

# Media data 2023

Price list No. 1 | valid from January 2023



## Dear Media Managers

we are a team of commercial vehicle technology and media specialists who have been working in the truck, trailer and body industry for many years. After an enriching time at a Krefeld-based trade publisher, during which we got to know the industry players and their innovative products and solutions very well, we are now on the road with our own trade publication.

In this sense: Curtain up for the "Truck & Trailer Welt" - the whole world of commercial vehicles in one magazine: compact, clear, well-founded.

Price explosions, raw material shortages, the Ukraine war and the global Corona pandemic - the times we live in are characterized by crises and uncertainties. It's a good thing that the transport and logistics industry in Europe is one of the most crisis-proof economic sectors of all. Attributes such as continuity and stability are written in capital letters.

No wonder, since the transport sector is one of the so-called system-relevant industries. In other words, if there were no trucks on Europe's roads, supermarket shelves, pharmacies or clothing stores would remain empty, and gas stations would run out of urgently needed fuel. That would be fatal. And so, even in uncertain times, demand for transport services remains high. Because no matter what happens, the truck has to keep rolling. Or, in other words: the world of road haulage is always moving. Not only the goods that move daily from the producer to the warehouse and from the warehouse to the consumer, but also us.

We keep a close eye on the truck and trailer market for you. So that you always know what moves people, technologies, goods and the commercial vehicle industry.

Be part of it!  
Your "Truck & Trailer Welt" team

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### Publishing company

Bönders Publishing GmbH  
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47800 Krefeld

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### BANK ACCOUNT

Bönders Publishing GmbH  
Bank: Commerzbank Krefeld  
IBAN: DE20320400240202161600  
BIC: COBADEFFXXX



## The whole world of commercial vehicles

Real professionals are needed to ensure that companies always have an overview. The new trade magazine "Truck & Trailer Welt" informs freight forwarders as well as transport and logistics service providers monthly as a print edition about truck, trailer and body technology.

In addition to all the important topics, trends and news about the towed and trailed units of the European commercial vehicle manufacturers, "Truck & Trailer Welt" offers readers from the forwarding, transport and logistics world well-founded truck and trailer tests as well as exciting new vehicle launches. Our established comparative and individual tests include well-known formats such as the ETC (European Truck Challenge) or our trailer test series at the in-house test site in Grevenbroich. In addition, every two years the technical editorial team invites the European trailer and body industry to take part in our renowned innovation competition, in which we work together with our international jury of experts to identify the most exciting and innovative developments within the trailer industry with our coveted award. Exciting YouTube productions and entertaining podcast formats on vehicle and transport innovations round off our strong media channels.

Our other regularly published commercial vehicle trade publications also include the commercial vehicle workshop magazine "Truck & Trailer Werkstatt" and the biennial reference work for trailer purchasing, "Trailer Welt".

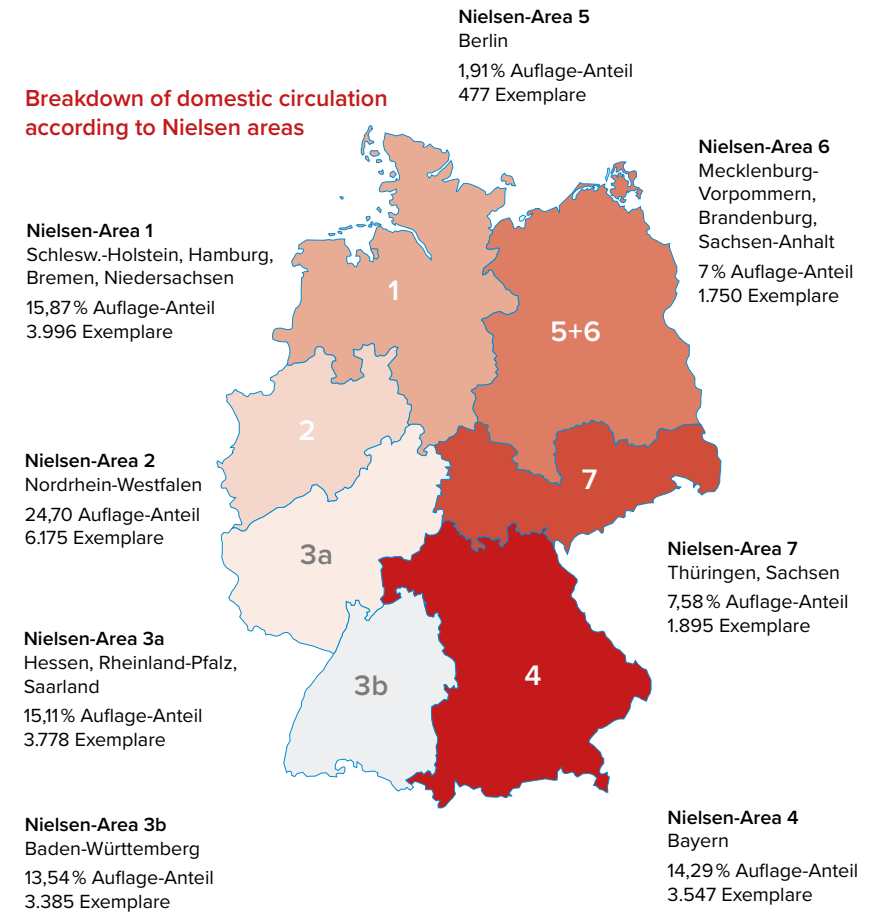


### The "Truck & Trailer World" brand in print and online

- Magazine
- magazine app
- weekly newsletter
- [www.ttwelt.de](http://www.ttwelt.de)
- podcast
- social media
- YouTube

Receiver Branches Department/Group/Class	Receiver Group Truck & Trailer Welt Business sectors Recipient groups Designation according to the classification of economic activities of the German Federal Statistical Office	Share of actual Circulation	
		%	Expl.
49/52	Factory traffic with own commercial vehicles Long-distance and short-distance Factory traffic	17,19	4.298
49.41/49.42	Road haulage Long-distance freight transport, local freight transport Furniture transport, heavy/special transport	46,43	11.607
52.29.1	Freight forwarding, warehousing	5,6	1.402
29	Manufacturer of commercial vehicles their parts, bodies, trailers and superstructures Manufacturer of commercial vehicles, suppliers	1,9	467
45	Trade/brokerage/repair of commercial vehicles Commercial vehicle trade, commercial vehicle workshops	4,3	1.072
37/38	Municipal enterprises, waste management companies	2,0	495
53	Deutsche Bahn/Deutsche Post vehicle fleets	5,9	1.457
85.32.0/85.53.0 77.1/94.1	Associations/organizations, car rental, driving schools, professional drivers, car salesmen, experts, master car mechanics	0,5	137
42	Underground engineering/special construction	4,1	1.017
42.1	Road construction	2,4	577
71.1	Road and traffic engineers, engineers, Construction offices	0,7	165
49.29.9	Assembly and industrial construction	1,0	247
46.63/46.13	Building materials trade	1,7	412
28.92.2; 46.63.0/47.52.3 46.14.1	Construction equipment manufacturer, Construction machinery trade, rent/lease	5,4	1.318
28.9/28.4	Construction equipment/tools	0,1	27
	Others	0,1	27

Economic area	Share of actually distributed circulation %	Exemp.
Domestic	98,9	24.725
Abroad	1,1	275
Actual widespread circulation	100,0	25.000

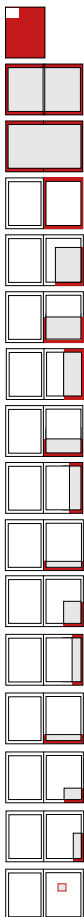


Ausgabe/Termine					Themen	Specials	Messen
<input checked="" type="checkbox"/>	ET: 05.12.22	DU: 21.11.22	RS: 14.11.22	AS: 14.11.22	<b>Start-up issue: Iveco truck test, Bauma review, 2022 annual review</b>		
01	ET: 02.01.23	DU: 19.12.22	RS: 12.12.22	AS: 12.12.22	Lifting and hoisting technology: truck cranes, etc. Test: Truck, Test: Transporter, Test: Trailer		
02	ET: 06.02.23	DU: 23.01.23	RS: 16.01.23	AS: 16.01.23	Specialists: Fliegl, heavy construction vehicles (6x6, 8x4, 8x8), market overview: hydrostatic front axle drives for construction vehicles, thermal dumpers, tippers, low-loaders, test: trucks, test: trailers	CONSTRUCTION JOURNAL	
03	ET: 06.03.23	DU: 20.02.23	RS: 13.02.23	AS: 13.02.23	Specialists: Chereau, Temperature-controlled transport: refrigerated vehicles, refrigerated trailers, reefers, telematics, accessories, tail lifts, test: truck, test: van, test: trailer	COOLING EDITION „Truck & Trailer Werkstatt“ Nr. 1 (Supplement)	
04	ET: 03.04.23	DU: 20.03.23	RS: 13.03.23	AS: 13.03.23	Specialists: Bär, Market overview: special vehicles/special vehicle construction: Loader Cranes, Walking Floor Vehicles & Co, Test: Trucks, Test: Vans		Hannover Messe, 17.–21.04.23
05	ET: 02.05.23	DU: 17.04.23	RS: 10.04.23	AS: 10.04.23	Specialists: Bohnenkamp AG, Journal: Rent, Leasing, Financing, Insurance, Market overview: Tires, Wheels & Co.: Truck, Trailer, Construction Site Tires, Test: Truck, Test: Transporter	RENT/LEASING Green Transportation (Special)	Transport Logistic, München, 9.05.–12.05.2023 IFAT, München, 13.–17.05.2023
06	ET: 05.06.23	DU: 22.05.23	RS: 15.05.23	AS: 15.05.23	Specialists: Carrier Transcold, Market overview: Tarpaulins and tarpaulin covers, Curtainsider The right connections: Drawbars, drawbar couplings, Fifth wheel coupling, Test: Truck, Preview IFBA Kassel	„Truck & Trailer Werkstatt“ Nr. 2 (Supplement)	IFBA Kassel, 15.–17.06.2023
07	ET: 03.07.23	DU: 19.06.23	RS: 12.06.23	AS: 12.06.23	Specialists: Magyar, Journal: Tank and silo vehicles, Market overview: Axles, Brakes & Co, Truck Grand Prix, Truckstyling: Accessories, Tuning and Interior, Test: Trucks, Test: Vans		Truck-Grand-Prix, Nürburgring, 16.07.2023
08	ET: 07.08.23	DU: 24.07.23	RS: 17.07.23	AS: 17.07.23	Journal: Building and furnishing: Hall construction, workshop halls, freight forwarding buildings, commercial construction, doors/gates, ramps/loading systems, hall heating systems, Journal Safely on the road: from distance cruise control to access control for trailers (driving assistance systems, telematics, video monitoring, Turn assistant, Theft protection, load securing), Specialists: Brigade Elektronik		
09	ET: 04.09.23	DU: 21.08.23	RS: 14.08.23	AS: 14.08.23	Specialists: Heuver B.V, Nufam trade fair edition, test: truck	„Truck & Trailer Werkstatt“ Nr. 3 (Supplement)	Nufam, Karlsruhe, 21.09.–24.09.2023
10	ET: 02.10.23	DU: 18.09.23	RS: 11.09.23	AS: 11.09.23	Specialists: Wielton, City logistics: the state of the art, Box bodies - dry + refrigerated, Overview of light and medium construction vehicles (4x2, 4x4, 6x2, 6x4, 8x2), Test: trucks		
11	ET: 06.11.23	DU: 23.10.23	RS: 16.10.23	AS: 16.10.23	Specialists: Jost, Special winter equipment: vehicle electrics, See more in the dark, "bright" solutions for tractor units and trailers; Ice-free roof & Co., Trailer worlds: Market Overview, Combined Transport: Road, Rail, Water	Trailer Welt (Branchenguide)	
12	ET: 04.12.23	DU: 20.11.23	RS: 13.11.23	AS: 13.11.23	Journal load securing, Special: Containertechnik – Containerchassis Test: LKW	„Truck & Trailer Werkstatt“ Nr. 4 (Supplement)	

ET = Date of publication, DU = Deadline for printing material, AS = Deadline for advertisements, RS = Editorial deadline

The editors reserve the right to change topics for reasons of topicality.

## Magazinformate



Format	Satzspiegel mm	Anschnitt* mm	Preis**
Front page***		210 x 280	9.500,- €
Cover pages		210 x 280	9.300,- €
2/1 Page	2 x 185 x 255	420 x 280	17.600,- €
1/1 Page	185 x 255	210 x 280	8.800,- €
Junior page Vertical	138 x 190	148 x 200	7.000,- €
1/2 Landscape	185 x 125	210 x 140	5.600,- €
1/2 Vertical	90 x 255	100 x 280	
1/3 Landscape	185 x 85	210 x 100	4.600,- €
1/3 Vertical	60 x 255	70 x 280	
1/4 Landscape	185 x 60	210 x 75	3.550,- €
1/4 Vertical	90 x 125	100 x 140	
1/4 Vertical	45 x 255	55 x 280	
1/8 Landscape	185 x 30	210 x 45	2.400,- €
1/8 Landscape	90 x 60	100 x 75	
1/8 Vertical	45 x 125	55 x 140	
Island Ad	58 x 30		299,- €

\* Bleed size + 3 mm bleed all around.

\*\* The applicable VAT must be added to all prices.

\*\*\* Placement address label: from the bottom 40 mm and from the left 20 mm.

Size address label: 85 x 50 mm (W x H)

### Publication frequency

1 x monthly

### Print circulation

25.000 Exemplars

### Magazine format

210 mm wide x 280 mm high

### Print space

185 mm wide, 255 mm high,  
number of columns 4, column width 42 mm  
Column number 3, column width 58 mm

### Printing and binding methods

Content: Web offset (Euroscafe), Cover: Sheetfed offset  
(Euroscafe) Perfect binding

### Classifieds and job ads

You rent or sell commercial vehicles?

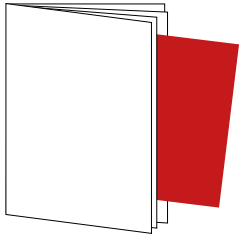
Or are you looking for them?

You are a specialist for engines, spare parts and vehicles or are looking for them?

Ad type	Format 1	Format 2	Format 2	Price**
S	45 x 60			260,- €
M	45 x 90	90 x 45		390,- €
L	90 x 60	135 x 45	185 x 30	500,- €

Format specification in mm

	Malstaffel	Mengenstaffel
3 times appearance	5%	2 Pages 5%
6 times appearance	10%	5 Pages 10%
9 times appearance	15%	8 Pages 15%
12 times appearance	20%	10 Pages 20%



**Supplements**  
Loosely attached printed matter.

**Supplements**

Achieve maximum reach with your insert or target a specific audience by area distribution.

**Prices**

Per 1,000 items € 150, up to 25 g total weight.  
Each additional 10 g; per 1,000 items € 15 plus the applicable postal charge, not discountable.

Required delivery quantity for a full insert: 25,000 copies.  
Partial inserts are possible.

**Insert postal charges**

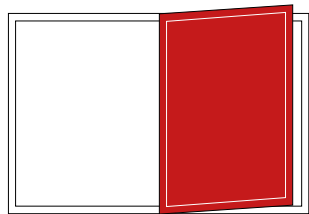
Not discountable. Graduated price, please inquire for higher-weight inserts.  
Postal charges: € 25 per 1,000 pieces, up to 25 g total weight.

The prices for inserts are not discountable.

**Format**

Inserts are inserted loosely. Maximum size 203 mm x 274 mm.

*The applicable VAT must be added to all prices.*



**Bound insert**  
Insert firmly attached to the magazine generates special attention.

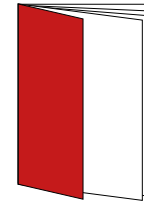
**Supplement**

2-sided, untrimmed 206 mm x 286 mm € 5,700  
4-sided, untrimmed 406 mm x 286 mm € 11,400

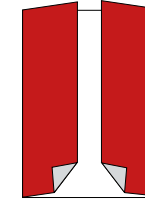
Multi-page bound inserts must be folded accordingly, but must be delivered untrimmed.  
Required delivery quantity: 25,000 copies

Please consult with us before booking/delivery regarding technical specifications.  
The prices are not discountable.

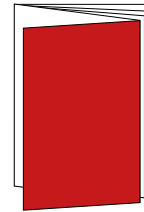
**Cover/flaps\***



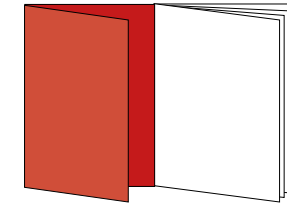
**Flying Page**  
Half a page on the front cover, firmly attached to the magazine and printed on both sides.



**Frenchcover**  
Altar fold. The title page can be unfolded on the left and right and is firmly attached to the magazine.

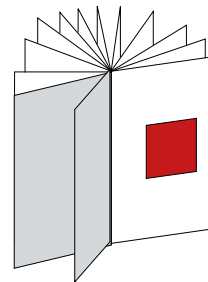


**Full page cover flap,**  
which can be opened inwards and outwards

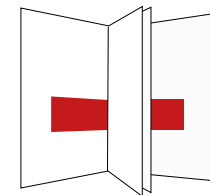


**Gatefolder**  
A second cover page which can be opened

**Specials in the magazine\***



**Glue-on**  
Printed matter glued on one side



**Pull-Strip**  
Pull out Stapler through

\*Prices and formats on request

## Regional partners Advertising without wasted coverage

You are a commercial vehicle specialist and would like to draw attention to your qualities only within your region? Then take advantage of the regional editions. Your ad will only appear in the region you have selected.



**Total price for one year**  
(Frequency of publication: 12 x per year)!



Format	Splits	Print space	Price* (4 colors)
1/1 Page	4 Splits	185 x 255	3.200,- €
1/2 cross	4 Splits	185 x 126	1.600,- €
1/2 high	2 Splits	90 x 255	
1/3 cross	4 Splits	185 x 83	1.100,- €
1/4 high	4 Splits	185 x 62	890,- €
1/4 high	2 Splits	90 x 126	
3/16 high	2 Splits	90 x 94	640,- €
1/8 cross	4 Splits	185 x 30	510,- €
1/8 high	2 Splits	90 x 62	

\* All prices must be added the applicable VAT.



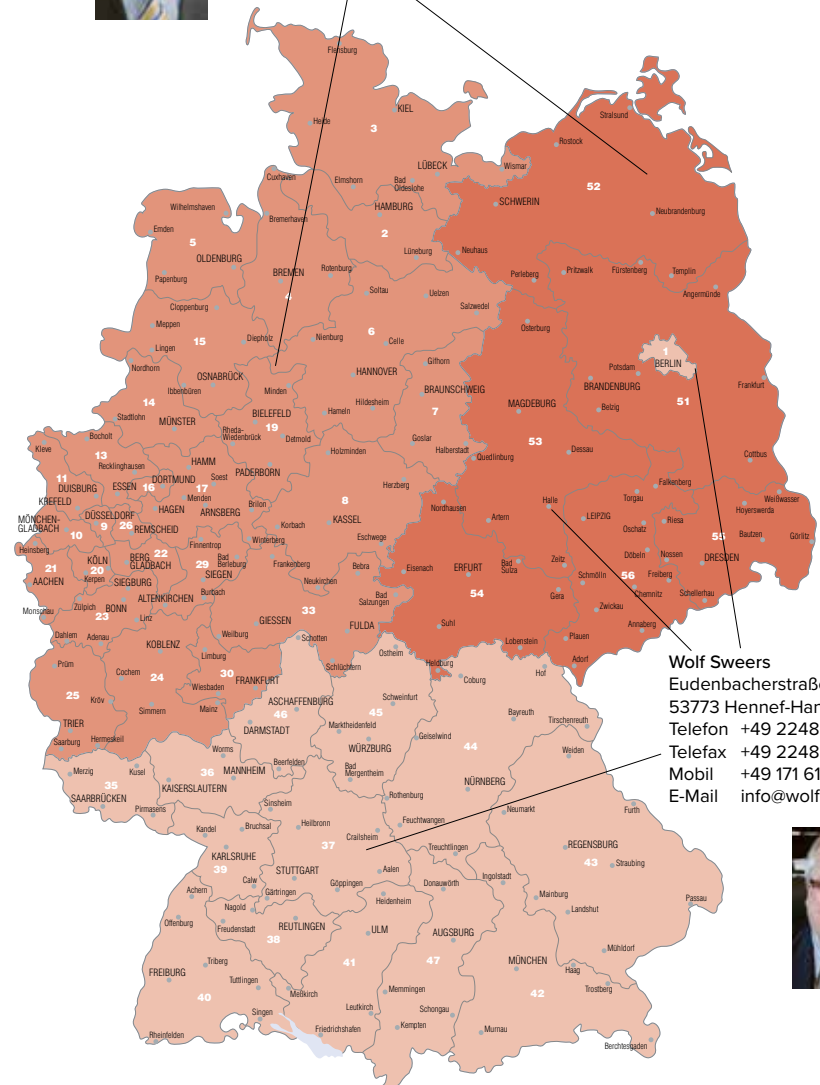
Region	Gebiet	PLZ-Gebiet
<b>Januar</b>		
01 B	Berlin	10 000 – 14 199
20 K	Köln	50 000 – 50 999
08 KS	Kassel/Göttingen	34 000 – 34 999 + 37 000 – 37 999
47 A	Augsburg	86 000 – 87 999
40 FR	Freiburg	77 500 – 79 999
<b>Februar</b>		
04 HB	Bremen	27 000 – 28 999
24 KO	Koblenz	55 000 – 56 999
37 S	Stuttgart	70 000 – 71 999 + 73 000 – 74 999
<b>März</b>		
44 N	Nürnberg	90 000 – 91 999 + 95 000 – 96 999
43 R	Regensburg	84 000 – 84 999 + 92 000 – 94 999
21 AC	Aachen	52 000 – 52 999
13 E	Essen	45 000 – 46 999
30 F	Frankfurt/M.	60 000 – 61 999 + 65 000 – 65 999
<b>April</b>		
51 P	Brandenburg	03 000 – 03 999 + 14 200 – 16 999
52 SN	Mecklenburg-Vorpommern	17 000 – 19 999 + 23 920 – 23 999
53 MD	Sachsen-Anhalt	06 000 – 06 999 + 39 000 – 39 999
54 EF	Thüringen	07 000 – 07 999 + 98 000 – 99 999
55 DD	Sachsen Ost	01 000 – 02 999
56 L	Sachsen West	04 000 – 04 999 + 08 000 – 09 999
<b>Mai</b>		
02 HH	Hamburg	20 000 – 22 999
35 SB	Saarbrücken	66 000 – 66 999
46 DA	Darmstadt/Aschaffenburg	63 000 – 64 999

Region	Gebiet	PLZ-Gebiet
<b>Juni</b>		
11 DU	Duisburg/Krefeld	47 000 – 47 999
<b>Juli</b>		
23 BN	Bonn/Siegburg	53 000 – 53 999
45 WÜ	Würzburg	97 000 – 97 999
14 MS	Münster	48 000 – 48 999
<b>August</b>		
06 H	Hannover	29 000 – 31 999
07 BS	Braunschweig	38 000 – 38 999
<b>September</b>		
03 KI	Kiel/Lübeck	23 000 – 23 919 + 24 000 – 25 999
15 OS	Osnabrück	49 000 – 49 999
05 OL	Oldenburg	26 000 – 26 999
22 GL	Bergisch Gladbach/Gummersbach	51 000 – 51 999
39 KA	Karlsruhe	75 000 – 77 499
17 HA	Hagen/Hamm/Arnsberg	58 000 – 59 999
<b>Oktober</b>		
25 TR	Trier	54 000 – 54 999
41 UL	Ulm	88 000 – 89 999
26 RS	Remscheid/Solingen/Wuppertal	42 000 – 42 999
09 D	Düsseldorf	40 000 – 40 999
19 BI	Bielefeld/Paderborn	32 000 – 33 999
38 RT	Reutlingen	72 000 – 72 999
<b>November</b>		
10 MG	Mönchengladbach/Neuss	41 000 – 41 999
29 SI	Siegen/Altenkirchen	57 000 – 57 999
36 KL	Kaiserslautern/Mannheim	67 000 – 69 999
<b>Dezember</b>		
42 M	München	80 000 – 83 999 + 85 000 – 85 999
33 GI	Gießen/Fulda	35 000 – 36 999
16 DO	Bochum/Dortmund	44 000 – 44 999



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## Area overview



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 E-Mail info@wolfsweers.de

## Data delivery

Delivery of data in PDF format PDF/X 1a:2001 (PDF version 1.3). Image data high-resolution with 300 dpi, resolution for 60 raster, color model always CMYK (never RGB or LAB elements). Bitmap (line scans) should have a resolution of at least 800 dpi. The maximum color application is 320 %. The format created in original dimensions plus bleeds and crop marks.

In the case of digital data transfers, we do not accept any liability with regard to the format, text and color of the advertisement or the appearance of the advertisement if the above specifications are not observed. Minor color differences are system-related and cannot be complained about.

## Technical details:

**File format** Preferably MPG4 (H.264) or SWF, WMA, ASF, AVI, MOV, M4V, PNP4, M4A  
**File size** max. 100 MB  
**Duration** 0.5 to max 1.5 minutes (recommended)  
**Format** 16:9 or 21:9  
**Preview image** 16:9 or 21:9, JPEG, TIFF, PNG

## Warranty

In case of delivery of incomplete or deviating data (texts, colors, illustrations), we assume no liability for the print result. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged. This also applies to additional typesetting or repro work as well as to the creation of faulty proofs.

## Copyright

As the client, you guarantee that no third-party rights exist to the data you transfer to us, such as image or text files, that conflict with their use for the agreed purpose in print and online. Furthermore, you are obligated to inform us upon transfer of the data if a copyright notice is to be applied.

## Printing and binding methods

Offset printing

## Data transfer

Transfer by email to:  
stephan.jansen@boenders-publishing.de  
(up to 12 MB). FTP access on request

## Data format

We recommend the delivery of: PDF high resolution (X3 standard or X4 standard, others on request). Our support can provide the PDF settings for InDesign.

## Picture formats

TIFF, EPS or JPG (CMYK, final resolution 240-300 dpi), line art at least 600 dpi. Open typesetting data in InDesign after consultation. The file must be printable: All fonts used must be embedded.

## Colors

Printing colors (CMYK) according to ISO 12647-2:2013, special colors are possible after consultation.

## Proof

Color-compliant proof according to "Medienstandard Druck" (bvdm). Digitally produced proofs must contain the Fogra media wedge to check the color accuracy (available for a fee from [www.fogra.org](http://www.fogra.org)). Proofs must have an official print control strip. Color printouts and color copies are not binding!

# Online

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## NEWSLETTER

Advertising form	Placement	Format/ Size in pixel	Prices Time unit
Banner	KFZ-Anzeiger Newsletter	728 x 210	300,-Euro per Aussendung
Advertorial + 1 Bild	KFZ-Anzeiger Newsletter	auf Anfrage	auf Anfrage



Banner Newsletter

Erreichen Sie Ihre Zielgruppe mit einem wöchentlichen Newsletter

### Abonnenten

753 (Stand 1.10.2021)

Entscheidungsträger/Mitarbeiter verschiedener Unternehmen aus der Transport- und Nutzfahrzeugbranche.

### Erscheinung

Wöchentlich, montags

### Öffnungsrate

32,7 %

Grundlage für die Auswertung: Newsletter vom 1.1.2021 bis 31.12.2021.

## SOCIAL MEDIA

Immer online und immer auf dem aktuellen Stand.

Erreichen Sie Ihre Zielgruppe auch abseits vom Fachmagazin und Newsletter. Neben aktuellen News gewähren wir unseren Abonnenten Hintergrundinfos und exklusive Einblicke von Messen und Pressereisen.

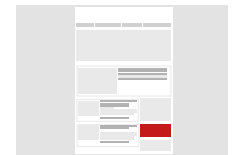
Sie möchten Ihr Angebot auf Social Media präsentieren?

Auf Anfrage stellen wir Ihnen gerne verschiedene Werbemöglichkeiten vor und stellen Ihnen ein individuelles und unverbindliches Angebot zusammen.

Werbeform	Platzierung 1	Format/px	Preise
Banner S	Startseite und alle Unterseiten	330 x 80	670,- Euro Monat
Banner M	Startseite und alle Unterseiten	330 x 120	1.020,- Euro Monat
Banner L	Startseite und alle Unterseiten	665 x 125	1.360,- Euro Monat
Rectangle	Startseite und alle Unterseiten	330 x 225	1.360,- Euro Monat
Slider	Startseite	1040 x 370	2.400,- Euro Monat
Banner	KFZ-Anzeiger Newsletter	728 x 210	300,- Euro
Advertorial + 1 Bild	Startseite	auf Anfrage	auf Anfrage



Banner S



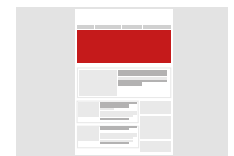
Banner M



Banner L



Rectangle



Slider

### Malstaffel

Laufzeit 3 Monate	5%
Laufzeit 6 Monate	10%
Laufzeit 9 Monate	15%
Laufzeit 12 Monate	20%

### Dateiformate

JPG, GIF (animiert)/PNG-Format.

Externer AdServer-Einsatz möglich.

### Lieferadresse

kfz-anzeiger@stuenings.de

### Lieferfrist

Mindestens 3 Werktage vor Schaltbeginn.