

MEDIA DATA 2026

AUTOFLOTTE
The magazine for vehicle fleet and fleet management

www.autoflotte.de





WHAT DOES AUTOFLOTTE OFFER?

Autoflotte is the independent information medium for the fleet market in German-speaking regions. Board members, CEOs, managers and other decision-makers draw on Autoflotte to locate cost-cutting potentials, to be introduced to smart problem solutions and to be informed about technical and non-technical innovations.

The emphasis is to inform the expert readers comprehensively on current market data and operating-cost comparisons and to give competent support in all issues around the topic vehicle fleet.

All topics around the vehicle fleet justify the high acceptance of Autoflotte.

THE BRAND AUTOHAUS COMPRISES

- Magazine
- Online portal
- E-paper
- Newsletter
- Social media     
- Magazine archive
- Books
- AUTOFLOTTE Akademie





7 issues per year

2026

32nd year

2026

www.autoflotte.de

WEB ADDRESS (URL)



PUBLISHING HOUSE: TECVIA Media GmbH

Auto Business Media

Aschauer Straße 30

81549 Munich, Germany

Phone +49 89 203043-0

sales.munich@tecvia.com

www.tecvia-media.com



CHIEF EDITOR: Michael Blumenstein

Phone +49 89 203043-1206

autoflotte@tecvia.com

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

48.2 % use them regularly.

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



WHO ARE THE READERS OF AUTOFLOTTE?

In this growing market, fleet decision-makers in companies, authorities and other organisations with more than ten cars/estate cars and/or vans are oriented to Autoflotte as reading and reference source.

Board members, CEOs, managers and other decision-makers rely on Autoflotte.

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

36.8 % is the share of users under the age of 39, while the share of those over the age of 40 is **47.6 %**.

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

SUBSCRIPTION

ISSN 0948-6682

Annual subscription price:

Inland: € 97.60 incl. packing/posting plus statutory VAT

European countries € 104.60 incl. packing/posting plus statutory VAT

Phone Subscription service: +49 89 203043-1500

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

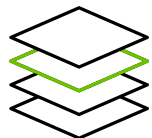
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



22,000

PRINT RUN AUTOFLOTTE*

20,945

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

505

PAID CIRCULATION*

PRINT



58,664

SESSIONS**

(average of six months, January to June 2025)

267,740

PAGE IMPRESSIONS**

(average of six months, January to June 2025)

1 min 56 sec

AVERAGE DURATION OF INTERACTION**

(average of six months, January to June 2025)

8,154

NEWSLETTER SUBSCRIBERS*

(average of six months, January to June 2025)

DIGITAL

Digital information offers occupy the second place.

71.7 % use digital trade media regularly or occasionally.

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

MAIN TOPICS		SPECIALS
ISSUE 1-2 AD 21.01.26 CD 27.01.26 PD 18.02.26	Two-wheeler Market overview rental car subscription AI in fleet management	
ISSUE 3-4 AD 05.03.26 CD 10.03.26 PD 01.04.26	Fleet management Corporate mobility	Kleine Flotten (Small Fleets) 2026 Ganzjahresreifen-Test (All-Season Tires Test) 2026 Special issue
ISSUE 5 AD 15.04.26 CD 20.04.26 PD 13.05.26	Electromobility Infrastructure Leasing	
ISSUE 6-7 AD 03.06.26 CD 09.06.26 PD 01.07.26	Fleet management software Market overview of fuel and charging cards Claims management	Pflegedienste (Care Services) 2026
ISSUE 8-9 AD 13.08.26 CD 18.08.26 PD 09.09.26	Mobility management Insurance Rental Car subscription	Winterreifen-Test (Winter tires test) 2026 Special issue

MAIN TOPICS

ISSUE 10

AD 23.09.26

CD 28.09.26

PD 21.10.26

Electromobility
Vans
Mobility concepts

SPECIALS

FuhrparkWelt (Vehicle Fleet World) 2026

Special issue

ISSUE 11-12

AD 05.11.26

CD 10.11.26

PD 02.12.26

Market overview Leasing
Mega trends fleet 2027

MAGAZINE FORMAT

210 X 279 mm

SPECIAL MAGAZINE FORMAT

203 X 277 mm

MAIN MAGAZINE

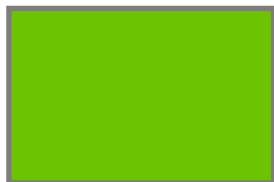
Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)



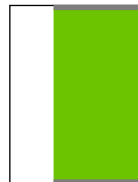
2/1 PAGE ACROSS GUTTER

—
420 x 279 mm*



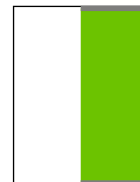
1/1 PAGE

175 x 236 mm
210 x 279 mm*



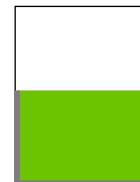
2/3 PAGE PORTRAIT

115 x 236 mm
131 x 279 mm*



1/2 PAGE PORTRAIT

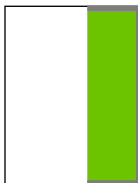
85 x 236 mm
101 x 279 mm*



1/2 PAGE LANDSCAPE

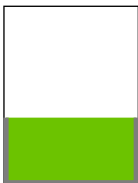
175 x 117 mm
210 x 137 mm*

* + 3 mm bleed



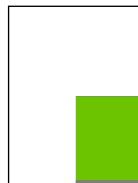
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



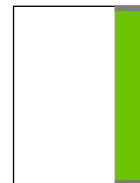
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



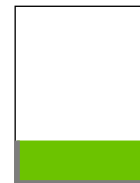
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

SPECIAL

Type area (w x h)

Bleed size (w x h)

55 x 232 mm
69 x 277 mm*

175 x 76 mm
203 x 93 mm*

85 x 117 mm
99 x 135 mm*

40 x 232 mm
54 x 277 mm*

175 x 56 mm
203 x 73 mm*



FORMAT	4-COLORS IN €
2. + 3. cover page	9,865.00
4. cover page	10,770.00
2/1 page	16,150.00
1/1 page	8,970.00
2/3 page	6,125.00
1/2 page	4,710.00
1/3 page	3,170.00
1/4 page	2,450.00
1/8 page	1,265.00

DISCOUNTS**

For insertions within one calendar year.

FREQUENCY SCALE

3 times	3 %
6 times	10 %
10 times	15 %
15 times	20 %

QUANTITY SCALE

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

DISCOUNT CLASSIFIED ADVERTISEMENTS

If repeated twice without any changes	5 %
If repeated thrice or more without any changes	10 %

CLASSIFIED ADVERTISEMENTS

FORMAT IN MM TYPE AREA*

PER COLUMN AND MM IN € B/W 4-COLORS

Job offer & Purchases and sales directly	1 column 40 mm wide	3.79	7.28
Job offer & Purchases and sales by agency	1 column 40 mm wide	4.44	8.56
Job-wanted	1 column 40 mm wide	2.47	
Box number fee	€ 16.00		

* Format width 2-column 90 mm; 3-column 137 mm; 4-column 184 mm, height depends on amount of text

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 file.

LOOSE INSERT



SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Inserts only possible with total print run

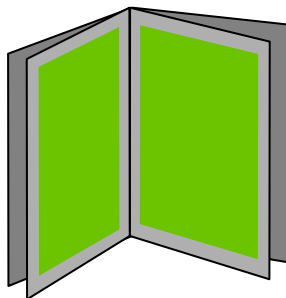
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 380.00**
- Every additional 5 g per thou. **€ 40.00**
- Different formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- Convey communication goals credibly
- Alternative to the traditional advertisement

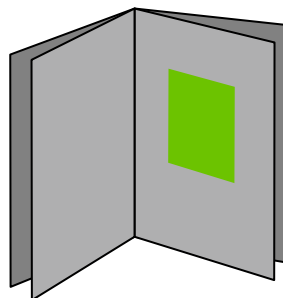
FORMAT

- 2/1 or 1/1 page, 4c, incl. images, text and logo
- Annotation „Advert“ in header
- Technical specifications [here](#) as PDF summarised

PRICE

- 1/1 page **€ 8,970.00**
- 2/1 page **€ 16,150.00**

ISLAND AD



SPECIAL FEATURE

- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

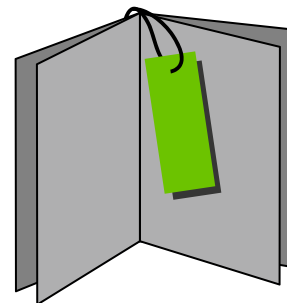
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,480.00**
- Different formats on request

BOOKMARK



SPECIAL FEATURE

- Creative, unconventional advert type
- Helpful while reading
- Extremely high acceptance
- Directly connected to the magazine with a decorative band

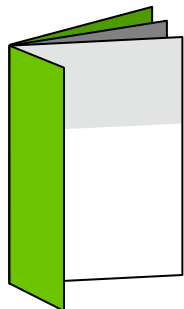
FORMAT

- 88 mm width x 140 mm height (min. 75 mm width x 100 mm height)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

PRICE

- **On request**

COVERSAMPLING



SPECIAL FEATURE

- Prominent placement on shortened jacket page over the front cover plus back cover
- Optimally catches readers' attention

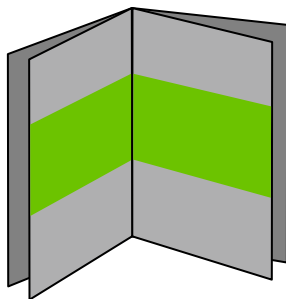
FORMAT

- Front and inside front cover: 105 mm width x 279 mm height
- Inside back cover and back cover: 210 mm width x 279 mm height

PRICE

- € 20,290.00

BANDEROLE AD



SPECIAL FEATURE

- Unobtrusive but memorable
- Suitable for adding add-ons, to support advertising, to prominent promoting of special topics

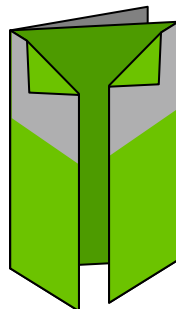
FORMAT

- 210 mm width x 98 mm height

PRICE

- € 8,485.00

DOUBLE GATEFOLD



SPECIAL FEATURE

- Top placement through opening of the "double gate" on the front cover
- Causes a moment of thrill and curiosity

FORMAT

- Front cover + 1/1 page
- 2 x 1/2 page portrait, 4c

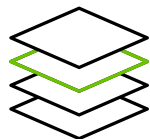
PRICE

- On request

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

Please send your request
by email to
sales.munich@tecvia.com.

We'll be happy to advise
you!



PRINT



DIGITAL

Some topics are worth exploring in greater detail from different perspectives. To this end, the editorial team publishes various special editions around the topics of fleet management, small fleets, and care services. The specials are based on editorial research in cooperation with renowned experts, service providers, suppliers, and manufacturers.

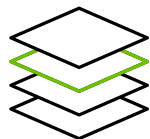
In these special editions you have the opportunity - depending on the issue - to present yourself as follows:

- **Advertisement**
See page 8 for special ad formats.
- **Company portrait**
You send us your text and images, and we take care of the design, ensuring that your entire presentation looks perfect.

We also offer the topic specials for download. The download option is announced in newsletter messages, on LinkedIn, and on the website.

The **planned topic specials for 2026** can be found in the topics plan on pages 6 and 7.





PRINT



DIGITAL

GRAND APPEARANCE IN THE INDUSTRY:

Your special issue as supplement to the trade magazine. A special edition in editorial style works with the credibility of the trade magazine and high utility value to the readers. As supplement, it reaches the target group very accurately. Furthermore, the magazine format allows the optimal usage for own distribution.

CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, a SPECIAL is the heart of special publications of the trade magazine.

OPTIONAL ONLINE MODULE:

At autoflotte.de the online publication of four articles appears as online advertorial. The central start page (content dashboard) refers to the special. Four text ads in the Autoflotte newsletter and social media posting are inclusive as media service.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	25,000 copies + overprint	35,200.00
16 pages incl. cover	25,000 copies + overprint	45,745.00
20 pages incl. cover	25,000 copies + overprint	52,505.00
Online publication	4 articles, 4 text ads social media posting	15,940.00*

TECHNICAL SPECIFICATIONS

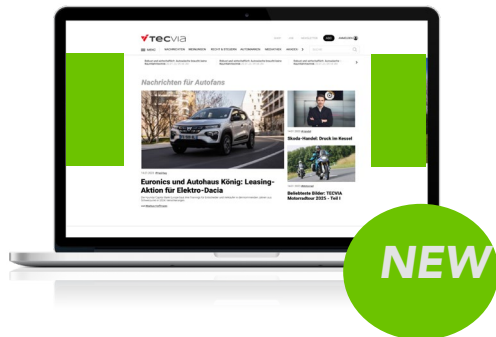
SPECIAL

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

*Price is only valid in combination with the print special. Special publications are not subject to agency discount or other discounts.

PRINT + ONLINE



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

- € 4,900.00 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

3 times per week, **Autoflotte** informs decision-makers and managers for fleet management, company cars & leasing and service & mobility with an up-to-date e-mail newsletter. It summarizes the important events on Monday, Wednesday and Friday.

Another newsletter at the end of the month (Tuesday or Thursday) provides a review of the most important topics.

REGISTRATION:

newsletter.tecvia.com/af

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	AD FORMAT	PRICE PER NL IN €
Top placement	650 x 150	Cross-/Full-size-banner	845.00
	650 x 366	Text ad	
Further placements	650 x 150	Cross-/Full-size-banner	735.00
	650 x 366	Text ad	
	300 x 250		



TECHNICAL SPECIFICATIONS NEWSLETTER

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

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.

Top placements do not qualify for discounts.



DIGITAL

The online advertorial appears as an editorially designed article on the homepage of **www.autoflotte.de** for seven days. The total run time is four weeks.

The advertorial is promoted with a text ad in the newsletter, social media posting, and a teaser on the start page **www.autoflotte.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: Article is marked as an advert!

Teaser on start page



Advertorial



AD FORMAT

Online advertorial

PLACEMENT

autoflotte.de

RUN TIME

4 weeks

PRICE IN €

7,825.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

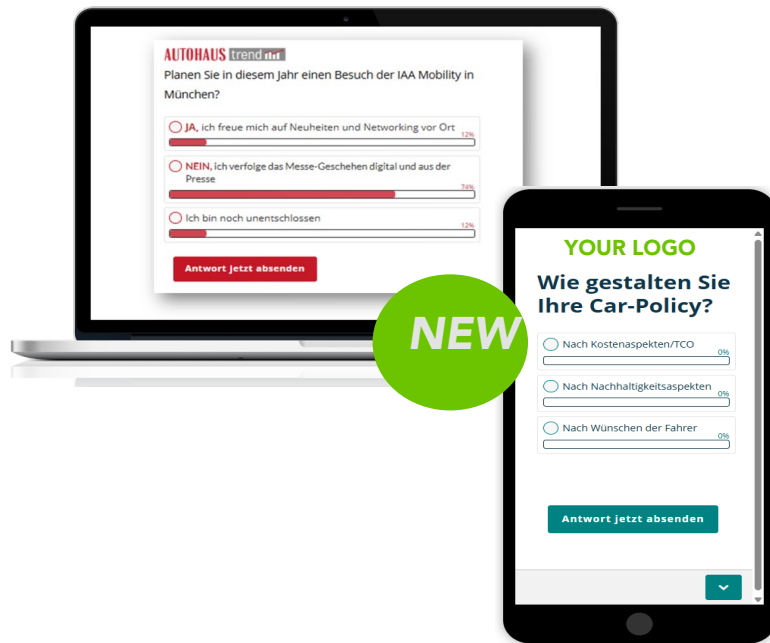
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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

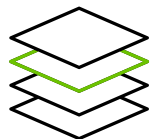
ADVANTAGE:

- 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



DIGITAL

A cross-medial provider directory (print and online) for fleet and fleet operators which is sorted alphabetically by categories.

PLACEMENT BY CATEGORIES:

Bio-methane/CNG, car glass, car rental & car sharing & carpool management, consulting & fleet optimization & data services, electromobility, vehicle wraps, vehicle manufacturers & importers, fleet software, driver's licence verification system & UVV, fleet management, fleet service & logistics, used car marketing, assessors, vehicle preparation, maintenance & smart repair, charging infrastructure, leasing & financing, mobility service, tires & tire service, damage and risk management, fuel cards, telematics & vehicle communication, insurances, workshop service and two-wheelers.

PRESENTATION IN PRINT AND ONLINE:

Autoflotte Print → every issue = 7 issues:

Display, 43 x 25 mm, 4-colored, with company logo, company name and address

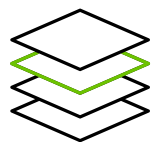
autoflotte.de/flottenlösungen → in the selected categories:
Company logo, company name and address, company profile, products and services, contact persons, references and contact

Please contact us to discuss the extensive display options.

**TECHNICAL SPECIFICATIONS
INTERESTING FLEET SOLUTIONS**

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

AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
1 category	Autoflotte + autoflotte.de	7 issues + 12 months	1,985.00



PRINT



DIGITAL

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





In a print advertorial, a special editorial format is designed as a single or double page 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.

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 € 20,180.00	1/1 € 14,275.00 2/1 € 19,180.00	1/1 € 8,970.00 2/1 € 16,150.00



DIGITAL

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

An online advertorial places your message
for 4 weeks in the style of native advertising in
the 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
SocialMedia 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	✓		
	€ 12,520.00	€ 10,960.00	€ 7,825.00

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

AUTOHAUS

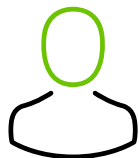
VKU

VD
VERKEHRSDIENST

FAHRSCHULE

Trucker





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Mobile phone +49 160 90834374



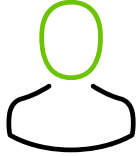
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Key Account Manager

birgit.zipfel@tecvia.com

Phone +49 89 203043-1191

Mobile phone +49 160 90592984



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Advertising Service Print

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Phone +49 89 203043-2119



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Digital Media Manager

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Phone +49 89 203043-1357