verkehrs RUNDSCHAU

MEDIA DATA **2027**

VERKEHRSRUNDSCHAU

The magazine for haulage, transport and logistics

www.verkehrsrundschau.de

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As of October 28, 2026

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.

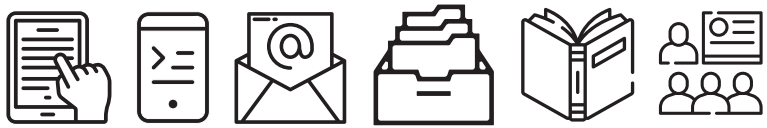
In addition, periodical specials are published focusing on particularly relevant topics. The editorial range is completed by information about new technical developments, independent vehicle tests and service information for the day-to-day business.

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

2027

81st year

2027

www.verkehrsrundschau.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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Phone +49 89 203043-2184
gerhard.gruenig@tecvia.com

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

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SHORT FACTS

MEDIA DATA **2027**

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.

SUBSCRIPTION

ISSN	0341-2148
Annual subscription price	
Inland:	€ 464.00 incl. packing/posting plus statutory VAT.
European countries:	€ 489.00 incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

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

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

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CIRCULATION & ACCESSES

MEDIA DATA **2027**

PRINT

13,000
*PRINT RUN VerkehrsRundschau**

9,984
*ACTUAL DISTRIBUTED CIRCULATION INCL. E-PAPER (ADC):**

9,120
*PAID CIRCULATION INCL. E-PAPER**

DIGITAL

167,607
*SESSIONS***
(average of three months, July to September 2026)

242,910
*PAGE IMPRESSIONS***
(average of three months, July to September 2026)

8,805
*NEWSLETTER SUBSCRIBERS**
(average of three months, July to September 2026)

35,573
SOCIAL MEDIA FOLLOWERS
(September 2026)

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

* Circulation figures: own data collection

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

TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS		FAIRS
ISSUE 1-2 TÜV ISSUE AD 14.12.26 CD 18.12.26 ***PD 22.01.27***	**Cold chain logistics**	Refrigerated semi-trailers Thermal management Alternative refrigeration technology	Pharmaceutical and food logistics Battery logistics GDP requirements		**20. Trade Conference Lithium Batteries,** Göttingen, 25.-28.01.2027 **Logistics & Automation,** Zurich, 27.-28.01.2027 **Fruit Logistica**, Berlin, 03.-05.02.2027 **Brussels Motor Show**, Brussels, 08.-17.01.27
ISSUE 3-4 TÜV ISSUE AD 12.01.27 CD 19.01.27 ***PD 12.02.27***	**The Future of Transport**	New long-haul trucks Multimodal trailers Container chassis Swap bodies	Ports, rail logistics Combined transport Rail cargo		**E-World energy & water,** Essen, 16.-18.02.2027 **Logistics & Automation,** Dortmund, 24.-25.02.2027
ISSUE 5 TÜV ISSUE AD 02.02.27 CD 10.02.27 ***PD 05.03.27***	**Software & AI**	AI in fleet management Fast-charging systems	LogiMAT Logistics software eFTI regulation Automation	Webinar: AI in Transport Operations Telematics Special I (CD 02.02.2027)	**Tire Technology Expo,** Hanover, 02.-04.03.2027 **Nexus Luxemburg I AI & Tech Summit**, Luxembourg, 09.-10.02.2027 **Z - Int. Zuliefermesse** (Supplier trade fair), Leipzig, 02.-05.03.2027
ISSUE 6 TÜV ISSUE AD 18.02.27 CD 24.02.27 ***PD 19.03.27***	**Network.Future. Logistics**	Rental/Leasing Summer-ready service, car washes, cleaning Tires & wheels Transport & construction vehicles	Retail logistics E-commerce	**Driving Ban Calendar second quarter**	**LogiMAT**, Stuttgart, 16.-18.03.2027 **LogiChem EU 2027,** Düsseldorf, 23.-24.03.2027 **SITL Europe,** Paris, 23.-25.03.2027

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 changes.

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS		FAIRS
ISSUE 7 TÜV ISSUE AD 02.03.27 CD 08.03.27 ***PD 02.04.27***	**Logistics of Tomorrow**	transport logistic 1 Loading aids Urban vehicles Transport strategies Loading cranes	CEP Microhubs City logistics Logistics locations	Logistics Special (CD 02.03.2027)	**Hanover Fair + Logistics 4.0**, Hanover, 05.-08.04.2027
ISSUE 8 TÜV ISSUE AD 23.03.27 CD 31.03.27 ***PD 23.04.27***	**Multimodal transport**	transport logistic 2 Rail-compatible trailers Swap bodies Fleet concepts	Rail, maritime, road Resilience Networks		**Tag der Logistik BVL** (Day of Logistics BVL), Berlin, 15.04.2027 **LogiNext Germany,** April 2027 **transport logistic**, Munich, 26.-29.04.2027
ISSUE 9-10 TÜV ISSUE AD 06.04.27 CD 12.04.27 ***PD 07.05.27***	**Sustainability**	CO2 monitoring Fuels & alternative drives Fuel card market overview	Green logistics ESG Circular economy Sustainable supply chain	**Webinar: Implementing sustainability profitably**	**Autopromotec**, Bologna, 26.-29.05.2027
ISSUE 11 TÜV ISSUE AD 26.04.27 CD 30.04.27 ***PD 28.05.27***	**Fleet management**	Cost management Insurance, leasing Heavy-duty transport Low-loaders Special-purpose vehicles	Tender Fleet management Freight exchange software	**Driving Ban Calendar third quarter**	**IFBA Bergen u. Abschleppen** (Towing & Recovery), Kassel, 03.-05.06.2027

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MEDIA DATA **2027**

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS		FAIRS
ISSUE 12-13 TÜV ISSUE AD 19.05.27 CD 25.05.27 ***PD 18.06.27***	**Electrified transport**	Electric trucks Charging infrastructure Depot charging GREEN TRUCK results Electrics	Energy supply Grid connections Charging hubs Logistics real estate	**E-Mobility Special** (CD 19.05.2027) **Webinar: Charging Infrastructure for Medium and Large Fleets**	**Logistics & Automation**, Hamburg, 01.-02.06.2027 **Power2Drive**, Munich, 08.-10.06.2027 **automatica**, Munich, 22.-25.05.2027 **MOVE - Mobility Event**, London, June 2027
ISSUE 14-15 TÜV ISSUE AD 17.06.27 CD 23.06.27 ***PD 16.07.27***	**Intelligent mobility**	Cybersecurity Vehicle data Megatrailer	AI (forecasting tools, software resilience, dash cam) AI scheduling Digital twin		**Truck Grand Prix,** Nürburgring, 10.-12.07.2026
ISSUE 16-17 TÜV ISSUE AD 08.07.27 CD 14.07.27 ***PD 06.08.27***	**Trends & Innovations**	Innovations Technology Trends Winter-ready	Logistics trends Technology trends Resilience	**Innovation Spezial** (CD 08.07.2027)	
ISSUE 18 TÜV ISSUE AD 29.07.27 CD 04.08.27 ***PD 27.08.27***	**Initial and continuing education**	Loading aids Industrial trucks Simulators	Retail logistics E-commerce Training providers	**Driving Ban Calendar fourth quarter**	

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TIME SCHEDULE & TOPICS

MEDIA DATA **2027**

	FOCUS TOPIC	COMMERCIAL VEHICLES & FLEET	LOGISTICS		FAIRS
ISSUE 19 TÜV ISSUE AD 11.08.27 CD 17.08.27 ***PD 10.09.27***	**Alternative drives**	Alternative drives H2 - HVO - Natural gas - E-fuels	Fueling and charging infrastructure Energy networks Preview NUFAM	**Logistics Real Estate Special** (CD 11.08.2027) **WEBINAR: HVO, LNG, BATTERY, OR HYDROGEN?**	**IAA Mobility**, Munich, 07.-12.09.2027 **HUSUM WIND**, Husum, 14.-17.09.2027 **SicherheitsExpo** (SecurityExpo), Berlin, 22.-23.09.2027 **NUFAM**, Karlsruhe, 22.-25.09.2027 **EXPO REAL**, Munich, 22.-25.09.2027
ISSUE 20-21 TÜV ISSUE AD 09.09.27 CD 15.09.27 ***PD 08.10.27***	**Finance & Risk**	Rental/Leasing market overview Financing Insurance Cybersecurity	Investment security Funding Tenders	**Telematics Special II** (CD 09.09.2027)	
ISSUE 22 TÜV ISSUE AD 30.09.27 CD 06.10.27 ***PD 29.10.27***	**Workshop & Service**	Axles & Tires & Brakes Predictive service Load securing Vehicle cleaning	Service networks Spare parts supply Spare parts logistics Insurance	**Workshop Special incl. Tires** (CD 30.09.2027)	**BrauBeviale,** Nuremberg, 09.-11.11.2027 **Buildinx,** Dortmund, November 2027 **Logitrans**, Istanbul, November 2027 **SOLUTRANS**, Lyon, 16.-20.11.2027
ISSUE 23 TÜV ISSUE AD 26.10.27 CD 02.11.27 ***PD 19.11.27***		**Who is Who Logistics 2028** You can find further information on page 16.		**Annual Calendar 2028**	**transport.ch,** Bern, 10.-13.11.2027
ISSUE 24-25 TÜV ISSUE AD 11.11.27 CD 17.11.27 ***PD 10.12.27***	**Preview**	Fuel and service cards Toll billing Trailers for paper, steel, and coils	AI outlook Market forecasts Legal outlook Annual outlook 2028	**Driving Ban Calendar first quarter**	

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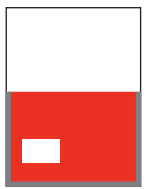
AD FORMATS

MEDIA DATA **2027**

MAGAZINE FORMAT

210 X 279 MM



MAIN MAGAZINE

TITLE DISPLAY**

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

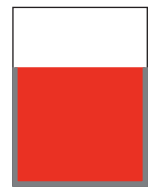
210 x 145 mm*

2/1 PAGE ACROSS GUTTER

388 x 236 mm
420 x 279 mm*

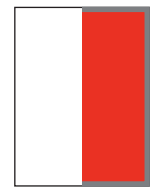
1/1 PAGE

175 x 236 mm
210 x 279 mm*



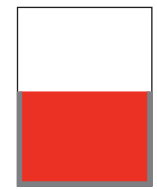
2/3 PAGE LANDSCAPE

175 x 156 mm
210 x 178 mm*



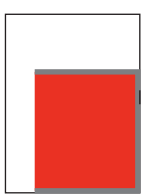
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*

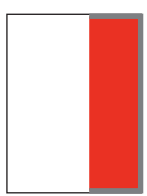


MAIN MAGAZINE

JUNIOR PAGE

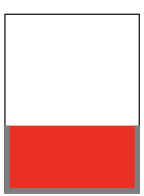
Type area (w x h)
Bleed size (w x h)

115 x 178 mm
131 x 198 mm*



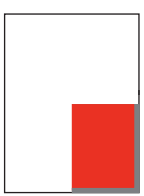
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



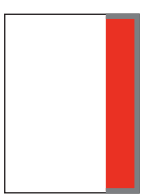
1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



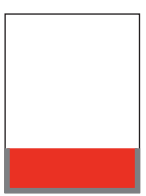
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



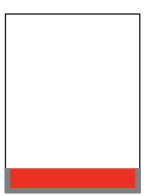
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*



1/8 PAGE LANDSCAPE

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)

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
Title display	13,270.00
2./4. cover page	10,625.00
1/1 page	9,045.00
2/3 page	7,580.00
Junior page	4,885.00
1/2 page	4,885.00
1/3 page	3,785.00
1/4 page	3,305.00
1/8 page	2,355.00
Binding placement instructions:	800.00

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 %
12 times	10 %	9 pages	12 %
18 times	12 %	12 pages	15 %

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

CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.62	9.05
Direct price	1 column 43 mm wide	3.94	7.57
Job-wanted	1 column 43 mm wide	2.57	---
Box number fee	€ 17.00		

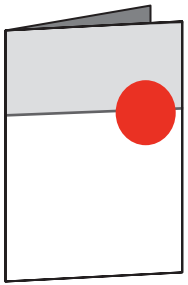
TECHNICAL SPECIFICATIONS PRINT

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.

TITLE PROMOTER



SPECIAL FEATURE

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

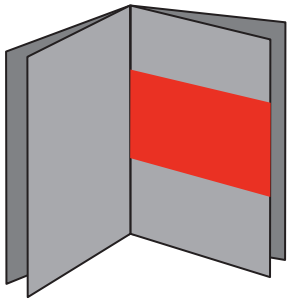
FORMAT

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

TOTAL PRICE

- **€ 12,630.00**

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

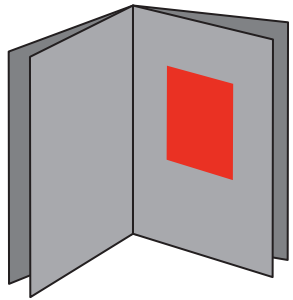
FORMAT

- 210 mm width x 98 mm height

PRICE (non-discountable)

- **€ 8,820.00**

ISLAND AD



SPECIAL FEATURE

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

FORMAT

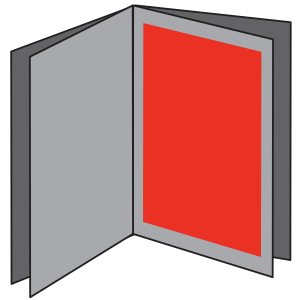
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

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

Different formats on request.

ADVERTORIAL



SPECIAL FEATURE

- Your submitted content will be edited and published.
- High attention due to editorial appearance
- Credible conveyance of communication objectives
- Alternative to the traditional advertisement

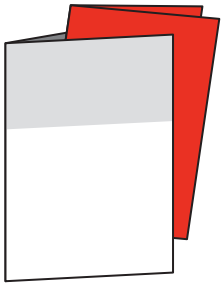
FORMAT

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

PREIS

- 1/2 page: **€ 4,885.00**
- 1/1 page: **€ 9,045.00**

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Third-party ads are within the supplement not permitted
- On request: As an additional service, printing of loose inserts possible

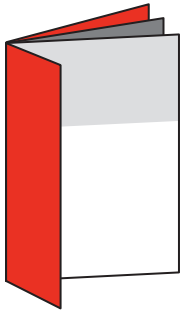
FORMAT

- 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**

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

- **€ 15,875.00**

ADDITIONAL FORMATS AND SPECIAL ADVERTISING OPTIONS ARE AVAILABLE UPON REQUEST.

We´ll be happy to advise you!

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

Some topics warrant a more in-depth examination from various perspectives. To this end, the VerkehrsRundschau editorial team publishes topic specials as **"magazines-within-a-magazine"** - covering areas such as workshops, telematics, courier, express, and parcel services, or e-commerce. The specials are produced based on editorial research, in cooperation with renowned experts, associations, providers, and manufacturers.

You have the opportunity to showcase your company in these topic specials through a **corporate contribution** (such as an interview, a best-practice report, or a company profile).

In addition, we also offer the topic specials as free downloads. The availability of these downloads is announced via newsletter updates, on LinkedIn, and on the VerkehrsRundschau website.

You can find the planned **topic specials for 2027** in the topic schedule on pages 6–9.

FORMAT	*PRICE IN €*
1/1 page company contribution	**2,570.00**
2/1 page company contribution	**4,720.00**

You can find the specifications here.

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.

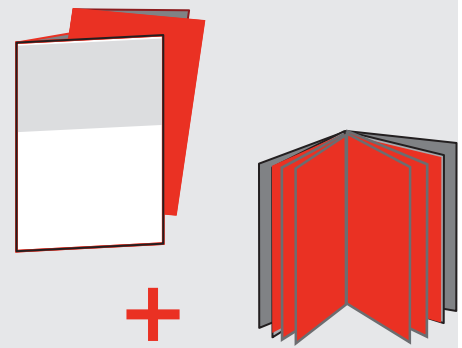
CONTENT PRODUCTION FULL SERVICE:

With the one-stop realisation of content, layout and print in the magazine editorial department, 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.

NUMBER OF PAGES	CIRCULATION	PRICE IN €
12 pages incl. cover	13.000 copies + overprint	**26,000.00**
16 pages incl. cover	13.000 copies + overprint	**34,320.00**
20 pages incl. cover	13.000 copies + overprint	**39,520.00**
Online publication	4 articles, 4 text ads social media posting	**9,880.00***



TECHNICAL SPECIFICATIONS FORUM

On request

Special publications are not eligible to agency commission.

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

PRINT

DIGITAL

YOUR DETAILED COMPANY PORTRAIT

The "Who's Who of Logistics" is being published for the 25th 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.

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:	19.11.2027
COMPANY PORTRAIT	
Ad deadline:	13.10.2027
Closing date printing materials:	18.10.2027
Formats & prices:	
1/1 page:	**€ 2,700.00 (incl. online entry)**
2/1 page:	**€ 5,120.00 (incl. online entry)**
ADVERTISEMENTS*	
Ad deadline:	26.10.2027
Closing date printing materials:	02.11.2027
Formats & prices:	
Cover page (210 mm w x 279 mm h*):	**€ 10,625.00**
1/1 page (210 mm w x 279 mm h*):	**€ 9,045.00**
1/2 page portrait (101 mm w x 279 mm h*):	**€ 4,885.00**
1/2 page landscape (210 mm w x 137 mm h*):	**€ 4,885.00**

* + 3 mm bleed on all outer edges

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

PRINT AND ONLINE

WALL CALENDAR

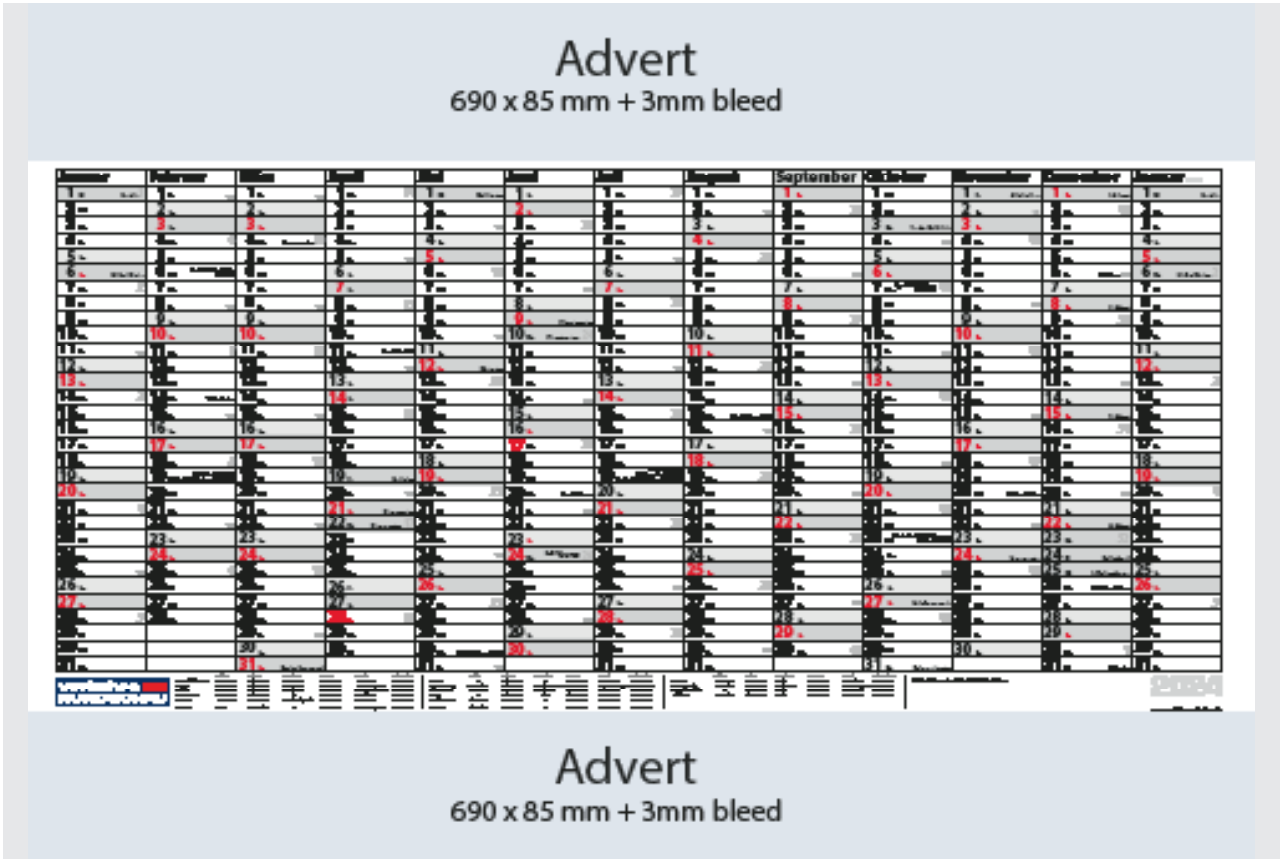
Feature your business with an advert on the 2028 VerkehrsRundschau wall calendar, and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publication date: (supplement to the issue 23/2027)	19.11.2027
Ad deadline:	04.10.2027
Closing date printing material:	12.10.2027
Format:	690 mm width x 485 mm height

PRICES

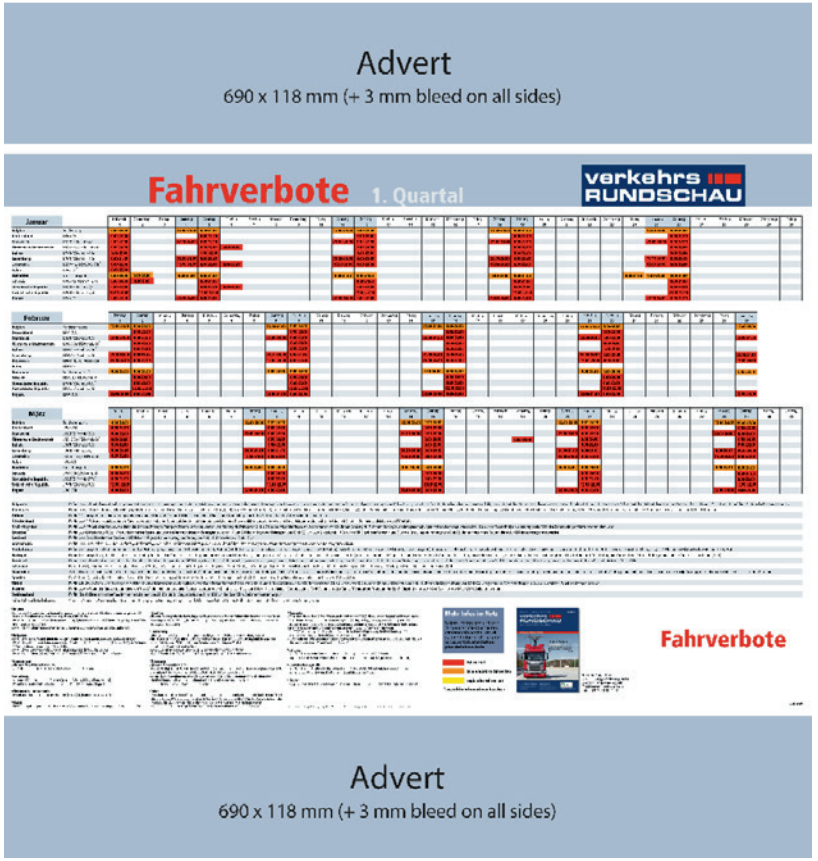
Per advertising banner	**€ 5,005.00**
Exclusive booking (booking of both banners)	**€ 8,755.00**



DRIVING BAN CALENDAR

MEDIA DATA **2027**

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

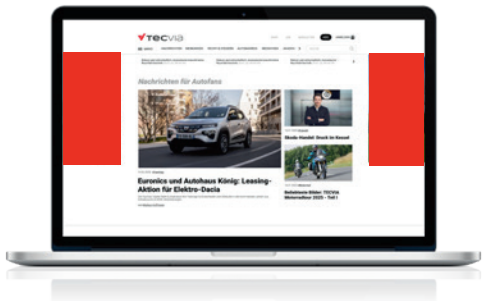
Driving Ban Calendar quarter II/2027:	19.03.2027 VerkehrsRundschau no. 6
Driving Ban Calendar quarter III/2027:	28.05.2027 VerkehrsRundschau no. 11
Driving Ban Calendar quarter IV/2027:	27.08.2027 VerkehrsRundschau no. 18
Driving Ban Calendar quarter I/2028:	10.12.2027 VerkehrsRundschau no. 24-25

FORMAT 690 mm width x 727,5 mm height

PRICES

Per advertising banner	**€ 5,005.00/quarter**
Exclusive booking (booking of both banners)	**€ 8,755.00/quarter**

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

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

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 150 650 x 366	Landscape/Full-Size Banner Text Ad	**730.00**
Further placements	650 x 150 650 x 366	Landscape/Full-Size Banner Text Ad	**690.00**

TECHNICAL SPECIFICATIONS NEWSLETTER

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.

DIGITAL

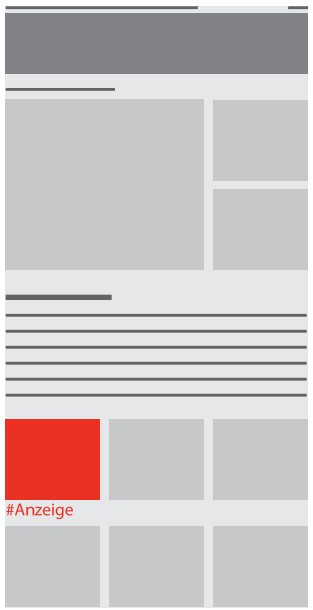
The online advertorial appears as an editorially designed article among the latest news items on the portal **www.verkehrsrundschau.de**.

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: 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	verkehrsrundschau.de	1 week	**2,650.00**

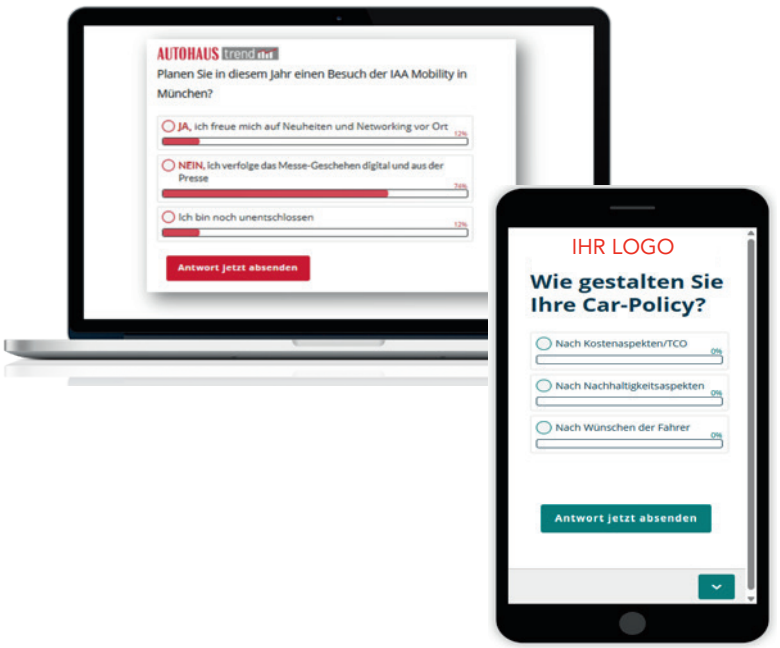
ONLINE SURVEY TOOL

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.

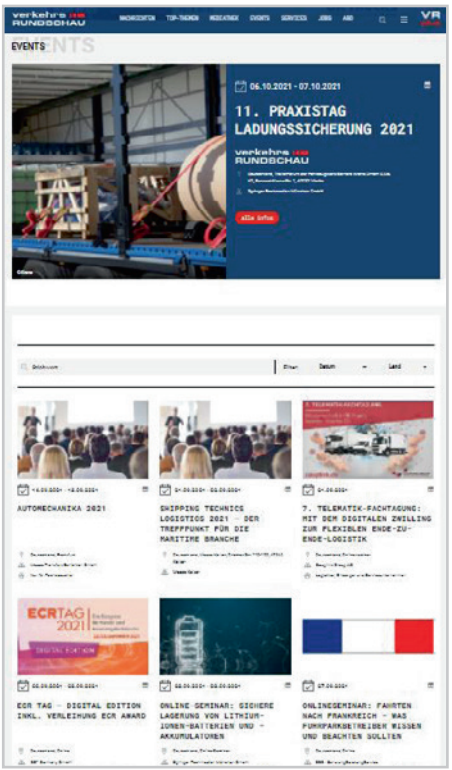
DIGITAL

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	**€ 110.00 each**
11 to 20 entries	**€ 105.00 each**
more than 20 entries	**€ 100.00 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

© onephoto/ STOCK.ADOBE.COM

PRICE: **starting at € 3,690.00**

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 € 1,600.00**

- **Sponsoring:** Display of the sponsor logo on all marketing measures (print and online) incl. one free participant place and exhibition space
  PRICE: **starting at € 3,600.00**

- **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 € 7,600.00**

© MATEJ KASTELIC/FOTOLIA

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

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 over the past year, with over 26,000 listeners—a vibrant community that speaks for itself.

DO YOU HAVE SOMETHING TO SAY?

verkehrs RUNDSCHAU FUNK

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 **€ 5,300.00**
more on request

YOUR AUDIO MESSAGE

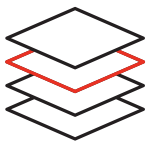
We record your audio message with a professional speaker as a podcast radio spot, length approx. 5-8 seconds.

The spot is played directly after the intro welcome.

PRICE: 5 spots **€ 8,110.00**
more on request

www.verkehrsrundschau.de/podcast

Bild: fotomek/adobestock.com



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**	1/2 **€ 8,305.00** 1/1 **€ 12,190.00** 2/1 **€ 20,580.00**	1/2 **€ 4,885.00** 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.

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 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**

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.

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		
	€ 43,205.00	**€ 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.

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	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
	€ 31,930.00	**€ 19,415.00**

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.

TECVIA MEDIA OVERVIEW

MEDIA DATA **2027**

OMNIBUSREVUE

fokus GEFAHRGUT

AUTOHAUS

SUT SCHIFFFAHRT UND TECHNIK

VD VERKEHRSDIENST

VKU

verkehrs RUNDSCHAU

asp AUTO SERVICE PRAXIS

Sprit+

Autoflotte

FAHRSCHULE

Trucker

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