

MEDIA KIT 2023

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
- ePaper
- News app
- Newsletter
- Webinars
- Social media (Facebook, LinkedIn, Twitter, Xing)
- Magazine archive
- Books





21 issues per year

2023

77. year

2023

www.verkehrsrundschau.de

WEB ADDRESS (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

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:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
E-mail sales.vhv@springernature.com
www.springerfachmedien-muenchen.de



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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
- Members of Federal Trade, Transport and Logistics Association (Bundesverband Wirtschaft, Verkehr und Logistik e.V. – BWVL)
- 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

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

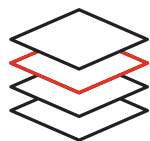
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



15,000

PRINT RUN VerkehrsRundschau*

PRINT

14,640

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

10,637

PAID CIRCULATION INCL. E-PAPER*



DIGITAL

204,154



VISITS**

(average of three months, July to September 2022)

387,469



PAGE IMPRESSIONS**

(average of three months, July to September 2022)

9,484

NEWSLETTER SUBSCRIBERS***

(September 2022)

37,670

SOCIAL MEDIA FOLLOWERS

(September 2022)



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: IVW certified (ausweisung.ivw-online.de)

*** Dispatch: own data collection, current figures on request

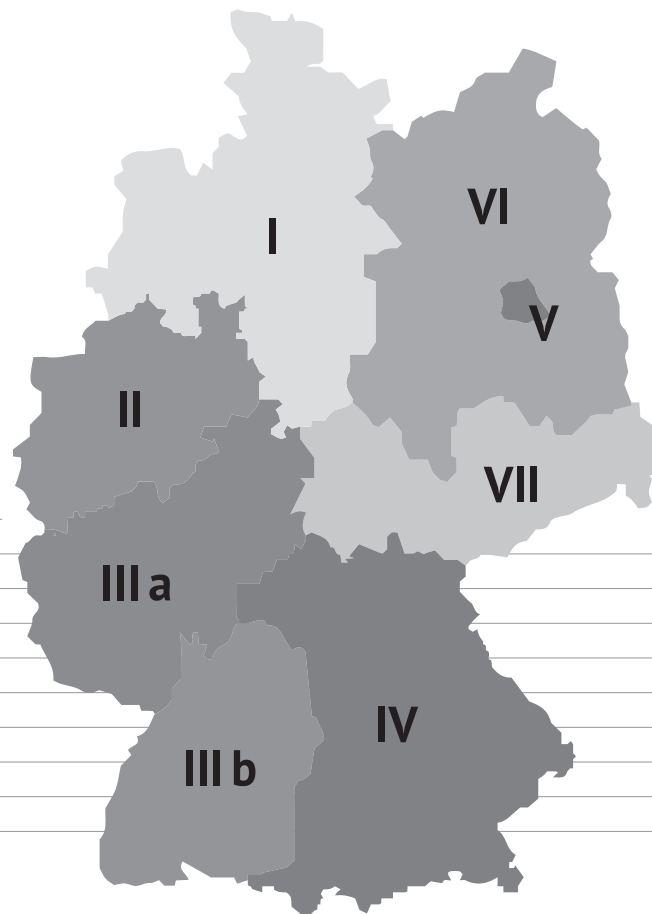


DISTRIBUTION BY NIELSEN AREAS

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine VerkehrsRundschau:

Nielsen region	Actual distributed inland circulation*
I	1,801
II	2,112
III a	1,462
III b	2,814
IV	4,504
V	197
VI	587
VII	1,048
Total	14,525



COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 1-2

TÜV Issue 1

AD 16.12.22

CD 22.12.22

PD 20.01.23

Tank and silo vehicles
Alternative drives

Insurances (legal innovation)
Combined transport
Subsidies

Brussels Motor Show, Brussels, 14.01.-22.01.2023
Trade Conference Lithium Batteries,
Göttingen, 23.01.-26.01.2023

ISSUE 3

AD 13.01.23

CD 19.01.23

PD 10.02.23

Renting/Leasing
Green Truck/Van/Innovation

Trade logistics/
E-commerce
Cost management

**Country Special
Austria**

Fruit Logistica, Berlin, 08.02.-10.02.2023

ISSUE 4

TÜV Issue 2

AD 30.01.23

CD 03.02.23

PD 24.02.23

Temperature-controlled transports
Refrigerated vehicles and cooling
units

Follow-up report Fruit Logistica
Food logistics
Cool chain logistics

ISSUE 5

AD 09.02.23

CD 15.02.23

PD 10.03.23

BDF combinations
Digital tachograph

Logistics properties
Contract logistics

Telematics Special I

Z – Int. Zuliefermesse (Supplier Fair), Leipzig,
07.03.-10.03.2023
LogiChem, Rotterdam, 14.03.-16.03.2023
Tire Technology Expo, Hanover,
21.03.-23.03.2023

ISSUE 6

TÜV Issue 3

AD 27.02.23

CD 03.03.23

PD 24.03.23

Spring care/Washing facilities
Axles and brakes
Tippers, construction vehicles

Digitisation in logistics
Inland navigation
Rail cargo

Driving Ban Calendar

SITL, Paris, 28.03.-30.03.2023
**29. Handelslogistik Kongress
(Trade Logistics Congress)**, Cologne,
29.03.-30.03.2023

COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 7

TÜV Issue 4

AD 10.03.23

CD 16.03.22

PD 06.04.23

Preview report LogiMAT
Low-loaders/Heavy-load transports
Industrial trucks

Liquidity/Payment transactions/
Factoring

Intralogistics Special

Hanover Fair + Logistics 4.0,
Hanover, 17.04.-21.04.2023
Day of the Logistics – BVL, 20.04.2023

ISSUE 8

TÜV Issue 5

AD 23.03.23

CD 29.03.23

PD 21.04.23

Preview report transport logistic part 1
Tires and wheels
Load carrier

Banks and financing
Freight exchange/Tender platforms

CEP Special I

LogiMAT, Stuttgart, 25.04.-27.04.2023
interpack Processing and Packaging,
Düsseldorf, 04.05.-10.05.2023

ISSUE 9

TÜV Issue 6

AD 04.04.23

CD 12.04.23

PD 05.05.23

Preview report transport logistic part 2
Load securing
Prize winners Best Azubi (Best Appren-
tice)

Automobile logistics
Inland ports
Initial and further training

Logistics Special

transport logistic, Munich, 09.05.-12.05.2023

ISSUE 10

AD 20.04.23

CD 26.04.23

PD 19.05.23

Fuel and service cards
Vans

Cybersecurity
Software in the company
Cool chain logistics (pharma-
ceutical, food)

Workshop Special

Logistics & Automation, Dortmund,
24.05.-25.05.2023

ISSUE 11

TÜV Issue 7

AD 04.05.23

CD 10.05.23

PD 02.06.23

Follow-up report transport logistic
Assistance systems
Loading cranes

Seaports and hinterland traffic
Combined transport

Driving Ban Calendar

IFBA Towing & Recovery, Kassel,
15.06.-17.06.2023
Nexus, Leipzig, June 2023

COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 12

AD 17.05.23

CD 24.05.23

PD 16.06.23

CEP vehicles
Industry solution in the area of
vans

General cargo logistics
New logistics concepts

Urban Logistics Special

Transport Complete, Hardenberg,
20.06.-22.06.2023

LAST MILE CITY LOGISTICS,
Berlin, 28.06.-29.06.2023

ISSUE 13-14

TÜV Issue 8

AD 12.06.23

CD 16.06.23

PD 07.07.23

Refrigerated vehicles
Alternative drives
Bulk floors

Digitisation in logistics
Green logistics

Truck-Grand-Prix, Nürburgring, 14.07.-16.07.2023

ISSUE 15

TÜV Issue 9

AD 03.07.23

CD 07.07.23

PD 28.07.23

Container chassis

Software in logistics
Contract logistics

ISSUE 16-17

TÜV Issue 10

AD 21.07.23

CD 27.07.23

PD 18.08.23

Industrial trucks
BDF combinations
Digital tachograph

Combined transport

Port and Shipping Special

IAA Mobility, Munich, 05.09.-10.09.2023

Nordbau, Neumünster, 06.09.-10.09.2023

Platformers' Days, Karlsruhe, 08.09.-10.09.2023

ISSUE 18

TÜV Issue 11

AD 11.08.23

CD 18.08.23

PD 08.09.23

Preview report NUFAM
Loading cranes
Trailers for combined transport

Hazardous goods logistics

Driving Ban Calendar

HUSUM Wind, Husum 12.09.-15.09.2023
NUFAM, Karlsruhe, 21.09.-24.09.2023

COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 19

TÜV Issue 12

AD 25.08.23

CD 31.08.23

PD 22.09.23

 Axles and brakes
 Load securing
 Trailers for coil, steel and paper

 Urban logistics
 Rail freight transport

Logistics Properties Special

MöLo, Essen, 27.09.-28.09.2023
expopharm, Düsseldorf, 27.09.-30.09.2023

ISSUE 20

AD 06.09.23

CD 13.09.23

PD 06.10.23

 Renting/Leasing
 Tank and silo vehicles

Cool chain logistics (pharmaceutical, food)

Telematics Special II

EXPO REAL, Munich, 04.10.-06.10.2023

ISSUE 21

AD 21.09.23

CD 27.09.23

PD 20.10.23

 Vehicle care
 BDF combinations
 Temperature-controlled transports
 Industrial trucks

 Digitisation in logistics
 Intralogistics

Deutscher Logistik-Kongress (German Logistics Congress), Berlin, 18.10.-20.10.2023
BME-Symposium, Berlin, 18.10.-20.10.2023

ISSUE 22

TÜV Issue 13

AD 05.10.23

CD 11.10.23

PD 03.11.23

 Fuel and service cards
 Beverage vehicles
 Truck-mounted forklift

 Freight exchange
 E-commerce

CEP Special II

Transport.CH, Bern, 08.11.-11.11.2023
Logitrans, Istanbul, November 2023

ISSUE 23

TÜV Issue 14

AD 31.10.23

CD 06.11.23

PD 21.11.23

 Who is Who Logistics 2024
 Further information on page 18.

Annual Calendar

BrauBeviale, Nuremberg, 28.11.-30.11.2023

COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 24-25

TÜV Issue 15

AD 20.11.23

CD 24.11.23

PD 15.12.23

Annual review
Renting/Leasing
Insurances
Vans

Banks and financing
Combined transport

Driving Ban Calendar

**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*



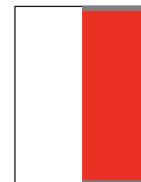
1/1 PAGE

175 x 236 mm
210 x 279 mm*



**2/3 PAGE LAND-
SCAPE**

175 x 156 mm
210 x 178 mm*



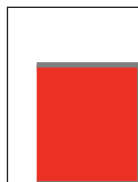
1/2 PAGE PORTRAIT

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)

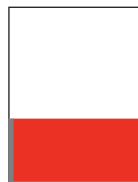
JUNIOR PAGE

115 x 178 mm
131 x 198 mm*



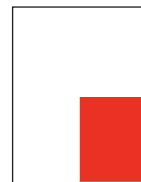
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



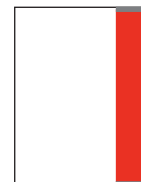
**1/3 PAGE LAND-
SCAPE**

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

PRINT



FORMAT	4-COLOURS IN €
2/1 page	15,200.00
Title display	11,130.00
2./4. cover page	8,920.00
1/1 page	7,600.00
2/3 page	6,360.00
Junior page	4,140.00
1/2 page	4,140.00
1/3 page	3,180.00
1/4 page	2,780.00
1/8 page	1,985.00
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.

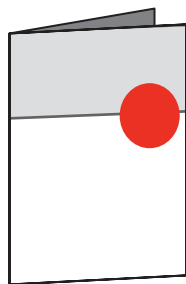
CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM	
		B/W IN €	4-COLOURS IN €
Agency price	1 column 43 mm wide	3.88	7.47
Direct price	1 column 43 mm wide	3.30	6.35
Job-wanted	1 column 43 mm wide	2.15	---
Box number fee	€ 13.00		

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

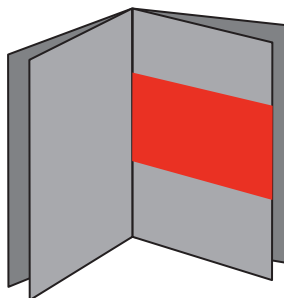
FORMAT

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

TOTAL PRICE

- € 10,600.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

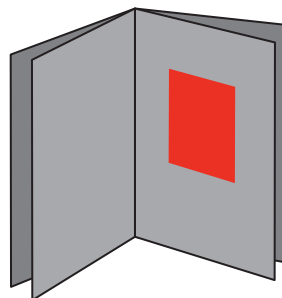
FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 7,410.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

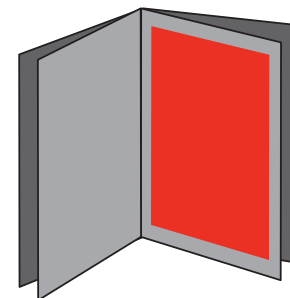
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,590.00
- Format 2: € 2,230.00

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

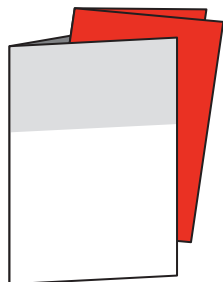
FORMAT

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

PRICE

- 1/2 page: € 4,100.00
- 1/1 page: € 7,780.00

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.

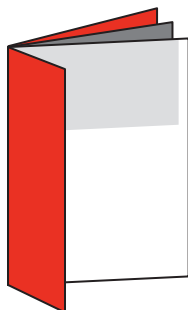
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 310.00**
- Up to 50 g total weight per thou. **€ 485.00**
- Up to 75 g total weight per thou. **€ 660.00**
- Up to 100 g total weight per thou. **€ 835.00**
- Per further 5 g total weight per thou. **€ 35.00**

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

- **€ 13,320.00**

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 2023** on the pages 7 to 11 in our time schedule.

FORMAT	PRICE IN €
1/1 page company contribution	2,160.00
2/1 page company contribution	3,970.00

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.

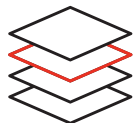
ADVANTAGES AND BENEFIT FOR THE EXCLUSIVE PARTNER:

- 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

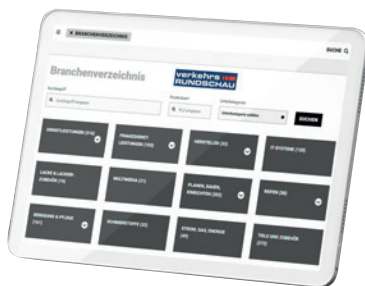
For the 21st time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry directory, this magazine goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

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: 21.11.2023

COMPANY PORTRAIT

Ad deadline: 17.10.2023

Closing date printing materials: 20.10.2023

Formats & prices:

1/1 page: € 2,270.00 (incl. online entry)

2/1 page: € 4,300.00 (incl. online entry)

DISPLAY ADS*

Ad deadline: 31.10.2023

Closing date printing materials: 06.11.2023

Formats & prices:

Title displays (210 mm w x 279 mm h*): € 8,920.00

1/1 page (210 mm w x 279 mm h*): € 7,600.00

1/2 page portrait (101mm w x 279 mm h*): € 4,140.00

1/2 page landscape (210 mm w x 137 mm h*): € 4,140.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Feature your business with an advert on the 2024 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date: 21.11.2023
(supplement to the issue 23/2023)

Ad deadline: 09.10.2023

Closing date printing material: 17.10.2023

Format: 690 mm width x 485 mm height

PRICES

Per ad banner € 4,200.00

Exclusive booking
(booking of both banners) € 7,350.00

Advert

690 x 85 mm + 3mm bleed

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

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/2023:	24.03.2023 VerkehrsRundschau no. 6
Driving Ban Calendar quarter III/2023:	02.06.2023 VerkehrsRundschau no. 11
Driving Ban Calendar quarter IV/2023:	08.09.2023 VerkehrsRundschau no. 18
Driving Ban Calendar quarter I/2024:	15.12.2023 VerkehrsRundschau no. 24-25

FORMAT

690 mm width x 727.5 mm height

PRICES

Per ad banner	€ 4,200.00/quarterly
Exclusive booking (booking of both banners)	€ 7,350.00/quarterly

Advert

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

Fahrverbote 1. Quartal 2023

verkehrs RUNDschau

Advert

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



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 160.00

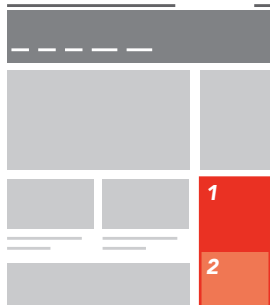
2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 100.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 100.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 160.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 100.00

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.springerfachmedien-muenchen.de/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	580.00
TextAd**	2	650 x 366	580.00
Medium Rectangle**	3	300 x 250	580.00

* 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.verkehrsrundschau.de**.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes
Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- **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

Online advertorial

PLACEMENT

verkehrsrundschau.de

DURATION

1 week

PRICE IN €

1,650.00



DIGITAL

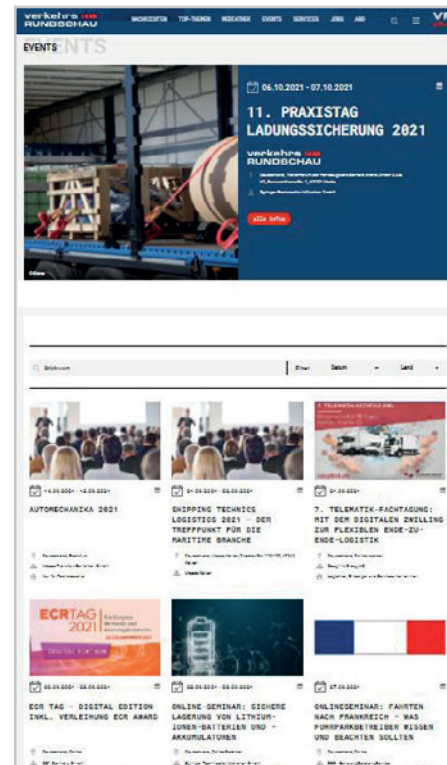
ADVERTISE YOUR SEMINAR OFFER

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	€ 70.00 each
11 to 20 entries	€ 65.00 each
more than 20 entries	€ 60.00 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 [here](#).

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 send 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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DIGITAL

DATES

WEBINAR TOPICS

11. January 2023	New toll charges/CO2 toll charging
15. February 2023	VerkehrsRundschau-Index/Key figures 2022; prospects 2023
15. March 2023	Subsidies 2023 (among others 80% funding for decarbonised drives and charging infrastructure)
12. April 2023	Transport key figures 1. quarter 2023
17. May 2023	transport logistik 2023 – Trends and fair novelties
14. June 2023	Changes in the recognition of driving licences/foreign labourers
12. July 2023	Load carriers management and pallet prices
13. September 2023	Company succession and sale
11. October 2023	Nachweisgesetz (Law of Proof of Substantial Conditions Applicable to the Employment Relationship)/No-gos in the employment contract
15. November 2023	Driving times and rest periods; Digi-Tacho 5.0.
13. December 2023	What changes in 2024

This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Further information at: www.verkehrsrundschau.de/events



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 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.

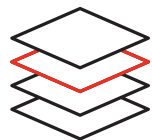
PARTICIPATE AS A SPONSOR!

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.

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 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 € 17,860.00	1/2 € 6,620.00 1/1 € 10,230.00 2/1 € 16,950.00	1/2 € 4,100.00 1/1 € 7,780.00 2/1 € 14,650.00



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		
	€ 10,290.00	€ 6,930.00	€ 3,610.00



DIGITAL

**DIGITAL INNOVATION:
EDITORIAL WEB SPECIAL ON THE
MAGAZINE PORTAL**

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

As a native advertising format, the web special 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 web special, choose your preference package of advertising means!

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)
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		
	€ 36,230.00	€ 31,400.00	€ 17,330.00



DIGITAL

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

In a white paper 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 white paper, choose your preference package of advertising means!

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
Start page placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 26,780.00	€ 16,280.00



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](#).

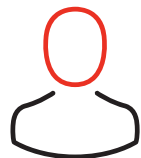
In addition to your podcast, choose your preference package of advertising means!



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			
	€ 42,000.00	€ 30,450.00	€ 13,650.00



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