# FAHRSCHULE

The official information medium of the Federal Union of Driving Instructors' Associations

# MEDIA DATA **2027**




FAHRSCHULE
The magazine for successful driving instructors

**www.fahrschule-online.de**

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As of October 28, 2026

## *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 nearly 80 years now. This includes the numerous legal changes affecting the education of learner drivers year after year, new lesson methods, operational background information as well as interesting vehicles and products for the line of business.**

**With FAHRSCHULE, you reach the decision-makers in driving schools:**
**The entrepreneurs and the driving instructors.**

## *THE BRAND FAHRSCHULE COMPRISES*

- Magazine
- Online portal
- Newsletter
- Books
- Events (e. g. Driving Instructors' Congress)



**monthly**
*12 ISSUES*

**78th year**
*2027*

**www.fahrschule-online.de**
*WEB ADDRESS (URL)*

**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

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

***PUBLISHING HOUSE:***
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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



## *WHO ARE THE READERS OF FAHRSCHULE?*

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

### *SUBSCRIPTION*


| | |
|---|---|
| **ISSN** | 0014-6838 |
| **Annual subscription price** | |
| Inland: | € 170.30 incl. packing/posting plus statutory VAT. |
| European countries: | € 182.30 incl. packing/posting plus statutory VAT. |
| **Phone** | Subscription service: +49 89 203043-1100 |
| **E-mail** | vertriebsservice@tecvia.com |


Trade journals are used in both printed form and as e-papers.

**46 %** of the decision-makers surveyed state that they prefer reading longer texts on paper.

For **40 %**, it makes no difference whether they read on paper or on a screen.

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

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# CIRCULATION & ACCESSES

MEDIA DATA **2027**



## PRINT

**13,000**
***PRINT RUN FAHRSCHULE****

**11,902**
***ACTUAL DISTRIBUTED CIRCULATION (ADC)****

**11,035**
***PAID CIRCULATION****

## DIGITAL

**14,650**
***SESSIONS*****
(average of three months, January to March 2026)

**29,732**
***PAGE IMPRESSIONS*****
(average of three months, January to March 2026)

**3,257**
***NEWSLETTER SUBSCRIBERS*****
(average of three months, January to March 2026)

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.

Souce: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

* Circulation figures: own data collection

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

# TIME SCHEDULE & TOPICS

MEDIA DATA **2027**



| | TOPICS | FAIRS |
|---|---|---|
| **ISSUE 1**<br>AD 01.12.26<br>CD 11.12.26<br>***PD 14.01.27*** | Motorcycle training:<br>New models, more safety, innovative technology<br>Simulators in driving school training | |
| **ISSUE 2**<br>AD 07.01.27<br>CD 20.01.27<br>***PD 11.02.27*** | Handicap training:<br>Latest driving report / Vehicle test (passenger car) | **IMOT - Int. Motorrad Ausstellung** (Motorcycle Exhibition) Munich, 12.-14.02.2027<br>**INTERMOT - Int. Motorrad- und Rollermesse** (Motorcycle and Scooter Fair), Cologne, 19.-21.02.2027 |
| **ISSUE 3**<br>AD 04.02.27<br>CD 18.02.27<br>***PD 11.03.27*** | Terms and services offered by motorcycle manufacturers<br>Teaching materials<br>Latest driving report / Vehicle test (passenger car) | |
| **ISSUE 4**<br>AD 04.03.27<br>CD 16.03.27<br>***PD 08.04.27*** | Alternative drive systems / E-mobility<br>Latest driving report / Vehicle test (passenger car)<br>Driving Instructors' Congress 2027 - Voices & Impulses | |
| **ISSUE 5**<br>AD 01.04.27<br>CD 13.04.27<br>***PD 05.05.27*** | Cashless payment<br>Digital teaching<br>Simulators in driver training (passenger cars and trucks)<br>Driving Instructors' Congress 2027 - Voices & Impulses | |

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**



| | TOPICS | FAIRS |
|---|---|---|
| **ISSUE 6**<br>AD 28.04.27<br>CD 11.05.27<br>***PD 03.06.27*** | Trucks and buses for driver training<br>Latest driving report / Vehicle test (motorcycle)<br>Power2Drive Europe preview<br>Driving Instructors' Congress 2027 - Voices & Impulses | ***Power2Drive,*** Munich, 08.-10.06.2027 |
| **ISSUE 7**<br>AD 07.06.27<br>CD 17.06.27<br>***PD 08.07.27*** | Trailer for BE training<br>Alternative drive systems (Power2Drive post-show report)<br>Latest driving report / Vehicle test (passenger car)<br>Driving Instructors' Congress preview / Voices & Impulses | |
| **ISSUE 8**<br>AD 12.07.27<br>CD 22.07.27<br>***PD 12.08.27*** | Terms and services offered by car manufacturers<br>Latest driving report / Vehicle test (passenger car)<br>Driving Instructors' Congress 2027 - Voices & Impulses | |
| **ISSUE 9**<br>AD 06.08.27<br>CD 18.08.27<br>***PD 09.09.27*** | Simulators in driver training (passenger cars and trucks)<br>REHACARE preview<br>Driving Instructors' Congress 2027 - Voices & Impulses | **REHACARE International,** Düsseldorf, 15.-18.09.2027<br>**IAA MOBILITY**, Munich, 07.-12.09.2027 |
| **ISSUE 10**<br>AD 06.09.27<br>CD 16.09.27<br>***PD 07.10.27*** | Motorcycle accessories / Latest driving report / Vehicle test (motorcycle)<br>Health topic<br>Driving Instructors' Congress 2027 - Voices & Impulses | |

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# TIME SCHEDULE & TOPICS

MEDIA DATA **2027**



| | TOPICS | FAIRS |
|---|---|---|
| **ISSUE 11**<br>AD 01.10.27<br>CD 13.10.27<br>***PD 04.11.27*** | Truck driver training<br>Latest driving report / Vehicle test (passenger car)<br><br>**Congress guide** | **11. Deutscher Fahrlehrerkongress** (German Driving Instructors' Congress, Berlin, 12.-13.11.2027<br>**EICMA - International Motorcycle Exhibition,** Milano, November 2027 |
| **ISSUE 12**<br>AD 08.11.27<br>CD 18.11.27<br>***PD 09.12.27*** | Refueling for driving schools: Fuel cards, apps, and more<br>Latest driving report / Vehicle test (passenger car)<br><br>**Annual calendar 2028** | |
| **ISSUE 1/28**<br>AD 01.12.27<br>CD 13.12.27<br>***PD 13.01.28*** | Motorcycle training:<br>New models, more safety, innovative technology<br>Simulators in driving school training<br>Latest driving report / Vehicle test (passenger car) | |

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.

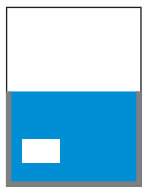
# AD FORMATS

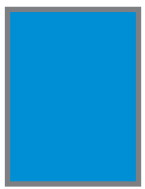
MEDIA DATA **2027**

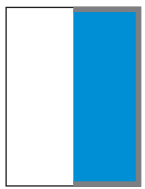


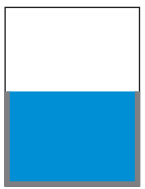
## MAGAZINE FORMAT

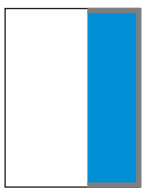
***210 X 279 mm***

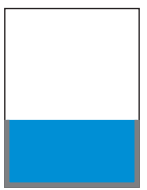




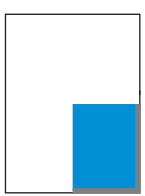


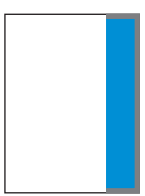


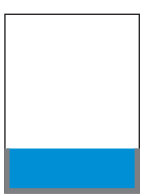


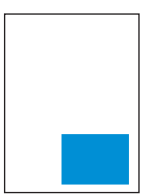


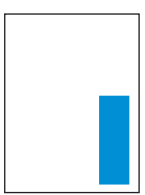
| MAIN MAGAZINE | TITLE DISPLAY | 1/1 PAGE | 1/2 PAGE PORTRAIT | 1/2 PAGE LAND-SCAPE | 1/3 PAGE PORTRAIT | 1/3 PAGE LAND-SCAPE |
|---|---|---|---|---|---|---|
| Type area (w x h) | — | 175 x 236 mm | 85 x 236 mm | 175 x 117 mm | 55 x 236 mm | 175 x 76 mm |
| Bleed size (w x h) | 210 x 134 mm** | 210 x 279 mm* | 101 x 279 mm* | 210 x 137 mm* | 71 x 279 mm* | 210 x 91 mm* |

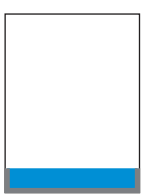












| MAIN MAGAZINE | 1/4 PAGE BLOC | 1/4 PAGE PORTRAIT | 1/4 PAGE LAND-SCAPE | 1/8 PAGE BLOC | 1/8 PAGE PORTRAIT | 1/8 PAGE LAND-SCAPE |
|---|---|---|---|---|---|---|
| Type area (w x h) | 85 x 117 mm | 40 x 236 mm | 175 x 56 mm | 85 x 56 mm | 40 x 117 mm | 175 x 31 mm |
| Bleed size (w x h) | 101 x 137 mm* | 56 x 279 mm* | 210 x 71 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

# AD PRICES

MEDIA DATA **2027**



| FORMAT | 4-COLORS IN € |
|---|---|
| Title display | 12,575.00 |
| 2./3./4. cover page | 10,775.00 |
| 1/1 page | 9,200.00 |
| 1/2 page | 4,970.00 |
| 1/3 page | 3,495.00 |
| 1/4 page | 2,795.00 |
| 1/8 page | 1,620.00 |
| Placement surcharge: | |
| Binding placement instructions | 795.00 |

## DISCOUNTS

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

| FREQUENCY SCALE | | QUANTITY SCALE | |
|---|---|---|---|
| 3 times | **3 %** | 3 pages | **5 %** |
| 6 times | **5 %** | 6 pages | **10 %** |
| 9 times | **10 %** | 9 pages | **15 %** |
| 12 times | **15 %** | 12 pages | **20 %** |

All surcharges are discounted. Title displays are not eligible to discounts.

| CLASSIFIED ADS | FORMAT* | PER COLUMN AND MM B/W IN € | PER COLUMN AND MM 4-COLORS IN € |
|---|---|---|---|
| Agency price | 1 column 43 mm wide | **7.08** | **9.05** |
| Direct price | 1 column 43 mm wide | **6.02** | **7.69** |
| Job-wanted | 1 column 43 mm wide | **2.75** | --- |
| Box number fee | **€ 17.00** | | |

* 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.

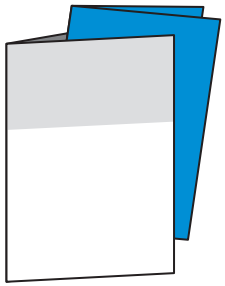
The currently valid VAT must be added to all prices. Valid from January 1st, 2027.

# SPECIAL AD FORMATS

MEDIA DATA **2027**



## LOOSE INSERT



### SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Third-party ads are within the supplement not permitted
  On request: As an additional service, printing of loose and inbound inserts possible

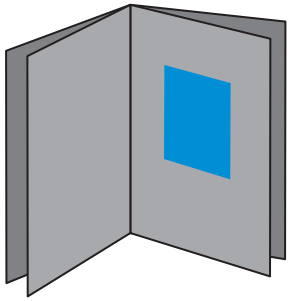
### FORMAT

- Max. 203 mm width x 275 mm height

### PRICE (not discountable)

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

## ISLAND AD



### SPECIAL FEATURE

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

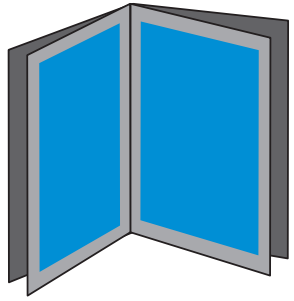
### FORMAT

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

### PRICE

- Format 1: **€ 1,280.00**
- Format 2: **€ 1,810.00**

## ADVERTORIAL



### SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention through editorial appearance
- Credible conveyance of communication objectives
- 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**

***ADDITIONAL FORMATS AND SPECIAL ADVERTISING OPTIONS ARE AVAILABLE UPON REQUEST.***

We'll be happy to advise you!

**PRINT**

**DIGITAL**

## *THE GUIDE TO THE DRIVING INSTRUCTORS' CONGRESS*

This year, too, you have the opportunity to showcase your company in the congress guide.

The congress guide will provide a comprehensive overview of the program, exhibitors, and speakers for the **driving instructors' congress**. The congress guide is enclosed with the magazine FAHRSCHULE and distributed to all participants.

Present your company, products, and range of services to the entire industry. In addition, your profile will appear as a detailed online entry in the industry directory, featuring an integrated contact form and optimized search functionality.




+




| | |
|---|---|
| Publication date: supplement in issue no 11 from | 04.11.2027 |
| Ad deadline: | 15.09.2027 |
| Closing date printing materials: | 29.09.2027 |
| Magazine format: | 203 mm wide x 277 mm high |
| Circulation: | 20,000 copies |

### *COMPANY PORTRAIT*

| | |
|---|---|
| 1/1 page: | **€ 3,015.00 (incl. premium entry)** |
| 1/2 page: | **€ 1,795.00 (incl. premium entry)** |

### *LIST OF EXHIBITORS*

| | |
|---|---|
| Premium entry: | **€ 485.00** |

All exhibitors are listed with their company name and stand number. The premium entry also includes the company logo, contact person, address and contact details.

### *FORMAT ADVERTISEMENT*

| | |
|---|---|
| 2./4. cover page: | **€ 10,775.00** |
| 1/1 page: | **€ 9,200.00** |
| 1/2 page: | **€ 4,970.00** |
| 1/3 page: | **€ 3,495.00** |
| 1/4 page: | **€ 2,795.00** |
| 1/8 page: | **€ 1,620.00** |

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

# ANNUAL CALENDAR

MEDIA DATA **2027**



## *WALL CALENDAR*

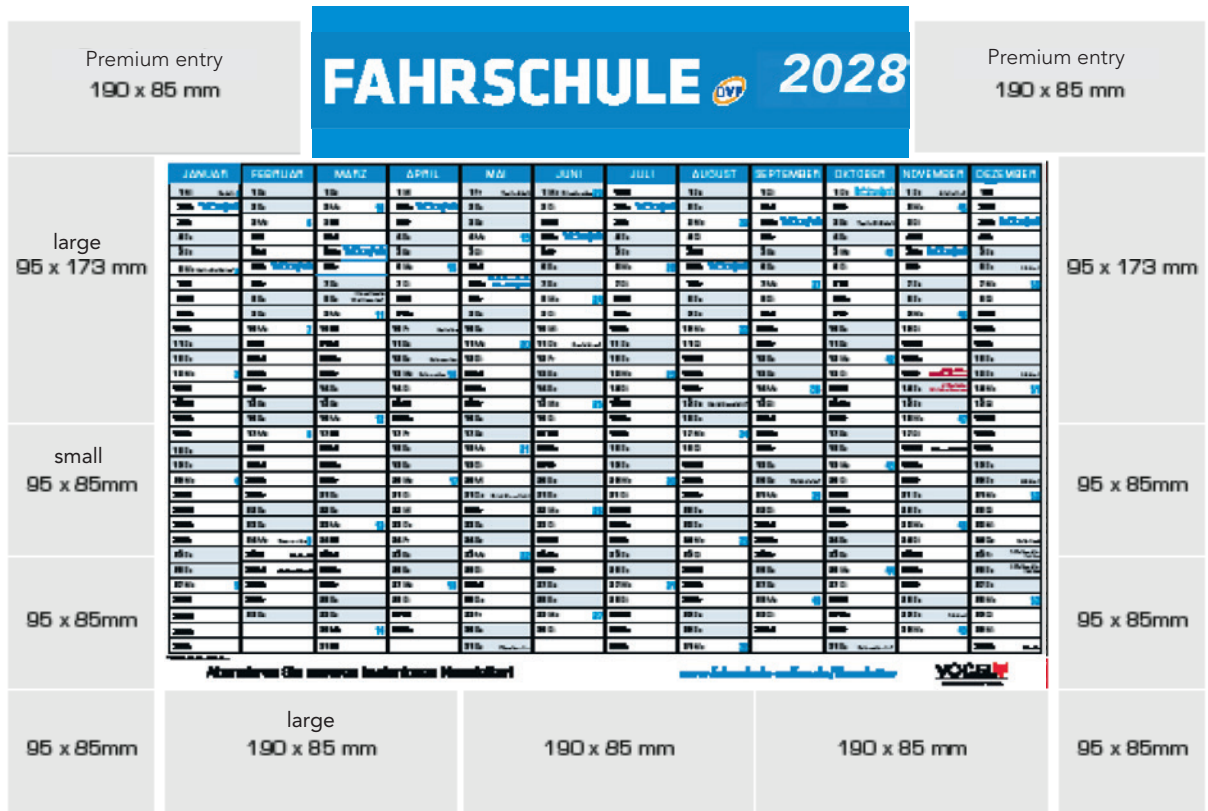
Present yourself with an ad on the FAHRSCHULE wall calendar for 2028 and stay visible to your customers all year round!

### *DATES/FORMATS/CIRCULATION*

| | |
|---|---|
| Publishing date (supplement to issue FAHRSCHULE 12/2027) | **09.12.2027** |
| Ad deadline | **22.10.2027** |
| Closing date printing material | **03.11.2027** |
| Format | **800 x 540 mm** |
| Circulation | **ca. 13,000 copies** |

### *PRICES*

| | |
|---|---|
| **Premium entry** (190x85mm) | **€ 2,215.00** |
| **Entry large** (95x173mm and 190x85mm) | **€ 2,095.00** |
| **Entry small** (95x85mm) | **€ 1,130.00** |

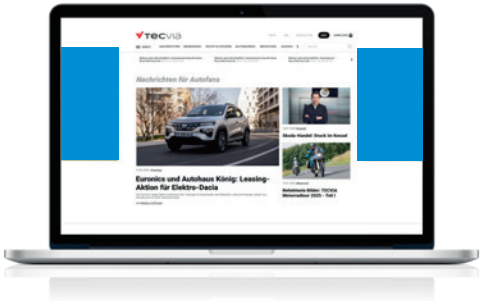



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# ONLINE FORMATS

MEDIA DATA **2027**





## *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***

- **€ 3,920.00 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.







## 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*

- **€ 125.00**

## PARALLAX AD

### FORMAT

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

### CPM*

- **€ 190.00**

## MORE FORMATS ON REQUEST.

We´ll be happy to advise you!

### TECHNICAL SPECIFICATIONS ONLINE

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# NEWSLETTER

MEDIA DATA **2027**



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.

| *PLACEMENT* | *FORMAT IN PX* | *AD FORMAT* | *PRICE IN €* |
|---|---|---|---|
| Top placement | 650 x 150<br>650 x 366 | Landscape/Full-Size Banner<br>Text Ad | **380.00** |
| Further placements | 650 x 150<br>650 x 366 | Landscape/Full-Size Banner<br>Text Ad | **340.00** |



***TECHNICAL SPECIFICATIONS NEWSLETTER***

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

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

# ONLINE ADVERTORIAL

MEDIA DATA **2027**



**DIGITAL**

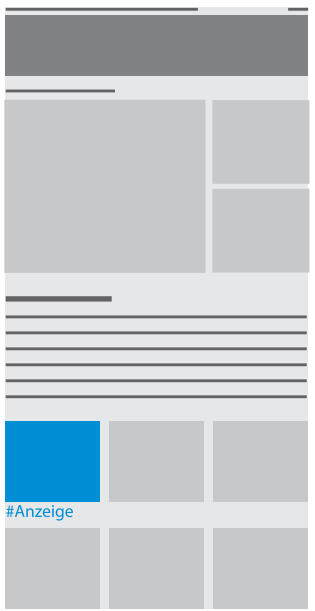
The online advertorial appears as an editorially designed article among the latest news items on the portal **www.fahrschule-online.de.**

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!
- 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 FORM* | *PLACEMENT* | *RUN TIME* | *PRICE IN €* |
|---|---|---|---|
| Online advertorial | fahrschule-online.de | 1 week | **2,295.00** |

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

# ONLINE SURVEY TOOL

MEDIA DATA **2027**

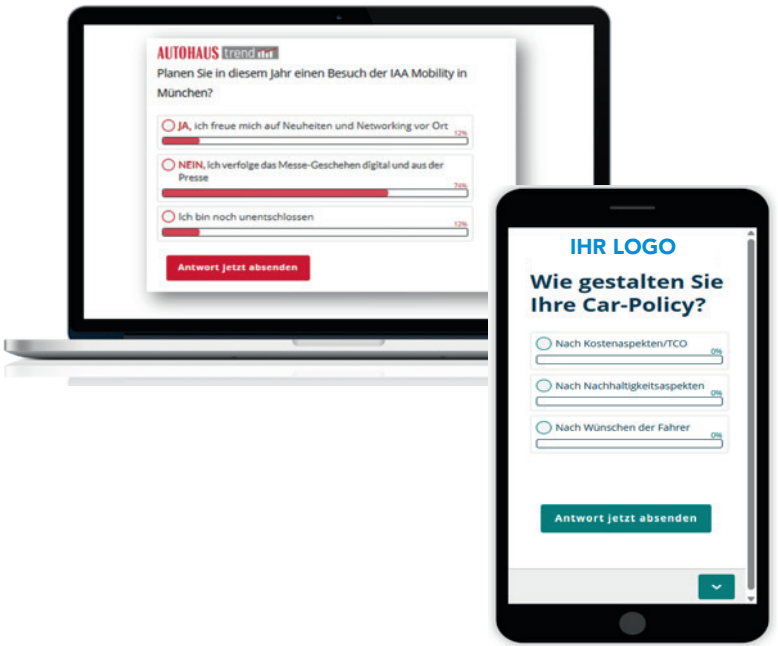


DIGITAL

## *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.

FAHRSCHULE ONLINE

# PACKAGE PRINT ADVERTORIAL

MEDIA DATA **2027**



**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 **€ 20,775.00** | 1/2 **€ 7,330.00**<br>1/1 **€ 11,145.00**<br>2/1 **€ 20,005.00** | 1/2 **€ 5,305.00**<br>1/1 **€ 9,535.00**<br>2/1 **€ 18,960.00** |

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 OFFER***

FAHRSCHULE ONLINE

# PACKAGE ONLINE ADVERTORIAL 20

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 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 | 30‘ PI | 20‘ PI | |
| Social media ad performance **Promotion** | ✓ € 1,000.00 | | |
| | **€ 12,395.00** | **€ 7,865.00** | **€ 3,485.00** |

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 OFFER***

# PACKAGE WEB SPECIAL

MEDIA DATA **2027**





**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 | | |
| | **€ 43,150.00** | **€ 37,430.00** | **€ 20,660.00** |

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 OFFER*

# PACKAGE WHITE PAPER

MEDIA DATA **2027**





**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, 2027.
Special publications are not eligible for agency commission or discounts.

# TECVIA MEDIA OVERVIEW

MEDIA DATA **2027**






fokus GEFAHRGUT

OMNIBUSREVUE

AUTOHAUS

SUT SCHIFFFAHRT UND TECHNIK

VD VERKEHRSDIENST

VKU

verkehrs RUNDSCHAU

asp AUTO SERVICE PRAXIS

Sprit+

Autoflotte

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



***STEPHAN BAUER***
Team Leader Sales FAHRSCHULE

stephan.bauer@tecvia.com
Phone +49 89 203043-2107
Mobile phone +49 151 65850355



***REBECCA KIRCHMAIR***
Key Account Manager

rebecca.kirchmair@tecvia.com
Phone +49 89 203043-2702
Mobile phone +49 160 91733075



***VERONIKA RIEDEL***
Advertising Service Print

veronika.riedel@tecvia.com
Phone +49 89 203043-2312




***SAFIAH SHAKIR***
Campaign Manager

safiah.shakir@tecvia.com
Phone +49 89 203043-2621