Autoflotte

MEDIA DATA **2027**

AUTOFLOTTE

The magazine for vehicle fleet and fleet management

www.autoflotte.de

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As of October 28, 2026

WHAT DOES AUTOFLOTTE OFFER?

Autoflotte is the independent information medium for the fleet market in German-speaking countries. Board members, managing directors, executives, and other decision-makers rely on Autoflotte to identify potential cost savings, discover intelligent solutions to problems, and stay informed about both technical and non-technical innovations.

The primary focus is to provide the knowledgeable reader with comprehensive information—including current market data and comparisons of operating costs—and to offer expert guidance on all issues related to fleet management.

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 Academy

7 issues per year
2027

33th year
2027

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

70 % of the decision-makers surveyed cite industry-specific trade journals and media as particularly important sources of professional information.

Source: LAE – Leading Analysis of Decision-Makers in Business and Public Administration 2026

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.

SUBSCRIPTION

ISSN	0948-6682
Annual subscription price:	
Inland:	€ 101.50 incl. packing/posting plus statutory VAT
European countries	€ 108.50 incl. packing/posting plus statutory VAT
Phone	Subscription service: +49 89 203043-1500
E-mail	vertriebsservice@tecvia.com

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

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

Bank account:
Commerzbank Munich, Germany
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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

CIRCULATION & ACCESSES

MEDIA DATA **2027**

PRINT

22,000
*PRINT RUN AUTOFLOTTE**

20,935
*ACTUAL DISTRIBUTED CIRCULATION (ADC)**

480
*PAID CIRCULATION**

DIGITAL

85,424
*SESSIONS***
(average of three months, July to September 2026)

380,440
*PAGE IMPRESSIONS***
(average of three months, July to September 2026)

1 min 27 sec
*AVERAGE DURATION OF INTERACTION***
(average of three months, July to September 2026)

7,326
*NEWSLETTER SUBSCRIBERS**
(average of six months, January to June 2026)

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

* Circulation figures: own data collection

** Online access control Google Analytics 4, current figures on request

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	MAIN TOPICS	SPECIALS	SPECIAL NEWSLETTER
ISSUE 1-2 AD 20.01.27 CD 25.01.27 ***PD 17.02.27***	Two-wheeler Market overview rental | car subscription AI in fleet management		
ISSUE 3-4 AD 09.03.27 CD 12.03.27 ***PD 07.04.27***	Fleet management Corporate mobility New car brands	**Kleine Flotten (Small Fleets) 2027 (special section)** **Reifen-Test (Tire Test) 2027 (special section)**	**New car brands**
ISSUE 5 AD 13.04.27 CD 19.04.27 ***PD 12.05.27***	Electromobility | Infrastructure Leasing		
ISSUE 6-7 AD 10.06.27 CD 15.06.27 ***PD 07.07.27***	Fleet management software Market overview of fuel and charging cards Claims management	**Pflegedienste (Care Services) 2027 (special section)**	**AI**
ISSUE 8-9 AD 11.08.27 CD 16.08.27 ***PD 08.09.27***	Mobility management Insurance	**Reifen-Test (Tire Test) 2027 (special section)**	

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

This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

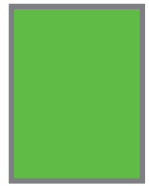
	MAIN TOPICS	SPECIALS	SPECIAL NEWSLETTER
ISSUE 10 AD 23.09.27 CD 28.09.27 ***PD 20.10.27***	Electromobility Vans Mobility concepts	**FuhrparkWelt (Vehicle Fleet World) 2027 (special issue)**	
ISSUE 11-12 AD 04.11.27 CD 09.11.27 ***PD 01.12.27***	Leasing Mega trends fleet 2028		**Leasing**

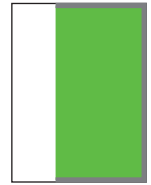
AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

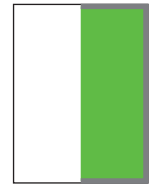
This overview of planned topics for 2027 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

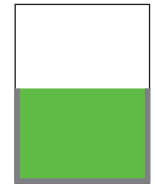
MAGAZINE FORMAT
210 X 279 mm

SPECIAL MAGAZINE FORMAT
203 X 277 mm



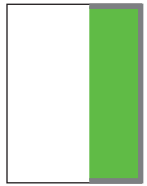


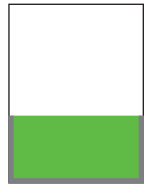


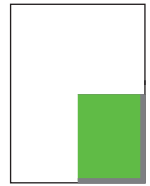


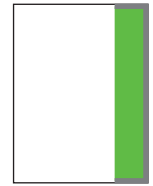
	2/1 PAGE ACROSS GUTTER	1/1 PAGE	2/3 PAGE PORTRAIT	1/2 PAGE PORTRAIT	1/2 PAGE LANDSCAPE
MAIN MAGAZINE					
Type area (w x h)	—	175 x 236 mm	115 x 236 mm	85 x 236 mm	175 x 117 mm
Bleed size (w x h)	420 x 279 mm*	210 x 279 mm*	131 x 279 mm*	101 x 279 mm*	210 x 137 mm*
SPECIAL					
Type area (w x h)	—	175 x 232 mm	—	85 x 232 mm	175 x 117 mm
Bleed size (w x h)	406 x 277 mm*	203 x 277 mm*	—	99 x 277 mm*	203 x 136 mm*

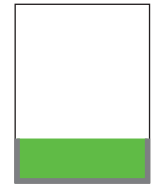
** + 3 mm bleed*











	1/3 PAGE PORTRAIT	1/3 PAGE LANDSCAPE	1/4 PAGE BLOC	1/4 PAGE PORTRAIT	1/4 PAGE LANDSCAPE
MAIN MAGAZINE					
Type area (w x h)	55 x 236 mm	175 x 76 mm	85 x 117 mm	40 x 236 mm	175 x 56 mm
Bleed size (w x h)	71 x 279 mm*	210 x 91 mm*	101 x 137 mm*	56 x 279 mm*	210 x 71 mm*
SPECIAL					
Type area (w x h)	55 x 232 mm	175 x 76 mm	85 x 117 mm	40 x 232 mm	175 x 56 mm
Bleed size (w x h)	69 x 277 mm*	203 x 93 mm*	99 x 135 mm*	54 x 277 mm*	203 x 73 mm*

AD PRICES

MEDIA DATA **2027**

FORMAT	4-COLORS IN €
2. + 3. cover page	**10,255.00**
4. cover page	**11,200.00**
2/1 page	**16,795.00**
1/1 page	**9,325.00**
2/3 page	**6,370.00**
1/2 page	**4,895.00**
1/3 page	**3,295.00**
1/4 page	**2,545.00**
1/8 page	**1,350.00**

DISCOUNTS**

For insertions within one calendar year.

FREQUENCY SCALE		QUANTITY SCALE	
3 times	**3 %**	3 pages	**5 %**
6 times	**10 %**	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	**3.94**	**7.57**
Job offer & Purchases and sales by agency	1 column 40 mm wide	**4.62**	**8.90**
Job-wanted	1 column 40 mm wide	**2.57**	
Box number fee	**€ 17.00**		

* 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.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

**Always only one scale of discount applies.

SPECIAL AD FORMATS

MEDIA DATA **2027**

LOOSE INSERT

SPECIAL FEATURE

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

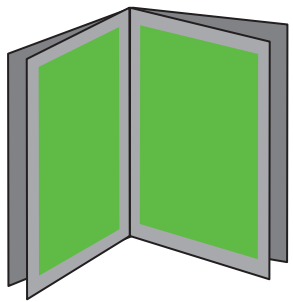
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 400.00**
- Every additional 5 g per thou. **€ 45.00**
- 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

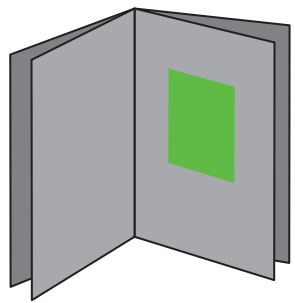
FORMAT

- 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 **€ 9,325.00**
- 2/1 page **€ 16,795.00**

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

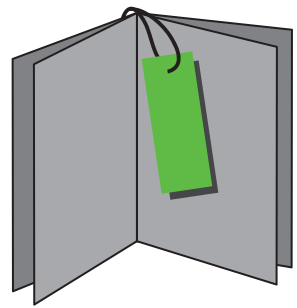
FORMAT

- 90 mm width x 67.5 mm height

PRICE

- **€ 4,655.00**
  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 heigth)
- Paper weight 170 g/m²
- In combination with 1/4, 1/2 or 1/1 page, 4c

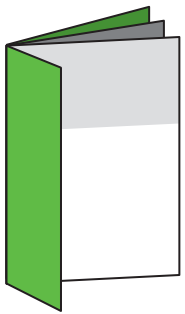
PRICE

- **On request**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Prices for special ad formats are not eligible to agency discounts.

COVERSAMPLING



SPECIAL FEATURE

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

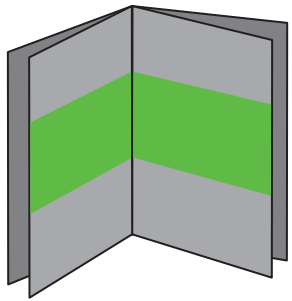
FORMAT

- 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

- **€ 21,100.00**

BANDEROLE AD



SPECIAL FEATURE

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

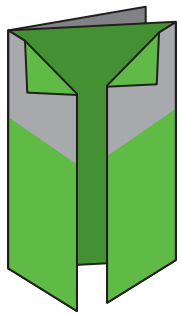
FORMAT

- 210 mm width x 98 mm height

PRICE

- **€ 8,820.00**

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**

ADDITIONAL FORMATS AND SPECIAL ADVERTISING OPTIONS ARE AVAILABLE UPON REQUEST.

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

We'll be happy to advise you!

PRINT

DIGITAL

Some topics warrant a more in-depth examination from various perspectives. To this end, the editorial team publishes a range of special editions covering subjects such as fleet management, small fleets, and home care services. These special issues are developed through editorial research conducted in collaboration with renowned experts, service providers, vendors, and manufacturers.

In these topic specials, you have the opportunity—depending on the specific edition—to present yourself in the following ways:

- **Advertisement**
  For special edition formats, please see page 8.
- **Company portrait**
  You provide us with your text and images; we handle the layout, ensuring the entire presentation is visually perfect.

In addition, we also offer the topic specials as downloads. We announce the availability of these downloads via our newsletter, on LinkedIn, and on our website.

You can find the **planned topic specials for 2027** in the topic schedule on pages 6–7.

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.

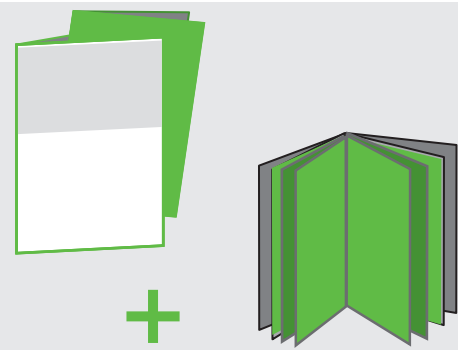
CONTENT PRODUCTION FULL SERVICE:

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	22,000 copies + overprint	**36,605.00**
16 pages incl. cover	22,000 copies + overprint	**47,570.00**
20 pages incl. cover	22,000 copies + overprint	**54,605.00**
Online publication	4 articles, 4 text ads social media posting	**16,575.00***



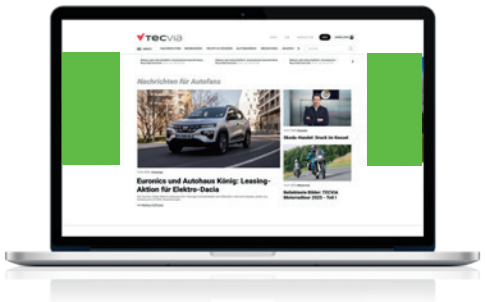
TECHNICAL SPECIFICATIONS SPECIAL

On request

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

*Price is only valid in combination with the print special. Special publications are not eligible for agency commissions or discounts.

PRINT + ONLINE



PLAYOUT DESKTOP ON ALL WEB PAGES (RoS)

STICKY HALF PAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- **€ 190.00**

RIGHT AND LEFT

FORMAT

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

CPM*

- **€ 290.00**

PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- **€ 190.00**

PLAYOUT START PAGE

NATIVE AD

FORMAT

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

FIXED PLACEMENT

- **€ 5,095.00 per week**

We´ll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized here in a PDF file.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

MEDIUM RECTANGLE

FORMAT
- 300 x 250 px (max. 120 KB)

CPM*
- **€ 125.00**

PARALLAX AD

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

CPM*
- **€ 190.00**

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.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

NEWSLETTER

MEDIA DATA **2027**

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 150 650 x 366	Landscape/Full-Size-Banner Text Ad	**875.00**
Further placements	650 x 150 650 x 366	Landscape/Full-Size-Banner Text Ad	**760.00**

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, 2027.

Top placements do not qualify for discounts.

ONLINE

ONLINE ADVERTORIAL

MEDIA DATA **2027**

DIGITAL

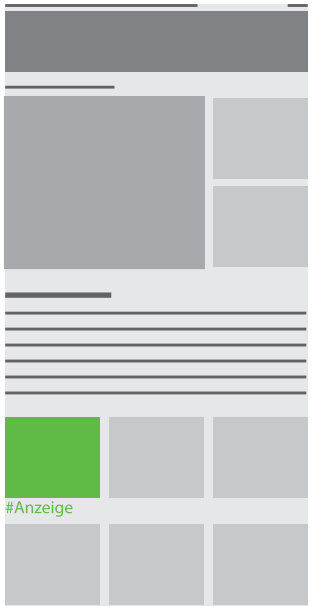
The online advertorial appears as an editorially designed article on the homepage of **www.autoflotte.de** for seven days. The total run time is four weeks.

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!
- Note: All images must be marked with their source or copyright attribution. AI-generated or AI-edited images must additionally be identified as such. Responsibility for proper labeling and usage rights lies with the client.

Teaser on start page



+

Advertorial

AD FORMAT	*PLACEMENT*	*RUN TIME*	*PRICE IN €*
Online advertorial	autoflotte.de	4 weeks	**8,135.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Special publications are not eligible for agency commission or discounts.

ONLINE SURVEY TOOL

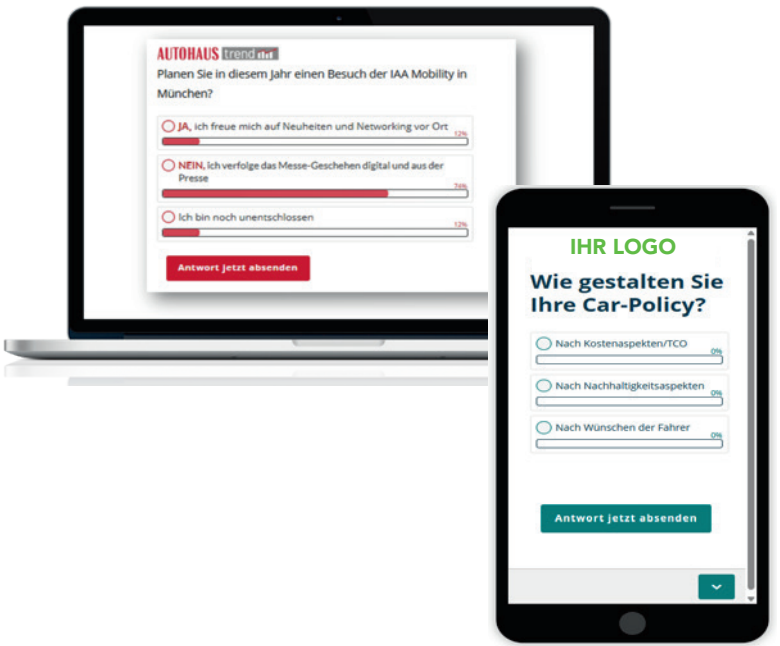
MEDIA DATA **2027**

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

Opt for interactive advertising!
Your survey, your click-generator.
More traffic, greater success.

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.
Special publications are not eligible for agency commission or discounts.

PRINT

DIGITAL

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

PLACEMENT BY CATEGORIES:

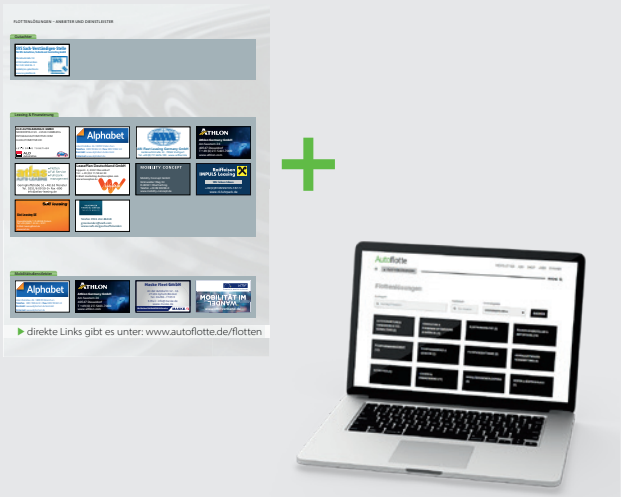
Bio-methane/CNG, car glass, car rental & car sharing & carpool management, consulting & fleet optimization & data services, electromobility, vehicle wraps, vehicle manufacturers & importers, fleet software, driver's licence verification system & UVV, fleet management, fleet service & logistics, used 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	**2,060.00**

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 **€ 20,985.00**	1/1 **€ 14,845.00** 2/1 **€ 19,945.00**	1/1 **€ 9,325.00** 2/1 **€ 16,795.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Special publications are not eligible for agency commission or discounts.

PACKAGE ONLINE ADVERTORIAL

MEDIA DATA **2027**

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	30´ PI	20´ PI	
Social media ad service **Promotion**	✓		
	€ 13,020.00	**€ 11,395.00**	**€ 8,135.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

Special publications are not eligible for agency commission or discounts.

OMNIBUSREVUE

fokus GEFAHRGUT

SUT SCHIFFFAHRT UND TECHNIK

AUTOHAUS

VKU

VD VERKEHRSDIENST

verkehrs RUNDSCHAU

Sprit+

Autoflotte

asp AUTO SERVICE PRAXIS

FAHRSCHULE

Trucker

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ANDREA VOLZ
Head of Sales
TECVIA Media GmbH

andrea.volz@tecvia.com
Phone +49 89 203043-2124
Mobile phone +49 151 14054007

KARIN ROCKEL
Team Leader Sales
Auto Business Media

karin.rockel@tecvia.com
Phone +49 89 203043-1193
Mobile phone +49 151 23022786

FRANZISKA HOFACKER
Key Account Manager

franziska.hofacker@tecvia.com
Phone +49 89 203043-0464
Mobile phone +49 170 3287502

RAINER BAUER
Key Account Manager

rainer.bauer@tecvia.com
Phone +49 89 203043-1246
Mobile phone +49 151 56435820

DORIS HEISLER
Key Account Manager

doris.heisler@tecvia.com
Phone +49 89 203043-1220
Mobile phone +49 160 97710281

SANJA KLÖPPEL
Key Account Manager

sanja.kloeppel@tecvia.com
Phone +49 89 203043-1224
Mobile phone +49 160 90834374

BIRGIT ZIPFEL
Key Account Manager

birgit.zipfel@tecvia.com
Phone +49 89 203043-1191
Mobile phone +49 160 90592984

PETRA WENNINGER
Advertising Service Print

anzeigen.autoflotte@tecvia.com
Phone +49 89 203043-2119

YEVGENIYA JARAN
Digital Media Manager

yevgeniya.jaran@tecvia.com
Phone +49 89 203043-1357