

FAHRSCHULE

The official information
medium of the Federal Union
of Driving Instructors' Associations

MEDIA DATA 2024

FAHRSCHULE

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





WHAT DOES FAHRSCHULE OFFER?

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

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

THE BRAND FAHRSCHULE COMPRISES

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





monthly

12 ISSUES

75. year

2024

www.fahrschule-online.de

WEB ADDRESS (URL)



PUBLISHER:

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

PUBLISHING HOUSE:

TECVIA GmbH
Verlag Heinrich Vogel
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www.tecvia.com

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gerhard.gruenig@tecvia.com

The trade magazine FAHRSCHULE is read regularly and intensely.
The page contact opportunity is **91.5 %**.

69.6 % of the recipients are of the opinion that FAHRSCHULE contains important and useful product and image ads.

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





WHO ARE THE READERS OF FAHRSCHULE?

FAHRSCHULE addresses driving school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

FAHRSCHULE reaches the target group: **88.4 %**
of the readers of FAHRSCHULE operate in a driving school.

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

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

SUBSCRIPTION

ISSN 0014-6838

Annual subscription price

Inland: € 148.60 incl. packing/posting plus statutory VAT.

European countries: € 160.60 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.

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

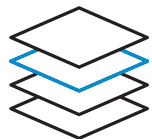
BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2 % prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



13,000

PRINT RUN FAHRSCHULE*

PRINT

10,282

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

11,079

PAID CIRCULATION*



DIGITAL

19,739

SESSIONS**

(average of three months, January to March 2023)

46,829

PAGE IMPRESSIONS**

(average of three months, January to March 2023)

3,323

NEWSLETTER SUBSCRIBERS**

(August 2023)

In comparison with internet forums, **79.2 %** of interviewed persons consider the information quality of FAHRSCHULE to be better or equal.

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

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

TOPICS

FAIRS

ISSUE 1

AD 28.11.23

CD 08.12.23

PD **04.01.24**

Motorcycle training:
New models, more safety, innovative technology
Driving school facilities/shop window dressing

ISSUE 2

AD 05.01.24

CD 18.01.24

PD **09.02.24**

Alternative drives/E-mobility
Current drive report/vehicle test (car)

IMOT, Munich, 16.02.-18.02.2024

ISSUE 3

AD 01.02.24

CD 15.02.24

PD **07.03.24**

Conditions and services of motorcycle manufacturers

ISSUE 4

AD 29.02.24

CD 12.03.24

PD **04.04.24**

Handicap training
Current drive report/vehicle test (car)

ISSUE 5

AD 26.03.24

CD 09.04.24

PD **02.05.24**

Cashless payment

TOPICS

FAIRS

ISSUE 6

AD 30.04.24
CD 14.05.24
PD **06.06.24**

Truck & bus for driver's education
Current drive report/vehicle test (motorcycle)

ISSUE 7

AD 03.06.24
CD 13.06.24
PD **04.07.24**

Trailers for class BE training

ISSUE 8

AD 01.07.24
CD 11.07.24
PD **01.08.24**

Conditions and services of car manufacturers
Current drive report/vehicle test (car)

Preview report REHACARE

ISSUE 9

AD 01.08.24
CD 13.08.24
PD **05.09.24**

Simulators for driver's education

automechanika, Frankfurt, 10.09. - 14.09.2024
REIFEN (TIRES), Frankfurt, 10.09. - 14.09.2024
IAA Transportation, Hanover, 17.09.-22.09.2024
REHACARE INTERNATIONAL, Düsseldorf, 25.09.-28.09.2024

ISSUE 10

AD 02.09.24
CD 12.09.24
PD **04.10.24**

Motorcycle accessories
Current drive report/vehicle test (motorcycle)

INTERMOT - Int. Motorrad- und Rollermesse,
Cologne, 01.10. - 06.10.2024

TOPICS

ISSUE 11

AD 01.10.24

CD 16.10.24

PD 07.11.24

Preview report Symposium "Fahrschule & Berufskraftfahrer"

Health topics

Truck for driver's education

Fahrschulpartner (Driving School Partner) 2025

ISSUE 12

AD 04.11.24

CD 14.11.24

PD 05.12.24

Refuelling in driving schools: fuel cards, apps and co.

Current drive report/vehicle test (car)

Annual calendar

ISSUE 1/25

AD 26.11.24

CD 06.12.24

PD 02.01.25

Motorcycle training:

New models, more safety, innovative technology

FAIRS

Symposium "Fahrschule & Berufskraftfahrer"

("Driving School & Professional Driver"),

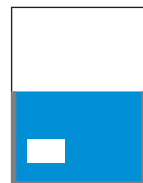
Dortmund, 06.11.-07.11.2024

MAGAZINE FORMAT

210 X 279 mm

MAIN MAGAZINE

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



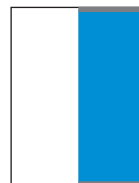
TITLE DISPLAY

—
210 x 134 mm**



1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



1/2 PAGE LAND-
SCAPE

175 x 117 mm
210 x 137 mm*



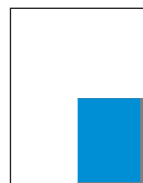
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



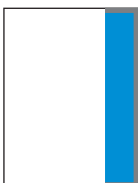
1/3 PAGE LAND-
SCAPE

175 x 76 mm
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



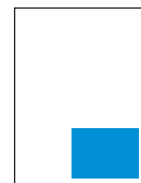
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



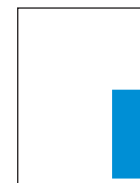
1/4 PAGE LAND-
SCAPE

175 x 56 mm
210 x 71 mm*



1/8 PAGE BLOC

85 x 56 mm
—



1/8 PAGE PORTRAIT

40 x 117 mm
—



1/8 PAGE LAND-
SCAPE

175 x 31 mm
210 x 49 mm*

MAIN MAGAZINE

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

* + 3 mm bleed

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

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



FORMAT	4-COLORS IN €
Title display	11,080.00
2./3./4. cover page	9,500.00
1/1 page	8,110.00
1/2 page	4,390.00
1/3 page	3,090.00
1/4 page	2,470.00
1/8 page	1,430.00
Placement surcharge:	
Binding placement instructions	790.00

DISCOUNTS

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

FREQUENCY SCALE

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

QUANTITY SCALE

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

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

CLASSIFIED ADS	FORMAT*	PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	6.24	7.97
Direktpreis	1 column 43 mm wide	5.30	6.77
Stellengesuche	1 column 43 mm wide	2.42	---
Box number fee	€ 14.00		

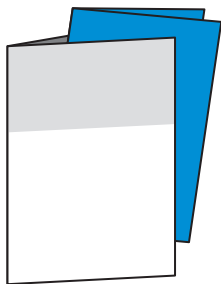
* Format 2 columns: 90 mm wide; Format 3 columns: 137 mm wide; Format 4 columns: 184 mm wide

TECHNICAL SPECIFICATIONS PRINT

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

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

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

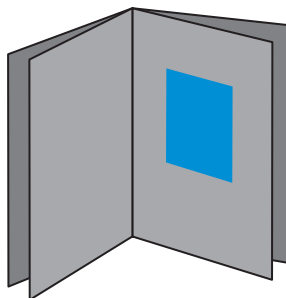
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 370.00
- Up to 50 g total weight per thou. € 545.00
- Per further 5 g total weight per thou. € 39.00

ISLAND AD



SPECIAL FEATURE

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

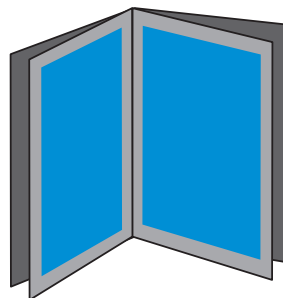
FORMAT

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

PRICE

- Format 1: € 1,140.00
- Format 2: € 1,600.00

ADVERTORIAL



SPECIAL FEATURE

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

FORMAT

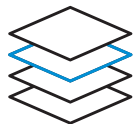
- 1/2 or 1/1 page, 4c, incl. pictures, text and logo
- Annotation „Advert“ in the header

PRICE

- on request

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

We'll be happy to
advise you!



PRINT

THE SECTOR OVERVIEW OF FAHRSCHULE

Fahrschulpartner (Driving School Partners) is a reference source which offers its readers a comprehensive overview of products and services that driving instructors need for their everyday work, and provides key information for upcoming purchase decisions.



DIGITAL

It gives you the opportunity to showcase your business to driving instructors throughout Germany with a strong and informative **company portrait**. Alongside giving contact details, you can comprehensively present your products and services to our readers. Take the chance to be a constant presence among your target group all year round.

Your portrait will also appear as a detailed **online entry** in the industry directory, with an integrated contact form and optimised search function.



Publication date:	Supplement in issue no 11 from 07.11.2024
Advert deadline:	17.09.2024
Closing date printing materials:	01.10.2024
Magazine format:	203 mm width x 277 mm height

COMPANY PORTRAITS

Formats and prices:

1/2 page:	€ 1,280.00 (incl. premium online entry)
1/1 page:	€ 2,290.00 (incl. ultimate online entry)

DISPLAY ADVERTS*

Formats and prices:

Cover page (203 mm w x 277 mm h*):	€ 9,500.00
1/1 page (203 mm w x 277 mm h*):	€ 8,110.00
1/2 page vertical (99 mm w x 277 mm h*):	€ 4,390.00
1/2 page landscape (203 mm w x 136 mm h*):	€ 4,390.00
1/3 page portrait (69 mm w x 277 mm h*):	€ 3,090.00
1/3 page landscape (203 mm w x 93 mm h*):	€ 3,090.00

* + 3 mm bleed on all outer edges

WALL CALENDER

Present yourself with an ad on the FAHRSCHULE wall calender for 2025 and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date (supplement to issue FAHRSCHULE 12/2024)	05.12.2024
Ad deadline	18.10.2024
Closing date printing material	28.10.2024
Format	800 x 540 mm
Circulation	approx. 13,000 copies

PRICE ON REQUEST

FAHRSCHULE 2025

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

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

Premium advert
95 x 85 mm

95 x 173 mm

Premium advert
95 x 85 mm

95 x 85 mm

95 x 85 mm

95 x 85 mm

95 x 85 mm

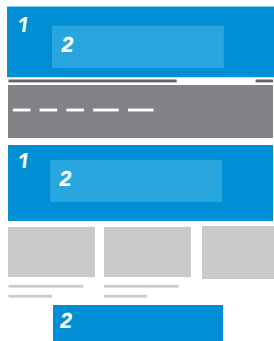
190 x 85 mm

95 x 85 mm

95 x 85 mm

190 x 85 mm

95 x 85 mm



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 170.00

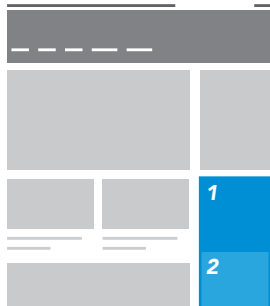
2 SUPERBANNER

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.



DIGITAL

Every week, FAHRSCHULE informs the decision-makers and executives in an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.tecvia.com/fs

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.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	300.00
TextAd**	2	650 x 366	300.00
Medium Rectangle**	3	300 x 250	300.00

* on all placements possible
** starting from the 2nd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

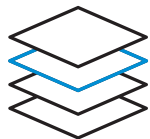
The online advertorial appears among the current news on the portal of www.fahrschule-online.de as an editorially designed article.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 characters incl. blanks
Teaser: ca. 400 characters incl. blanks
- Body text with about 3,000 characters incl. 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 FORMAT	PLACEMENT	DURATION	PRICE IN €
Online advertorial	fahrschule-online.de	1 week	1,730.00



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 € 18,300.00	1/2 € 6,460.00 1/1 € 9,820.00 2/1 € 17,620.00	1/2 € 4,680.00 1/1 € 8,400.00 2/1 € 16,700.00



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 Startpage	✓ 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		
	€ 10,920.00	€ 6,930.00	€ 3,080.00



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

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
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		
	€ 38,000.00	€ 32,970.00	€ 18,200.00



DIGITAL


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

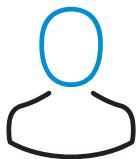
In a whitepaper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

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

MEDIA PACKAGES

ADVERTISING MEANS

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



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