

# MEDIA DATA 2024

VERKEHRSRUNDSCHAU  
The magazine for haulage, transport and logistics  
[www.verkehrsrundschau.de](http://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, Twitter, Xing)
- Podcast
- Magazine archive
- Books





**19 issues per year**

2024

**78. year**

2024

**www.verkehrsrundschau.de**

WEB ADDRESS (URL)



**PUBLISHING HOUSE:**

TECVIA GmbH  
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81549 Munich, Germany  
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sales.vhv@tecvia.com  
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: € 385.50\* incl. packing/posting plus statutory VAT.

European countries: € 410.50\* incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

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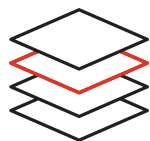
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Payment terms:

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

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
<b>ISSUE 1-2</b> TÜV ISSUE 1 AD 13.12.23 CD 19.12.23 PD 19.01.24	Loading aids (loading cranes, tail lifts, etc.)	Contract logistics		<b>Brussels Motor Show</b> , Brussels, 12.-21.01.2024 <b>17. Trade Conference Lithium Batteries</b> , Göttingen, 22.-25.01.2024 <b>Fruit Logistica</b> , Berlin, 07.-09.02.2024 <b>Logistics &amp; Automation</b> , Bern, 24.-25.01.2024
<b>ISSUE 3-4</b> 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 Comparison test container chassis	Hazardous goods logistics, lithium	Country Special Austria	<b>Dach + Holz International</b> (Roof + Timber) Stuttgart, 05.-08.03.2024
<b>ISSUE 5</b> 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)	<b>LogiChem</b> , Rotterdam, 12.-14.03.2024 <b>Handelslogistic-Kongress</b> (Trade Logistics Congress), Cologne, 12.-13.03.2024 <b>LogiMAT</b> , Stuttgart, 19.-21.03.2024 <b>Tire Technology Expo</b> , Hanover, 19.-21.03.2024
<b>ISSUE 6</b> AD 22.02.24 CD 28.02.24 PD 22.03.24	Tipper and construction vehicles Rental/Leasing Spring care/Washing facilities	General cargo logistics	Driving Ban Calendar second quarter	<b>SITL Europe</b> , Paris, 19.-21.03.2024

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
<b>ISSUE 7</b> 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		<b>Tag der Logistik - BVL</b> (Day of Logistics), Berlin, 18.04.2024 <b>Intertraffic</b> , Amsterdam, 16.-19.04.2024
<b>ISSUE 8</b> 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	<b>Hanover Fair + Logistics 4.0</b> , Hanover, 22.-26.04.2024
<b>ISSUE 9-10</b> 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	<b>Logistics &amp; Distribution</b> , Dortmund, 24.-25.04.2024 <b>IFAT</b> , Munich, 13.-17.05.2024 <b>Transpotec &amp; Logitec</b> , Milan, 08.-11.05.2024
<b>ISSUE 11</b> 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	<b>Last Mile City Logistics</b> , Berlin, June 2024 <b>IFBA Bergen u. Abschleppen</b> (Towing & Recovery), Kassel, 13.-15.06. 2024 <b>The Tire Cologne</b> , Cologne, 04.-06.06.2024

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

## 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, October 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
<b>ISSUE 22</b>	Container chassis Vehicle components and electrics Fuel and service cards Preview report AGRITECHNICA	Tender platforms/Freight exchange Live-tracking/monitoring	CEP Special II	<b>BrauBeviale</b> , Nuremberg, 12.-14.11.2024 <b>BME-Symposium</b> , Berlin, November 2024 <b>LogiTrans</b> , Istanbul, November 2024 <b>AGRITECHNICA</b> , Hanover, 12.-18.11.2024
AD 01.10.24 CD 09.10.24 PD 04.11.24				
<b>ISSUE 23</b>	Who is Who Logistics 2024 Further information you'll find on page 17.		Annual Calendar	
TÜV ISSUE 15 AD 29.10.24 CD 05.11.24 PD 22.11.24				
<b>ISSUE 24-25</b>	Lift-off & roll-off vehicles Technological trends 2025	Annual preview 2025	Driving Ban Calendar first quarter	
AD 14.11.24 CD 20.11.24 PD 13.12.24				

## 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\*



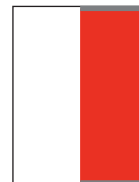
#### 1/1 PAGE

175 x 236 mm  
210 x 279 mm\*



#### 2/3 PAGE LAND- SCAPE

175 x 156 mm  
210 x 178 mm\*



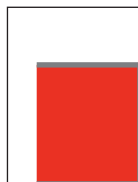
#### 1/2 PAGE PORTRAIT

85 x 236 mm  
101 x 279 mm\*



#### 1/2 PAGE LANDSCAPE

175 x 117 mm  
210 x 137 mm\*

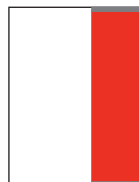


### MAIN MAGAZINE

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

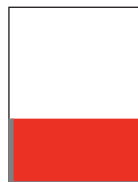
#### JUNIOR PAGE

115 x 178 mm  
131 x 198 mm\*



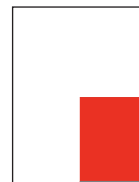
#### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



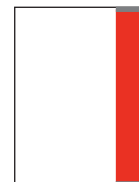
#### 1/3 PAGE LAND- SCAPE

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)

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

**PRINT**



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.

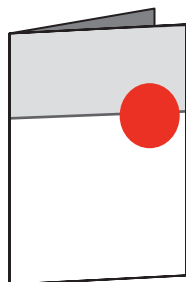
CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.07	7.97
Direct price	1 column 43 mm wide	3.47	6.67
Job-wanted	1 column 43 mm wide	2.26	---
Box number fee	€ 14.00		

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

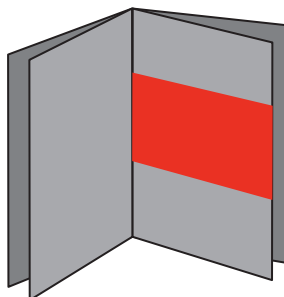
### FORMAT

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

### TOTAL PRICE

- € 11,130.00

## BANDEROLE AD



### SPECIAL FEATURE

- Central placement
- High attention

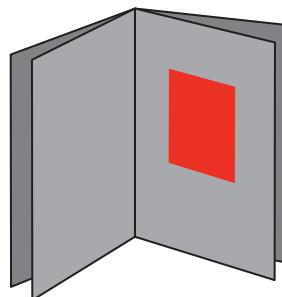
### FORMAT

- 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

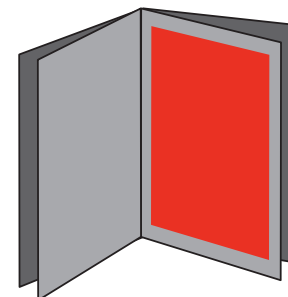
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

### 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

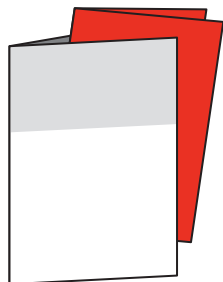
### FORMAT

- 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.

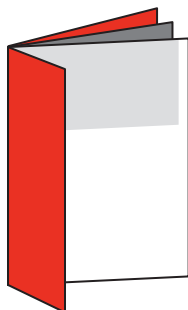
**FORMAT**

- 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 2<sup>nd</sup> inside front cover:  
105 mm width x 279 mm height
- 4<sup>th</sup> 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?

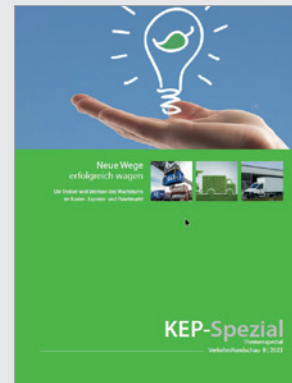
Some topics are worth investigating in more detail from different perspectives. To that end, the VerkehrsRundschau editorial team publishes specials in the form of a "magazine-within-a-magazine", covering areas such as workshop operations, telematics, courier, express delivery and parcel services, or 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 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.

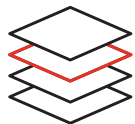
## ADVANTAGES AND BENEFIT FOR THE EXCLUSIVE PARTNER:

- 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 22<sup>nd</sup> 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 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 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**

**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

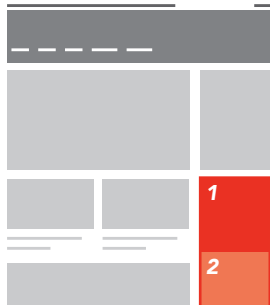
## 2 SUPERBANNER

### 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.



**DIGITAL**

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](https://newsletter.tecvia.com/vr)

**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	SIZE IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	<b>650.00</b>
TextAd**	2	650 x 366	<b>610.00</b>
Medium Rectangle**	3	300 x 250	<b>610.00</b>

\* on all placements possible  
\*\* starting from the 2<sup>nd</sup> 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.verkehrsrundschau.de](http://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

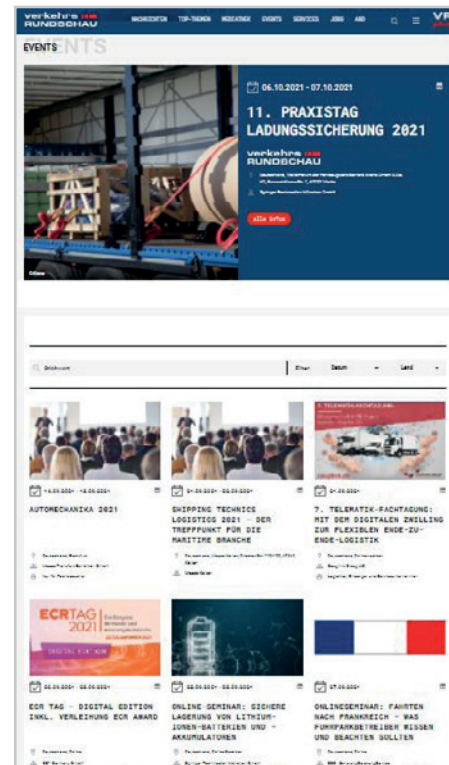
## ADVERTISE YOUR SEMINAR OFFER

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](http://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



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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](http://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 KASTELIC/FOTOLIA



### **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!**

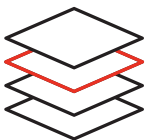
Throughout the year, and across our media channels, you will be showcased as a company that places great value in fostering new young talent.

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**





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 <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 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			
	ULTIMATE	PREMIUM	BASIC+
Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 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**

**ADVERTISING MEANS**

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapters (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 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 <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	€ 28,120.00	€ 17,100.00

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2024.  
Special publications are not subject to agency discount.



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](#).

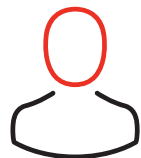
**In addition to your podcast, choose your preference package of advertising means!**



**MEDIA PACKAGES**

ADVERTISING MEANS

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



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