

# MEDIA DATA 2026

TRUCKER  
The magazine for truck drivers  
[www.trucker.de](http://www.trucker.de)



**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 COMPRISSES**

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





**monthly**

**10 ISSUES**

**47<sup>th</sup> 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](mailto:sales.munich@tecvia.com)  
[www.tecvia-media.com](http://www.tecvia-media.com)



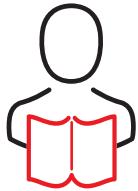
**CHIEF EDITOR:**

Gerhard Grünig  
Phone +49 89 203043-2184  
[gerhard.gruenig@tecvia.com](mailto: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](mailto:vertriebsservice@tecvia.com)

**General conditions:**

Please note the General Terms and Conditions you can find at [www.tecvia-media.com](http://www.tecvia-media.com).

**Bank account:**

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

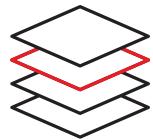
**Payment terms:**

within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net

VAT no. DE 453405511

# CIRCULATION & ACCESSES

MEDIA DATA 2026



**13,000**

PRINT RUN TRUCKER\*

PRINT

**10,247**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**6,200**

PAID CIRCULATION\*



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+ / CMX

**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

## ISSUE 7

AD 08.06.26

Heavy haulage

CD 09.06.26

Truck-Grand-Prix preliminary report

Current vehicle test

## PD 03.07.26

## ISSUE 8-9

AD 17.08.26

Truck-Grand-Prix follow-up report

CD 18.08.26

Update on driving and rest times/labor law, truck stops, and rest areas

## PD 11.09.26

Test + Technik: Trailer

Loading cranes

Current vehicle test

## ISSUE 10

AD 07.09.26

Vehicle novelties

CD 08.09.26

Winter readiness: care and maintenance

## PD 02.10.26

Washing facilities, tires

Power fitness for drivers

Test + technology: trailers

## FAIRS

Truck-Grand-Prix, Nürburgring, 10.-12.07.2026

## ISSUE 11

AD 09.10.26

Calenders and books 2027

CD 12.10.26

Clothing and accessories

## PD 06.11.26

Law/Social regulations

Current vehicle test

## ISSUE 12

AD 09.11.26

Model making

CD 10.11.26

Christmas gifts

## PD 05.12.26

Education and training

Test + technology: trailers

**TOPICS****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

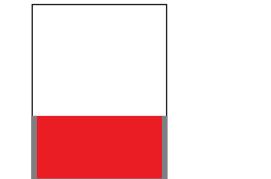
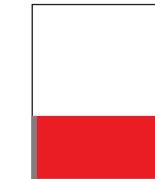
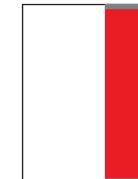
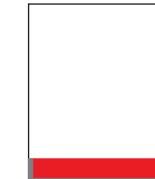
Healthy diet

Current vehicle test

**FAIRS**

**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		QUANTITY SCALE	
3 times	3 %	3 pages	3 %
6 times	5 %	6 pages	5 %
12 times	10 %	9 pages	10 %
		12 pages	12 %
		15 pages	15 %

All surcharges do qualify for discounts.

**CLASSIFIED ADS****FORMAT****PRICE PER COLUMN  
AND MM IN €**

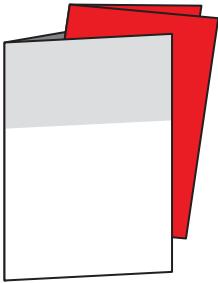
Price classified advert b/w:	1 column 43 mm wide	3.79
Price classified advert colored:	1 column 43 mm wide	7.28
Job-wanted b/w	1 column 43 mm wide	2.47
Box number fee		16.00

**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.

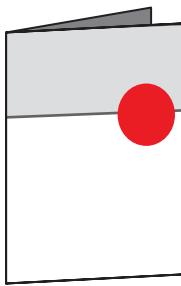
**FORMAT**

- 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

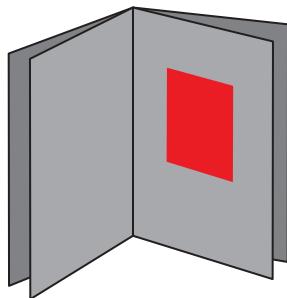
**FORMAT**

- 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**

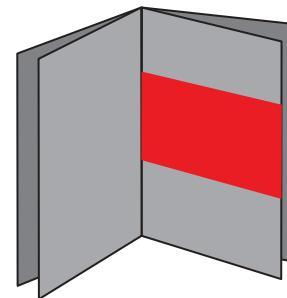
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

**PRICE**

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

Different formats on request.

## BANDEROLE AD

**SPECIAL FEATURE**

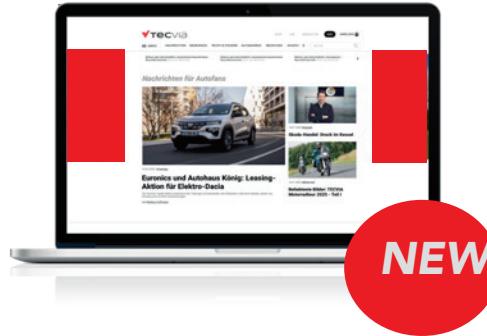
- Central placement
- High attention

**FORMAT**

- 210 mm width x 98 mm height

**PRICE** (non-discountable)

- € 8,485.00



## PLAYOUT ON ALL WEB PAGES (RoS)

### STICKY HALF PAGE

#### 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.

**NEW****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.

**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

**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](http://newsletter.tecvia.com/tr)**RUN TIME/OCCUPANCY:**

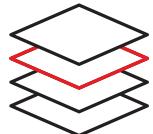
The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

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

\* on all placements possible

**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!



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

**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
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Price	-	10,400.00	22,880.00

**PACKAGE OFFERS**

**DIGITAL**

The online advertorial appears as an editorially designed article among the latest news items on the portal [www.trucker.de](http://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](http://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	<a href="http://www.trucker.de">www.trucker.de</a>	1 week	2,550.00

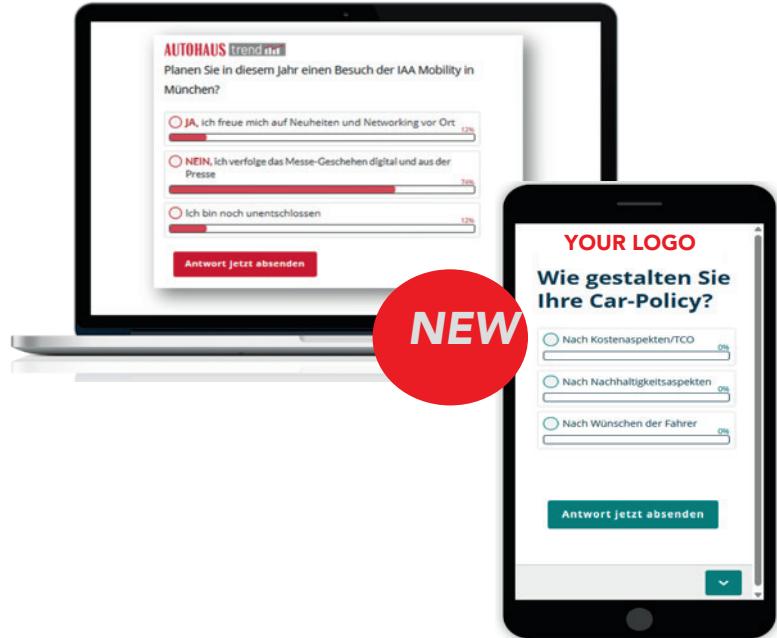
**DIGITAL****EXCLUSIVE AND INNOVATIVE SURVEY TOOL:**

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

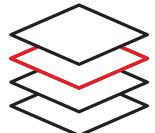
You can also use the survey to make your online advertorial even more interesting for readers.

**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



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 € 20,950.00

1/1 € 11,725.00  
2/1 € 19,790.001/1 € 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.

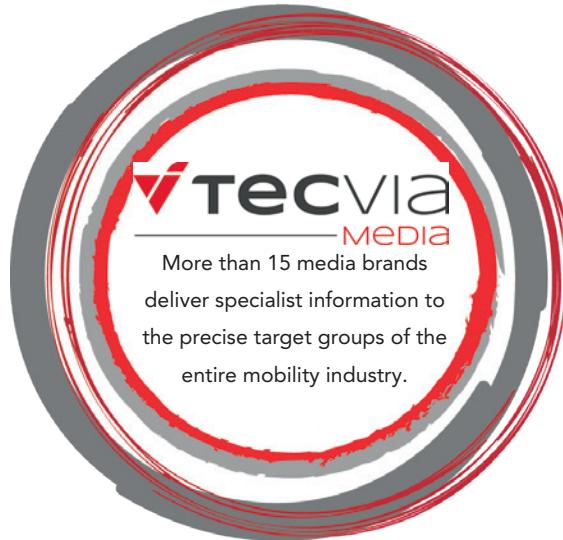
**In addition to your online advertorial,  
choose your advertising material package!**

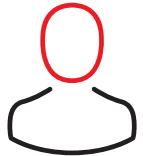
**MEDIA PACKAGES**

**ADVERTISING MEANS**

**ULTIMATE      PREMIUM      BASIC+**

Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>Text ad</b>	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser place- ment <b>Clever push</b>	 2 x	 1 x	
Banner placement <b>Skyscraper</b>	 30' PI	 20' PI	
Social media ad service <b>Promotion</b>	✓ € 1,000.00		
	€ 14,950.00	€ 9,950.00	€ 4,130.00

**OMNIBUSREVUE****verkehrs RUNDSCHEAU****Sprit+****Autoflotte****fokus GEFAHR/GUT****AUTOHAUS****VKU****FAHRSCHULE  
Trucker**



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## CATHERINE CARLOWITZ

Account Manager

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Fax +49 8742 9199-95



## PETRA WENNINGER

Advertising Service Print

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## ULRIKE VOLK

Campaign Manager

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Phone +49 89 203043-1623