

MEDIA DATA 2026

FAHRSCHULE
The magazine for successfull driving instructors
www.fahrschule-online.de





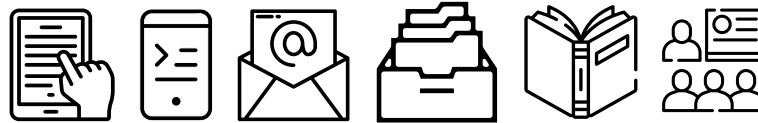
WHAT DOES FAHRSCHULE OFFER?

As the official organ of the Bundesvereinigung der Fahrlehrerverbände (Federal Union of Driving Instructors' Associations), FAHRSCHULE gives timely and practice-oriented information about all things relevant to driving instructors. And this has been going on for 70 years now. This includes the numerous legal changes affecting the education of learner drivers year after year, new lesson methods, economical background information as well as interesting vehicles and products for the line of business.

With FAHRSCHULE, you reach the deciders in driving schools:
The entrepreneurs and the driving instructors.

THE BRAND FAHRSCHULE COMPRISES

- Magazine
- Online portal
- Newsletter
- Books
- Events (e. g. Symposium Driving School & Professional Driver)





monthly

12 ISSUES

77th year

2026

www.fahrschule-online.de

WEB ADDRESS (URL)



PUBLISHER:

Die Bundesvereinigung der Fahrlehrerverbände (BVF)
(Federal Union of Driving Instructors' Associations)

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

EDITOR:

Patrick Galster
Phone +49 89 20 30 43-020
patrick.galster@tecvia.com

The trade magazine FAHRSCHULE is read regularly and intensively.
The page contact rate is **91.5 %**.

69.6 % of recipients are of the opinion that FAHRSCHULE contains important and helpful product and image advertisements.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld





WHO ARE THE READERS OF FAHRSCHULE?

FAHRSCHULE is aimed at driving school entrepreneurs, at driving instructors, employees and responsible managers managers of larger driving schools.

FAHRSCHULE meets target group: **88.4 %** of FAHRSCHULE readers work in a driving school.

82 % of the recipients of FAHRSCHULE are decision-makers.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

SUBSCRIPTION

ISSN 0014-6838

Annual subscription price

Inland: € 163.80 incl. packing/posting plus statutory VAT.

European countries: € 175.80 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

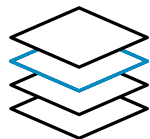
BIC: COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



PRINT

13,000

PRINT RUN FAHRSCHULE*

11,952

ACTUAL DISTRIBUTED CIRCULATION (ADC)*

11,616

PAID CIRCULATION*



DIGITAL

13,208

SESSIONS**

(average of six months, January to June 2025)

22,650

PAGE IMPRESSIONS**

(average of six months, January to June 2025)

3,498

NEWSLETTER SUBSCRIBERS**

(average of six months, January to June 2025)

79.2 % of respondents rated the information quality of FAHRSCHULE as better or equal compared to internet forums.

The online offer of FAHRSCHULE is also used as an information source for professional purposes.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

TOPICS

FAIRS

ISSUE 1

AD 27.11.25

CD 09.12.26

PD 08.01.26

Motorcycle training:
New models, more safety, innovative technology
Educational materials

ISSUE 2

AD 08.01.26

CD 21.01.26

PD 12.02.26

Handicap training:
Current driving report/vehicle test (car)

IMOT - Int. Motorrad Ausstellung (Motorcycle Exhibition),
Munich, 20.-22.02.2026

ISSUE 3

AD 05.02.26

CD 19.02.26

PD 12.03.26

Conditions and services of motorcycle manufacturers
Simulators in driving school training

ISSUE 4

AD 05.03.26

CD 17.03.26

PD 09.04.26

Alternative drive systems/e-mobility
Current driving report/vehicle test (car)

Power2Drive Europe preliminary report

ISSUE 5

AD 09.04.26

CD 22.04.26

PD 15.05.26

Cashless payment
Simulators in driving school training (car + truck)

58th CIECA Congress, Dresden, 26.-29.05.2026

TOPICS

ISSUE 6

AD 06.05.26

CD 19.05.26

PD 11.06.26

Truck & bus for driver training
Current driving report/vehicle test (motorcycle)

ISSUE 7

AD 11.06.26

CD 22.06.26

PD 09.07.26

Trailer for BE training
Alternative drive systems (follow-up report Power2Drive)

ISSUE 8

AD 13.07.26

CD 23.07.26

PD 13.08.26

Conditions and services of car manufacturers
Current driving report/vehicle test (car)

ISSUE 9

AD 10.08.26

CD 20.08.26

PD 10.09.26

Simulators in driving school training (car + truck)
REHACARE preliminary report

ISSUE 10

AD 07.09.26

CD 17.09.26

PD 08.10.26

Motorcycle accessories
Current driving report/vehicle test (motorcycle)
Health topics

FAIRS

POWER2DRIVE, Munich, 23.-25.06.2026**INTERMOT - Int. Motorrad- und Rollermesse** (Motorcycle and Scooter Fair), Cologne, 09.-11.06.2026**AUTOMECHANIKA**, Frankfurt, 08.-12.09.2026**IAA TRANSPORTATION**, Hanover, 15.-20.09.2026**REHACARE International**, Düsseldorf, 23.-26.09.2026

TOPICS

ISSUE 11

AD 09.10.26

CD 22.10.26

PD 12.11.26

Trucks in driver training

Fahrschulpartner 2026

(Driving School Partners)

ISSUE 12

AD 09.11.26

CD 19.11.26

PD 10.12.26

Refueling at driving school: fuel cards, apps, etc.

Current driving report/vehicle test (car)

Annual calendar 2027

ISSUE 1/27

AD 30.11.26

CD 10.12.26

PD 14.01.27

New models, more safety, innovative technology

Educational materials

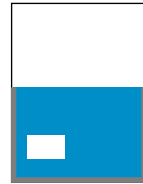
FAIRS

Symposium "Fahrschule & Berufskraftfahrer" (Driving School & Professional Driver), Dortmund, 11.11.-12.11.2026

MAGAZINE FORMAT 210 X 279 mm

MAIN MAGAZINE

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



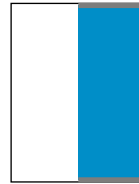
TITLE DISPLAY

—
210 x 134 mm**



1/1 PAGE

175 x 236 mm
210 x 279 mm*



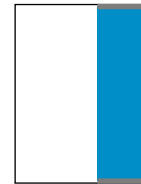
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



**1/2 PAGE LAND-
SCAPE**

175 x 117 mm
210 x 137 mm*



1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*

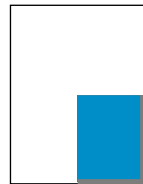


**1/3 PAGE LAND-
SCAPE**

175 x 76 mm
210 x 91 mm*

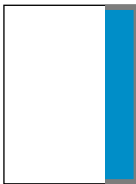
MAIN MAGAZINE

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



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



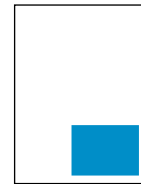
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



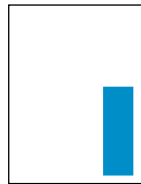
**1/4 PAGE LAND-
SCAPE**

175 x 56 mm
210 x 71 mm*



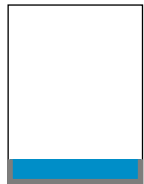
1/8 PAGE BLOC

85 x 56 mm
—



1/8 PAGE PORTRAIT

40 x 117 mm
—



**1/8 PAGE 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-COLORS IN €
Title display	12,095.00
2./3./4. cover page	10,365.00
1/1 page	8,850.00
1/2 page	4,780.00
1/3 page	3,365.00
1/4 page	2,690.00
1/8 page	1,560.00
Placement surcharge:	
Binding placement instructions	795.00

DISCOUNTS

For insertions within one insertion year (begins with the publication of the first ad).

FREQUENCY SCALE

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

QUANTITY SCALE

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

All surcharges do qualify for discounts. Title displays are not subject to discounts.

CLASSIFIED ADS	FORMAT*	PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	6.81	8.70
Direktpreis	1 column 43 mm wide	5.79	7.39
Job-wanted	1 column 43 mm wide	2.64	---
Box number fee	€ 16.00		

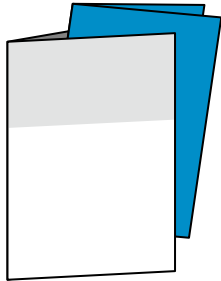
* Format 2 columns: 90 mm wide; Format 3 columns: 137 mm wide; Format 4 columns: 184 mm wide

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
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

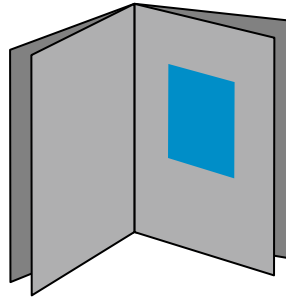
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

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

ISLAND AD



SPECIAL FEATURE

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

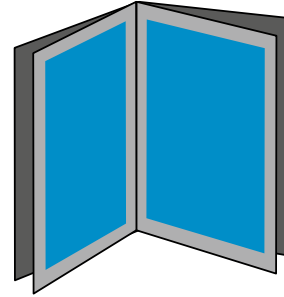
FORMAT

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

PRICE

- Format 1: € 1,235.00
- Format 2: € 1,745.00

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention through editorial appearance
- Alternative to the traditional advertisement

FORMAT

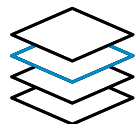
- 1/2 or 1/1 page, 4c, incl. images, text and logo
- Annotation „Advert“ in the header

PRICE

- on request

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

We'll be happy to
advise you!



PRINT

THE INDUSTRY OVERVIEW OF FAHRSCHULE

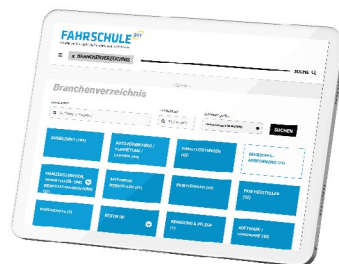
This reference work offers readers a comprehensive overview of products and services that are part of the everyday working life of driving instructors and provides important information for upcoming purchasing decisions.

You have the opportunity to present your company to driving instructors throughout Germany with a clear **company portrait**. In addition to contact details and contact persons, you can present your products and range of services to our readers in detail. Take advantage of the opportunity to be present with your target group throughout the year.

In addition, your portrait will appear as a detailed **online entry** in the business directory, with an integrated contact form and optimized search function.



DIGITAL



Publication date: Supplement in issue 11 from 12.11.2026

Ad deadline: 22.09.2026

Closing date printing materials: 07.10.2026

Magazine format: 203 mm width x 277 mm height

COMPANY PORTRAITS

1/1 page: € 2,495.00 (incl. premium online entry)

1/2 page: € 1,390.00 (incl. premium online entry)

FORMAT DISPLAY*

2./4. cover page: € 10,365.00

1/1 page: € 8,850.00

1/2 page: € 4,780.00

1/3 page: € 3,365.00

1/4 page: € 2,690.00

1/8 page: € 1,560.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Present yourself with an ad on the FAHRSCHULE wall calendar for 2027 and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date **10.12.2026**
(supplement to issue
FAHRSCHULE 12/2026)

Ad deadline **27.10.2026**

Closing date **04.11.2026**
printing material

Format **800 x 540 mm**

Circulation **ca. 13,000 copies**

PRICES

Premium entry (95x85mm) **€ 1,965.00**

Entry portrait (95x173mm) **€ 2,130.00**

Entry landscape (190x85mm) **€ 1,995.00**

Eintrag small (95x85mm) **€ 1,095.00**

Premium entry
95 x 85 mm

portrait
95 x 173 mm

small
95 x 85 mm

95 x 85 mm

95 x 85 mm

FAHRSCHULE 2027

Abrechnung des gesamten Inserates: Monatskalkulation

www.schulbuchverlag.de/FAHRSCHULE

VOXEL

Premium entry
95 x 85 mm

95 x 173 mm

95 x 85 mm

95 x 85 mm

95 x 85 mm

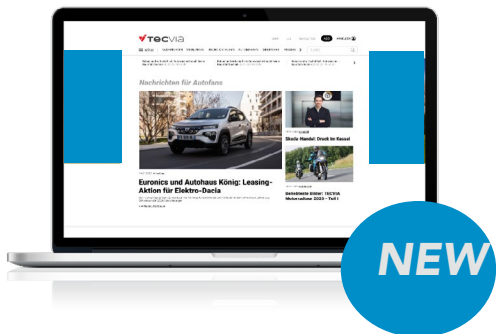
landscape
190 x 85 mm

95 x 85 mm

95 x 85 mm

190 x 85 mm

95 x 85 mm



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

FAHRSCHULE informs decision-makers and managers on a weekly basis with an up-to-date and informative online newsletter.

REGISTRATION:
newsletter.tecvia.com/fs

RUN TIME/OCCUPANCY:

The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.

AD TYPE	FORMAT IN PX	PRICE IN €
Cross/Full-size banner*	650 x 150	325.00
Text ad*	650 x 366	325.00
* on all placements possible		



**TECHNICAL SPECIFICATIONS
NEWSLETTER**

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



DIGITAL

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

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of www.fahrschule-online.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 FORM	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	fahrschule-online.de	1 week	2,210.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

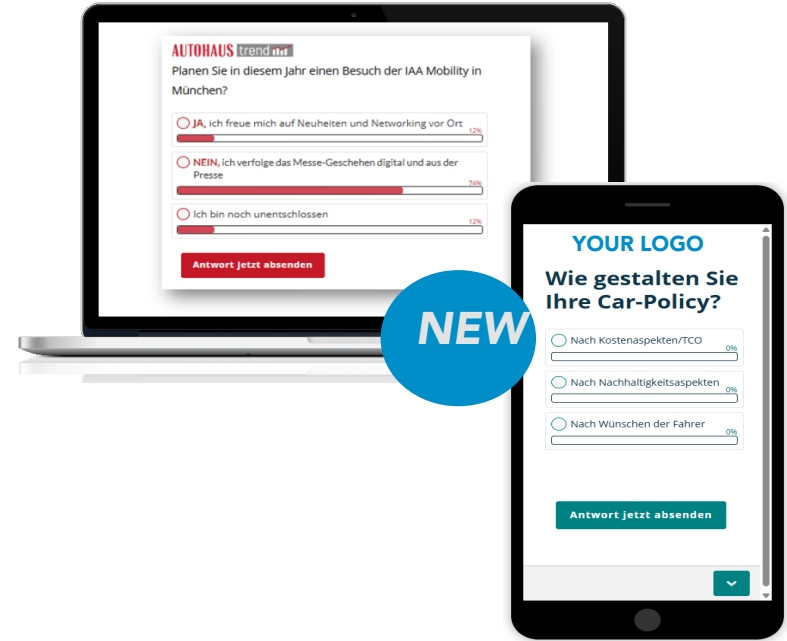
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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

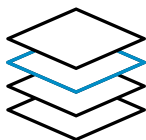
ADVANTAGE:

- 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

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.

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 € 19,980.00	1/2 € 7,050.00 1/1 € 10,720.00 2/1 € 19,240.00	1/2 € 5,105.00 1/1 € 9,170.00 2/1 € 18,235.00



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, 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 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 performance Promotion	✓ € 1,000.00		
	€ 11,920.00	€ 7,565.00	€ 3,355.00



DIGITAL

DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






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

The web special stands on its own as a native advertising format, publishes a beacon topic quickly and prominently and can be ideally teased and linked via all digital channels.

**In addition to your web special,
choose your advertising material package!**

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 chapter (onepager)
Run time	8 weeks	6 weeks	6 weeks
Newsletter placement Text ad	 8 x	 6 x	 6 x
Social media placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 41,495.00	€ 35,995.00	€ 19,870.00

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.
Special publications are not subject to agency discount or other discounts.



DIGITAL





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

With a white paper, useful content is prepared as a digital online publication. The PDF is made available for download on the online presence of the trade magazine and uses its reach to generate leads.

**In addition to your white paper,
choose your advertising material package!**

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout Full service	✓ Full service	Customer delivers PDF
Run time Lead generation	8 weeks	4 weeks
Newsletter placement Text ad	✓ 8 x	✓ 4 x
Social media placement Posting	 4 x	 2 x
Start page placement Banner	 100' PI	 50' PI
Clever push Notification	✓ 1 x	✓ 1 x
Price on request		

The currently valid VAT must be added to all prices. Valid from January 1st, 2026.
Special publications are not subject to agency discount or other discounts.

OMNIBUSREVUE

SUT
SCHIFFFAHRT
UND TECHNIK

verkehrs 
RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFAHR/GUT

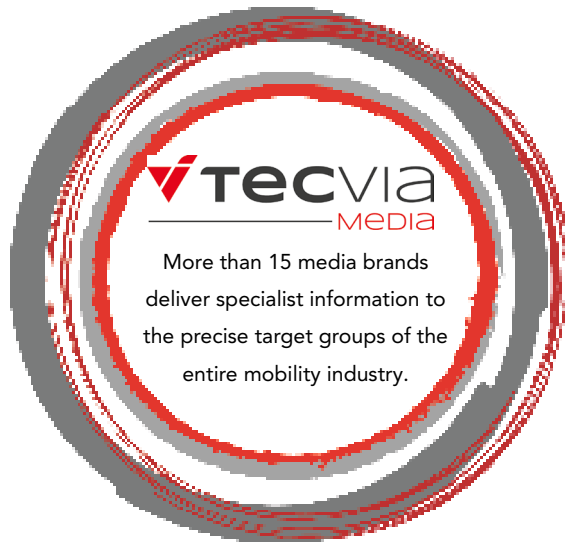
AUTOHAUS

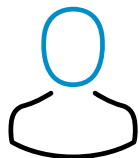
VKU

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

**STEPHAN BAUER**

Team Leader Sales FAHRSCHULE

stephan.bauer@tecvia.com

Phone +49 89 203043-2107

Mobile phone +49 151 65850355

**REBECCA KIRCHMAIR**

Account Manager

rebecca.kirchmair@tecvia.com

Phone +49 89 203043-2702

Mobile phone +49 160 91733075

**EVA LOIBL**

Advertising Service Print

eva.loibl@tecvia.com

Phone +49 89 203043-2375

**SAFIAH SHAKIR**

Campaign Manager

safiah.shakir@tecvia.com

Phone +49 89 203043-2621