse (Timber Fair) Klagenfurt, 28.-31.8.2024</p>

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 18

TÜV ISSUE 12

AD 06.08.24
CD 12.08.24
PD **06.09.24**

Main focus IAA
Alternative drives/Operating materials

Logistics solutions IAA part II

Driving Ban Calendar
fourth quarter

automechanica, Frankfurt, 10.-14.09.2024
GaLaBau, Nuremberg, 11.-14.09.2024
NordBau, Neumünster, 04.-08.09.2024
Security, Essen, 17.-22.09.2024
REIFEN (TIRES), Frankfurt, 10.-14.09.2024

ISSUE 19

TÜV ISSUE 13

AD 21.08.24
CD 28.08.24
PD **20.09.24**

Tanker & silo semi-trailers
Transport packaging/Pallets and
pallet management

Banks and financing

Logistics Properties Special

FachPack, Nuremberg, 24.-26.09.2024
IAA Transportation, Hanover, 17.-22.09.2024

ISSUE 20

AD 04.09.24
CD 10.09.24
PD **04.10.24**

Tire management
Fit for winter
Market overview rental/leasing

Urban logistics

InnoTrans - Int. Fachmesse f. Verkehrstechnik
(Int. Trade Fair for Transport Technology),
Berlin, 24.-27.09.2024
EXPO REAL, Munich, 7.-9.10.2024

ISSUE 21

TÜV ISSUE 14

AD 17.09.24
CD 23.09.24
PD **18.10.24**

Axles and brakes
Load securing
Coil, steel, paper semi-trailers

Rail freight transport

Telematics Special II
(Logistics software and
artificial intelligence)

Deutscher Logistik-Kongress (German
Logistics Congress), Berlin, 23.-25.10.2024
Fuel & Gas Logistics, Leipzig, 22.-24.10.2024

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 22

AD 01.10.24

CD 09.10.24

PD **04.11.24**

Container chassis
Vehicle components and electrics
Fuel and service cards
Preview report AGRITECHNICA

Tender platforms/Freight exchange
Live-tracking/monitoring

CEP Special II

BrauBeviale, Nuremberg, 12.-14.11.2024
BME-Symposium, Berlin, 13.-15.11.2024
LogiTrans, Istanbul, 20.-22.11.2024
AGRITECHNICA, Hanover, 12.-18.11.2024

ISSUE 23

TÜV ISSUE 15

AD 29.10.24

CD 05.11.24

PD **22.11.24**

Who is Who Logistics 2025
Further information you'll find on page 17.

Annual Calendar

ISSUE 24-25

AD 14.11.24

CD 20.11.24

PD **13.12.24**

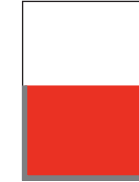
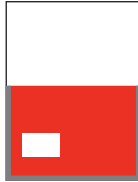
Lift-off & roll-off vehicles
Technological trends 2025

Annual preview 2025

Driving Ban Calendar
first quarter

MAGAZINE FORMAT

210 X 279 MM



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

TITLE DISPLAY**
210 x 145 mm*

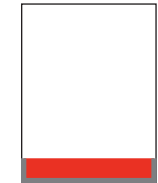
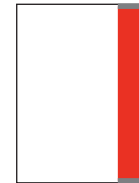
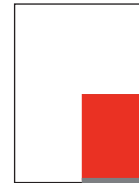
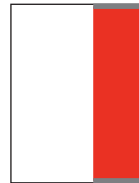
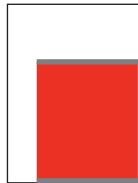
2/1 PAGES ACROSS GUTTER
388 x 236 mm
420 x 279 mm*

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 LANDSCAPE
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)



FORMAT	4-COLORS IN €
2/1 page	15,960.00
Title display	11,690.00
2./4. cover page	9,370.00
1/1 page	7,980.00
2/3 page	6,680.00
Junior page	4,350.00
1/2 page	4,350.00
1/3 page	3,340.00
1/4 page	2,920.00
1/8 page	2,080.00
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.

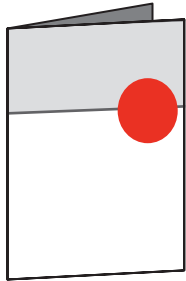
CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.07	7.97
Direct price	1 column 43 mm wide	3.47	6.67
Job-wanted	1 column 43 mm wide	2.26	---
Box number fee	€ 14.00		

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

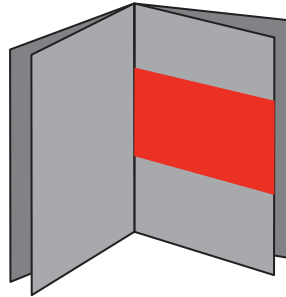
FORMAT

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

TOTAL PRICE

- € 11,130.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

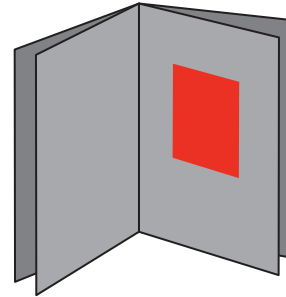
FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 7,780.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

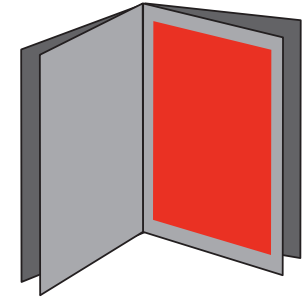
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,670.00
- Format 2: € 2,340.00

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

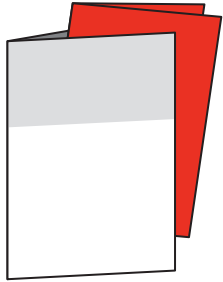
FORMAT

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

PRICE

- 1/2 page: € 4,310.00
- 1/1 page: € 8,170.00

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.

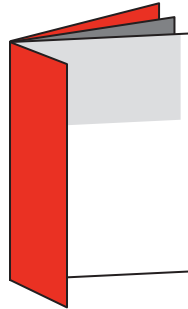
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 325.00
- Up to 50 g total weight per thou. € 520.00
- Up to 75 g total weight per thou. € 715.00
- Up to 100 g total weight per thou. € 910.00
- Per further 5 g total weight per thou. € 39.00

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

- € 13,990.00

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

GOT MORE TO SAY THAN YOU CAN FIT IN AN AD?

Some topics are worth investigating in more detail from different perspectives. To that end, the VerkehrsRundschau editorial team publishes specials in the form of a “**magazine-within-a-magazine**”, covering areas such as workshop operations, telematics, courier, express delivery and parcel services, or e-commerce. The specials are based on editorial research conducted in cooperation with leading experts in the respective field, industry associations, vendors and manufacturers.

You have got the opportunity to present yourself in the form of a **company contribution** (interview, best-practice-report or a company portrait) in these topic specials. Send us your text and photographic material. We take over the design and therefore make your entire appearance visually perfect.

You can find the **planned topic specials for 2024** on the pages 6 to 10 in our time schedule.

FORMAT	PRICE IN €
1/1 page company contribution	2,270.00
2/1 page company contribution	4,170.00

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



EDITORIAL SPECIAL ISSUE

The VerkehrsRundschau Forum is an editorial special issue to present a specialized topic in **cooperation with an exclusive partner**. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The Forum appears in the layout of VerkehrsRundschau and the editorial department of VerkehrsRundschau will supervise its contents.

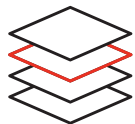
ADVANTAGES AND BENEFIT FOR THE EXCLUSIVE PARTNER:

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of VerkehrsRundschau
- Positioning of the company as an innovative opinion leader and solutions supplier
- Targeted distribution to the relevant target group by way of inserts to the Forum issues of VerkehrsRundschau
- Complete package: Editorial and graphic from one source
- Specimen copies for the customer, as well as a cost-free PDF for online usage

PRICE ON REQUEST

Special publications are not subject to agency discount.





PRINT

YOUR EXTENSIVE COMPANY PORTRAIT

For the 22nd time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry directory, this magazine goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

Through concise company portraits your company can be presented individually. **Your entry will be published in the magazine „Who is Who Logistics“ and as an extensive online portrait** with many online features.

You can book online at any time and in a short time your portrait will be put on the website.



DIGITAL



PUBLICATION DATE: 22.11.2024

COMPANY PORTRAIT

Ad deadline: 16.10.2024

Closing date printing materials: 21.10.2024

Formats & prices:

1/1 page: € 2,385.00 (incl. online entry)

2/1 page: € 4,515.00 (incl. online entry)

DISPLAY ADS*

Ad deadline: 29.10.2024

Closing date printing materials: 06.11.2024

Formats & prices:

Title displays (210 mm w x 279 mm h*): € 9,370.00

1/1 page (210 mm w x 279 mm h*): € 7,980.00

1/2 page portrait (101mm w x 279 mm h*): € 4,350.00

1/2 page landscape (210 mm w x 137 mm h*): € 4,350.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Feature your business with an advert on the 2025 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date: 22.11.2024
(supplement to the issue 23/2024)

Ad deadline: 07.10.2024

Closing date printing material: 15.10.2024

Format: 690 mm width x 485 mm height

PRICES

Per ad banner € 4,410.00

Exclusive booking (booking of both banners) € 7,720.00

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
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22	22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27	27
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

verkehrs RUNDSCHAU logo and contact information for the year 2024.

Advert

690 x 85 mm + 3mm bleed

The Driving Ban Calendar is quarterly added as an supplement to the VerkehrsRundschau. Secure a permanent presence for your target group and book one of the two ad spaces – or even both to present yourself exclusively.

PUBLICATION DATES

Driving Ban Calendar quarter II/2024:	22.03.2024 VerkehrsRundschau no. 6
Driving Ban Calendar quarter III/2024:	31.05.2024 VerkehrsRundschau no. 11
Driving Ban Calendar quarter IV/2024:	06.09.2024 VerkehrsRundschau no. 18
Driving Ban Calendar quarter I/2025:	13.12.2024 VerkehrsRundschau no. 24-25

FORMAT

690 mm width x 727.5 mm height

PRICES

Per ad banner	€ 4,410.00/quarterly
Exclusive booking (booking of both banners)	€ 7,720.00/quarterly

Anzeige

690 x 118 mm (+ 3 mm Beschnitt auf allen Seiten)

Fahrverbote 1. Quartal 2023

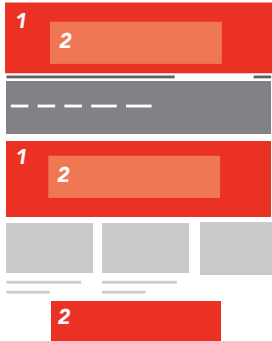
verkehrs RUNDSCHAU

Monat	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Januar																															
Februar																															
März																															

Mehr Infos im Netz: [www.verkehrswirtschaft.de](#)

Anzeige

690 x 118 mm (+ 3 mm Beschnitt auf allen Seiten)



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 170.00

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*

- € 170.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 105.00

**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, 2024.



On every working day, VerkehrsRundschau informs the decision-makers and executives in an up-to-date and informative online newsletter.

REGISTRATION:
newsletter.tecvia.com/vr

DIGITAL

DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

PLACEMENT	POSITION	FORMAT IN PX	AD FORMAT	PRICE IN €
Top placement	1	650 x 150	Cross-/Full-Size-Banner	650,00
	2	650 x 366	TextAd	
Further placements	1	650 x 150	Cross-/Full-Size-Banner	610,00
	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 incl. all blanks
Teaser: ca. 400 characters incl. all blanks
- Body text with about 3,000 characters incl. all blanks
- **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	DURATION	PRICE IN €
Online advertorial	verkehrsrundschau.de	1 week	1,730.00



DIGITAL

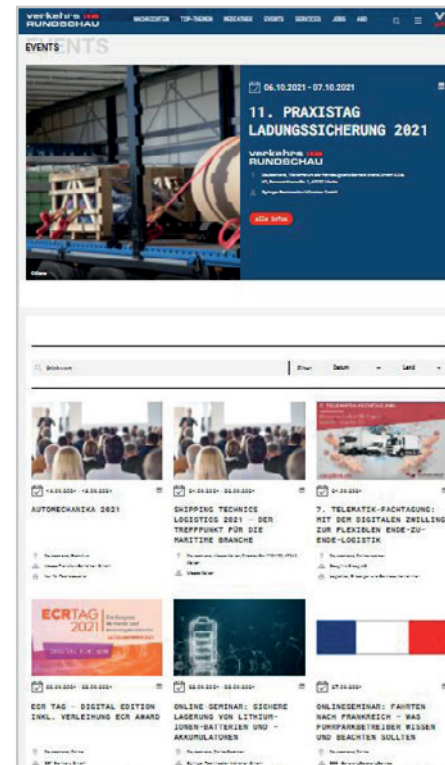
ADVERTISE YOUR SEMINAR OFFER

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	€ 75.00 each
11 to 20 entries	€ 70.00 each
more than 20 entries	€ 65.00 each





DIGITAL

On a regular basis, the editorial team looks at topical subjects in the transport and logistics industry, inviting an expert speaker to address a specific subject in detail in an online seminar. Hosted by a member of the VerkehrsRundschau editorial team, the webinars last between 60 and 90 minutes. Participants log in via a link sent to them in advance, enabling them to watch the presentation on their own screens. A chat function additionally enables them to ask questions which will be answered during the webinar.

You can find the topics and schedule always up-to-date at www.verkehrsrundschau.de/events.

Become a sponsor!

YOUR BENEFITS

- Sponsor's logo displayed on all marketing measures as well as linking to the sponsor
- Placement of the sponsor's logos during the webinar
- Presentation of the sponsor during the introduction
- Opportunity for the sponsor to introduce themselves with their expertise and recommend themselves to potential clients
- Qualified reach – you will reach your target group directly
- Providing contact information of participants for lead generation
- After the webinar it is possible to sent the presentation to all participants
- The webinar is afterwards available at VR plus
- Optional: contribution as a speaker

PRICE: starting from € 3,500.00





Verlag Heinrich Vogel organizes high-quality specialist conferences, congresses, conferences and seminars for practice-oriented education.

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

Participate with your brand!

Present your company as 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:** Illustration of the sponsoring logo on all marketing measures (print and online) incl. one charge-free participant slot and exhibition space
PRICE: starting from € 3,500.00
- **Exclusive sponsoring** – exclusive sponsoring partnership of an event: contentual agreement with the sponsoring partner, possibility of specialist lecture, illustration of the sponsoring logo on all marketing measures (print and online) incl. two participant slots
PRICE: starting from € 7,500.00



© MATEJ KASTELICFOTOJA



THE KNOWLEDGE COMPETITION FOR APPRENTICES

Best Azubi is **Germany's biggest knowledge contest** for trainees in the haulage and logistics sector. Some 15,000 of them have taken part since the competition was launched back in 2007. The latest round attracted around 1,000 contestants. There's total prize money of 10,000 euros for the winners.

PARTICIPATE AS A SPONSOR!

Throughout the year, and across our media channels, you will be showcased as a company that places great value in fostering new young talent.

You will highlight the appeal of your company as a top skills centre, enabling you to recruit the best trainees and present yourself as an attractive employer in general.

CIRCLE OF SUPPORTERS: € 6,000.00

MAIN SPONSOR: PRICE ON REQUEST





DIGITAL

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

VerkehrsRundschau Funk is the podcast which brings topics from politics, forwarding and technology closer to the listeners in weekly episodes. More than 26,000 listeners and 10,000 subscribers use the podcast regularly - a lively community speaks for itself.

SPREAD YOUR MESSAGE EXCLUSIVELY!

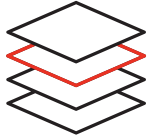
Use this unique opportunity to spread your message. Perform in an **exclusive editorial podcast** and speak about your topics. You will be supported by a professional speaker or host. Each episode, you have 15 to 25 minutes at your disposal.

The promotion is provided via following channels:

- Social media (X, LinkedIn, Facebook)
- Newsletters of VerkehrsRundschau
- TOP-News-Articles at verkehrs-rundschau.de

EXCLUSIVE PODCASTS	PRICE IN €
1 episode	4,000.00
3 episodes	11,640.00
5 episodes	19,000.00





PRINT

**YOUR MESSAGE IN EDITORIAL STYLE:
THE PLATFORM FOR YOUR NATIVE
ADVERTISING**

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is the accompanying publication of the content as a digital advertorial on the trade magazine portal.







DIGITAL

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

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 € 18,750.00	1/2 € 6,950.00 1/1 € 10,740.00 2/1 € 17,790.00	1/2 € 4,310.00 1/1 € 8,170.00 2/1 € 15,380.00



DIGITAL





**NATIVE CONTENT IN TOP FORM:
SPECIAL EDITORIAL FORMATS ON
THE TRADE MAGAZINE'S ONLINE
PORTAL**

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 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		
	€ 10,800.00	€ 7,280.00	€ 3,790.00








DIGITAL

**DIGITAL INNOVATION:
EDITORIAL WEBSPECIAL ON THE
MAGAZINE PORTAL**

A webspecial, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the webspecial stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

In addition to your webspecial, choose your preference package of advertising means!

MEDIA PACKAGES				
	ULTIMATE	PREMIUM	BASIC+	
ADVERTISING MEANS	Expert editorial text + layout Start page	✓ Full service	✓ Full service	✓ Full service
	Number of chapters Extent	6 chapters	4 chapters	1 chapters (onepager)
	Duration	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		
		€ 38,050.00	€ 32,970.00	€ 18,200.00







DIGITAL

**BACKGROUND KNOWLEDGE MEETS
INDUSTRY PROFESSIONALS:
A WHITEPAPER BRINGS CONTENT
AND USER TOGETHER**

In a whitepaper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

In addition to your whitepaper, choose your preference package of advertising means!

ADVERTISING MEANS	ULTIMATE	BASIC+
	Expert editorial text + layout Full service	✓ Full service
Duration 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
	€ 28,120.00	€ 17,100.00



DIGITAL

LISTEN!
YOUR PRODUCT IN OUR PODCAST
"VERKEHRSRUNDSCHAU FUNK".

Our weekly podcast VerkehrsRundschau Funk addresses current topics around politics, forwarding agencies and technology. Your exclusive audio promotion message will reach the listeners: **the young, digital and modern decision-makers in the logistics industry.**

We record your audio message as a podcast spot by a professional speaker. The spot will be displayed after an intro.







Further information you can find [here](#).

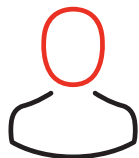
In addition to your podcast, choose your preference package of advertising means!



MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + speaker Full service	✓ Delivery or recording	✓ Delivery or recording	✓ Delivery or recording
Nature of participation Presentation	✓ Ad placement in editorial podcast	✓ Ad placement in editorial podcast	✓ Ad placement in editorial podcast
Length of the ad	✓ 5-8 seconds	✓ 5-8 seconds	✓ 5-8 seconds
Number of play-outs Frequency	✓ 40 times	✓ 30 times	✓ 10 times
Ad service TextAd and Social Media	 several times	 several times	 several times
Portal placement Banner			
	€ 44,100.00	€ 31,970.00	€ 14,340.00



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