

Media Pack 2027



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KFZanzeiger 2027

The independent medium for the transport industry.

For over

75
years

Sector expertise
and closeness to
the industry

**A strong media
portfolio with
major reach
across print,
digital, voice and
events**

At home in the world of trucks & trailers

Founded in

1948

Issues published to date

1,748

Circulation per issue

20,000

The value of combined presence



Reach

More contact
via more
channels



Visibility

Your message,
present where
it counts



Synergy

Formats
reinforce
each other



Trust

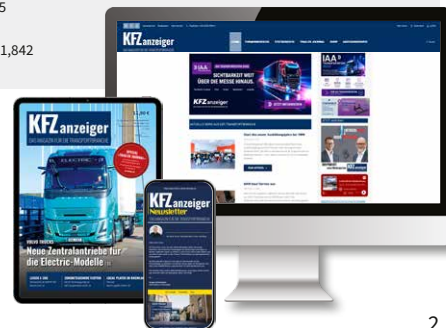
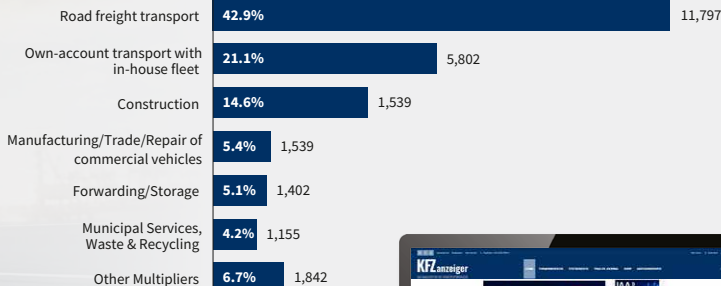
Continuity
strengthens your
brand



Reliability

One package –
one contact – all
year round

Audience analysis



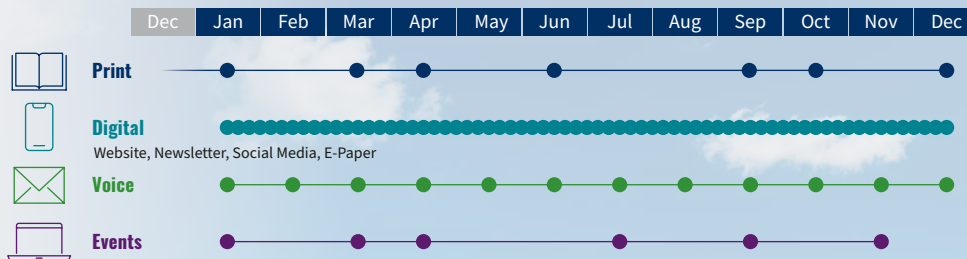
Year-round visibility without wastage

Position your brand where decision-makers in transport, logistics, fleet management and commercial vehicle manufacturing look for information and solutions.

We ensure a continuous presence across all relevant channels:

- **Print magazine:** 6 x per year
- **Digital:**
 - Website: ongoing
 - Newsletter: weekly
 - LinkedIn: ongoing
 - E-Paper magazine: 6 x per year
- **Voice:**
 - Podcast: monthly
- **Events:**
 - regularly at trade fairs, conferences, and as customer events

One year. Many touchpoints. Lasting impact.



Single placement
= momentary attention

Regular placements
= more contact points

Bundled annual package
= continuous presence



Features & Schedule 2027

Issue	Dates	Topics	Special Sections	Industry Events
01 March	ET: 05.03.2027 DU: 23.02.2027	• Construction vehicles, suppliers	• LogiMAT • NFZ-Werkstatt/Wash Systems	Logistic & Automation, 24–25 Feb, Dortmund Tire Technology Expo, 2–4 Mar, Hannover LogiMAT, 16–18 Mar, Stuttgart Flotte! Der Branchentreff, 17–18 Mar, Düsseldorf
02 April	ET: 16.04.2027 DU: 05.04.2027	• Transformation	• transport logistic • NFZ-Werkstatt/Operating Fluids, Recycling	transport logistic, 26–29 Apr, Munich Circular Valley Convention, 4–5 May, Düsseldorf (recycling, etc.) RecyclingAKTIV & TiefbauLIVE, 3–5 Jun, Karlsruhe Power2Drive, 8–10 Jun, Munich
03 June	ET: 29.06.2027 DU: 17.06.2027	• Load securing, truck safety, interior fittings	• trailer journal	ADAC Truck Grand-Prix, 9–11 Jul, Nürburgring SCT 2027 – Steels in Cars and Trucks, 6–10 Sep, Mainz
04 September	ET: 08.09.2027 DU: 26.08.2027	• Special transports, temperature-controlled transports	• NUFAM Preview • NFZ-Werkstatt/Workshop Construction and Equipment	NUFAM, 22–25 Sep, Karlsruhe
05 October	ET: 25.10.2027 DU: 14.10.2027	• Telematics, vehicle electronics & driver assistance systems	• NFZ-Werkstatt/Winter Preparation • Van Special	Logistics Summit, Logistics & mobile, Robotics Summit, 6–7 Oct, Düsseldorf Agritechnica, 14–20 Nov, Hannover Solutrans, 16–20 Nov, Lyon
06 December	ET: 07.12.2027 DU: 25.11.2027	• Rental, leasing, financing	• Best of 2027/Outlook 2028 • China Special	

ET = Publication date | DU = Print material deadline
= Ad booking deadline

For reasons of topicality, the editorial team reserves the right to change topics or combine individual issues.

Editorial contact: redaktion@kfz-anzeiger.com

As an independent trade medium for the transport industry with over 75 years of sector expertise, KFZanzeiger reaches exactly the people who move the market: owners and top decision-makers from forwarding, transport and logistics companies, parcel and courier services, construction, industry and trade with their own fleets, as well as commercial vehicle dealers, workshops and vehicle manufacturers.

Special Title Combinations

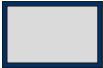
Use the thematic closeness between KFZanzeiger and our specialist steel titles to sharpen your communication. With stahl+eisen, stahlmarkt, steelmarket international and MPT International, campaigns can be bundled across titles or tailored precisely to related subject areas. This lets you reach different decision-makers along the steel value chain, with a focus on the automotive sector and coordinated messages across relevant specialist environments.

Your Goal	Matching Media
Reach forwarding and transport companies	KFZ-Anzeiger
Reach commercial vehicle, trailer and vehicle manufacturing	KFZ-Anzeiger
Reach the steel industry, steel trade and steel service centres	stahl+eisen + stahlmarkt
Reach international producers and dealers	steelmarket international + MPT International
Reach steel forwarders and in-plant logistics	KFZ-Anzeiger + stahlmarkt + stahl+eisen
Reach trailer manufacturers and steel suppliers	KFZ-Anzeiger + stahlmarkt
Reach international steel supply chains	steelmarket international + MPT International + KFZ-Anzeiger



Ad Formats and Rates (Circulation 20,000 copies)

Price list No. 69 | valid from 01.01.2027

	Format	Type area mm	Bleed* mm	Price** Euro
	Front cover		210 x 297	11,500.–
	Cover pages		210 x 297	11,200.–
	Double-page spread	2 x 174 x 261	420 x 297	19,900.–
	Full page	174 x 261	210 x 297	10,400.–
	Junior page portrait	114 x 174	132 x 192	8,400.–
	1/2 landscape	174 x 130	210 x 148	6,800.–
	1/2 portrait	87 x 261	105 x 297	

Magazine format
210 mm wide x 297 mm high

Type area
174 mm wide, 261 mm high
2 columns, column width 74 mm
3 columns, 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
1/3 landscape	174 x 87	210 x 99	5,550.–
1/3 portrait	58 x 261	70 x 297	
1/4 landscape	174 x 65	210 x 74	4,300.–
1/4 portrait (corner)	87 x 130	105 x 148	
1/4 portrait	43 x 261	52 x 297	

* Bleed format + 3 mm, trim on all sides
**The applicable VAT will be added to all prices.

Application Report 3,000 characters + image 12,400.–

Company Profile/ Interview approx. 1/2 page 6,200.–

Insert on request

Bound-in Insert on request

Specials on request

Contact
sales@kfz-anzeiger.com

Regional Ads / Formats and Rates (Circulation 20,000 copies)

Price list No. 69 | valid from 01.01.2027

	Format	Columns	Type area mm	Price (4-colour)
	Full page	4-column	185 x 268	4,400.– Euro
	1/2 landscape	4-column	185 x 131	2,200.– Euro
	1/2 portrait	2-column	90 x 268	
	1/3 landscape	4-column	185 x 86	1,650.– Euro
	1/4 landscape	4-column	185 x 63	1,320.– Euro
	1/4 portrait	1-column	42 x 268	



E-Paper



Extend your presence in KFZanzeiger beyond the printed edition. The E-Paper carries the content of the print magazine in digital form, making adverts, special ad formats and editorial environments additionally accessible online. This lets campaigns benefit from the established impact of the print title while also profiting from flexible use on digital devices.

REGIONALE PARTNER

Partnerschaftsangebot

INNSCHADE
DEIN PARTNER FÜR SCHÜTZENLEISTUNG

ALLTRUCKS

ATLAS LEIPZIG
BAUWAGEN UND FAHRZEUGWARTUNG

Leipzig Chemnitz

www.lkw-teile24.de

KFZ regional
Gezielt regionale KFZ-Angebote finden!

Das regionale Anzeigenblatt für Unternehmen:
Präsentieren Sie Ihre KFZ-Angebote direkt in Ihrer Region!

Gezielte regionale Zielgruppenreichung
Starke regionale Sichtbarkeit
Hohe Bekanntheit & Glaubwürdigkeit

Jetzt Anzeige schalten!
www.kfz-anzeiger.com/zeigenstellen/

Total price per year (6 issues)

Website / Banner Ads

on www.kfz-anzeiger.com (avg. 100,000 page views/month)



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

File Formats

JPG, GIF (animated)/PNG format.
External ad server use possible.

Delivery Address

anzeigendispo@maenken.com

Delivery Deadline

At least 3 working days before campaign start

All prices are net of discount and not agency-commissionable.
All prices plus statutory VAT.

Frequency Discount

3-month term	5%	9-month term	15%
6-month term	10%	12-month term	20%



Banner S



Banner M



Banner L



Rectangle



Slider

Editorial Newsletter



Subscribers

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

Publication Frequency

Weekly on Tuesdays



Editorial Newsletter	Format/px	Price	
Banner	728 x 210	490.– Euro	one mailing
		890.– Euro	two mailings
		1,200.– Euro	from three mailings
Image/Text Ad	160 characters + image	740.– Euro	per mailing



Banner/Newsletter

Individually Bookable Stand-Alone Newsletter



With a stand-alone newsletter, you send your message directly to a qualified target audience without distraction – with maximum visibility, a clear call to action and significantly higher conversion probability.



Stand-Alone Newsletter	Price
appears at any time agreed with the client, except on the publication date of the editorial newsletter (Tuesday).	to the recipients of the editorial newsletter: 3,500.– Euro
	per additional 1,000 addresses: 490.– Euro

Our Classics – Now an Annual Package

Print, newsletter and website: our proven ad formats are now available as attractive annual packages. Choose the combination that suits you – individually extendable with our new services.

Service	Compact	Presence	Annual Partner	Complete
 Print Ads	2 × Full page	4 × Full page	6 × Full page	6 × Full page
 E-Paper	included	included	included	included
 Image/Text Ad in Newsletter	2 mailings	4 mailings	6 mailings	12 mailings
 Website Banner M	2 months	4 months	6 months	12 months
Annual Package Price	19,000.– Euro	36,000.– Euro	52,000.– Euro	60,000.– Euro

More Options for Every Package

All annual packages can be individually extended. The following services can optionally be booked on request:

Content: Online advertorial, company profile, interview, application report or your own content hub.

Digital Extras: Stand-alone newsletter and social media/LinkedIn placements.

Video, Podcast & Events: Video production or embedding, podcast cooperation and event support.

Further Placements: Special and premium placements as well as campaigns in other trade titles of our publishing house.

All prices plus VAT. Package prices apply to the listed base services. Package discount already included; no additional volume or frequency discounts.

Podcast



Use audio to convey specialist topics in a personal, approachable and in-depth way.

How powerful this can be is shown by KFZanzeiger's current cooperation with the

established podcast format AntriebsWEDE & ModeRATHMANN. Here, companies and experts get room for in-depth conversations on technologies, market trends and strategic questions – with high credibility and direct access to a relevant B2B target audience.



Podcast/Events		Price
Option 1	Event only	on request
Option 2	Podcast only	on request
Option 3	Event + Podcast	on request

Live Formats



We report on your event and bring your topics specifically into the relevant trade environment.

Get your brand talked about where the industry meets in person. Whether a trade event, exhibition format, panel discussion or exclusive customer event: such formats create direct contacts with decision-makers and trade audiences, make products and topics tangible, and provide room for exchange, networking and lasting brand presence.



Your Topics. Our Reach. Your Target Audience.

Use kfz-anzeiger.com as a powerful platform for your digital communication. With online advertorials, videos and content hubs, we create high-attention environments for your content – from product launches to comprehensive brand presentations. This increases your visibility, strengthens your positioning and reaches the decision-makers of the commercial vehicle industry.

Online Advertorial



Combine an editorial look and feel with your clear brand message: an online advertorial gives you room to present products, solutions, projects or company expertise in detail and with professional context.

Embedded in the environment of our trade portal, your content reaches a relevant B2B target audience, creates attention and provides lasting visibility beyond the effect of a plain advert.



Online Advertorial	Format/px	Price
Image/Text Ad	Image 550 x 450, text max. 200 characters	850.– Euro

Content Hub



With an exclusive content hub on kfz-anzeiger.com, you give your topics a lasting home. Present your own content or let our editorial team create relevant articles for you – tailored individually to your company and your communication goals. This creates an attractive digital platform that showcases your expertise and reaches your target audience sustainably.



Content Hub	Price
Content created exclusively for you	on request
Content generated by you	on request

Video



Present products, technologies and corporate messages in an attention-grabbing way. A video makes complex content easy to grasp, shows applications in a practical way and makes brands more emotionally tangible. The format is ideal for product presentations, trade fair appearances, statements or behind-the-scenes insights, and creates additional reach through digital channels.



Video	Price
Placement of Supplied Videos: Minimum booking 10,000 impressions, runtime until delivery of the booked impressions (max. 6 weeks, not calendar-based)	CPM 65.– Euro
Video Production • Buyout for own use • Increased reach through placement on social media	on request on request on request

Your Contacts

Editorial



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Managing Director
Dr. Wieland Mänken

Technical Data

Printing and Binding Method

Offset printing, perfect binding

Data Transmission

Send via email to: anzeigendispo@maenken.com

(up to 12 MB) · FTP access on request. For questions: phone +49 22 03 35 84-0.

Data Formats

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

Image Formats

TIFF, EPS or JPG (CMYK, final resolution 300 dpi), line artwork at least 600 dpi. Open InDesign files by arrangement. The file must be print-ready: all fonts used must be embedded.

Colours

Printing inks (CMYK) to ISO 12647-2:2013; special colours are possible by arrangement.

Video

Technical requirements: format: MP4 (H.264) · resolution: min. 1280 × 720 px · length: up to 30 seconds · file size: max. 50 MB · delivery: at least 5 working days before the campaign start

Proof

Colour-accurate proof according to the “Medienstandard Druck” (bvdm).

General Terms and Conditions

As of: January 2026

1. An advertising order within the meaning of these general terms and conditions is a contract for the publication of one or more advertisements by an advertiser in the publication KFZanzeiger for the purpose of distribution.
2. In case of doubt, advertisements must be called off for publication within twelve months of the conclusion of the contract. If, under a framework agreement, the right to call off individual advertisements has been granted, the order must be completed within one year of the first advertisement's appearance.
3. Under framework agreements, the client is entitled to call off further advertisements beyond the quantity stated in the order within the agreed period, or the period stated in clause 2.
4. If an order is not fulfilled due to circumstances for which the contractor is not responsible, 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 volume actually taken up. This reimbursement does not apply if non-fulfilment is due to force majeure within the contractor's sphere of risk.
5. Orders for advertisements and inserts that, as instructed, are intended exclusively for publication in specific issues or in particular positions in KFZanzeiger must reach the contractor in good time, so that the client can be notified before the advertising deadline if the order cannot be carried out in this way.
6. Advertisements that, owing to their editorial design, are not recognisable as advertisements will be clearly marked as such by the contractor with the word „Anzeige“ (advertisement), in accordance with press law.
7. The contractor reserves the right to reject advertising orders, including individual call-offs under a framework agreement, as well as insert orders, or to withdraw from the contract, on the basis of content, origin or technical form, in accordance with the contractor's or publisher's uniform and objectively justified principles. This applies in particular, but not exclusively, where the content of the advertisement or insert breaches statutory or official regulations, or where its publication is unreasonable for the contractor or publisher. Insert orders are only binding on the contractor once a binding sample has been submitted and approved. Inserts that, by their form or content, create the impression of being part of KFZanzeiger, or that contain third-party advertisements, are generally not accepted. Any rejection will be communicated to the client without delay.
8. The client is responsible for the timely delivery of the advertisement text and of flawless print-ready artwork as a PDF file, or of the inserts. The contractor will request replacement artwork for print data that is recognisably unsuitable or damaged. The contractor accepts no liability for hidden defects.
9. The client is entitled to a reduction in payment, or to a flawless replacement advertisement, if their advertisement is printed illegibly, incorrectly or incompletely, in whole or in part – but only to the extent that the purpose of the advertisement was impaired. Complaints must be raised by the client within two weeks of receiving the invoice and proof copy.
10. A print proof (PDF) for approval is supplied only on express request. The client is responsible for checking the content and for giving final approval to print. If the client does not return the PDF by email within the deadline set, print approval is deemed to have been given.
11. Unless otherwise agreed, the actual printed size of the advertisement is used as the basis for calculation.
12. Payment terms: payment net, immediately upon receipt of invoice. For advance payments, the contractor grants a 2% discount for prompt payment. Payments are to be made to: Maenken Kommunikation GmbH, Von-der-Wettern-Straße 25, 51149 Köln
13. In the event of default in payment, and where there is justified doubt as to the client's creditworthiness, the contractor may, at its discretion, withdraw from the execution of current orders, or make the execution of current orders conditional on the settlement of outstanding invoice amounts and advance payment of amounts due, irrespective of any payment term originally agreed.
14. On request, the contractor will supply, together with the invoice, proof of publication in the form of a complete voucher copy.
15. The client shall bear the costs of typesetting, artwork, drawings, repros, image processing and PDF production, as well as the costs of any substantial changes to originally agreed designs that are requested by, or attributable to, the client.
16. Print artwork will be returned to the client only upon specific request. The obligation to retain it ends three months after the order has been completed.
17. Recognised advertising agents receive 15% agency commission on their orders. The basis for the commission is the net advertisement price, less any discount granted.
18. All orders are concluded exclusively subject to the foregoing general terms and conditions. Conflicting terms shall have no validity unless agreed in writing. Verbal agreements shall have no validity. All agreements require written form. In the event of non-appearance due to force majeure, the contractor accepts no obligation to fulfil orders or to pay damages. The place of performance and jurisdiction for both contracting parties is Cologne.