



Media data **2027**

Price List No. 4 | valid from 1 September 2026





Bönders Publishing GmbH
Gahlingspfad 55
47803 Krefeld
info@boenders-publishing.de
www.boenders-publishing.de

Terms and Conditions:
You can find our Terms and Conditions at
www.ttwelt.de.

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

Terms of Payment: Payment within 10 days
Krefeld Municipal Court
HRB Nr. 19414 • Steuer-Nr. 117/5803/2375



Executive Management
Editorial Director
Sales Management

Philipp Bönders
Mobil +49 171 5511563
philipp.boenders@boenders-publishing.de



Graphic

Uta Schmidt
Mobil +49 176 36321394
uta.schmidt@boenders-publishing.de



Graphic

Eva Schüler
Mobil +49 176 36321394
eva.schueler@boenders-publishing.de



Executive Management
Media and Marketing Planning
Video Editing

Stephan Jansen
Mobil +49 170 3447309
stephan.jansen@boenders-publishing.de



Editorial Staff

Melanie Hackel-Detges
Mobil +49 176 36321394
melanie.hackel-detges@boenders-publishing.de



Sales

Ingo Hirsch
Mobil +49 152 27524992
ingo.hirsch@boenders-publishing.de



“The colour orange symbolises energy”

Today, “Trailer Welt” is an independent trade publication for the trailer and semi-trailer sector. For many of our readers, it has for years been a key source of information and a comprehensive guide to everything shaping the trailer industry. It provides information on new vehicles, technical developments, market trends, companies, components and solutions, thereby offering a comprehensive overview of an industry undergoing significant technological and economic change.

With the move to a new publisher and under its current name, a new chapter began for “Trailer Welt”. The editorial expertise built up over many years has been retained. On this basis, we were able to produce the first issue under new management in 2023, whilst maintaining the high standard of content that many readers have come to associate with the publication.

In terms of content, we continue to uphold high professional standards. ‘Trailer Welt’ is intended not only to showcase new products, but also to contextualise developments, explain technical concepts and provide as comprehensive an overview of the trailer market as possible. The range of topics extends from traditional semi-trailers and trailers, through refrigerated, tipper, container and specialised vehicles, to chassis, telematics, load securing, digitalisation and new transport concepts.

At the same time, the trailer industry is currently undergoing changes on a scale rarely seen before. Lightweight construction, efficiency, sustainability, electrification and digital connectivity are gaining in importance, as are new regulatory requirements and intelligent assistance systems. At the same time, demands on cost-effectiveness, payload and availability are increasing. We aim to keep pace with these developments through “Trailer Welt” and present them to our readers in a practical manner.

Visually, too, we have deliberately forged our own path with this relaunch. The colour orange gives *Trailer Welt* an unmistakable identity. It stands for energy, dynamism and a new beginning – and thus for much of what characterises today’s trailer industry. At the same time, it symbolises the energy that our editorial team pours into every issue: from research and discussions with manufacturers and users right through to the design of the finished magazine. From the very beginning, it was important to us to continue developing ‘Trailer Welt’ digitally as well. After all, news, product launches and company announcements do not only occur on the publication dates of a print magazine. That is why readers can find the latest news from the trailer and semi-trailer industry on our website in the dedicated ‘Trailer News’ section.

Print and online deliberately complement one another. Whilst the print edition of *Trailer Welt* provides space for background features, technical details, interviews, market overviews and in-depth reports, the online platform ensures that content remains up to date between issues. This creates a platform that offers both breaking news and in-depth information. *Trailer Welt* thus sees itself as an independent voice for the trailer industry. Our aim is to provide guidance, to explain technical and economic developments in an accessible way, and to highlight the companies, products and people who are shaping the transport of tomorrow.

**Publication date
17 December 2027**

The Trailer Compendium

The world of lorry bodies and trailer combinations offers a seemingly endless array of variants and different specification options. As a haulage contractor or fleet operator, it's easy to lose track of the big picture. To ensure that hauliers and fleet managers always know exactly which transport solution is best suited to which transport job, we have created our 'Trailer World' – the comprehensive guide for your next trailer purchase. But we're not just a purchasing advisor – we're THE definitive compendium on semi-trailers, trailers and bodywork. Whether it's silo semi-trailers, tankers, push-floor trailers or curtainsiders – in 'Trailer Welt', we provide comprehensive explanations, tips and information from the professionals on every common vehicle type.

Extensive tests, carried out every year by our technical editorial team, round off our portfolio – and make 'Trailer Welt' THE meeting place for the European transport and commercial vehicle industry.



Unser crossmediales Portfolio im Überblick:



Magazin



Website



Social-Media



Video-Content



Magazin-App



Podcast



Newsletter

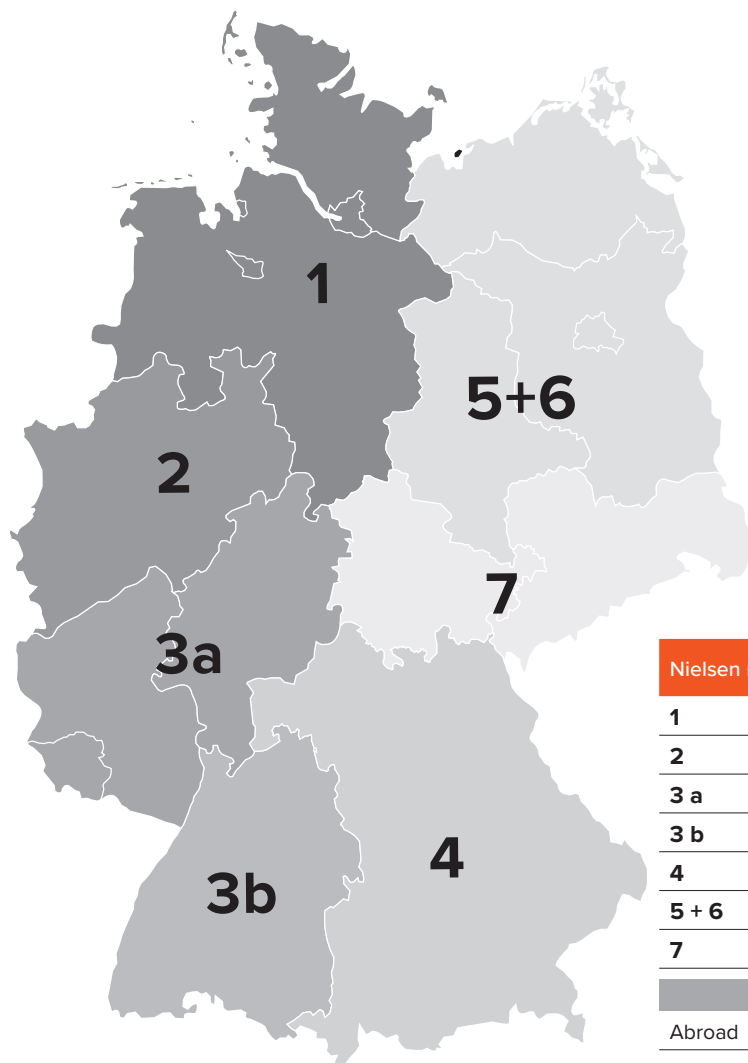


Testformats/Awards



Marketing

Breakdown of domestic circulation according to Nielsen regions



Nielsen region 1
Schleswig-Holstein, Hamburg,
Bremen, Lower Saxony

Nielsen region 2
Nordrhein-Westfalen

Nielsen region 3a
Hesse, Rhineland-Palatinate,
Saarland

Nielsen region 3b
Baden-Württemberg

Nielsen region 4
Bavaria

Nielsen region 5
Berlin

Nielsen region 6
Mecklenburg-Western Pomerania,
Brandenburg, Saxony-Anhalt

Nielsen region 7
Thuringia, Saxony

Nielsen region	Actual circulation Circulation (domestic) *	
1	2.367	11,84 %
2	6.501	32,51 %
3 a	2.936	14,68 %
3 b	1.974	9,87 %
4	3.626	18,13 %
5 + 6	1.006	5,03 %
7	1.590	7,95 %
Actual circulation (abroad) *		
Abroad	130	0,52 %
Domestic	19.870	99,48 %
Total	20.000	100,00 %

Target group by industry

INDUSTRY	SHARE*	COPIES*
Road haulage, freight forwarders, transport companies, fleet operators	39,98 %	7.995
Manufacturers of commercial vehicles their parts, bodies, trailers and superstructures Commercial vehicle manufacturers, suppliers	9,96 %	1.992
Shippers	6,28 %	1.255
Commercial vehicle workshops	6,13 %	1.225
Waste disposal companies	5,75 %	1.150
Commercial vehicle rental, leasing/ financing service provider	5,01 %	1.002
Municipal companies with their own vehicle fleet	4,97 %	995
Works transport with own commercial vehicles (long-distance company transport, local com- pany transport)	4,97 %	995
Commercial vehicle trade	3,9 1%	781
Heavy/special transportation companies	2,55 %	510
Assembly and industrial construction	2,48 %	496
Storage	2,4 %	480
Furniture removals	2,38 %	476
Deutsche Bahn/Deutsche Post vehicle fleets	1,33 %	266
Road construction and traffic engineers	1,16 %	231
Construction machinery manufacturer, construction machinery trade	0,76 %	151
total	100 %	20.000

* Own data collection

Association member

The co-operative member companies of the SVG Nordrhein (Straßenverkehrsgenossenschaft Nordrhein) receive a subscription to Truck & Trailer Welt (print and online) as part of their membership.

Topics/categories

Abskip loaders/roll-off tippers - floors - container chassis - curtainsiders - double-decker vehicles - chassis, beverage vehicles - timber transporters - inloaders - tippers/thermal skips - box vehicles - refrigerated vehicles - tarpaulin cover systems - stanchions - sliding roofs - special vehicles - moving floor vehicles, silo vehicles - systems for vehicle construction - tankers - telematics - low-loaders - swap systems - Components and units - Loading aids and load securing - Used vehicles - National and international vehicle construction - Regional vehicle construction and service companies.

Publication date:

17 December 2027

Advert deadline:

29 November 2027

Deadline for submission of print-ready files::

01 Dezember 2027



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

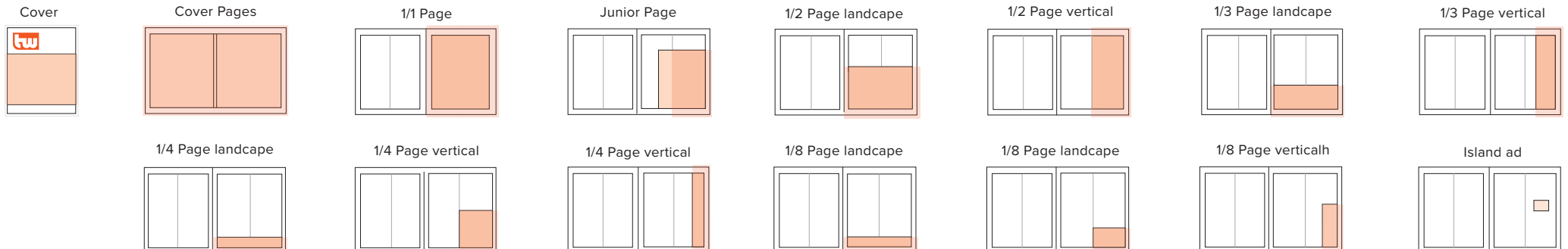
15 % 8 pages

20 % 10 pages

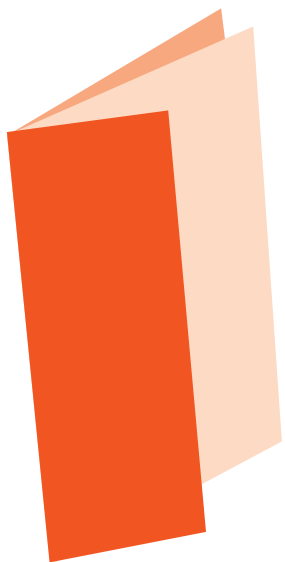
** Address label placement:
40 mm from the bottom and
20 mm from the left,
Address label size:
85 x 50 mm (W x H)

ADVERT FORMATS	TYPE AREA MM	CUT-OFF* MM
Coverpages**		210 x 280
2/1 Seite	2 x 185 x 255	420 x 280
1/1 Seite	185 x 255	210 x 280
Juniorpage	138 x 190	148 x 200
1/2 quer	185 x 125	210 x 140
1/2 hoch	90 x 255	100 x 280
1/3 quer	185 x 85	210 x 100
1/3 hoch	60 x 255	70 x 280
1/4 quer	185 x 60	210 x 75
1/4 hoch	90 x 125	100 x 140
1/4 hoch	45 x 255	55 x 280
1/8 quer	185 x 30	210 x 45
1/8 quer	90 x 60	100 x 75
1/8 hoch	45 x 125	55 x 140
Inselanzeige	58 x 30	

* Trim size + 3 mm bleed allowance



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 gate-fold, 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

AD TYPE	PLACEMENT	SIZE/PX
Banner	ttw-Newsletter	570 x 380
Advertorial + 1 Bild	ttw-Newsletter	on request



Reach your target group with a weekly newsletter

From now on you will always be up to date. With our weekly TTW newsletter we inform you about the latest news and hot topics from the transport and logistics industry. Exciting reports, in-depth vehicle tests and new vehicle presentations as well as comprehensive analyses from the world of truck, trailer and body technology provide insights behind the scenes of the European transport and commercial vehicle sector every week.

Our TTW newsletter reaches decision-makers from freight forwarders, transport companies as well as municipal operations with their own fleets. In other words - the ideal platform for your advertising.



Discount Relay

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

AD TYPE	PLACEMENT	SIZE/PX
Slider	Fix on Start pageNot variable	1.120 x 400
Banner XXL	Home page and all subpages	1.120 x 400
Banner XL	Home page and all subpages	1.120 x 200
Banner L	Home page and all subpages	600 x 250
Banner M	Home page and all subpages	300 x 250
Banner S	Home 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 front page and on the sub-pages. The slider format is fixed on the start page.

Web address (URL): trailerwelt-magazin.de
trailerwelt-magazin.com
trailerweltmagazin.de
trailerweltmagazin.com

Brief description: Extensive Internet offering updated daily with news, technical articles, calendar of events, image 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 max. size of 150 KB (HTML5 subload up to max. 500 KB).



Slider



Banner XXL



Banner XL



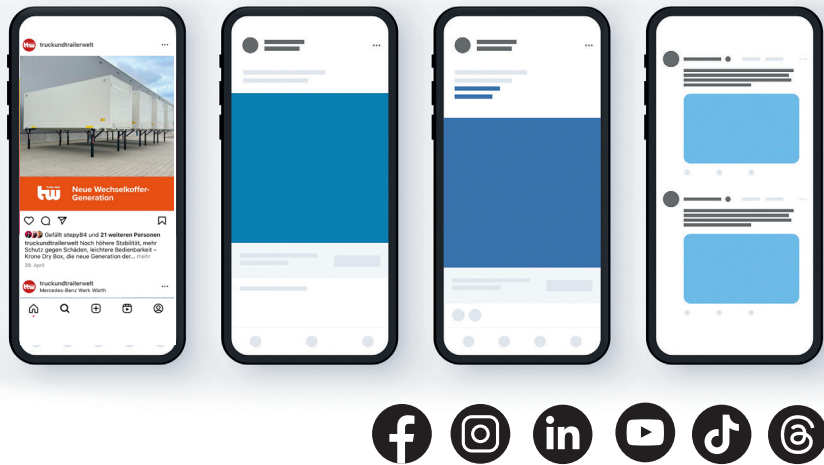
Banner L



Banner M



Banner S



Social media marketing

Use our social media channel for your advertising message and reach potential customers through us. Benefit from our followers and our reach. Use a sponsored post to promote your event, a competition, or your website, for example.

Sponsored Post (Facebook/Instagram/LinkedIn)

Image size: Facebook and LinkedIn: 1200 px x 630 ppx

Image size: Instagram: 1080 px x 1080 px

Desired text and hashtags per post

Social Media Package

Sponsored post for all channels



Podcast

Hardly any other industry is as dynamic as the commercial vehicle and transport industry. New regulations from Brussels, transport policy discussions in Berlin, new exhaust and emissions laws, and the topics of e-mobility and environmental protection are causing great uncertainty and a need for discussion among truck and trailer manufacturers as well as transport service providers and freight forwarders. The editorial team at Truck & Trailer Welt invites stakeholders and industry players from the European commercial vehicle industry to join our editor-in-chief and other renowned industry experts in discussing the issues that matter to people in the world of road freight transport. So, join us and stay in the conversation: you can book one or more podcast episodes on specially selected topics that we will develop together with you. Whether it's a relevant transport policy issue, the shortage of drivers, or the launch of a new truck or trailer, we are the right place for you to discuss these topics with industry specialists and reach the people who matter: those in the world of transport and commercial vehicles.

Prices on request



Digital Formats

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**

Das Newsletter-Advertorial wird als redaktionell aufbereiteter Artikel zwischen den aktuellen Nachrichten im wöchentlichen Newsletter der „Truck & Trailer Welt“ veröffentlicht.

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

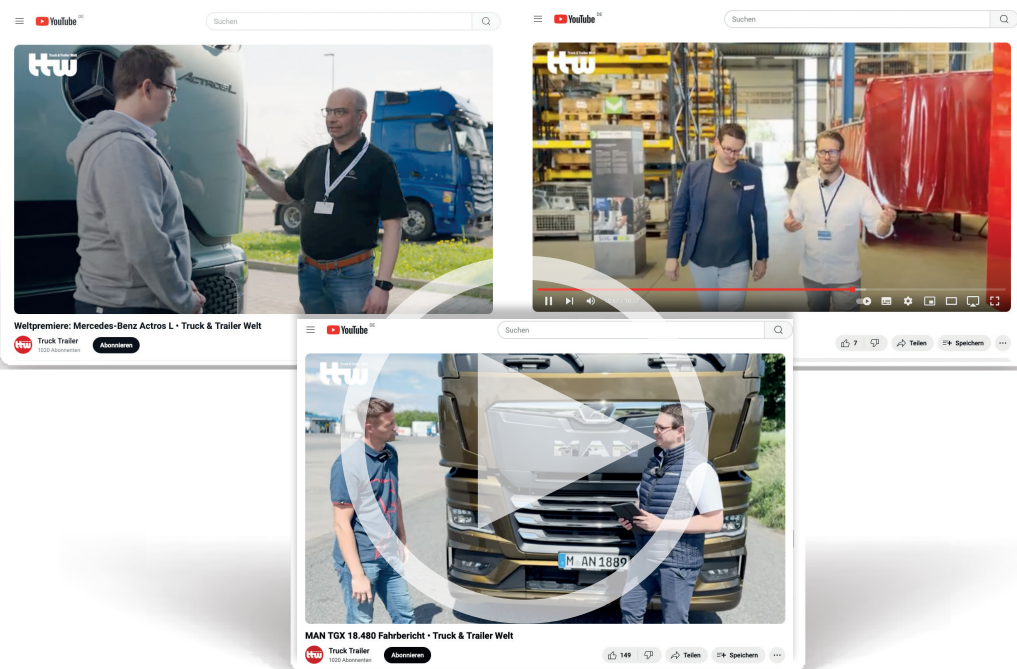
PAKET-WEBSPECIAL	Specialplus	Specialbasic
Editorial Team: Text + Layout Home	✓	✓
Number of chapters/length	max. 8	max. 2
Duration	8 weeks	6 weeks
Newsletter Placement Banner	8 weeks	6 weeks
Social Media Placement Posting	4 x	2 x

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

Digital Formats





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.

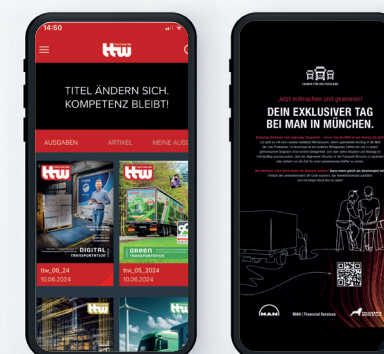
Would you like a customized, cross-media offer?

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





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.





bp Bönders Publishing GmbH

For the latest technical specifications, visit:
ttwelt.de/technische-daten

