

Trucker

MEDIA DATA 2026

TRUCKER
The magazine for truck drivers

www.trucker.de



Status as of: October 27th, 2025

**WHAT DOES TRUCKER OFFER?**

The trade and special interest magazine TRUCKER has been one of the best-known and most popular magazines in the transport and logistics sector in Europe for over 40 years. For more than four decades, TRUCKER has been setting a benchmark with its expert test and technology reports, among other things. As an expert reporting resource on politics and business, it is considered one of the opinion leaders in the industry.

The magazine's motto is: „TRUCKER - Profession, Technology, Passion“ and the aim of the editorial team is to be very close to the reader. Unlike many other editorial offices, TRUCKER works almost exclusively with permanent editors who have many years of practical experience in the industry and in everyday transportation - some even come from the industry and have worked as drivers or forwarding agents, for example. This creates authenticity.

THE BRAND TRUCKER COMPRISES

- Magazine
- Online portal
- Newsletter
- Facebook
- Instagram
- Books



Trucker

SHORT FACTS

MEDIA DATA 2026

3



monthly

10 ISSUES

47th year

2026

www.trucker.de

WEB ADDRESS (URL)



PUBLISHING HOUSE:

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



CHIEF EDITOR:

Gerhard Grünig
Phone +49 89 203043-2184
gerhard.gruenig@tecvia.com

85.5 % of B2B decision-makers use regularly or occasionally one or more trade magazines.

48.2 % refer to them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024



WHO ARE THE READERS OF TRUCKER?

The majority of the readers are employed truck drivers in long distance transport, distribution transport, municipal transport and in transport on own account. The target group is complemented by owner-drivers and owners of a transport company with several trucks. In addition, TRUCKER meets the needs of truck enthusiasts.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **36.8 %** use trade magazines, whereas above 40 the percentage is **47.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

SUBSCRIPTION

ISSN	0946-3216
Annual subscription price	
Inland:	€ 38.50* incl. packing/posting plus statutory VAT.
European countries:	€ 50.50* incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

General conditions:

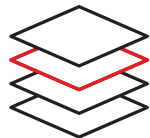
Please note the General Terms and Conditions you can find at www.tecvia-media.com.

Bank account:

Commerzbank Munich, Germany
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,
within 30 days from date of invoice net
VAT no. DE 453405511



13,000

PRINT RUN TRUCKER*

10,247

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

6,200

PAID CIRCULATION*

PRINT



DIGITAL

13,514

SESSIONS**

(average of six months, January to June 2025)

22,775

PAGE IMPRESSIONS**

(average of six months, January to June 2025)

3,061

NEWSLETTER SUBSCRIBERS**

(average of six months, January to June 2025)

404,436

FACEBOOK FOLLOWERS*

(September 2025)



4,372

INSTAGRAM FOLLOWERS*

(September 2025)



Trust through strong brand alliances:

45% of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

64% of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

TOPICS

ISSUE 1-2

AD 08.01.26

CD 09.01.26

PD 06.02.26

Navigation devices, driver assistance systems

Tax tips, current vehicle test

Expenses and labour law,

Comparison test container chassis

Test + technology: trailers

ISSUE 3

AD 05.02.26

CD 06.02.26

PD 06.03.26

Spring care

Tires and air conditioning

Alternative drive systems

Current vehicle test

ISSUE 4

AD 09.03.26

CD 10.03.26

PD 07.04.26

Fuel cards

Accessories and truck tuning

Tipper, construction vehicles, low-loaders/heavy haulage

Test + technology: trailers

ISSUE 5

AD 01.04.26

CD 02.04.26

PD 04.05.26

Truck interiors and accessories

Multimedia

Truck Race Season 2026

Municipal vehicles, loading aids

Current vehicle test

ISSUE 6

AD 06.05.26

CD 07.05.26

PD 05.06.26

Load securing – aids, regulations

Driver fitness

Current vehicle test

FAIRS

Rallye Dakar, Saudi-Arabia, 03.-17.01.2026

Spielwarenmesse, (Toy Fair), Nuremberg, 27.01.-31.01.2026

Intertraffic Amsterdam, Amsterdam, 10.-13.03.2026

Hanover Fair + Logistics 4.0, Hanover, 20.04.-24.04.2026

IFAT, Munich, 04.-07.05.2026

Transpotec & Logitec, Milan, 13.-16.05.2026

UNITI expo, Stuttgart, 19.-21.05.2026

Trucker & Country Festival, Interlaken, 26.-28.06.2026

TOPICS		FAIRS
ISSUE 7	AD 08.06.26	Truck-Grand-Prix, Nürburgring, 10.-12.07.2026
	CD 09.06.26	
	PD 03.07.26	
	Truck-Grand-Prix preliminary report Heavy haulage Current vehicle test	
ISSUE 8-9	AD 17.08.26	
	CD 18.08.26	
	PD 11.09.26	
	Truck-Grand-Prix follow-up report Update on driving and rest times/labor law, truck stops, and rest areas Test + Technik: Trailer Loading cranes Current vehicle test	
ISSUE 10	AD 07.09.26	IAA Transportation, Hanover, 15.-20.09.2026 Techno Classica, Dortmund, 25.-27.09.2026
	CD 08.09.26	
	PD 02.10.26	
	Vehicle novelties Winter readiness: care and maintenance Washing facilities, tires Power fitness for drivers Test + technology: trailers	
ISSUE 11	AD 09.10.26	
	CD 12.10.26	
	PD 06.11.26	
	Calenders and books 2027 Clothing and accessories Law/Social regulations Current vehicle test	
ISSUE 12	AD 09.11.26	
	CD 10.11.26	
	PD 05.12.26	
	Model making Christmas gifts Education and training Test + technology: trailers	



TIME SCHEDULE & TOPICS

MEDIA DATA 2026

8

TOPICS

FAIRS

HEFT 1-2/27

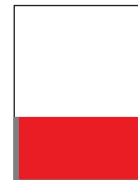
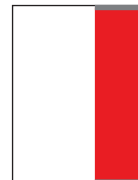
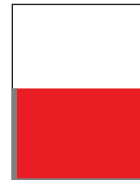
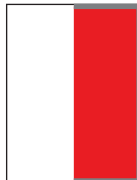
AS 11.01.27

DU 12.01.27

ET 05.02.27

- The best driver apps
- Electronics and navigation
- Driver assistance systems
- Healthy diet
- Current vehicle test

MAGAZINE FORMAT 210 X 279 MM



MAIN MAGAZINE

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

2/1 PAGE ACROSS GUTTER

385 x 236 mm
420 x 279 mm*

1/1 PAGE

175 x 236 mm
210 x 279 mm*

1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*

1/2 PAGE LANDSCAPE

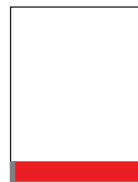
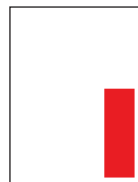
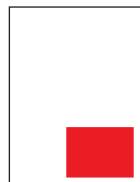
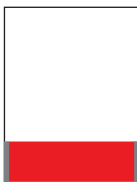
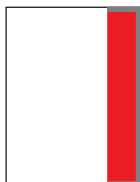
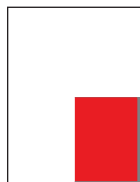
175 x 117 mm
210 x 137 mm*

1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*

1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



MAIN MAGAZINE

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

1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*

1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*

1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*

1/8 PAGE BLOC

85 x 56 mm
–

1/8 PAGE PORTRAIT

40 x 117 mm
–

1/8 PAGE LANDSCAPE

175 x 31 mm
210 x 49 mm*

* + 3 mm bleed



FORMAT	4-COLORS IN €
2./3./4. cover page	10,220.00
2/1 page	17,400.00
1/1 page	8,700.00
1/2 page	4,700.00
1/3 page	3,640.00
1/4 page	3,180.00
1/8 page	2,265.00

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 %

QUANTITY SCALE

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

All surcharges do qualify for discounts.

CLASSIFIED ADS

FORMAT

PRICE PER COLUMN AND MM IN €

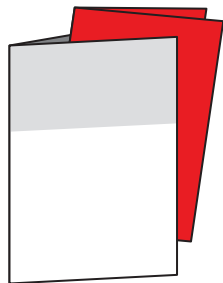
Price classified advert b/w:	1 column 43 mm wide	3.79
Price classified advert colored:	1 column 43 mm wide	7.28
Job-wanted b/w	1 column 43 mm wide	2.47
Box number fee		16.00

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.

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.

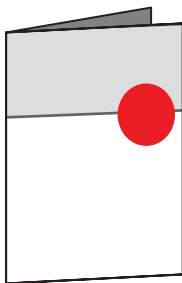
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (non-discountable)

- Up to 25 g total weight per thou. € 395.00
- Up to 50 g total weight per thou. € 595.00
- Up to 75 g total weight per thou. € 795.00
- Up to 100 g total weight per thou. € 995.00
- Every additional 5 g per thou. € 40.00

TITLE PROMOTER



SPECIAL FEATURE

- Only in combination with a 1/1 page (full-page ad), 4c, within the magazine

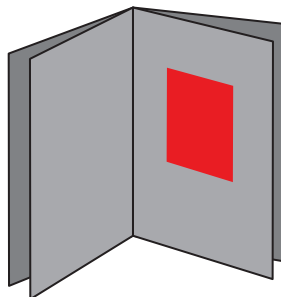
FORMAT

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

TOTAL PRICE

- € 12,145.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

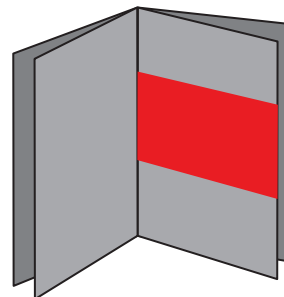
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,820.00
- Format 2: € 2,545.00

Different formats on request.

BANDEROLE AD



SPECIAL FEATURE

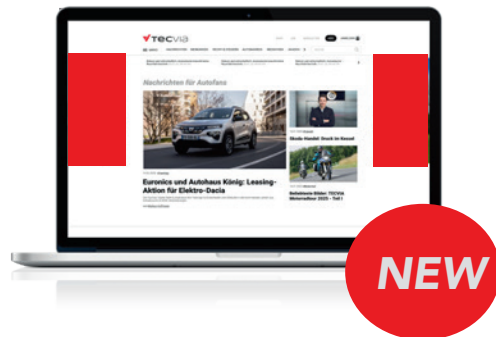
- Central placement
- High attention

FORMAT

- 210 mm width x 98 mm height

PRICE (non-discountable)

- € 8,485.00



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY HALFPAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 185.00

RIGHT AND LEFT

FORMAT

- 2 x 300 x 600 px (max. 120 KB)

CPM*

- € 280.00



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY-WIDE SKYSCRAPER

RIGHT OR LEFT

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 120.00

RIGHT AND LEFT

FORMAT

- 2 x 160 x 600 px (max. 120 KB)

CPM*

- € 180.00



PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- € 185.00



PLAYOUT START PAGE

NATIVE AD

FORMAT

- Image format 16:9
- Headline 50 characters
- Bodytext 180 characters
- Cta 20 characters

FIXED PLACEMENT

- € 3,770.00 per week

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 120.00



PARALLAX AD

FORMAT

- 300 x 600 px (max. 120 KB)
- visible 300 x 400 px

CPM*

- € 185.00

NEW: PARALLAX-AD

A parallax ad is an **interactive** online advertising format in which different layers of an advertising banner move at different speeds when the user scrolls.

This creates a spatial, dynamic 3D effect that attracts the user's attention particularly strongly.

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

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



DIGITAL

TRUCKER regularly informs decision-makers and managers with an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.tecvia.com/tr

RUN TIME/OCCUPANCY:

The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

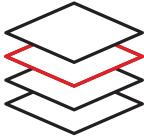
PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-size banner*	650 x 150	665.00
Text ad*	650 x 366	665.00
Medium rectangle**	300 x 250	665.00

* on all placements possible
 ** starting from the 3rd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

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



PRINT



DIGITAL

DETAILED TRUCK COMPARISON TEST: YOUR PRODUCT IS FOCUSED UPON!

Comparable single tests of heavy trucks are only available in the magazines VerkehrsRundschau and TRUCKER.

The elaborate procedure with the use of a reference truck ensures comparability!



Features

Test of the vehicle on a known test track, accompanied by the editor's own reference vehicle during the consumption test, detailed reporting in TRUCKER and VerkehrsRundschau

Multi-page web PDF of the comparison test from TRUCKER for use on your own social media channels

Social media support for the test on the TRUCKER and VerkehrsRundschau channels

Production of a film to accompany the test, which will be shown on the TRUCKER and VerkehrsRundschau channels

Cover photo TRUCKER - test edition

VerkehrsRundschau podcast on the test and the test result

Price

Basic

Silver

Gold



-

10,400.00

22,880.00



DIGITAL

The online advertorial appears as an editorially designed article among the latest news items on the portal www.trucker.de.

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of www.trucker.de.

PRESENTATION::

- Featured image (1.920 x 1.080 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 characters
Teaser ca. 400 characters
- Body text with max. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Images with captions for decoration or slideshows (1.920 x 1.080 px, .jpg)
- Note: This article is marked as an advertisement!

Teaser on start page



Advertorial



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	www.trucker.de	1 week	2,550.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

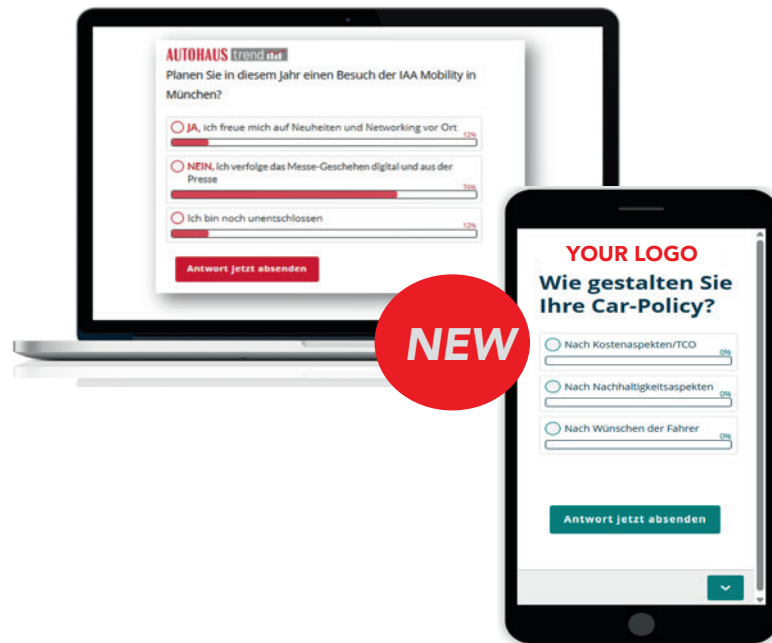
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

You can also use the survey to make your online advertorial even more interesting for readers.

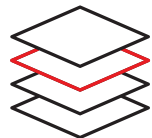
ADVANTAGE:

- Generate maximum clicks - every response means a click
- Get an impression of readers' moods
- The survey takes place exclusively in an editorial and otherwise advertising-free environment
- Ad blockers cannot suppress this form of advertising
- Customizable - with your logo and in your corporate colors
- Meaningful reporting tool

PRICE: on request



**GO FOR INTERACTIVE ADVERTISING!
YOUR SURVEY, YOUR CLICK MACHINE.
MORE TRAFFIC, MORE SUCCESS.**



PRINT

YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING

A print advertorial is a special editorial format designed in the style of an article.

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



DIGITAL

In addition to your advertorial, choose your advertising material package!

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 Text ad	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 20,950.00	1/1 € 11,725.00 2/1 € 19,790.00	1/1 € 8,700.00 2/1 € 17,420.00



DIGITAL

NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

An online advertorial places your message in the style of native advertising in the layout of an online article.

**In addition to your online advertorial,
choose your advertising material package!**

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial Start page	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement Text ad	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement Clever push	 2 x	 1 x	
Banner placement Skyscraper	 30' PI	 20' PI	
Social media ad service Promotion	✓ € 1,000.00		
	€ 14,950.00	€ 9,950.00	€ 4,130.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS 

fokus GEFAHR/GUT

AUTOHAUS

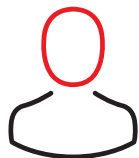
VKU

VD
VERKEHRSDIENST

FAHRSCHULE

Trucker





ANDREA VOLZ

Head of Sales
TECVIA Media GmbH

andrea.volz@tecvia.com

Phone +49 89 203043-2124

Mobile phone +49 151 14054007



CATHERINE CARLOWITZ

Account Manager

catherine.carlowitz@tecvia.com

Phone +49 89 203043-1040

Mobile phone +49 151 14151266



SABRINA PEVAK

Key Account Manager

sabrina.pevak@tecvia.com

Phone +49 89 203043-2204

Mobile phone +49 151 62921553



RALF SCHMIDT

Account Manager

ralf.schmidt@tecvia.com

Phone +49 8742 9199-94

Mobile phone +49 160 8869867

Fax +49 8742 9199-95



PETRA WENNINGER

Advertising Service Print

anzeigen.trucker@tecvia.com

Phone +49 89 203043-2119



ULRIKE VOLK

Campaign Manager

ulrike.volk@tecvia.com

Phone +49 89 203043-1623