Truck & Trailer Welt

crossmedia publishing

Media Data **2027**

Price List No. 5 | Effective January 1, 2027



Bönders Publishing GmbH
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www.boenders-publishing.de

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

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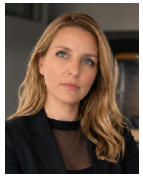
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Truck & Trailer Welt – The Trade Publication for the Commercial Vehicle Industry

Truck & Trailer Welt is one of the leading information media outlets for decision-makers, entrepreneurs, and professionals in the commercial vehicle, transportation, and logistics industries. With a strong presence in print, digital, social media, and live events, we create a cross-media environment where content, brands, and people come together effectively.

Our expert reports, market analyses, vehicle tests, industry news, and future-oriented topics reach our target audience through various channels and create numerous touch-points along the customer journey. This editorial reach is complemented by our own event formats, awards, networking events, and customized brand experiences. This results in communication solutions that go far beyond traditional advertising: Companies can present their products, services, and innovations in editorial contexts, extend them digitally, activate them via social media, and bring them to life in person at events..

Our target audience includes fleet managers, freight forwarders, transportation companies, repair shop operators, vehicle manufacturers, and service providers in the industry—people who make investment decisions and stay informed about new technologies, products, and market trends.

The media information provided here gives you an overview of our print and digital formats, social media opportunities, event offerings, sponsorship packages, and customized cross-media concepts..

Use Truck & Trailer Welt as a cross-media platform to raise your brand's visibility across all relevant channels, build your reach, and engage your target audience in a lasting way.

Print. Digital. Social. Live. – Communication that connects.

Short Facts

Cross-media brand communication with direct industry access

Truck & Trailer Welt connects decision-makers, manufacturers, service providers, and users in the commercial vehicle, transportation, and logistics industries through a powerful cross-media network. With our established trade magazine, digital platforms, social media, podcasts, newsletters, test formats, industry awards, and live events, we create a wide range of touchpoints throughout the entire customer journey—from initial awareness to in-depth information and personal interaction.

Our independent hands-on tests and exclusive comparison formats enable companies to showcase products, technologies, and innovations under real-world conditions and credibly demonstrate their performance. Our awards recognize outstanding innovations, achievements, and best practices, generating additional attention and visibility within the industry.

Our portfolio is complemented by our own events, networking initiatives, and customized brand activations. These bring market participants together in person, create opportunities for dialogue, and facilitate valuable business connections.

By intelligently integrating print, online, social media, audio, video, and live communication, we create tailored cross-media campaigns with high visibility and a lasting impact. As a result, Truck & Trailer Welt is far more than a traditional trade publication: it is a cross-media platform that informs, connects, engages, and brings brands to life within the industry.

An overview of our cross-media portfolio:



Magazin



Website



Social-Media



Video-Content



Magazin-App



Podcast



Newsletter



Test FormatsAwards



Marketing



Photo: Bönders Publishing

» The team led by Philipp Bönders demonstrates entrepreneurial spirit, commitment and in-depth industry knowledge with Truck & Trailer Welt. We would like to thank you for a great partnership and wish you continued success. «

Anna Stuhlmeier, Head of Marketing Communications and PR, Schmitz Cargobull



Photo: Bönders Publishing

»Truck & Trailer Welt is an asset to the commercial vehicle industry—especially to us in the trailer sector. Its coverage of relevant industry topics is prepared with passion and expertise. We are very pleased and grateful to have such a media partner at our side.«

Maximilian Franz, Vice President Marketing Communication Humbaur GmbH and Kögel Trailer GmbH



» As one of Europe's leading trailer manufacturers, we are especially pleased that a new trade magazine, Truck & Trailer Welt, is being published in Germany. It focuses in particular on trailer and body technology, bringing the trailer market into the spotlight. Extensive vehicle tests, reports and analyses of the vehicles on the road round out the magazine's coverage. Overall, Truck & Trailer Welt succeeds in portraying the trends and topics shaping every facet of the transport and commercial vehicle industry «

Simon Richenhagen, Head of Marketing KRONE Commercial Vehicle Group



Photo: MAN Truck & Bus

» Truck & Trailer Welt and our company have enjoyed a good and reliable working relationship for many years. We value the open exchange, journalistic integrity and close connection to the transport industry. Especially when dealing with complex topics related to commercial vehicles, transport and logistics, it is important to explain the connections in a clear and practical way. We regard the editorial team as a competent and fair partner. «

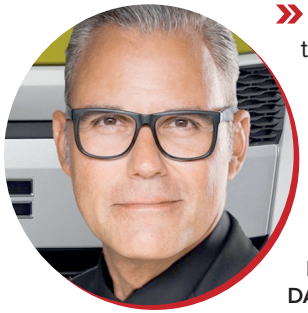
Miriam Schromm, Press Spokesperson, MAN Truck & Bus Germany

» Truck & Trailer Welt is an inspiring source of information about the world of commercial vehicles. With engaging articles, comprehensive vehicle reviews and up-to-date industry trends, it offers a unique platform for informing and connecting enthusiasts, professionals and companies alike. The magazine reflects the dynamism and innovation of the truck and trailer industry and invites readers to explore a world where performance, technology and design take centre stage.«



Photo: Scania

René Seckler, Presstest Manager and Brand Vehicle Manager, Scania Group



» For the German-language trade media and the transport industry, Truck & Trailer Welt is not only a monthly source of expert reporting. It is also an ideal complement to the media covering products across the entire truck-and-trailer combination. As a truck manufacturer, we are very pleased to see this and look forward to our partnership. «

Marc Deckenbrock, Public Relations Manager DAF Trucks Deutschland GmbH

Specials

Annual Issues and Specials

Truck & Trailer Werkstatt 2027
In July 2027, the second issue of *Truck & Trailer Werkstatt*—the comprehensive annual magazine for workshop professionals and service managers in the commercial vehicle industry—will be published. This special issue focuses on practical topics related to modern workshop operations and offers in-depth information on workshop equipment, occupational safety, replacement and wear parts, the parts trade, and training and continuing education opportunities. With technical articles, product updates, and expert insights, *Truck & Trailer Werkstatt* provides valuable guidance for day-to-day work in the service sector.

Trailer Welt 2028
In December 2027, *Trailer Welt* will be published for the third time. The compendium offers a comprehensive overview of the current trailer and semi-trailer market and is aimed at fleet operators, transportation companies, and decision-makers. From push-floor and silo semi-trailers to tankers and curtain-sided trailers, the various vehicle designs are presented and categorized in detail. “Trailer Welt” supports its readers in making investment decisions and serves as a reliable guide for new purchases and market comparisons. Previously published issues are available upon request in both print and digital formats.

Please note: Separate media specifications and price lists apply to our annual editions.



High-Profile Specials
Our Specials are much more than just traditional thematic focuses. Each Special is given its own distinct visual identity, complete with a custom logo and design, which makes it stand out clearly within the magazine. As a result, the content enjoys a particularly high level of visibility among readers. In addition, the Specials are published as standalone issues in our magazine app. This allows for direct access to the respective specialized topics and ensures additional reach within the relevant target audiences. To meet current market demands, the topics of our special features are reviewed and adjusted annually. As a result, the latest developments, trends, and high-demand industry topics are always at the center of our coverage.

ISSUE 01+02 • FEBRUARY



SPECIAL
Bau Transportation

The latest trends and innovations in the construction vehicle industry. Rugged trucks and trailers for tough jobs—and for the quarry.

ISSUE 03 • MARCH



SPECIAL
Cool Transportation

Everything related to temperature-controlled transportation and the technical equipment involved—from refrigeration units to tail lifts.

ISSUE 04 • APRIL



SPECIAL
Alternativ Tranportation

An exciting look into the future—from alternative powertrains and innovative prototypes to artificial intelligence in the commercial vehicle industry.

AUSGABE 05 • MAI



SPECIAL
Specialized Trucks

In our “Specialized Trucks” feature, we bring you the latest news from the world of specialty vehicle manufacturing for urban areas, construction sites, specialized applications, and more.

ISSUE 06 • JUNE



SPECIAL
BDF Transportation

The BDF industry continues to grow. More and more transportation service providers are turning to robust, efficient, and innovative swap systems. Our BDF Special provides a good overview of this trend.

SPECIAL EDITION • JULY



SPECIAL EDITION
Truck & Trailer Werkstatt

You'll find the latest trends in commercial vehicle repair shops in our special summer issue. It's just the thing for the repair shop pro.

ISSUE 07+08 • AUGUST



SPECIAL
Global Transportation

In our “Global Transportation” feature, we look beyond national borders and examine international markets, global trends, new technologies, and vehicles.

ISSUE 09 • SEPTEMBER



SPECIAL „NUFAM“
Main Issue for the Trade Show

In our main issue, you'll find out even before the show begins what commercial vehicle manufacturers will be presenting to the public at NUFAM 2027 in Karlsruhe.

ISSUE 10 • OCTOBER



SPECIAL „NUFAM“
Trade Show Recap

Our in-depth post-show report provides a comprehensive summary of all the highlights from NUFAM 2027 in Karlsruhe.

ISSUES 11+12 • NOVEMBER



SPECIAL
SMART & SAFE

AI and intelligent safety systems are fundamentally transforming road freight transport. We'll show how innovative technologies are helping to make transportation safer.

SPECIAL EDITION • DECEMBER



SONDERAUSGABE
Trailer Welt

The compendium provides a concise overview of the current trailer and semi-trailer market for decision-makers in the transportation industry.

Content

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline, PMD: Printing material deadline
The editorial staff reserves the right to change topics to ensure the content remains up-to-date.

NO.	DATES	TOPICS	SPECIALS	TRADE FAIRS
1-2	**PD:** 17.02.27 **DP/ED:** 29.01.27 **PMD:** 01.02.27	**SPECIAL Bau Transportation:** Heavy-duty construction vehicles (6x6, 8x4, 8x8), hydrostatic front-axle drives for construction vehicles, refrigerated trucks, dump trucks, low-bed trailers, overview of light- and medium-duty construction vehicles.	Bau Transportation	**Hyvolution Paris** Paris: January 19–21, 2027
03	**PD:** 17.03.27 **DP/ED:** 26.02.27 **PMD:** 01.03.27	**SPECIAL Cool Transportation:** Refrigerated trucks, refrigerated trailers, refrigeration units, accessories, telematics, tail lifts • Journal: Rental, Leasing, Financing, Insurance • Market Overview: Tarpaulin Systems, Covers, Curtainsiders, etc. • Test: Trucks/Trailers	Cool Transportation	**LogiMAT** Stuttgart March 16–18, 2027 **Flotte! Der Branchentreff** Düsseldorf: March 17–18, 2027
04	**PD:** 17.04.27 **DP/AD:** 31.03.27 **PMD:** 01.04.27	**SPECIAL Alternativ Transportation:** Alternative powertrains, hydrogen powertrains, fuel cell technology, components and concepts, LNG/CNG solutions. Vehicle aerodynamics, e-fuels, electric axles, electric trucks, electric trailers. Digital solutions in the logistics and transportation industry: software and hardware, telematics, connectivity, driver assistance systems, turn-assist systems • Market overview: tires, axles, brakes, and more • Test: trucks/trailers	Alternativ Transportation	**Commercial Vehicle Show** Birmingham: April 20–22, 20277 **transport logistic** Munich: April 26–29, 2027
05	**PD:** 19.05.27 **DP/ED:** 29.04.27 **PMD:** 30.04.27	**SPECIAL Specialized Trucks:** Spezial- und Sonderfahrzeugbau – Schubboden, Rettungs- und Katastrophenschutz-fahrzeuge, Schwerlast, Innen- und Schräglader, Abschlepp- und Bergefahrzeuge, individuelle Nutzfahrzeug-Aufbauten für Verteiler-, Entsorgungs- und Lieferverkehre, Müllsammelfahrzeuge usw. • Vorschau „IFBA“ • Test: LKW/Trailer	Specialized Trucks	**RETTmobil International** Fulda: May 12–14, 2027
06	**PD:** 17.06.27 **DP/ED:** 29.05.27 **PMD:** 01.06.27	**SPECIAL BDF Transportation:** Special-Purpose and Custom Vehicle Manufacturing – Moving-floor trucks, emergency and disaster response vehicles, heavy-duty trucks, front-loading and side-loading trucks, tow trucks and recovery vehicles, custom commercial vehicle bodies for distribution, waste management, and delivery services, garbage collection trucks, etc. • “IFBA” Preview • Test: Trucks/Trailers	BDF Transportation	**IFBA** Kassel: June 3–5, 2027 **demopark** Eisenach-Kindell: June 20–22, 2027
	PD: 17.07.27 **DP/ED:** 30.06.27 **PMD:** 02.07.27	Chassis • Construction and Setup • Occupational Safety • Training Programs Offered by Workshop Partners • Paint Technology • Workshop Trends 2027 • Parts Distribution • Straightening Technology • Lifting Technology • Vehicle Care and Commercial Vehicle Wash Systems.	Truck & Trailer Werkstatt	**Internationaler Shell ADAC Truck-Grand-Prix** Nürburgring: July 9–11, 2027
7-8	**PD:** 17.08.27 **DP/ED:** 28.07.27 **PMD:** 02.08.27	**SPECIAL Global Transportation:** I International transportation markets, urban and distribution logistics, logistics corridors and vehicles, cross-border road freight transport, overview of tolls and regulations in Europe, ports and ferry services, intermodal/combined transport, international fleets and service networks • Drivers and skilled workers in international transportation • Costs and TCO in a European comparison • Market overview: international transportation and logistics service providers • Test: Trucks/Trailers	Global Transportation	**CARAVAN SALON** Düsseldorf: August 27–September 5, 2027
09	**PD:** 17.09.27 **DP/ED:** 30.08.27 **PMD:** 01.09.27	**Main Trade Show Edition:** Trucks (new technologies, all models, clearly organized into heavy-, medium-, and light-duty trucks as well as construction trucks), Vans (innovations and market overview), Trailers · Semi-trailers · Bodywork (the comprehensive special feature, clearly organized by application) • Truck Loading Cranes · Tail Lifts (market overviews). Components · Equipment · Accessories (innovations, market overviews · ttw Award: Introduction of the winners).	NUFAM 2027 Main Issue	**IAA MOBILITY** Munich: September 7–12, 2027 **NUFAM** Karlsruhe: September 22–25, 2027
10	**PD:** 19.10.27 **DP/AE:** 29.09.27 **PMD:** 01.10.27	**Trade Show Recap:** That was NUFAM 2027. Our in-depth follow-up report on the trade show in Karlsruhe. Journal Tank and Silo Vehicles: Solutions for bitumen and asphalt transport, construction material transport, powdered and granular goods, chemicals, food, fuels, and hazardous materials • Test: Trucks/Trailers	NUFAM 2027 Review	**FLORIAN** Trade Show for Firefightersr Dresden: October 7–9, 2027 **A+A** Düsseldorf – October 19–22, 2027
11	**PD:** 17.11.27 **DP/ED:** 27.10.27 **PMD:** 29.10.27	**SPECIAL SMART & SAFE Transportation:** Driver assistance systems and automated driving, turn-assist and emergency braking systems, driver monitoring, camera and sensor systems, Connected Truck and telematics, cybersecurity, predictive maintenance, tire pressure and brake monitoring • Load securing, theft protection, and workplace safety • Winter tires, snow chains, and winter operations • Market overview: Safety, telematics, and driver assistance systems • Test: Truck/trailer	SMART & SAFE Transportation	**SOLUTRANS** Lyon: November 16–20, 2027
	PD: 17.12.27 **DP/ED:** 29.11.27 **PMD:** 01.12.27	Semi-trailers and trailers, curtain-sided trailers, refrigerated and box trucks, dump trucks, tanker and silo trucks, container chassis, low-loaders and swap bodies • Axles, brakes, tires, and chassis • Trailer telematics, aerodynamics, and fuel efficiency optimization • E-trailers and electrified axles • Load securing • Maintenance, repair, and replacement parts • Rental, leasing, and used trailers • Market overview: Trailer manufacturers and components	Trailer Welt	



Subscriptions

From the Starter Subscription to the Cossmedia Premium Subscription A wide range of subscription options – cross-media, flexible, and tailored to your needs as print and/or digital editions.You can find current prices and daily special offers onour website:
ttwelt.de/abonnement/

Starter Subscription: 3 month

All content, all magazines. Digital and print. Discover the whole world of commercial vehicles now. With the 3-month starter subscription.

Print: 3 month • 6 month • 12 month

Discover our print magazines “Truck & Trailer Welt” and “Trailer Welt”— with our print subscription.

Online: 3 month • 6 month • 12 month

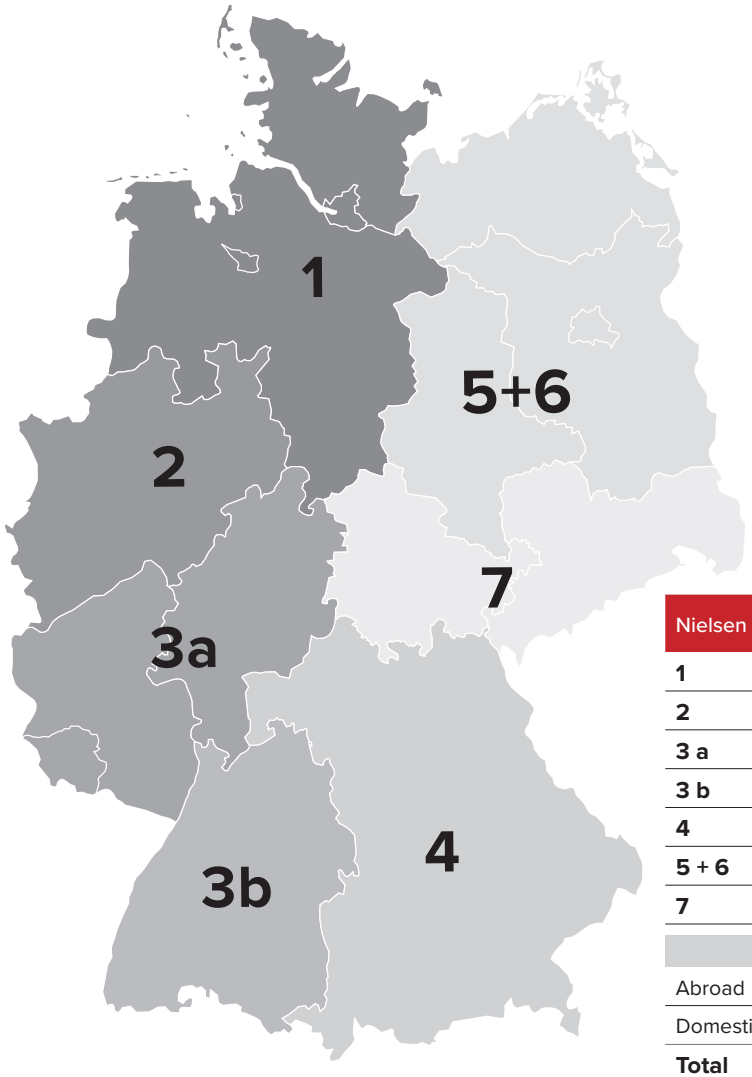
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Print

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 company 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.

Magazine formats

Frequency of publication
1 x monthly

Print run
20,000 copies

Magazine format
210 mm wide x 280 mm

Type area
185 mm wide, 255 mm high,
Number of columns 4, column width 42 mm
Number of columns 3, column width 58 mm

Printing and binding process
Printing and binding process
Contents: Web offset (Euroscale),
Cover: Sheet-fed offset (Euroscale)
Adhesive binding

Print colour
Euroscale
Minor tonal deviations are within the tolerance range of the offset printing process

Painting scale/discounts
5 % from 3 Placement
10 % from 6 Placement
15 % from 9 Placement
20 % from 2 Placement

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

* Bleed format + 3 mm Bleed allowance

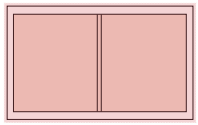
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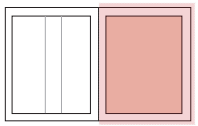
Formats classified and job advertisements

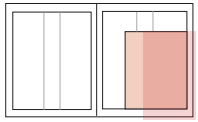
FORMAT	SIZE MM	SIZE MM	GSIZE MM
S	45 x 60		
M	45 x 90	90 x 45	
L	90 x 60	135 x 45	185 x 30

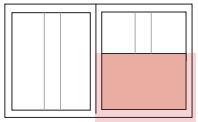
AD FORMATS	TYPE AREA MM	BLEED* MM
Front Page**		210 x 280
2/1 Page	2 x 185 x 255	420 x 280
1/1 Page	185 x 255	210 x 280
Juniorpage	138 x 190	148 x 200
1/2 landscape	185 x 125	210 x 140
1/2 vertical	90 x 255	100 x 280
1/3 landscape	185 x 85	210 x 100
1/3 vertical	60 x 255	70 x 280
1/4 landscape	185 x 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 Ad	58 x 30	

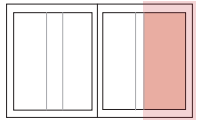

Cover

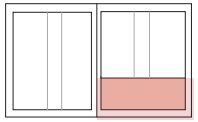

Cover pages

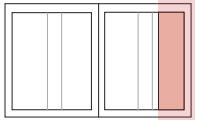

1/1 Page

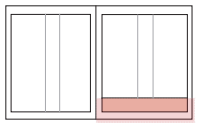

Juniorpage

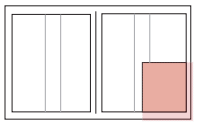

1/2 Seite landscape

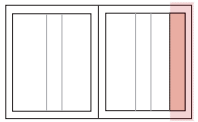

1/2 Seite vertical

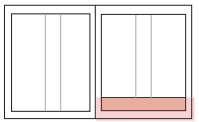

1/3 Seite landscape

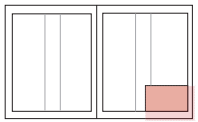

1/3 Seite vertical

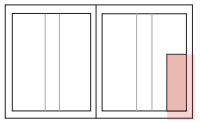

1/4 Seite landscape

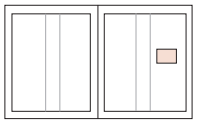

1/4 Seite vertical


1/4 Seite vertical


1/8 Seite landscape

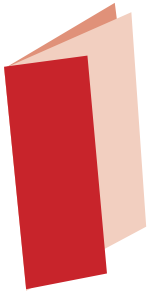

1/8 Seite landscape


1/8 Seite hvertical


Inselanzeige

Print

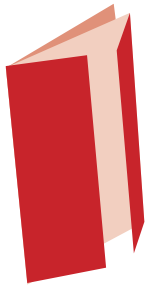
Special Advertising Formats for Front Pages



„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
- Apron back, exterior: advertisement; can be integrated into the design of the advertising motif on the 4th cover page
- Apron back, inside: Extension of the advertising motiv on the 4th cover page or additional information



„French Cover“ (For more information, visit: ttwelt.de/frenchcover)

A ltar 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, though 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 ad benefits from the fact that, unlike adouble-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, for example, fornew product launches) or a marketing/ discount promotion.

More Infos:

More Extras:

- Full-page cover flap
- Back folder and gate folder
- Product sample/on-pack on the cover
- Magazine-to-magazine on the cover
- Insert in the magazine
- Scented Paint
- Thermal ink
- Scratch-off area
- Film Laminations
- Pattern/Hole Punching
- Embossed designs on the cover
- Banderolen um den Titel

Marketing Campaigns

Throughout the year, we launch numerous marketing campaigns. These are often seasonal and tied to holidays, festivals, or other events. We’re also happy to provide our partners with a promotional platform from time to time. Collaborations on sweepstakes are also part of our marketing efforts. Please contact us if you’re interested..



Become an advertising partner in our 2027 ttw annual calendar! Take advantage of this opportunity to showcase your ad across a total of three different sizes and six attractive ad spaces. With the December issue of “Truck & Trailer Welt,” 20,000 calendars will be distributed as a supplement, specifically targeting decision-makers and experts in the freight forwarding, transportation, and logistics industries.

Secure your advertising space for a whole year—book by November 15, 2026!



Your Platform in the Commercial Vehicle Industry

With “Regional Commercial Vehicle Heroes,” Truck & Trailer Welt has created a format that specifically highlights regional dealers as well as service and repair shops. Showcase your company where your target audience is active—in the trade magazine, online, and on the relevant digital channels. Position yourself as a knowledgeable point of contact for service, sales, and electric mobility, and strengthen your brand’s long-term presence in the industry.



BASIS-PAKET – “Dealer Profile”
Perfect for building regional visibility

- 1 x 1/2-page retailer profile in the magazine (up to 3 photos)
- 1 x Online Advertorial

PREMIUM-PAKET –“Spotlight on Retailers”
For a strong brand presence and trust

- 1 x 1/1-page dealer profile in the magazine (max. 5 photos)
- 1 x Online-Advertorial
- 1 x Social Media Sponsored Post
- 1 x Newsletter-Banner

CROSSMEDIA PAKET – “Dealer Story”
Maximum Visibility & Sustainable Brand Building

- 1 x 2-page dealer profile in the magazine (max. 10 images)
- 1 x online advertorial
- 3 x sponsored social media posts + ads
- 3 x newsletter banners

OPTIONEN PAKET – „Dealer Special“
Cross-media expansion for even greater reach

- 1 Podcast (Aufnahme und Veröffentlichung)
- 1 cover page (limited availability)

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.t.

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:**

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 PACKAGESWHITEPAPER

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


Truck & Trailer Welt
News Welt
Test Welt
Events
Magazin
Service
Awards
Mediathek
Verlag
Cookies und Datenschutz
Truck Welt
Themen, Trends und Technik rund um die ziehenden Einheiten.
Hier klicken
Trailer Welt
Die Welt der LKW-Aufbauten und Anhänger-Fahrzeuge.
Hier klicken
Trucker:in Welt
Das News-Portal für Fahrer(innen).
Hier klicken
Werkstatt Welt
Die ganze Welt der Nutzfahrzeug-Werkstatt.
DE



Banner XXL



Banner XL



Banner L



Banner M



Banner S

Banner formats

AD TYPE	PLACEMENT	SIZE/PX
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): **ttwelt.de**
truckandtrailerworld.de
trucktrailerwelt.de
trucktrailerwelt.com
trucktrailerworld.de
truckundtrailerwelt.de
truckundtrailerwelt.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 publication at stephan.jansen@boenders-publishing.de as GIF (static or animated), JPG, third-party JavaScript redirect, HTML5 (only via redirect) with a maximum size of 150 KB (HTML5 subload up to a maximum of 500 KB).

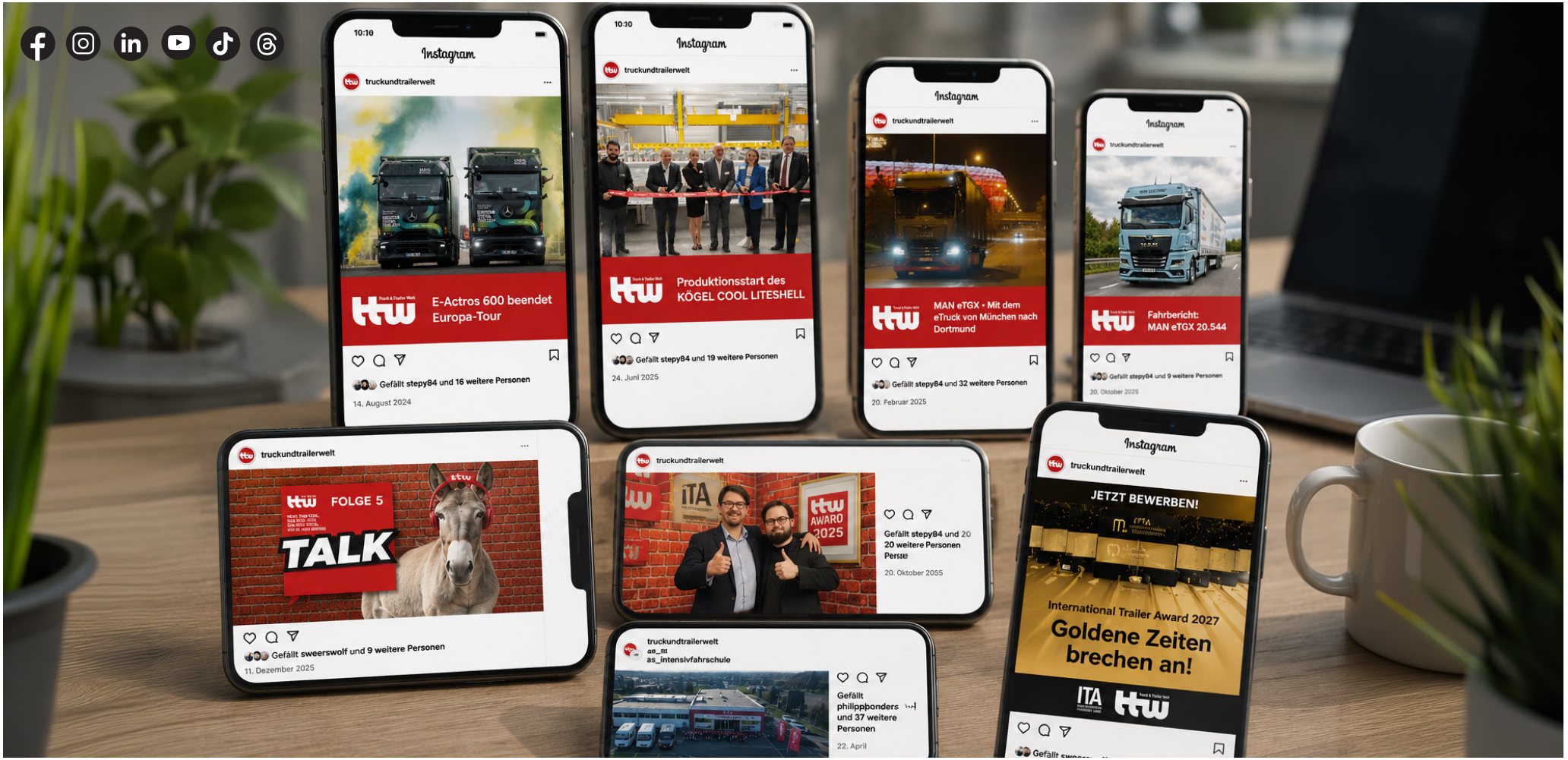
Newsletter-Banner

Reach your target audience with a weekly newsletter

Starting now, you'll always stay up to date. With our weekly TTW newsletter, we'll keep you informed about the latest news and hot topics from the transportation and logistics industry. Exciting reports, in-depth vehicle tests and new product launches, as well as comprehensive analyses from the world of truck, trailer, and body technology, provide weekly behind-the-scenes insights into the European transportation and commercial vehicle sector. Our TTW newsletter reaches decision-makers at freight forwarders, transportation companies, and municipal utilities with their own fleets. In other words—the ideal platform for your advertising.

Format: 570 x 380 px

Digital



Social Media Marketing

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

Sponsored Post (Facebook/Instagram/LinkedIn)

Image size: Facebook and LinkedIn: 1200 px x 630 px • Image size: Instagram: 1080 px x 1080 px
Custom text and hashtags per post

Social-Media Paket
Sponsored Post for All Channels

Podcast

Hardly any other industry is undergoing as much change as the commercial vehicle and transportation sector. New regulations from Brussels, discussions on transportation policy in Berlin, new laws on exhaust and emissions, as well as the topics of e-mobility and environmental protection are causing significant uncertainty and sparking much discussion among truck and trailer manufacturers, as well as transportation service providers and freight forwarders. The editorial team at “Truck & Trailer Welt” invites stakeholders and industry players from the European commercial vehicle sector to join our editor-in-chief and other renowned industry experts in discussing the topics that matter most to those in the world of freight transport. So, join us—stay in the conversation: With us, you can book one or even several podcast episodes on specially selected topics that we’ll develop together with you. Whether it’s a relevant transportation policy issue, the driver shortage, or the launch of a new truck or trailer—you’ve come to the right place to discuss these topics with industry specialists and reach the people who matter most: those in the world of transportation and commercial vehicles.

PODCAST FORMAT	DESCRIPTION
	Per episode
Starter-Roll	Placement in 1/3 max. 30 seconds
Middle-Roll	Placement in 2/3 max. 30 seconds
End-Roll	Placement in 3/3 max. 30 seconds
	Per month
Starter-Roll	Placement in 1/3 max. 30 seconds
Middle-Roll	Placement in 2/3 max. 30 seconds
End-Roll	Placement in 3/3 max. 30 seconds

* All prices are subject to applicable VAT.







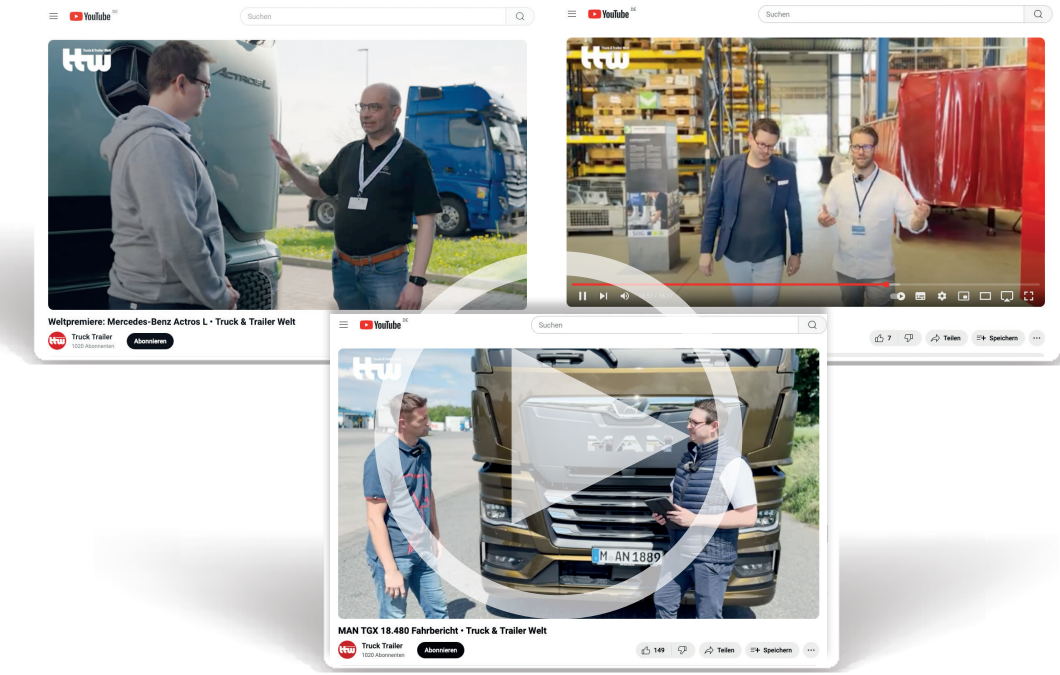


Digital









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.t.

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



Link



Events



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 asa 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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