Trucker

MEDIA DATA **2027**



TRUCKER
The magazine for truck drivers

www.trucker.de

© Virrage Images/shutterstock

As of October 28, 2026

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 nearly five decades, TRUCKER has set a benchmark—not least through its expert test and technical reports. 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 COMPRISES

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



monthly
10 ISSUES

48th year
2027

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
www.tecvia-media.com



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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 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.

SUBSCRIPTION

ISSN	0946-3216
Annual subscription price	
Inland:	€ 35.00 incl. packing/posting plus statutory VAT.
European countries:	€ 47.00 incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

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

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

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

Payment terms:
within 10 days 2% prompt payment discount,
within 30 days from date of invoice net
VAT no. DE 453405511

CIRCULATION & ACCESSES

MEDIA DATA **2027**

PRINT

13,000
*PRINT RUN TRUCKER**

10,232
*ACTUAL DISTRIBUTED CIRCULATION (ADC):**

5,890
*PAID CIRCULATION**

DIGITAL

12,351
*SESSIONS***
(average of three months, January to March 2026)

23,154
*PAGE IMPRESSIONS***
(average of three months, January to March 2026)

2,914
*NEWSLETTER SUBSCRIBERS***
(July 2026)

389,429
*FACEBOOK FOLLOWERS**
(September 2026)

4,524
*INSTAGRAM FOLLOWERS**
(September 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 1-2 AD 07.01.27 CD 08.01.27 ***PD 05.02.27***	Navigation devices, driver assistance systems Tax tips, latest vehicle test Expenses and labor law Market overview of container chassis Tests + Technology: Trailers	**Rallye Dakar,** Saudi-Arabia, 01.-15.01.2027 **Brussels Motor Show**, Brussels, 08.-17.01.2027 **Spielwarenmesse,** (Toy Fair), Nuremberg, 02.-06.02.2027
ISSUE 3 AD 04.02.27 CD 05.02.27 ***PD 05.03.27***	Spring care Tires and air conditioning Alternative drive systems Current vehicle test	
ISSUE 4 AD 04.03.27 CD 05.03.27 ***PD 02.04.27***	Fuel cards Accessories and truck tuning Tippers, construction vehicles, low-loaders/heavy-haulage transport Tests + Technology: Trailers	**Hanover Fair + Logistics 4.0,** Hanover, 05.-08.04.2027 **transport logistic**, Munich, 26.-29.04.2027
ISSUE 5 AD 08.04.27 CD 09.04.27 ***PD 07.05.27***	Truck interior and accessories Multimedia Truck racing season 2027 Municipal vehicles, loading aids Current vehicle test	
ISSUE 6 AD 05.05.27 CD 07.05.27 ***PD 04.06.27***	Load securing – aids, regulations Driver fitness Current vehicle test	**Trucker & Country Festival,** Interlaken, 25.-27.06.2027

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 change

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	TOPICS	FAIRS
ISSUE 7 AD 07.06.27 CD 08.06.27 ***PD 02.07.27***	Preview Truck-Grand-Prix Heavy-haul transport Current vehicle test	**Truck-Grand-Prix,** Nürburgring, 09.-11.07.2027
ISSUE 8-9 AD 13.08.27 CD 16.08.27 ***PD 10.09.27***	Post-event report: Truck-Grand-Prix Update: Driving and rest times/labor law, truck stops and service areas Test + Technology: Trailers Loading cranes Current vehicle test	**NUFAM,** Karlsruhe, 22.-25.09.2027
ISSUE 10 AD 06.09.27 CD 07.09.27 ***PD 01.10.27***	New vehicle releases Winter-ready: Care and maintenance Car washes, tires Power fitness for drivers Tests + Technology: Trailers	
ISSUE 11 AD 08.10.27 CD 11.10.27 ***PD 05.11.27***	Calendars and Books 2028 Clothing and accessories Legal/Social regulations Current vehicle test	
ISSUE 12 AD 08.11.27 CD 09.11.27 ***PD 03.12.27***	Model building Christmas gifts Education and further training Tests + Technology: Trailers	

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 change

	TOPICS	FAIRS
ISSUE 1-2/28 AD 05.01.28 CD 07.01.28 ***ET 04.02.28***	The best apps for drivers Electronics and navigation Driver assistance systems Healthy eating Current vehicle test	

AD FORMATS

MEDIA DATA **2027**

MAGAZINE FORMAT

210 X 279 MM



MAIN MAGAZINE

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

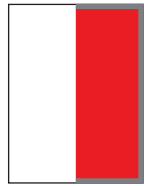
2/1 PAGE ACROSS GUTTER

385 x 236 mm
420 x 279 mm*



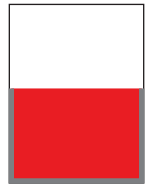
1/1 PAGE

175 x 236 mm
210 x 279 mm*



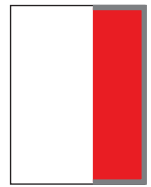
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



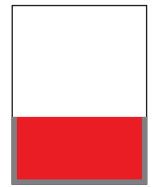
1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*



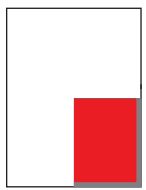
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*

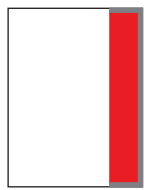


MAIN MAGAZINE

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

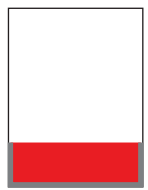
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



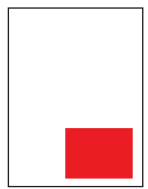
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



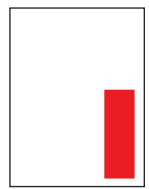
1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*



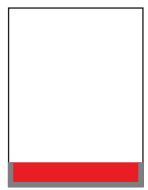
1/8 PAGE BLOC

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*

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 €
2/1 page	**18,090.00**
2./3./4. cover page	**10,625.00**
1/1 page	**9,045.00**
1/2 page	**4,885.00**
1/3 page	**3,785.00**
1/4 page	**3,305.00**
1/8 page	**2,355.00**

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 %**
10 times	**10 %**	9 pages	**10 %**
		12 pages	**12 %**
		15 pages	**15 %**

All surcharges are discounted.

CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM IN €
Price classified advert b/w:	1 column 43 mm wide	**3.94**
Price classified advert colored:	1 column 43 mm wide	**7.57**
Job-wanted b/w	1 column 43 mm wide	**2.57**
Box number fee		**17.00**

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

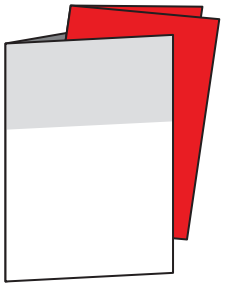
You can find all information summarized here in a PDF.

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 available from 5,000 copies upwards
- Third-party ads are within the supplement not permitted
- On request: As an additional service, printing of loose inserts possible

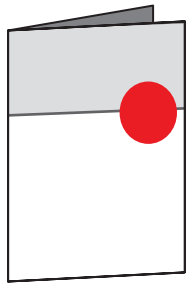
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (non-discountable)

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

TITLE PROMOTER



SPECIAL FEATURE

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

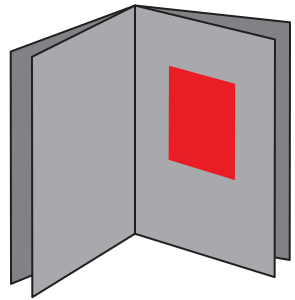
FORMAT

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

TOTAL PRICE

- **€ 12,630.00**

ISLAND AD



SPECIAL FEATURE

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

FORMAT

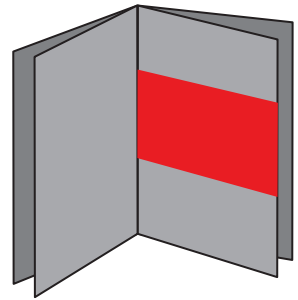
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: **€ 1,890.00**
- Format 2: **€ 2,645.00**

Different formats on request.

BANDEROLE AD



SPECIAL FEATURE

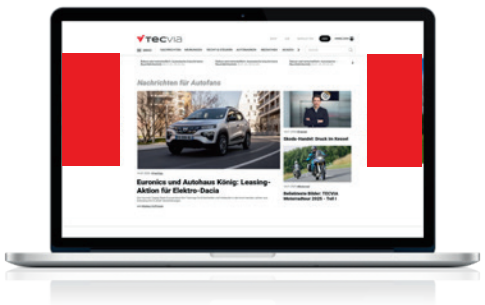
- Central placement
- High attention

FORMAT

- 210 mm width x 98 mm height

PRICE (non-discountable)

- **€ 8,820.00**



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.





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

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

TRUCKER regularly informs decision-makers and managers with an up-to-date and informative online newsletter.

REGISTRATION:

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 €*
Landscape/Full-Size Banner*	650 x 150	**690.00**
Text Ad*	650 x 366	**690.00**

* possible for all placements



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!



Features	Basic	Silver	Gold
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	**–**	**10,815.00**	**23,795.00**

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

PACKAGE OFFERS

ONLINE ADVERTORIAL

MEDIA DATA **2027**

DIGITAL

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

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



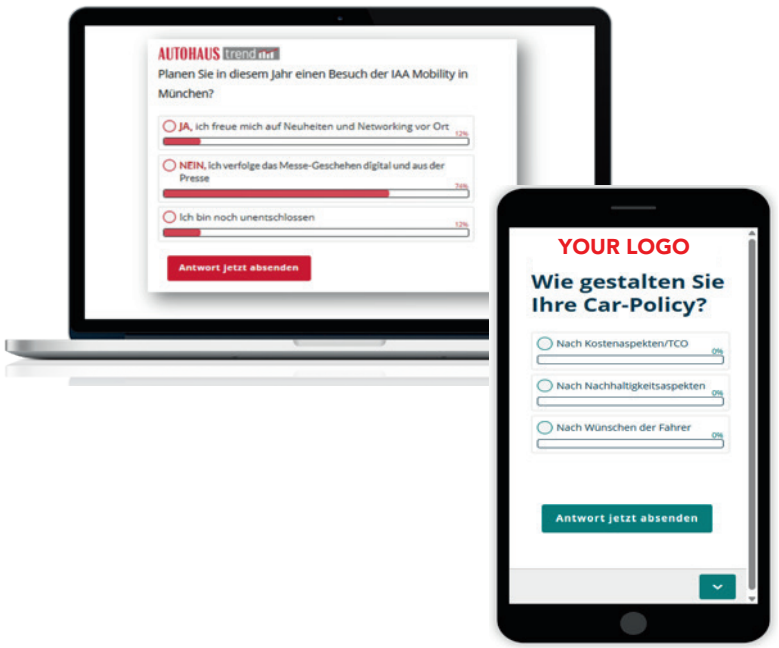
AD FORMAT	*PLACEMENT*	*RUN TIME*	*PRICE IN €*
Online Advertorial	www.trucker.de	1 week	**2,650.00**

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.

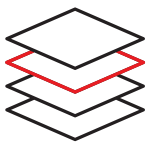


ADVANTAGE:

- 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

Opt for interactive advertising!
Your survey, your click-generator.
More traffic, greater 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 **€ 21,785.00**	1/1 **€ 12,190.00** 2/1 **€ 20,580.00**	1/1 **€ 9,045.00** 2/1 **€ 18,115.00**

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

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 **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 service **Promotion**	✓ € 1,000.00		
	€ 15,545.00	**€ 10,345.00**	**€ 4,295.00**

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Special publications are not eligible for agency commission or discounts.

PACKAGE OFFERS

TECVIA MEDIA OVERVIEW

MEDIA DATA **2027**

OMNIBUSREVUE

fokus GEFAHRGUT

SUT SCHIFFFAHRT UND TECHNIK

tecvia media

Our media brands deliver specialized information, precisely targeted to the entire mobility sector.

AUTOHAUS

VD VERKEHRSDIENST

verkehrs RUNDSCHAU

VKU

asp AUTO SERVICE PRAXIS

Sprit+

Autoflotte

FAHRSCHULE

Trucker

copyright: 2021/adobestock.com

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MEDIA DATA **2027**



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