

MEDIA DATA 2026



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. Regularly 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 organizations 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
- E-paper
- Newsletter
- Events
- Webinars
- Social media (Facebook, Instagram, LinkedIn, Xing)
- Podcast
- Magazine archive
- Books





17 issues per year

2026

80th year

2026

www.verkehrsrundschau.de

WEB ADDRESS (URL)



PUBLISHING HOUSE:

TECVIA Media GmbH
Verlag Heinrich Vogel
Aschauer Straße 30
81549 Munich, Germany
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www.tecvia-media.com



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77 % of the interviewed are from the logistics sector or from the area „industry & trade“. Verkehrsrundschau represents therefore the transport and logistics market.

Source: INTERROGARE, Verkehrsrundschau recipient structure analysis 2022



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
- Clients of TÜV Süd (Association for Technical Inspection South)

Our [recipient structure analysis 2022](#) proves the high acceptance and intensive use of VerkehrsRundschau readers and online users.

The average reading time is **40.22 min.**

An issue of VerkehrsRundschau reaches **3,4 readers** in total. The intensive use of content by the readers show the multiplication function.

Source: INTERROGARE, VerkehrsRundschau recipient structure analysis 2022

SUBSCRIPTION

ISSN 0341-2148

Annual subscription price

Inland: € 446.20 incl. packing/posting plus statutory VAT.

European countries: € 471.20 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail vertriebsservice@tecvia.com

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

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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 VerkehrsRundschau**

10,189

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

PRINT

9,600

*PAID CIRCULATION INCL. E-PAPER**



DIGITAL

92,021

*SESSIONS***

(average of six months, January to June 2025)

151,476

*PAGE IMPRESSIONS***

(average of six months, January to June 2025)

9,515

*NEWSLETTER SUBSCRIBERS***

(average of six months, January to June 2025)

32,122

SOCIAL MEDIA FOLLOWERS

(September 2025)



71 % of the target group use trade magazines as the most important information source.

77 % are very satisfied or satisfied with the magazine as well as with the online offers of VerkehrsRundschau.

Source: INTERROGARE, VerkehrsRundschau recipient structure analysis 2022

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS	FAIRS
ISSUE 1-2 TÜV ISSUE AD 11.12.25 CD 17.12.25 PD 23.01.26	Transport routes	Market overview of container chassis Craneable trailers	All transport routes Annual preview (transport modes) Funding sources 2026	19. Trade Conference Lithium Batteries , Göttingen, 26.-29.01.2026 Fruit Logistica , Berlin, 04.-06.02.2026 Logistics & Automation , Bern, 28.-29.01.2026
ISSUE 3-4 TÜV ISSUE AD 13.01.26 CD 20.01.26 PD 13.02.26	Cold chain logistics	Refrigerated semi-trailer Transport refrigeration systems Industrial trucks	Temperature-controlled transports Logistics real estate	Logistics & Automation , Dortmund, 25.-26.02.2026 Dach + Holz International (Roof + Wood), Cologne, 24.-27.02.2026 Tire Technology Expo , Hanover, 03.-05.03.2026
ISSUE 5 TÜV ISSUE AD 03.02.26 CD 09.02.26 PD 06.03.26	Software & AI	Summer readiness (car washes, tires, cleaning, etc.), rental/leasing, construction vehicles, heavy transports, cranes	Logistics software Lithium batteries Contract logistics	Telematics Special I (Logistics software and AI); (CD 04.02.2026) Intertraffic , Amsterdam, 10.-13.03.2026
ISSUE 6 TÜV ISSUE AD 19.02.26 CD 25.02.26 PD 20.03.26	LogiMAT	Trailers, fast loading and unloading systems Loading aids Load securing, loading solutions	Intralogistics, LogiMAT Best Azubi (Best Apprentice) follow up report Education & career	Driving Ban Calendar second quarter LogiMAT , Stuttgart, 24.-26.03.2026 LogiChem , Rotterdam, 24.-25.03.2026 SITL Europe , Paris, 31.03.-23.04.2026

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS		FAIRS
<p>ISSUE 7</p> <p>TÜV ISSUE</p> <p>AD 05.03.26</p> <p>CD 11.03.26</p> <p>PD 07.04.26</p>	Last Mile	Electric trucks, trailers, electric axles CEP vehicles (from transporters to BDF swap bodies to box trucks), GREEN TRUCK GREEN INNOVATION	Urban logistics (microhubs), retail logistics/e-commerce Logistics real estate + locations	Last Mile Special (CD 09.03.2026)	Handelslogistic-Kongress (Trade Logistics Congress), Bonn, 21.-22.04.2026 Hanover Fair + Logistics 4.0 , Hanover, 20.24.04.2026
<p>ISSUE 8</p> <p>TÜV ISSUE</p> <p>AD 19.03.26</p> <p>CD 25.03.26</p> <p>PD 21.04.26</p>	Multimodal transports	IFAT preliminary report Multimodal transports Loading cranes Container chassis	Port logistics Heavy cargo logistics		Tag der Logistik BVL (Day of Logistics), Berlin, 16.04.2026
<p>ISSUE 9-10</p> <p>TÜV ISSUE</p> <p>AD 07.04.26</p> <p>CD 13.04.26</p> <p>PD 08.05.26</p>	Sustainability	Sustainability potentials for trailers (alternative drive systems and fuels), fuel card market overview, waste disposal vehicles (moving floor)	Sustainable logistics (packaging, pallets, etc.) Intralogistics/robotics	Logistics Special (CD 08.04.2026)	IFAT , Munich, 04.-07.05.2026 Interpack Processing and Packaging , Düsseldorf, 07.-13.05.2026 Transpotec & Logitec , Milan, 13.-16.05.2026
<p>ISSUE 11</p> <p>TÜV ISSUE</p> <p>AD 27.04.26</p> <p>CD 04.05.26</p> <p>PD 29.05.26</p>	Fleet management	Telematics, digitization, and AI Tankers & silos, megatrailers Low loaders & special vehicles	Fleet management General cargo	Tire Special (CD 29.04.2026)	The Tire Cologne , Cologne, 09.-11.06.2026 IFBA Bergen u. Abschleppen (Towing & Recovery), Kassel, 11.-13.06.2026 Stone+TEC , Nuremberg, 17.-20.06.2026
				Driving Ban Calendar third quarter	

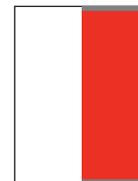
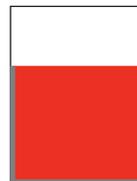
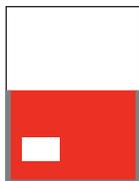
	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS	FAIRS
<p>ISSUE 12-13 Electrified transports</p> <p>TÜV ISSUE</p> <p>AD 19.05.26</p> <p>CD 26.05.26</p> <p>PD 19.06.26</p>		E-mobility (charging infrastructure, rental, leasing, electric trucks)	Freight exchanges Tendering platforms	<p>Power2Drive, Munich, 22.-23.06.2026</p> <p>Transport Logistic China, Shanghai, 24.-26.06.2026</p>
<p>ISSUE 14-15 Intelligent mobility</p> <p>TÜV ISSUE</p> <p>AD 18.06.26</p> <p>CD 24.06.26</p> <p>PD 17.07.26</p>		Assistance systems Megatrailers	AI (forecasting tools, software resilience, dash cam) Cybersecurity	Truck Grand Prix , Nürburgring, 10.-12.07.2026
<p>ISSUE 16-17 Commercial vehicle workshop service</p> <p>TÜV ISSUE</p> <p>AD 09.07.26</p> <p>CD 15.07.26</p> <p>PD 07.08.26</p>		Predictive maintenance Vehicle components Vehicle cleaning Axles + brakes	Spare parts logistics Insurances	Commercial Vehicle Workshop Special (CD 09.07.2026)
<p>ISSUE 18</p> <p>TÜV ISSUE</p> <p>AD 30.07.26</p> <p>CD 05.08.26</p> <p>PD 28.08.26</p>	IAA focus trucks/ tractor units	IAA preliminary report	Logistics solutions IAA part I, tendering platforms, freight exchanges	<p>Driving Ban Calendar forth quarter</p> <p>NordBau, Neumünster, September 2026</p> <p>Automechanika, Frankfurt, 08.-12.09.2026</p> <p>IAA Transportation, Hanover, 15.-20.09.2026</p> <p>GaLaBau, Nuremberg, 15.-18.09.2026</p>

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS	FAIRS
ISSUE 19 TÜV ISSUE AD 13.08.26 CD 19.08.26 PD 11.09.26	IAA fokus trailers/IT	IAA preliminary report, part II	Logistics solutions IAA part II, rail cargo	Logistics Real Estate Special (CD 13.08.2026) Innotrans , Berlin, 22.-25.09.2026
ISSUE 20-21 TÜV ISSUE AD 10.09.26 CD 16.09.26 PD 09.10.26	Alternative drive systems	Alternative drive systems (HVO, natural gas, e-fuels) Rental/leasing market overview Winter readiness IAA follow-up report	Hydrogen logistics Rail freight transport	EXPO REAL , Munich, 05.-07.10.2026 BVL Supply Chain CX , Berlin, October 2026
ISSUE 22 TÜV ISSUE AD 29.09.26 CD 06.10.26 PD 30.10.25	Finances	Vehicle cost accounting Lightweight semi-trailers Trailer telematics	Factoring Banks & financing Insurance	Telematics Special II (Logistics software and AI) (CD 29.09.2026) BrauBeviale , Nuremberg, 10.-12.11.2026 Buildinx , Dortmund, 18.-20.11.2026 BME-Symposium , Berlin, November 2026 Logitrans , Istanbul, November 2026 Last Mile City Logistics , Bern, November 2026
ISSUE 23 TÜV ISSUE AD 29.10.26 CD 03.11.26 PD 20.11.26		Who is Who Logistics 2027 Further information can be found on page 16.		Annual calendar 2027
ISSUE 24-25 TÜV ISSUE AD 12.11.26 CD 18.11.26 PD 11.12.26	Preview	Trailers for paper, steel, and coils Tank and service cards Toll billing	Intralogistics (industrial trucks) Legal outlook Annual preview 2027	Driving Ban Calendar first quarter

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2026 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

**MAGAZINE
 FORMAT**
 210 X 279 MM



MAIN MAGAZINE

TITLE DISPLAY**

2/1 PAGE ACROSS GUTTER

1/1 PAGE

**2/3 PAGE LAND-
 SCAPE**

1/2 PAGE PORTRAIT

**1/2 PAGE LAND-
 SCAPE**

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

210 x 145 mm*

388 x 236 mm
 420 x 279 mm*

175 x 236 mm
 210 x 279 mm*

175 x 156 mm
 210 x 178 mm*

85 x 236 mm
 101 x 279 mm*

175 x 117 mm
 210 x 137 mm*

MAIN MAGAZINE

JUNIOR PAGE

1/3 PAGE PORTRAIT

**1/3 PAGE LAND-
 SCAPE**

1/4 SEITE BLOC

1/4 PAGE PORTRAIT

**1/4 PAGE LAND-
 SCAPE**

**1/8 PAGE LAND-
 SCAPE**

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

115 x 178 mm
 131 x 198 mm*

55 x 236 mm
 71 x 279 mm*

175 x 76 mm
 210 x 91 mm*

85 x 117 mm
 101 x 137 mm*

40 x 236 mm
 56 x 279 mm*

175 x 56 mm
 210 x 71 mm*

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)



FORMAT	4-COLORS IN €
2/1 page	17,400.00
Title display	12,760.00
2./4. cover page	10,220.00
1/1 page	8,700.00
2/3 page	7,290.00
Junior page	4,700.00
1/2 page	4,700.00
1/3 page	3,640.00
1/4 page	3,180.00
1/8 page	2,265.00
<hr/>	
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. Title displays are not subject to discounts.

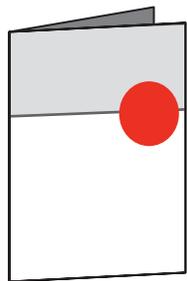
CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.44	8.70
Direct price	1 column 43 mm wide	3.79	7.28
Job-wanted	1 column 43 mm wide	2.47	---
<hr/>			
Box number fee	€ 16.00		

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.

TITLE PROMOTER



SPECIAL FEATURE

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

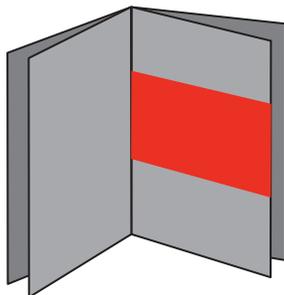
FORMAT

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

TOTAL PRICE

- € 12,145.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

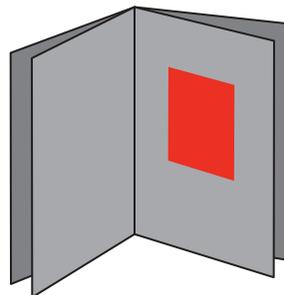
FORMAT

- 210 mm width x 98 mm height

PRICE (non-discountable)

- € 8,485.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

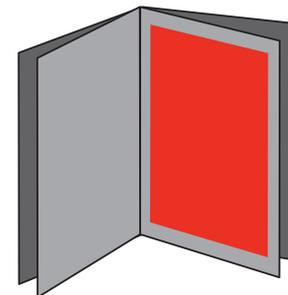
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

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

Different formats on request.

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention due to editorial appearance
- Convey communication goals credibly
- Alternative to the traditional advertisement

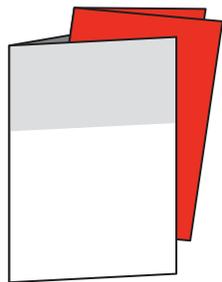
FORMAT

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

PREIS

- 1/2 page: € 4,700.00
- 1/1 page: € 8,700.00

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.

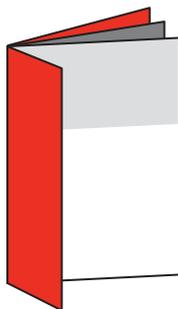
FORMAT

- 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

FLAP COVER



SPECIAL FEATURE

- Prominent placement on shortened jacket page over the front cover plus back cover
- High attention

FORMAT

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

PRICE

- € 15,265.00

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

DO YOU HAVE MORE TO SAY THAN FITS IN AN AD?

Some topics are worth examining in greater detail from different perspectives. To this end, the editorial team at VerkehrsRundschau publishes topic specials as “**magazines within magazines**,” covering topics such as workshops, telematics, courier, express, and parcel services, and e-commerce. The specials are based on editorial research in cooperation with renowned experts, associations, providers, and manufacturers.

You have the opportunity to present yourself in these topic specials in the form of a **company contribution** (interview, best practice report, or company profile).

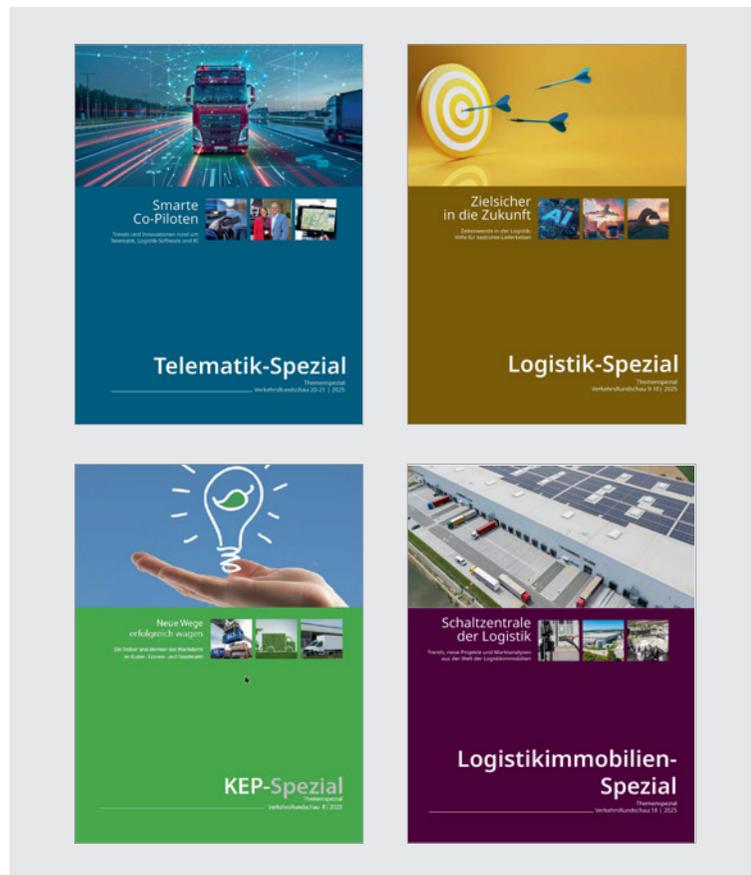
You send us your text and images. We take care of the design and make sure the entire presentation looks perfect.

We also offer the topic specials as free downloads. The download option will be announced in newsletter messages, on LinkedIn, and on the VerkehrsRundschau website.

You can find the **planned topic specials for 2026** on the pages 6 to 9 in our time schedule.

FORMAT	PRICE IN €
1/1 page company contribution	2,475.00
2/1 page company contribution	4,540.00

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





PRINT

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, FORUM is the heart of special publications of the trade magazine.

OPTIONAL ONLINE MODULE:

Four articles will be published online as online advertorials on verkehrsrundschau.de. A central start page (content dashboard) will link to the forum. Four text ads in the Verkehrsrundschau newsletter and social media posts are included as part of the media service.



DIGITAL

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	18.000 copies + overprint	25,000.00
16 pages incl. cover	18.000 copies + overprint	33,000.00
20 pages incl. cover	18.000 copies + overprint	38,000.00
Online publication	4 articles, 4 text ads social media posting	9,500.00*

FORUM

TECHNICAL SPECIFICATIONS

On request



PRINT

YOUR DETAILED COMPANY PORTRAIT

The "Who's Who of Logistics" is being published for the 24th time as an annual reference work. Consisting of an editorial section and an integrated industry guide, the magazine is sent to transport companies, freight forwarders, and logistics service providers in industry and commerce.



DIGITAL

Clear company profiles allow your company to present itself individually. **Your entry will appear in the "Who is Who Logistics" magazine and as a detailed online portrait** with many online features.

You can book online at any time and your portrait will be live within a very short time.



PUBLICATION DATE: 20.11.2026

COMPANY PORTRAIT

Ad deadline: 15.10.2026

Closing date printing materials: 21.10.2026

Formats & prices:

1/1 page: € 2,600.00 (incl. online entry)

2/1 page: € 4,925.00 (incl. online entry)

ADVERTISEMENTS*

Ad deadline: 29.10.2026

Closing date printing materials: 03.11.2026

Formats & prices:

Cover page (210 mm w x 279 mm h*): € 10,220.00

1/1 page (210 mm w x 279 mm h*): € 8,700.00

1/2 page portrait (101 mm w x 279 mm h*): € 4,740.00

1/2 page landscape (210 mm w x 137 mm h*): € 4,740.00

* + 3 mm bleed on all outer edges

WALL CALENDAR

Feature your business with an advert on the 2027 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publication date: 20.11.2026
 (supplement to the issue 23/2026)

Ad deadline: 06.10.2026

Closing date printing material: 14.10.2026

Format: 690 mm width x 485 mm height

PRICES

Per advertising banner € 4,815.00

Exclusive booking € 8,420.00

(booking of both banners)

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
10	10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30	30
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 included with VerkehrsRundschau every quarter. Secure a permanent presence with your target group and reserve one or both of the two advertising spaces to showcase your company exclusively.

PUBLICATION DATES

Driving Ban Calendar quarter II/2026:	20.03.2026 VerkehrsRundschau no. 6
Driving Ban Calendar quarter III/2026:	29.05.2026 VerkehrsRundschau no. 11
Driving Ban Calendar quarter IV/2026:	28.08.2026 VerkehrsRundschau no. 18
Driving Ban Calendar quarter I/2027:	11.12.2026 VerkehrsRundschau no. 24-25

FORMAT

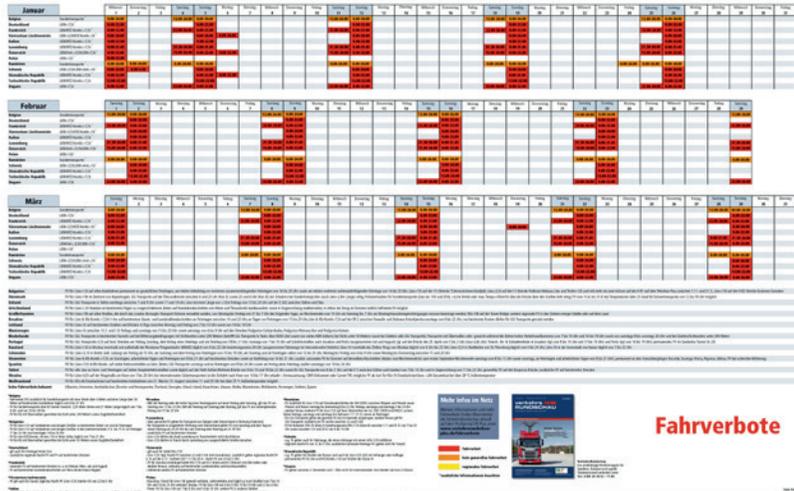
690 mm width x 727,5 mm height

PRICES

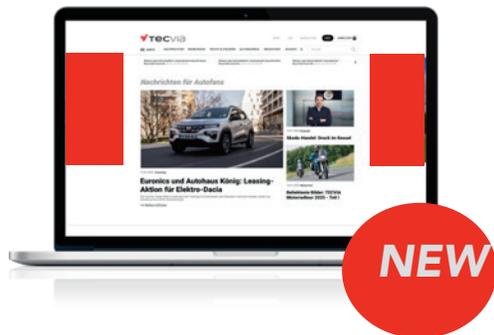
Per advertising banner	€ 4,815.00/quarter
Exclusive booking (booking of both banners)	€ 8,420.00/quarter

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

Fahrverbote 1. Quartal 



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



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.



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

VerkehrsRundschau informs decision-makers and managers every working day with an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.tecvia.com/vr

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 IN €
Top placement	650 x 150	Cross-/Full-size-banner	705.00
	650 x 366	Text ad	
Further placements	650 x 150	Cross-/Full-size-banner	665.00
	650 x 366	Text ad	



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

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

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of www.verkehrsrundschau.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	verkehrsrundschau.de	1 week	2,550.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

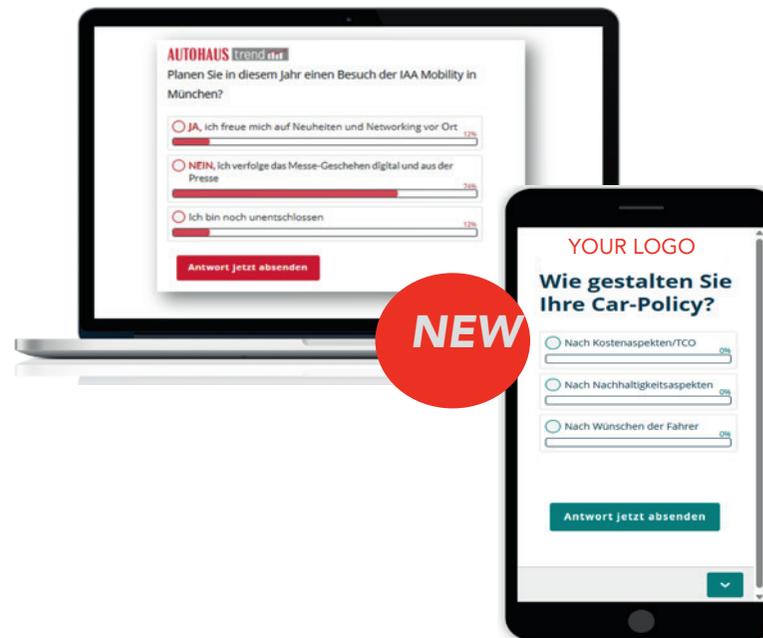
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

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.**



DIGITAL

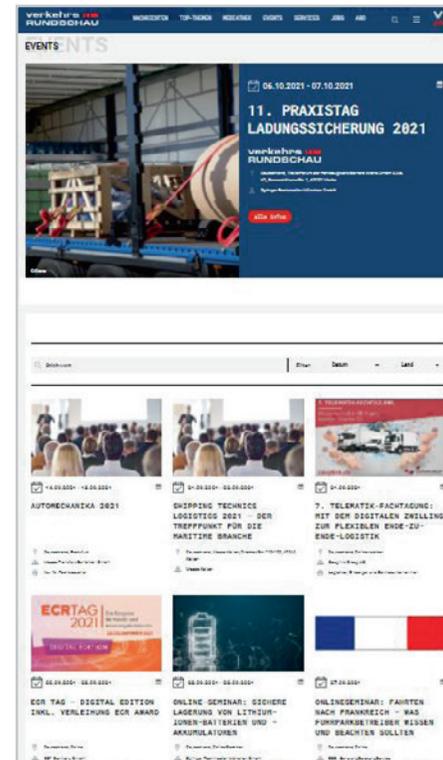
ADVERTISE YOUR SEMINAR OFFER

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	€ 105.00 each
11 to 20 entries	€ 100.00 each
more than 20 entries	€ 95.00 each





DIGITAL

The editorial team regularly addresses current topics from the transport and logistics industry and invites a qualified speaker to discuss a topic in detail as part of an online seminar.

Each of these so-called webinars lasts 60 to 90 minutes and is moderated and accompanied by a specialist editor from VerkehrsRundschau.

Participants register for the online seminar via a dial-in link received in advance, which they can use to follow the speaker's presentation on their own screen. A chat function also provides the opportunity to ask questions which will be answered during the webinar.

You can always find the latest topics and dates of our webinars at www.verkehrsrundschau.de/events

Be there as a sponsor!

YOUR SERVICES

- Display of the sponsor logo on all marketing measures and linking of the sponsor
- Placement of the sponsor logo during the webinar
- Introduction of the sponsor during the presentation
- Opportunity to introduce yourself professionally and recommend yourself to potential customers
- Qualified reach - you reach your target group directly
- Provision of participants' contact details for lead generation
- Presentation can be sent to all participants afterwards
- Webinar can be accessed afterwards under VR plus
- Optional: Contribution as speaker

PRICE: starting at € 3,550.00





Verlag Heinrich Vogel organizes high-quality symposiums, congresses, conferences and seminars for practice-oriented further training.

Find out about our current events at: www.verkehrsrundschau.de/events

Be there with your brand!

Present your company as a partner and address your target group directly on site!

COOPERATION OFFERS

- **Exhibitor booth:** Exhibition space incl. one charge-free participant slot
PRICE: starting at € 1,500.00
- **Sponsoring:** Display of the sponsor logo on all marketing measures (print and online) incl. one free participant place and exhibition space
PRICE: starting at € 3,500.00
- **Exclusive sponsoring** – exclusive sponsoring partner of an event:
Content agreement with sponsoring partner,
possibility of a specialist presentation,
display of the sponsor logo on all marketing measures (print and online)
incl. two participant places
PRICE: starting at € 7,500.00



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THE KNOWLEDGE COMPETITION FOR APPRENTICES

Best Azubi is **Germany's largest knowledge test** for prospective forwarding and logistics specialists. Since its launch in 2007, around 15,000 trainees from the transport and logistics sector have taken part. Around 1,000 apprentices took part in the last round of the competition. A total of 10,000 euros in prize money is up for grabs for the winners.

BE THERE AS A SPONSOR!

Throughout the year and across our media, you will be presented as a company that places great value on promoting young talents.

This makes your company extremely attractive as a training center and can, among other things, make an excellent name for itself among potential apprentices and as an attractive employer in general.

CIRCLE OF SUPPORTERS: € 6,000.00

MAIN SPONSOR: PRICE ON REQUEST





DIGITAL

YOUR DIRECT ACCESS TO YOUNG, DIGITAL AND MODERN LOGISTICS DECISION-MAKERS

Every Thursday, VerkehrsRundschau Funk is the podcast that brings listeners closer to topics from politics, freight forwarding and technology. More than 40,000 downloads last year with more than 26,000 listeners - a lively community that speaks for itself.

DO YOU HAVE SOMETHING TO SAY?

EXCLUSIVE OWN PODCAST EPISODES

Appear in an **exclusive editorial podcast** and talk about topics that are close to your heart.

We will help you find a topic, organize it and provide you with a professional speaker or moderator. Allow 15 to 25 minutes per episode.

We use our high-reach channels for announcements and advertising:

- Social media (X, LinkedIn, Facebook)
- Newsletter of the VerkehrsRundschau
- TOP news articles on verkehrsrundschau.de

PRICE: per episode € 5,100.00
more on request

YOUR AUDIO MESSAGE

We record your audio message with a professional speaker as a podcast radio spot, length approx. 5-8 seconds.

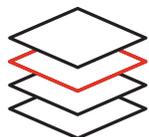
The spot is played directly after the intro welcome.

PRICE: 5 spots € 7.800,00
more on request

www.verkehrsrundschau.de/podcast



Bild: fotomek/adobestock.com



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	1/2 € 7,990.00 1/1 € 11,725.00 2/1 € 19,790.00	1/2 € 4,700.00 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 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 d	✓ 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



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 chapters (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		
	€ 41,545.00	€ 35,995.00	€ 19,870.00



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
	€ 30,705.00	€ 18,670.00

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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