



Media data 2026

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At home in the world of trucks & trailers

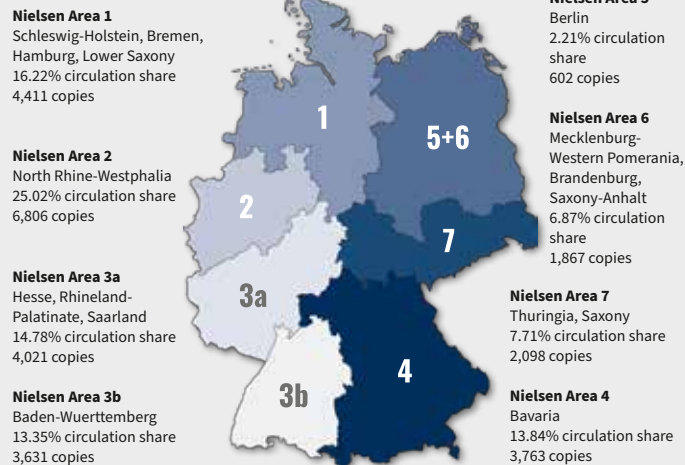
Year of foundation	Previously published issues	Circulation/issue
1948	1,748	20,000

- 1 Title:** KFZanzeiger
- 2 Brief description:** KFZanzeiger is an independent publication for the transportation industry. KFZanzeiger readers are owners and top decision-makers from freight forwarders, transportation and logistics companies, CEP companies, construction companies, industrial and commercial enterprises (with their own fleets), commercial vehicle dealers, commercial vehicle repair shops, and vehicle manufacturers.
- well-established trade journal for over 75 years
 - also available as an e-paper
 - weekly newsletter
 - www.kfz-anzeiger.com
- 3 Target audience:** Transportation companies and freight forwarders that carry out shipments on behalf of retailers, manufacturers, or logistics service providers, as well as fleet managers with their own vehicle fleets
- 4 Frequency:** every two months
- 5 Format:** 210 x 297 mm
- 6 Year:** 78. year
- 7 Subscription:** 12.90 Euro single issue plus shipping
9 Euro e-paper

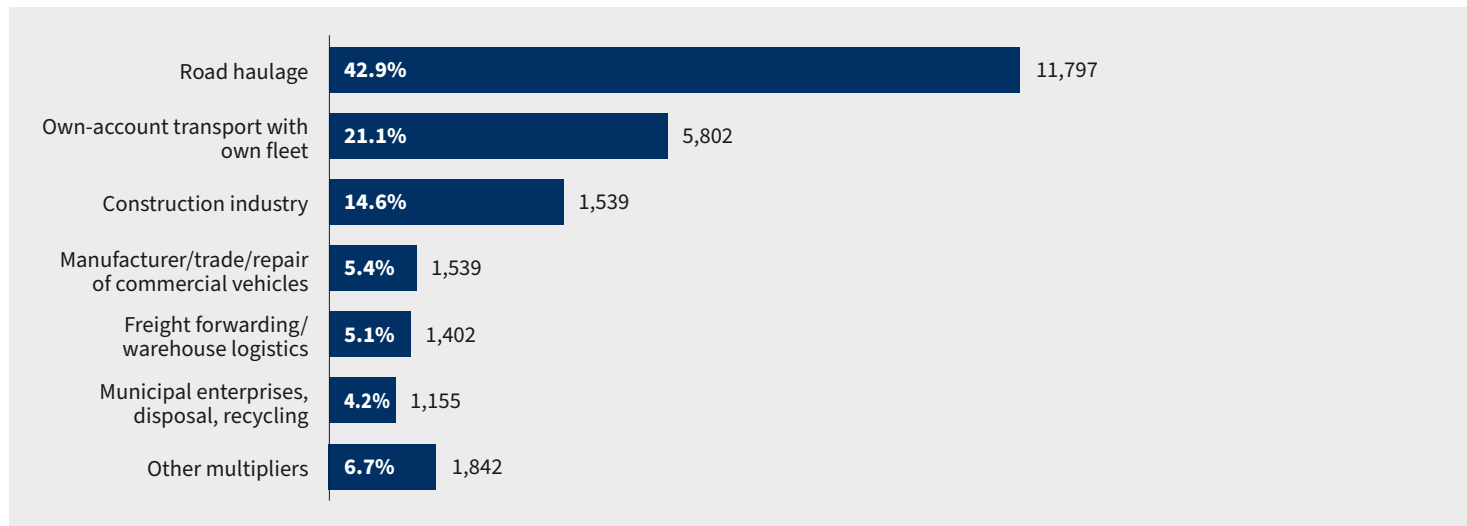
Analysis of regional distribution

Economic area	Share of actually distributed circulation	Copies
Domestic	89%	14,285
Foreign	11%	1,765
Actually distributed circulation	100%	16,050

Breakdown of domestic distribution by Nielsen areas



Readership analysis



Brief information on research methodology 2

① Research methodology: Circulation and distribution analysis, Basis: Recipient file with distribution analysis via file evaluation

② Population: The population was compiled based on the address database.

③ Period of research: September 2024

④ Conducted by: Maenken Kommunikation GmbH

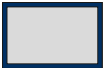
Issue	Dates	Truck/trailer/van	Focus topics	Special sections	Fairs & industry events	Supplement
01 March PD: 03 May 2026	AD: 03 Feb. 2026	• Hazardous goods, load securing • Axles, brakes • Hall construction • New trailer developments	• Buy-Rent-Leasing • Preview Tire Cologne	• Heavy trucks	Logistics & Automation , Dortmund 25–26 Feb. 2026 Logimat , Stuttgart 24–26 March 2026 LogiNext Germany , Hamburg 14+15 April 2026	NFZwerkstatt (Commercial vehicle repair shop)
02 May PD: 19 May 2026	AD: 21 April 2026	• Temperature-controlled transport • Swap bodies and superstructures • Tarpaulins, covers • Truck security	• Alternative drive systems • Hydrogen combustion and/or electromobility • Tires (for Tire Cologne)	• Green logistics	Tire Cologne , Cologne 9–11 June 2026	NFZwerkstatt (Commercial vehicle repair shop)
03 June PD: 23 June 2026	AD: 26 May 2026	• Solar technology, aerodynamics • Current tests: truck and trailer • Fifth wheel couplings, Lidar, ADAS • Tippers, light truck class overview	• Preview Truck Grand Prix • Intermodality • Special vehicles	• Vehicle electronics • Transport management systems	39. ADAC Truck-Grand-Prix 2026, Nürburgring 10–12 July 2026	
04 September PD: 01 Sep. 2026	AD: 21 August 2026	• IAA main issue • Load securing • Driver's cab interior design • Axles, propulsion systems, brakes	• IAA Transportation preview • Review Tire Cologne 2026	• trailer journal • China special	automechanika , Frankfurt 8–12 Sep. 2026 IAA Transportation , Hannover 15–20 Oct. 2026 InnoTrans , Berlin, 22–25 Sep. 2026	NFZwerkstatt (Commercial vehicle repair shop)
05 October PD: 20 Oct. 2026	AD: 10 Oct. 2026	• Express delivery vehicles • Autonomous driving, automated yard services • Municipal commercial vehicles	• Heavy haulage • Alternative propulsion systems • Specialized logistics and lifting equipments/loading cranes/forklifts • Vans	• Hydrogen technology • IAA Review	Logistics Summit , Düsseldorf 7–8 Oct. 2026 IZB , Wolfsburg 27–29 Oct. 2026	
06 December PD: 01 Dec. 2026	AD: 20 Nov. 2026	• Temperature-controlled transport, special vehicles • Freight exchanges • Distribution bodies	• Winter equipment • Telematics, driver assistance systems • Tires • Buy, rent, leasing	• Digitalization		NFZwerkstatt (Commercial vehicle repair shop)

PD = Publication date

AD = Deadline material submission / booking deadline

The editorial team reserves the right to change topics and combine individual issues due to current events.

Editorial contact: redaktion@kfz-anzeiger.com

	Format	Type area mm	Bleed* mm	Price** Euro
	Cover page		210 x 297	11,500
	Cover pages		210 x 297	11,200
	2/1 Page	2 x 174 x 261	420 x 297	19,900
	1/1 Page	174 x 261	210 x 297	10,400
	Junior page vert.	114 x 174	132 x 192	8,400
	1/2 horiz.	174 x 130	210 x 148	6,800
	1/2 vertical	87 x 261	105 x 297	
	1/3 horiz.	174 x 87	210 x 99	5,550
	1/3 vertical	58 x 261	70 x 297	

Magazine format

210 mm wide x 297 mm high

Type area

174 mm wide, 261 mm high

Column count 2, column width 74 mm

Column count 3, column width 54 mm

Frequency discount

3 insertions 5%

6 insertions 10%

9 insertions 15%

12 insertions 20%

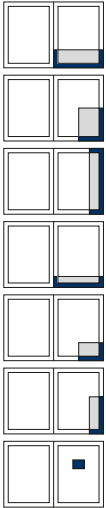
Volume discount

2 pages 5%

5 pages 10%

8 pages 15%

10 pages 20%



Format	Type area mm	Bleed* mm	Price** Euro
1/4 horiz.	174 x 65	210 x 74	4,300
1/4 vert. (corner)	87 x 130	105 x 148	
1/4 vertical	43 x 261	52 x 297	
1/8 horiz.	174 x 32	210 x 37	2,950
1/8 horiz.	87 x 65	105 x 74	
1/8 vert. (corner)	43 x 130	52 x 148	
Island ad	58 x 30		600

* Bleed format + 3 mm, trim all around

**All prices are subject to the applicable VAT rate.

User report

3,000 characters + image

12,400

**Company
portrait**

image approx. 1/2 page

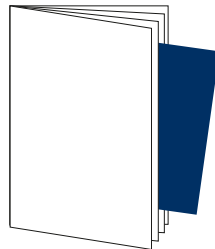
6,200

Contact

sales@kfz-anzeiger.com

ADD-ONS

Take advantage of attractive and individually customizable special insertion formats such as inserts, tip-ons or bound-in supplements. They achieve great advertising impact and high attention. To really make your advertising message stand out, you can let your creativity run free.



Inserts are printed materials loosely enclosed with the magazine.

Insert

Achieve maximum reach with your insert or target a specific audience through regional distribution.

Prices

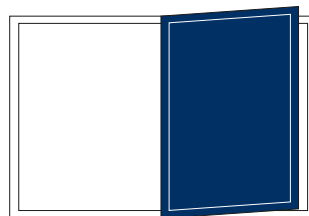
Per 1,000 copies 190.- Euro, up to 25 g total weight.

Each additional 10 g: per 1,000 copies 15.- Euro plus applicable postal charges, not subject to discount.

Required delivery quantity for a full-page insert: 27,500 copies. Partial inserts are possible.

Format

Inserts are placed loosely inside. Maximum size: 203 mm x 274 mm



The bound-in supplement, firmly attached to the magazine, generates special attention.

Bound-in supplement

2-page, untrimmed 206 mm x 286 mm 6,800 Euro

4-page, untrimmed 406 mm x 286 mm 13,650 Euro

Multi-leaf bound-in supplements must be folded accordingly, but delivered untrimmed.

Required delivery quantity: 27,500 copies

Please consult before booking/delivery regarding technical specifications.

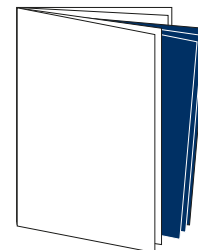
Prices are not subject to discount.

Regional ads



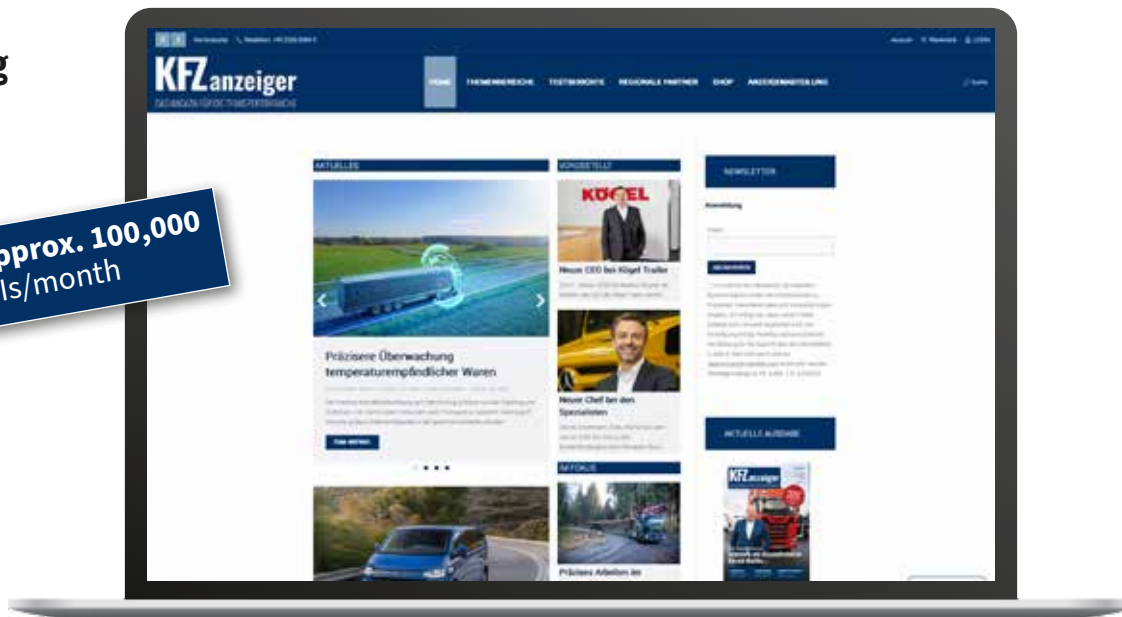
Format	Columns	Type area mm	Price (4-color)
1/1 Page	4-column	185 x 268	4,400 Euro
1/2 horiz.	4-column	185 x 131	2,200 Euro
1/2 vertical	2-column	90 x 268	
1/3 horiz.	4-column	185 x 86	1,650 Euro
1/4 horiz.	4-column	185 x 63	1,320 Euro
1/4 vertical	1-column	42 x 268	
3/16 vertical	2-column	90 x 86	880 Euro
1/8 horiz.	4-column	185 x 30	725 Euro
1/8 vertical	2-column	90 x 63	

Total price for one year
(Frequency: 6 x per year)!



Online advertising

**approx. 100,000
Pls/month**



1 Web address (URL): www.kfz-anzeiger.com

2 Brief description: Comprehensive daily updated internet offering with news, expert articles, event calendar, image galleries, analyses and trends on special topics from the transport industry

3 Target group: Transport companies and freight forwarders, multipliers from the freight transport industry

4 Publisher

Maenen Kommunikation GmbH,
Von-der-Wettern-Straße 25, 51149 Köln, Germany

5 Contact person:

Tina Schäfer, phone: +49 (0)2203 3584-189,
tina.schaefer@maenen.com

6 Access control:

–

7 Page impressions: approx. 100,000 per month



Banner S



Banner M



Banner L



Rectangle

Ad Format	Placement	Format/px	Price
Banner S	Homepage and all subpages	330 x 80	780 Euro/month
Banner M	Homepage and all subpages	330 x 120	1,200 Euro/month
Banner L	Homepage and all subpages	665 x 125	1,600 Euro/month
Rectangle	Homepage and all subpages	330 x 225	1,600 Euro/month
Slider	Homepage	1040 x 370	2,890 Euro/month
Advertorial + 1 Image	Homepage	on request	1,260 Euro

Newsletter			
Banner	Newsletter	728 x 210	370 Euro per mailing
Image/Text Ad	Newsletter	160 characters + image	740 Euro

Discount tiers

Duration 3 months	5%
Duration 6 months	10%
Duration 9 months	15%
Duration 12 months	20%

File formats

JPG, GIF (animated)/PNG-format.
Use of an external ad server is possible.

Delivery address

anzeigendispo@maenken.com

Delivery deadline

At least 3 working days before start of campaign

All prices plus applicable VAT.



Slider



Banner/Newsletter

Reach your target group with a weekly newsletter

Subscribers
12,000 (as of 12/2025)
Decision-makers/
employees of various
companies in the
transport and commercial
vehicle industry.

Publication
Weekly, Tuesdays

Your contacts

Media consulting



Susanne Kessler
Phone: +49 (0)2203 3584-116
sales@kfz-anzeiger.com



Philipp Wolfart
Phone: +49 (0)2203 3584-119
sales@kfz-anzeiger.com



Arne Freitag
Phone: +49 (0)2203 3584-115
sales@kfz-anzeiger.com

Editorial



Jürgen Schnackertz
Editor-in-chief
Phone: +49 (0)2203 3584-134
juergen.schnackertz@maenken.com
redaktion@kfz-anzeiger.com

Publisher information

Maenken Kommunikation GmbH
Von-der-Wettern-Straße 25
51149 Köln
Germany
Phone: +49 (0)2203 3584-0
info@maenken.com
www.maenken.com

Managing director
Dr Wieland Mänken

Technical data

Printing and binding method

Offset printing, perfect binding

Data transmission

Transfer via e-mail to: anzeigendispo@maenken.com
(up to 12 MB) · FTP access on request
For questions: Phone +49 (0)2203 3584-0

Data formats

We recommend delivery of: high-resolution PDF (X3 standard or X4 standard, others on request). Our support can provide the PDF settings for InDesign.
Bleed ads must have 3 mm bleed allowance (do NOT place crop marks in the bleed area).

Image formats

TIFF, EPS or JPG (CMYK, final resolution 300 dpi), line art minimum 600 dpi. Open typesetting data in InDesign by arrangement. The file must be print-ready: All fonts used must be embedded.

Colors

Print colors (CMYK) according to ISO 12647-2:2013, spot colors are possible by arrangement.

Proof

Color-binding proof according to "Media Standard Print" (bvdm). Digitally produced proofs must contain the Fogra Media Wedge for color accuracy verification (available for a fee at www.fogra.org). Press proofs must show an official print control strip. Color printouts and color copies are not binding for print!

General terms and conditions

As of: January 2026

1. An advertising order within the meaning of the following general terms and conditions is a contract for the publication of one or more advertisements of an advertiser in the publication KFZanzeiger for the purpose of distribution.
2. In case of doubt, advertisements must be scheduled for publication within twelve months after conclusion of the contract. If the right to schedule individual advertisements is granted within the framework of a contract, the order must be completed within one year after the first advertisement appears.
3. In the case of contracts, the client is entitled, within the agreed or in clause 2 mentioned period, to call additional advertisements beyond the quantity specified in the order.
4. If an order is not fulfilled due to circumstances not attributable to the contractor, the client shall, without prejudice to any further legal obligations, reimburse the contractor for the difference between the discount granted and the discount corresponding to the actual volume taken. Reimbursement shall not apply if non-fulfillment is due to force majeure within the contractor's risk area.
5. Orders for advertisements and inserts that are contractually intended exclusively for publication in specific issues or at special positions in KFZanzeiger must be received by the contractor in time so that the client can be notified before the advertising deadline if the order cannot be executed in this manner.
6. Advertisements that are not recognizable as such due to their editorial design will be clearly identified as such by the contractor using the word "Advertisement" in accordance with the Press Law.
7. The contractor reserves the right to reject advertising orders and individual calls within the framework of a contract as well as insert orders, or to withdraw from the contract, based on content, origin or technical form according to uniform and objectively justified principles of the contractor or the publisher. This applies particularly but not exclusively when the content of the advertisement or insert violates laws or official regulations, or when publication is unreasonable for the contractor or publisher. Insert orders are only binding for the contractor after submission and approval of a binding sample. Inserts that by form or content create the impression of being part of KFZanzeiger or contain third-party advertisements are generally not accepted. Any rejection shall be communicated to the client without delay.
8. The client is responsible for the timely delivery of the advertisement text and flawless print files as PDF or inserts. For recognizably unsuitable or damaged print data, the contractor shall request replacement. The contractor assumes no liability for hidden defects. The contractor guarantees the print quality customary for KFZanzeiger within the possibilities given by the print materials. No liability is assumed for advertisements that do not appear flawlessly due to unsuitable print materials.
9. In the case of wholly or partially illegible, incorrect or incomplete printing of an advertisement, the client is entitled to a reduction in payment or a flawless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. Complaints must be made by the client within two weeks of receipt of the invoice and proof copy.
10. A printout for print approval (PDF) is only provided upon explicit request. The client bears responsibility for content review and imprimatur. If the client does not return the PDF by email within the set deadline, print approval is deemed granted.
11. Unless otherwise agreed, the actual printed size of the advertisement is used as the basis for calculation.
12. Payment terms: Payment immediately upon receipt of invoice, net. For advance payments, the contractor grants 2% discount. Payments are to be made to: Maenken Kommunikation GmbH, Von-der-Wettern-Straße 25, 51149 Köln
13. In case of payment default and justified doubt about the client's ability to pay, the contractor may, at its discretion, withdraw from the execution of current orders or make the execution of current orders, regardless of an originally agreed payment term, dependent on the settlement of outstanding invoice amounts and advance payment of pending amounts.
14. The contractor shall, upon request, deliver together with the invoice an advertisement proof in the form of a complete proof copy.
15. Costs for typesetting, final artwork, drawings, reproductions, image processing and PDF as well as for significant changes to originally agreed executions requested or attributable to the client shall be borne by the client.
16. Print materials are only returned to the client upon special request. The obligation to retain them ends three months after expiry of the order.
17. Recognized advertising agents receive 15% agency commission for their orders. For the commission amount, the net advertising price reduced by any discount serves as the basis.
18. All orders are concluded exclusively under the aforementioned general terms and conditions. Conflicting conditions shall have no validity unless agreed in writing. Oral agreements shall have no validity. All agreements require written form. In the event of non-publication due to force majeure, the contractor assumes no obligation to fulfill orders or pay damages. Place of performance and jurisdiction for both contracting parties is Cologne.