

MEDIA KIT 2022

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
- Evens
- Webinars
- Social Media (Facebook, LinkedIn, Twitter, Xing)
- Magazine Archive
- Books





2 x monthly

25 ISSUES

76. year

2022

www.verkehrsrundschau.de

WEB ADDRESS (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

80 % of readers are in the logistics or industry and commerce sectors. This means Verkehrsrundschau is emblematic of the transport and logistics market.

Source: Readership structure analysis 2016/TNS Infratest Medienforschung GmbH, Bielefeld



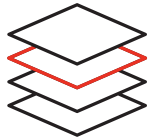
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www.springerfachmedien-muenchen.de



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15,000

PRINT RUN *VerkehrsRundschau**

PRINT

18,769

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

19,903

PAID CIRCULATION INCL. E-PAPER*



DIGITAL

242,262



VISITS**

(average of three months, April to June 2021)

445,595



PAGE IMPRESSIONS**

(average of three months, April to June 2021)

9,686

NEWSLETTER SUBSCRIBERS***

(June 2021)

28,402

SOCIAL MEDIA FOLLOWERS



(October 2021)

71 % of the readers rate the magazine as „very good“ or „good“.

The advertisements in VerkehrsRundschau are used by **63 %** of the readers as information source for investment decisions.

Source: Readership structure analysis 2016/TNS Infratest Medienforschung GmbH, Bielefeld

* Circulation figures: own data collection

** Online access control: IVW certified (ausweisung.ivw-online.de)

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

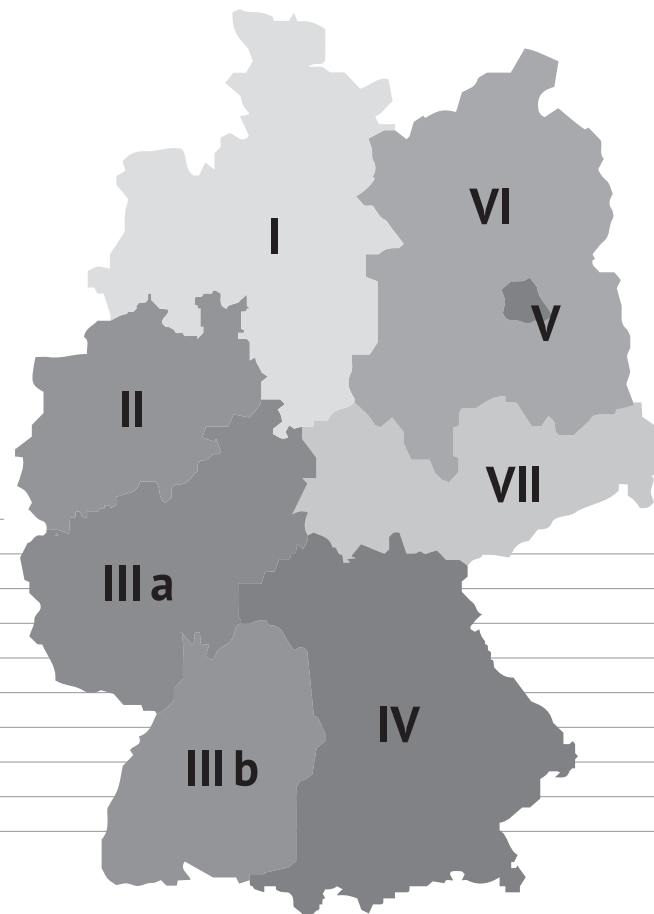


DISTRIBUTION BY NIELSEN AREAS:

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	2,309
II	2,710
III a	1,876
III b	3,609
IV	5,777
V	253
VI	753
VII	1,343
Total	18,630



* own data collection



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)

SUBSCRIPTION

ISSN 0341-2148

Annual subscription price

Inland: € 344.00 incl. packing/posting plus statutory VAT.

European countries: € 369.00 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

The readers of VerkehrsRundschau are successful, dynamic and have decision-making competency:

89 % of the readers are in senior posts – **71 %** of them are management.

Source: Readership structure analysis 2016/TNS Infratest Medienforschung GmbH, Bielefeld

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

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BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001

COMMERCIAL VEHICLES & VEHICLE FLEET

LOGISTICS

FAIRS

ISSUE 1

AD 09.12.21
CD 15.12.21
PD **14.01.22**

Digital tachograph
Hardware & software

Insurances
Legal innovations
Focal point UK

Brussels Motor Show, Brussels, 14.01.-23.01.2022
Digital Trade Conference Lithium Batteries,
Göttingen, 24.01.-27.01.2022
Logistics & Distribution, Zurich, 26.01.-27.01.2022
Transpotec & Logitec, Milan, 27.01.-30.01.2022

ISSUE 2

TÜV Issue 1
AD 22.12.21
CD 05.01.22
PD **28.01.22**

Alternative drives

Combined transport
General cargo logistics
Subsidies (law & tax)

Country special
Austria

Fruit Logistica, Berlin, 09.02.-11.02.2022

ISSUE 3

TÜV Issue 2
AD 13.01.22
CD 20.01.22
PD **11.02.22**

Winners VR-Awards

Price calculation
Tender platforms/Freight exchange

Intralogistics Special I

Dach + Holz International (Roof + Timber),
Cologne, 15.02.-18.02.2022

ISSUE 4

AD 31.01.22
CD 04.02.22
PD **25.02.22**

Load carrier
Preview report Tire Technology Expo
Temperature-controlled transports
Refrigerated vehicles and cooling units

Follow-up report Fruit Logistica
Food logistics
Cool chain logistics

Telematics Special I

LogiMAT, Stuttgart, 08.03.-10.03.2022

ISSUE 5

TÜV Issue 3
AD 10.02.22
CD 16.02.22
PD **11.03.22**

Long-trucks
Renting/Leasing

Trade Logistics/E-commerce
Cost management

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 6

AD 24.02.22
CD 04.03.22
PD **25.03.22**

Spring care/Washing facilities
Container/Container chassis

Liquidity/Payment transactions/
Invoices/Factoring

Driving Ban Calendar

28. Handelslogistik Kongress (Trade Logistics Congress), 29.03.-30.03.2022
Tire Technology Expo, Hanover, 05.04.-07.04.2022
SITL, Paris, 05.04.-08.04.2022

ISSUE 7

TÜV Issue 4
AD 14.03.22
CD 18.03.22
PD **08.04.22**

Low-loaders/Heavy-load transports
Industrial trucks/In-house handling

Digitisation in logistics
Rail cargo
Inland navigation

Urban Logistics Special

Day of the Logistics - BVL, 21.04.2022

ISSUE 8

TÜV Issue 5
AD 24.03.22
CD 30.03.22
PD **22.04.22**

Winner Green Truck/Green Van/Green
Innovation
Vans
Load securing
Loading cranes

Logistics properties
Banks and financing

CEP Special I

Hanover Fair, 25.04.-29.04.2022
CeMAT, Hanover, 25.04.-29.04.2022

ISSUE 9

TÜV Issue 6
AD 06.04.22
CD 12.04.22
PD **06.05.22**

Tank and silo vehicles

Initial and further training
Urban logistics

IFBA Towing & Recovery, Kassel,
12.05.-14.05.2022
Logistics & Distribution, Dortmund,
18.05.-19.05.2022

ISSUE 10

TÜV Issue 7
AD 22.04.22
CD 28.04.22
PD **20.05.22**

Preview report IFAT (disposal
vehicles/roll-offs/lift-offs)
Alternative drives
Fuel cards (market overview)

Seaport hinterland traffic
Temperature-controlled transports
incl. pharmaceutical logistics

Workshop Special

The Tire Cologne, Cologne, 24.05.-26.05.2022
Autopromotec, Bologna, 25.05.-28.05.2022
IFAT, Munich, 30.05.-03.06.2022

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 11

AD 06.05.22
CD 12.05.22
PD **03.06.22**

Light trailers
Renting/Leasing/Second-hand
buying

Contract logistics

Driving Ban Calender

Transport Complet, Hardenberg,
14.06.-16.06.2022
transport logistic China, Shanghai,
15.06.-17.06.2022

ISSUE 12

TÜV Issue 8
AD 18.05.22
CD 24.05.22
PD **17.06.22**

Assistance systems
Truck-mounted forklift

Forwarding software
Logistics apps

Stone+Tec, Nuremberg, 22.06.-25.06.2022

ISSUE 13

TÜV Issue 9
AD 02.06.22
CD 09.06.22
PD **01.07.22**

Mega trailers

Automobile logistics (e-mobility)
New logistics concepts

ISSUE 14

AD 20.06.22
CD 24.06.22
PD **15.07.22**

Refrigerated vehicles
Wheels and tyres

Digitisation in logistics
Green logistics

Truck-Grand-Prix, Nürburgring, 15.07.-17.07.2022

ISSUE 15

TÜV Issue 10
AD 04.07.22
CD 08.07.22
PD **29.07.22**

Vehicle components
(axles, brakes, roofs,
portals, support legs, tail lifts)
Spare parts

E-commerce
Combined transport
Contract logistics/specialisation

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 16

AD 18.07.22
CD 22.07.22
PD **12.08.22**

CEP-vehicles
Industry solutions in the van sector

Subsidies
Urban logistics

Factoring Special

ISSUE 17

AD 29.07.22
CD 04.08.22
PD **26.08.22**

Lift trucks
Alternative drives

Hazardous goods logistics
Cyber security

Port Special

Internationale Holzmesse (Timber Fair), Klagenfurt,
31.08.-03.09.2022
NordBau, Neumünster, 07.09.-11.09.2022

ISSUE 18

TÜV Issue 11
AD 11.08.22
CD 18.08.22
PD **09.09.22**

Preview report part 1 – IAA Commercial Vehicles

Driving Ban Calendar

drinctec, Munich 12.09.-16.09.2022
automechanika, Frankfurt, 13.09.-17.09.2022
GaLaBau, Nuremberg, 14.09.-17.09.2022
expopharm, Munich, 14.09.-17.09.2022

ISSUE 19

AD 19.08.22
CD 25.08.22
PD **16.09.22**

Preview report part 2 – IAA Commercial Vehicles
Preview report EXPO REAL

IAA Commercial Vehicles, Hanover, 20.09.-25.09.2022
InnoTrans, Berlin, 20.09.-23.09.2022
Security, Essen, 20.09.-23.09.2022
FachPack, Nuremberg, 27.09.-29.09.2022
EXPO REAL, Munich, 04.10.-06.10. 2022

ISSUE 20

TÜV Issue 12
AD 09.09.22
CD 15.09.22
PD **07.10.22**

Follow-up report IAA Com. Vehicles
Renting/Leasing (market overview)

Contract logistics
(for example spare parts logistics,
pharmaceutical logistics, furniture
logistics)

Logistics Special

**Deutscher Logistik-Kongress (German Logistics
Congress)**, Berlin, 19.10.-21.10.2022

**COMMERCIAL VEHICLES
& VEHICLE FLEET**

LOGISTICS

FAIRS

ISSUE 21

AD 22.09.22
CD 28.09.22
PD **21.10.22**

Preview report bauma
Trailers for coil, steel and paper
Vehicle care

Load carrier
Rail freight traffic
Trade logistics

Telematics Special II

bauma, Munich, 24.10.-30.10.2022

ISSUE 22

TÜV Issue 13
AD 06.10.22
CD 12.10.22
PD **04.11.22**

Transport solutions for CEP-vehicles
BDF-vehicles/changing systems
Fuel cards
Beverage vehicles

Automobile logistics
Sea ports
Digitisation in logistics

CEP Special II

Annual Calender

BrauBeviale, Nuremberg, 08.11.-10.11.2022
Logitrans, Istanbul, 16.11.-18.11.2022
BME-Symposium, Berlin, November 2022

ISSUE 23

AD 20.10.22
CD 27.10.22
PD **18.11.22**

Trailer for combined transport

Cost management
Inland ports
Industrial trucks/Intralogistics

Intralogistics Special II

ISSUE 24

TÜV Issue 14
AD 14.11.22
CD 17.11.22
PD **02.12.22**

Who is Who Logistics 2023
Further information on page 18.

ISSUE 25

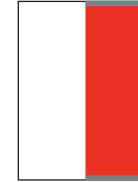
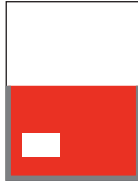
TÜV Issue 15
AD 21.11.22
CD 25.11.22
PD **16.12.22**

Annual review
Renting/Leasing
Insurances
Vans

Banks and financing
Pharmaceutical logistics
E-commerce

Driving Ban Calender

**MAGAZINE
FORMAT**
210 X 279 MM



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

FRONT COVER**
210 x 156 mm*

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

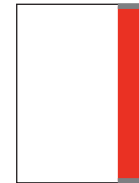
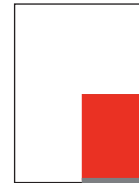
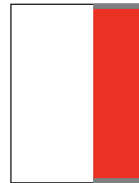
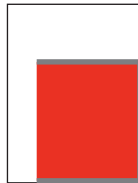
1/1 PAGE
175 x 236 mm
210 x 279 mm*

2/3 PAGE HORIZONTAL
175 x 156 mm
210 x 178 mm*

1/2 PAGE UPRIGHT
85 x 236 mm
101 x 279 mm*

1/2 PAGE HORIZONTAL
175 x 117 mm
210 x 137 mm*

s



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

JUNIOR PAGE
15 x 178 mm
131 x 198 mm*

1/3 PAGE UPRIGHT
55 x 236 mm
71 x 279 mm*

1/3 PAGE HORIZONTAL
175 x 76 mm
210 x 91 mm*

1/4 PAGE BLOC
85 x 117 mm
101 x 137 mm*

1/4 PAGE UPRIGHT
40 x 236 mm
56 x 279 mm*

1/4 PAGE HORIZONTAL
175 x 56 mm
210 x 71 mm*

1/8 PAGE HORIZONTAL
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



FORMAT	4-COLOURS IN €
2/1 page	14,480.00
Front page	10,600.00
2./4. cover page	8,495.00
1/1 page	7,240.00
2/3 page	6,060.00
Junior page	3,940.00
1/2 page	3,940.00
1/3 page	3,030.00
1/4 page	2,650.00
1/8 page	1,890.00
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 %

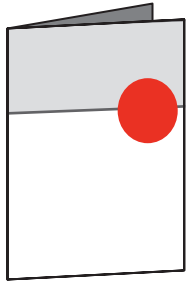
All surcharges do qualify for discounts. Front covers are not subject to discounts.

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

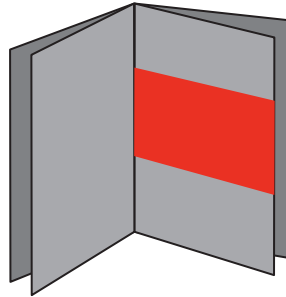
FORMAT

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

TOTAL PRICE

- € 10,095.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

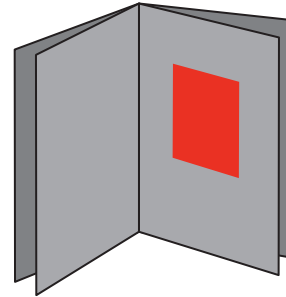
FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 7,060.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

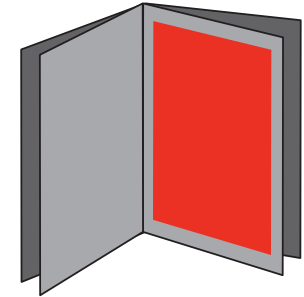
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,515.00
- Format 2: € 2,120.00

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

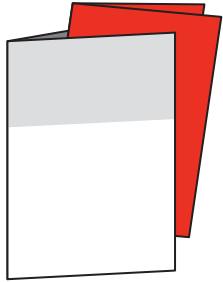
FORMAT

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

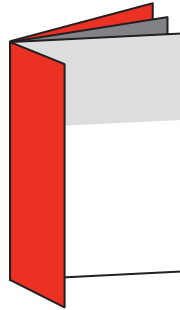
PRICE

- 1/2 page: € 3,905.00
- 1/1 page: € 7,410.00

LOOSE INSERT



FLAP COVER



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. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 820.00
- Per further 5 g total weight per thou. € 35.00

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

- € 12,685.00

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 2022** on the pages 7 to 11 in our time schedule.

FORMAT	PRICE IN €
1/1 page company contribution	2,060.00
2/1 page company contribution	3,780.00

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



EDITORIAL SPECIAL ISSUE

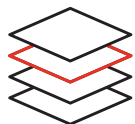
The VerkehrsRundschau Forum is an editorial special issue to present a specialized topic in **cooperation with an exclusive partner**. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The Forum appears in the layout of VerkehrsRundschau and the editorial 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: starting from € 28,600.00
(Number of pages: for example 12, 16, 20, 24, 28 or 36 pages)





PRINT

YOUR EXTENSIVE COMPANY PORTRAIT

For the 20th time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, 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: 02.12.2022

COMPANY PORTRAIT

Ad deadline: 13.10.2022

Closing date printing materials: 18.10.2022

Formats & prices:

1/1 page: € 2,160.00 (incl. online entry)

2/1 page: € 4,095.00 (incl. online entry)

DISPLAY ADS*

Ad deadline: 14.11.2022

Closing date printing materials: 17.11.2022

Formats & prices:

Cover page (210 mm w x 279 mm h*): € 8,495.00

1/1 page (210 mm w x 279 mm h*): € 7,240.00

1/2 page upright (101mm w x 279 mm h*): € 3,940.00

1/2 pagehorizontal (210 mm w x 137 mm h*): € 3,940.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Feature your business with an advert on the 2022 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date:	18.11.2022
(supplement in the issue 22/2022)	
Ad deadline:	20.10.2022
Closing date printing material:	28.10.2022
Format:	690 mm width x 485 mm height

PRICES

Per ad banner	€ 4,000.00
Exclusive booking (booking of both banners)	€ 7,000.00

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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31	31	31	31	31	31	31	31	31	31	31	31	31

Advert

690 x 85 mm + 3mm bleed

The Driving Ban Calendar is quarterly supplemented in 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/2022:	25.03.2022 VerkehrsRundschau no. 6
Driving Ban Calendar quarter III/2022:	03.06.2022 VerkehrsRundschau no. 11
Driving Ban Calendar quarter IV/2022:	09.09.2022 VerkehrsRundschau no. 18
Driving Ban Calendar quarter I/2022:	16.12.2022 VerkehrsRundschau no. 25

FORMAT

690 mm width x 727.5 mm height


PREISE

Per ad banner	€ 4,000.00/quarterly
Exclusive booking (booking of both banners)	€ 7,000.00/quarterly

Advert

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

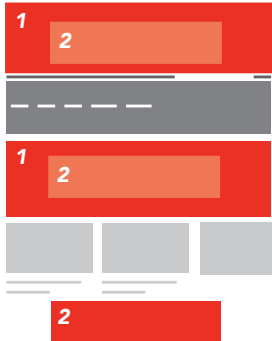
Fahrverbote 1. Quartal 2022



	Januar				Februar				März			
	1	2	3	4	1	2	3	4	1	2	3	4
Adressat	<p><small>Die Daten in den Fahrverbotskalendern werden ausschließlich auf Basis der geltenden Rechtsvorschriften erstellt. Die Verantwortung für die Richtigkeit der Angaben liegt bei den Verkehrsbehörden. Die Verkehrsbehörden übernehmen keine Haftung für Schäden, die durch die Verwendung der Daten entstehen. Die Daten sind ausschließlich für den persönlichen Gebrauch bestimmt und dürfen nicht weitergegeben werden.</small></p>											
Beschreibung	<p><small>Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten. Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten. Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten.</small></p>											
Verkehrsbehörden	<p><small>Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten. Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten. Die Verkehrsbehörden der Bundesländer sind durch die jeweilige Landesregierung vertreten.</small></p>											

Advert

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



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 150.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 95.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 95,00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 150.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 95.00

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	550.00
TextAd**	2	650 x 366	550.00
Medium Rectangle**	3	300 x 250	550.00

* 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 with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	verkehrsrundschau.de	1 week	1,570.00



DIGITAL

At www.verkehrsrundschau.de/top-themen you can find current news and background reports about more than 800 topics, the industry, countries, products, enterprises and persons in haulage, transport, logistics and supply chain management.

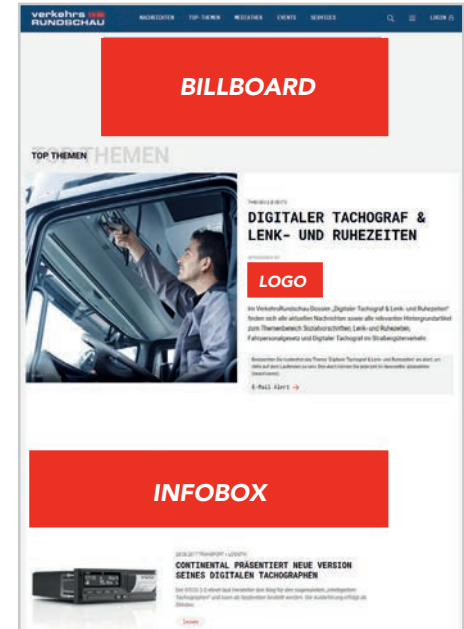
THIS INCLUDES TOPICS SUCH AS:

- Driving and rest periods
- Truck-tolls
- Minimum wages
- Sectors and markets such als contract logistics, e-commerce, pharmaceutical logistics, sea cargo or overland transport by truck
- Information to various countries
- Products and services such as heavy trucks, trailers, forklifts, warehousing technology or insurances
- Important companies of the industry

Using the function „Thema beobachten“ („long-term topic watch“), the user can promptly receive free-of-charge e-mail alerts with up-to-date news and background reports about the desired topics.

OCCUPY EXCLUSIVELY: Your logo as co-operation partner is placed in the topic dossier, you have exclusive access to the banner space and a product box, in which you can store anytime-alterable information about your services.

PRICE: € 1,000.00/monthly (minimum term 6 months)





DIGITAL

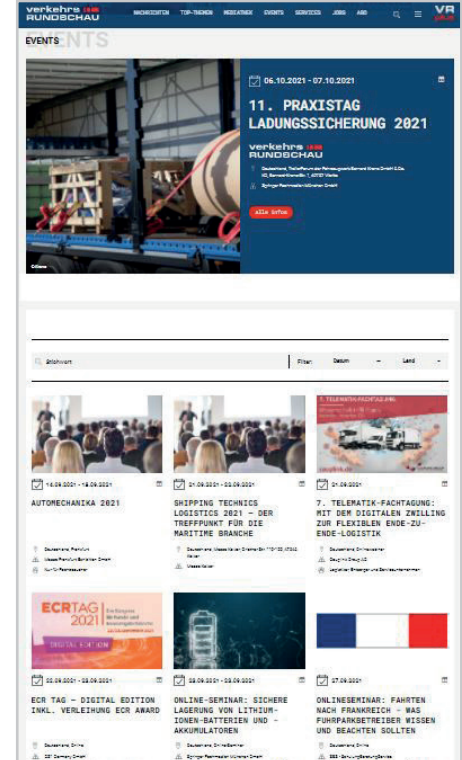
ADVERTISE YOUR SEMINAR OFFER

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	€ 65.00 each
11 to 20 entries	€ 60.00 each
more than 20 entries	€ 55.00 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 sent the presentation to all participants
- The webinar is afterwards available at VR plus
- Optional: contribution as a speaker

PRICE: starting from € 2,900.00





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





THE YOUNG PEOPLE'S GUIDE FOR TRANSPORT AND LOGISTICS

Under the patronage of the Federal Ministry of Transport and Digital Infrastructure, the by now seventh career advice guide for apprenticeships in the logistics industry will be published in Spring 2022 as a part of the initiative PROFI e.V.

With a circulation of 30,000 copies, „Hallo, Zukunft!“ („Hello Future!“) is used directly by training commissioners as teaching material and is passed on to interested students in secondary schools throughout Germany.

USE THIS PLATFORM TO PRESENT YOURSELF!

WITHIN THE GUIDE

1/1 page ad/company contribution:	€ 2,000.00
As a partner of PROFI e.V. (1/1 page):	€ 1,000.00

AT www.hallo-ausbildung.de

Online campaign – medium rectangle:

Package of 2,000 sight contacts:	€ 190.00
As a partner of PROFI e.V. (1/1 page):	€ 100.00

IN HALLO ZUKUNFT! - NEWSLETTER

Superbanner in the bi-weekly newsletter

Per banner in the newsletter:	€ 190.00
As a partner of PROFI e.V. (1/1 page):	€ 100.00



DEINE ZUKUNFT IN VERKEHR UND LOGISTIK.



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 1,200 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.

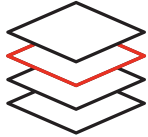
PRICE ON REQUEST



Spedition. Transport. Logistik.

Wir machen mit!

www.best-azubi.de



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 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 € 17,010.00	1/2 € 6,305.00 1/1 € 9,740.00 2/1 € 16,140.00	1/2 € 3,905.00 1/1 € 7,410.00 2/1 € 13,950.00



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		
	€ 9,800.00	€ 6,600.00	€ 3,440.00





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 Startpage	✓ 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		
		€ 34,500.00	€ 29,900.00	€ 16,500.00



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!

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
	€ 25,500.00	€ 15,500.00



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.







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

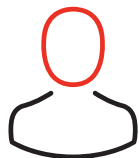
In addition to your podcast, choose your preference package of advertising means!



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			
	€ 40,000.00	€ 29,000.00	€ 13,000.00



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