



crossmedia publishing

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www.ttwelt.de.

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The Annual Special Edition „Truck & Trailer Werkstatt“

Key Topics

Chassis: Axles, Brakes, Springs, Steering, Wheels + Tires, Filtration Technology

Vehicle Parts: OEM/OE, Original Equipment Manufacturers, Aftermarket, Online Portals, Catalogs

Construction and Setup: Workshops, Warehouses, Flooring, Gates, Shelving

Gas Stations: Planning and Construction, Gas Station Equipment

Occupational Safety: Workwear, PPE, First Aid, Fire Protection, Noise Protection, Respiratory Protection, Technical Inspection Agencies

Training Courses Offered by Workshop Partners: “Knowledge is Power!”

Painting Technology: Paints and Coatings, Paint and Drying Booths, Spray Guns

Workshop Trends 2027

Parts Distribution: Suppliers + Products Alignment

Straightening Technology: Solutions, Manufacturers, and Service Providers

Lifting Technology: Pit and Lifting Systems

Commercial Vehicle Wash Systems: Cleaning and Maintenance Products, High-Pressure Washers, Wash Cloths, Accessories, Wastewater Treatment, Oil Separation Technology

Publication Date: **17 July 27**
 Editorial and advertising deadlines: **30 June 27**
 Deadline for submission of print materials: **02 July 27**



Print + Digital

Truck & Trailer Werkstatt

The transport and logistics industry is one of the most systemically relevant sectors. Even those outside the industry have been aware of this since the coronavirus pandemic. This means that in order for pharmacy shelves, supermarkets or petrol stations to sell their important products, the trucks and trailers have to keep rolling - vehicle breakdowns and standstills can have devastating consequences. can have devastating consequences. Proper maintenance, servicing and repair of lorries and trailers is therefore essential. The professionals in the commercial vehicle workshops are responsible for this. With us, you will always be up to date on what is happening in the world of truck and trailer workshops and service companies. Or, in other words:

We offer you the 'whole world' of workshop professionals.

Print run
20,000 copies

Magazine format
210 mm wide x 280 mm high

Type area
210 mm wide x 280 mm high
Number of columns 4,
column width 42 mm
Number of columns 3,
column width 58 mm

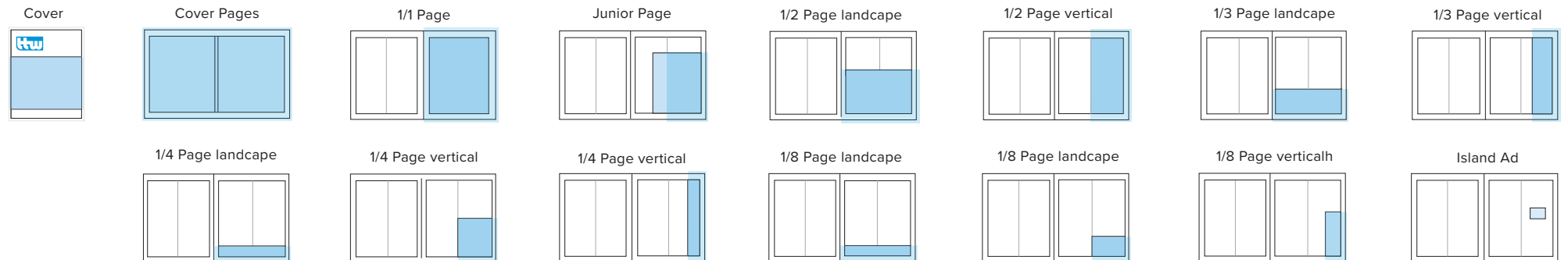
Painting scale/discounts
5 % as of 3 printings
10 % as of 6 printings
15 % as of 9 printings
20 % as of 12 printings

Quantity scale
5 % 2 pages
10 % 5 pages
15 % 8 pages
20 % 10 pages

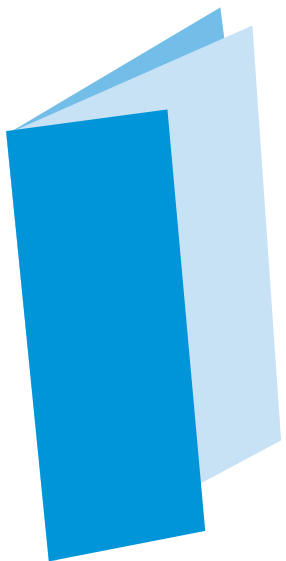
* Bleed size + 3 mm trim allowance

*** Address label placement:
40 mm from the bottom and
20 mm from the left,
Address label size:
85 x 50 mm (W x H)

AD TYPE	TYPE AREA MM	BLEED* MM
Front Page***		210 x 175
Coverpages		210 x 280
2/1 page	2 x 185 x 255	420 x 280
1/1 page	185 x 255	210 x 280
Junior page vertical	138 x 190	148 x 200
1/2 landscape	185 x 125	210 x 140
1/2 vertical	90 x 255	100 x 280
1/3 landscape	185 x 85	210 x 100
1/3 vertical	60 x 255	70 x 280
1/4 landscape	185 x 60	210 x 75
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
1/8 landscape	90 x 60	100 x 75
1/8 vertical	45 x 125	55 x 140
Island advert	58 x 30	



Special Advertising Formats for Front Pages



„Half Cover“

A magazine cover can be extended with flaps (also called “flaps”). To do this, a 4-page sheet is simply wrapped around the cover. The front flap has a front and a back, and the same applies to the back flap.

- Apron, front, outside: Editorial content
- Apron, front, inside: advertisement
- Back of the apron, exterior: advertisement, which can be integrated into the design of the advertising motif on the inside back cover
- Apron back, inside: Extension of the advertising motif on the 4th cover page or additional information

„French Cover“

Altar fold on the cover, with 4 extra half-pages. The advertising image is usually placed below the altar fold and covers the space of a double-page spread; from the outside, the magazine cover looks like editorial content. The effect is sensational, but the production costs are slightly higher.

- At first glance, the title seems perfectly normal.
- When the reader opens the magazine, they see that the inside front cover—usually an advertisement—can also be folded out.
- The advertiser can therefore present their advertising message on up to three pages, all printed on the cover's exceptionally high-quality paper.
- The advertisement benefits from the fact that, unlike a two-page spread inside the magazine, the image is displayed completely flat.
- The advertiser can feature a teaser image on the outside of the flap (ideal for a full-page gatefold, such as for new product launches) or a marketing/discount promotion.



More Infos:



Additional Extras (Price upon request)

- Full-page cover flap
- Back folder and gate folder
- Product sample/on-pack on the cover
- Magazine-to-magazine on the cover
- Sticker insert inside the magazine
- Scented varnish
- Thermal ink
- Scratch-off area
- Foil lamination
- Motif/perforation die-cutting
- Embossing on the cover
- Banderoles around the cover

Supplement

Insert: Loosely attached to the magazine.

Format: maximum size: 203 mm x 274 mm, thickness: max. 2 mm

Prices: €150 per 1,000 items, up to a total weight of 25 g. For every additional 10 g: €15 per 1,000 items, plus the applicable postage charges, (No discounts available; tiered pricing; please enquire regarding heavier inserts.)+

Postgebühren: €25 per 1,000 items, up to a total weight of 25 g. Minimum delivery quantity for a full insert: 20,000 copies (Partial inserts are possible.)

supplement: Permanently attached to the magazine. Format: 2-page spread, untrimmed, 206 mm x 286 mm €5,700 4-page spread, untrimmed, 406 mm x 286 mm €11,400

Multi-page inserts must be folded but delivered untrimmed.

Quantity to be supplied: 20,000 copies

Newsletter

FORMAT	PLACEMENT	FORMAT/PX
Banner	ttw-Newsletter	570 x 380
Advertorial + 1 Image	ttw-Newsletter	on request



Reach your target group with a weekly newsletter

Stay up to date with the latest news. Our weekly TTW newsletter keeps you informed about the latest news and hot topics from the transport and logistics industry. Exciting reports, in-depth vehicle tests and new model presentations, as well as comprehensive analyses from the world of truck, trailer, and body technology provide weekly insights behind the scenes of the European transport and commercial vehicle sector. Our TTW newsletter reaches decision-makers from freight forwarders, transport companies, and municipal utilities with their own fleets. In other words, it is the ideal platform for your advertising.



* The applicable VAT must be added to all prices.

Timescale

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

FORMAT	PLACEMENT	FORMAT/PX
Slider	Fix on start page not variable	1,120 x 400
Banner XXL	Start page and all subpages	1,120 x 400
Banner XL	Start page and all subpages	1,120 x 200
Banner L	Start page and all subpages	600 x 250
Banner M	Start page and all subpages	300 x 250
Banner S	Start page	300 x 100



The classic advertising banner in wide format:

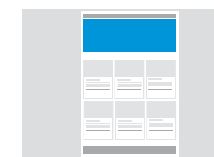
Your motif can be placed in many places on our website, both on the homepage and on the subpages. The slider format is fixed on the homepage.

Web Address (URL):

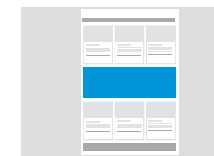
trucktrailerwerkstatt.de
ttwelt.de · truckandtrailerworld.de
trucktrailerwelt.de · trucktrailerwelt.com
trucktrailerworld.de · truckundtrailerwelt.de
truckundtrailerwelt.com

Brief description: Comprehensive daily update Internet offer with news, specialist articles, calendar of events, picture galleries and analyses on special topics from the transport industry

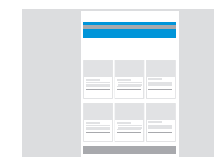
Data delivery: Three working days before placement to stephan.jansen@boenders-publishing.de as GIF (static or animated), JPG, 3rd party JavaScript redirect, HTML5 (only via redirect) with a maximum size of 150 KB (HTML5 subload up to max. 500 KB).



Slider



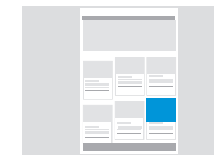
Banner XXL



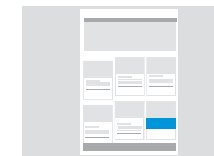
Banner XL



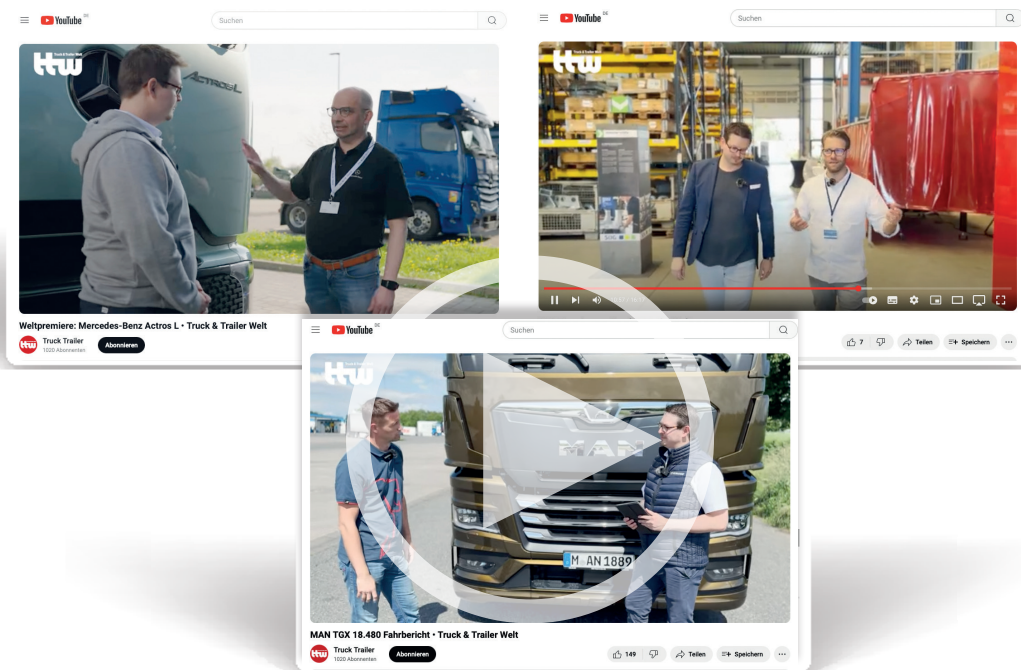
Banner L



Banner M



Banner S



Video

From driving reports and interviews to company presentations—our range of videos is wide and offers plenty of variety. Informative and exciting topics ensure growing subscriber numbers. One more reason to position yourself as a media partner with moving images.

Whether as a brief insert during the video or in the opening and/or closing credits, we also offer customized solutions for the right placement. Please feel free to contact us for more information.

If you would like us to produce your commercial or if you need a video advertorial for your company, product, or service, we will be happy to provide you with a quote.

Would you like a customized, cross-media offer?

We would be happy to advise you and develop a concept tailored to your needs.

Magazin App

Our magazine app is the perfect companion for on the go or for anyone who wants to go paperless. The archive of all issues of Truck & Trailer Welt, as well as special publications that can only be viewed in the app, make our magazine app so attractive. Additional advertising opportunities such as links from ads or banners within the app offer further added value.

Banner ad
2048 px x 600 px
per month



Link



Print + Digital

Advertorial **PRINT**

The content you provide will be edited and published. This ensures a high level of attention through an appealing editorial design and enables you to convey your communication message credibly. This approach offers an alternative to traditional advertising.

Text, images, and logo + “Advertisement” as a note

Advertorial **ONLINE**

The online advertorial will be published as an editorially formatted article interspersed among the latest news on the website www.ttwelt.de.

Standard Services:

- Lead image • Company logo • Headline: max. 70 characters • Teaser: max. 400 characters
- Article text: approx. 3,000 characters

Additional Services::

- A brief info box, e.g., about your company • Up to three highlight quotes • Links to websites or videos • Images with captions for decorative purposes or • A slideshow
- Please note: This article is marked as an advert!

4 weeks

Advertorial **NEWSLETTER**

The newsletter advertorial is published as an editorially prepared article amongst the latest news in the weekly newsletter of ‘Truck & Trailer Welt’.

Standard services:

- Lead image • Company logo • Headline: max. 70 characters • Teaser: max. 400 characters
- Article text: approx. 3,000 characters

Please note: This article is marked as an advert!

1 **PACKAGES PRINT-ADVERTORIAL**

A print advertorial is an editorial advertising format designed in the style of a feature article. It is intended to inform the reader while also promoting a product or service by blending in with the editorial content in terms of both appearance and content. Advertorials are always labeled as “advertisement”.

2 **PACKAGES ONLINE-ADVERTORIAL**

An online advertorial is designed to look like a regular online article. However, the advertiser has control over both the visuals and the content. Advertorials are always labeled as “advertisement”

3 **PACKAGES WEBSPECIAL**

A web special highlights products and services on a custom-designed website presented by “Truck & Trailer Welt.” The web special serves as a standalone format, presenting a featured topic in a fast-paced and eye-catching way, and is ideal for announcements and linking across all digital channels.

4 **PACKAGES WHITEPAPER**

A white paper presents valuable content in the form of a digital online publication. The PDF is available for download on the trade magazine's website and leverages the magazine's reach to attract potential customers.

Advertorial PACKAGES

1

PRINT-ADVERTORIAL	Crossmediaplus	Crossmediabasic
Publikation ttw Print	Double-page spread	Full page or half page
PDF for personal use Online PDF	PDF file	PDF file
Publication as an online advertorial	4 weeks	
Publication as Newsletter-Advertorial	4 weeks	2 weeks
4-page digital printing Special print run	1,500 copies	

2

ONLINE-ADVERTORIAL	Digitalplus	Digitalbasic
Online-Advertorial Startseite	4 weeks	1 weeks
Publication as an online advertorial	4 weeks	1 weeks
Social Media Placement and Posting	4 x	2 x
Social Media Advertising and Promotion		
Banner Placement XXL	4 weeks	2 weeks

Digital PACKAGES

3

PAKET-WEBSPECIAL	Specialplus	Specialbasic
Editorial Team: Text + Layout Home	✓	✓
Number of chapters/length	max. 8	max. 2
Duration	8 weeks	6 weeks
Newsletter Placement Banner	8 weeks	6 weeks
Social Media Placement Posting	4 x	2 x

4

PAKET-WHITEPAPER	Whitepaperplus	Whitepaperbasic
Specialized Editorial Team: Text + Layout Full Service	✓	Delivery from the customer
Duration Lead Generation	8 weeks	4 weeks
Newsletter Placement TextAd	8 weeks	4 weeks
Social Media-Placement Posting	4 x	2 x
Homepage Placement Banner	4 x	2 x



Sponsoring

Our test formats are very popular and well-regarded in the industry thanks to our extensive expertise. As a result, advertising in one of our formats is a lucrative opportunity. We therefore offer several options for advertising placement:

- Display of the sponsor's logo on all marketing materials, as well as a link to the sponsor
- Placement of the sponsor's logo during a video segment.
- Introduction of the sponsor during the opening remarks in a video segment.

We would also be happy to provide you with personalized advice and show you additional sponsorship opportunities.



Siegel

Our test formats are regularly verified with a seal. The participant is recognized and honored through this seal. Seals are often used, especially at trade shows or during presentations, to give the product even greater prestige. Seals also build trust with end consumers and enhance the value of a brand. We offer our cross-media seal marketing services for this purpose. We will create tailored package proposals upon request.





International Trailer Award

Trade publications from across Europe have joined forces to recognize the best innovations in the trailer industry across various categories. A wealth of expertise—such as that provided by “Truck & Trailer Welt”—ensures a fair and meaningful outcome. An awards ceremony will take place during the IAA Transportation in Hanover.



Test and Drive Report

The “Test & Drive Report” from Truck & Trailer Welt is a cross-media testing format for the industry’s latest trucks. Whether diesel trucks or electric trucks, the vehicles are tested under real-world conditions, evaluated, and covered in journalistic reports. The report is based on years of testing experience, in-depth industry knowledge, and direct comparisons of modern commercial vehicle technology in real-world use..



eTruck Tour Germany – Sommer- and Winter-Editions

The eTruck Tour Germany (ETG) brings electric mobility in the transportation sector directly to the road. In collaboration with manufacturers, partners, and industry experts, state-of-the-art electric trucks are tested and evaluated under real-world conditions. In addition to a summer edition, there is also a winter edition that demonstrates how electric commercial vehicles perform even in cold, snowy, and challenging weather conditions.



ttw-trailer-test

The TTW Trailer Test is Truck & Trailer Welt’s independent testing program for modern trailers and semi-trailers. Whether curtainsiders, refrigerated trailers, dump trucks, container chassis, or specialty vehicles—the industry’s latest models are tested and evaluated under real-world conditions. The focus is on cost-effectiveness, technology, safety, handling, and suitability for everyday use. In-depth analyses and many years of industry experience ensure objective results.



ETC – European Truck Challenge

The ETC is a renowned fuel economy test that invites the largest truck manufacturers to compete against one another. The winner of the ETC is the manufacturer whose vehicle consumes the least fuel during the challenge. The “ETC Drivers’ Choice” is an additional award presented by the test drivers. The evaluation form focuses on characteristics such as comfort, features, and design.



Leser-Award der „Truck & Trailer Welt“

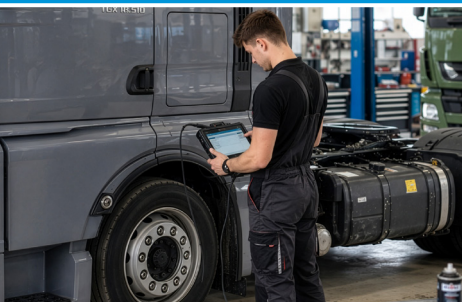
The TTW Award is determined by the expertise of our readers. In numerous categories, they select the best products, technologies, and innovations related to trucks, trailers, and transportation. This voting process makes the TTW Award a major accolade in the industry. The awards ceremony honoring the winners will take place at NUFAM 2027 in Karlsruhe.



SDG Driver Experience

The BDF Champions is a joint project between the editorial team of *Truck & Trailer Welt* and SDG Modultechnik GmbH of Bielefeld. As part of the SDG Driver Experience, professional drivers from the BDF intermodal transport sector compete against one another and demonstrate their skills on a challenging BDF course. Precision, speed, and vehicle control are key. The team with the best overall performance is crowned BDF Champion.





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ttwelt.de/technische-daten