

# TRAKTUELL

THE MAGAZINE FOR THE TRANSPORT INDUSTRY

## MEDIA DATA 2024

### Dear advertiser,

The environment of our readers is changing at a rapid pace. What remains is the need for independent, well-founded information based on broad expertise. Around 12,000 subscribers to the print edition, numerous subscribers to our digital products, a steadily increasing number of users of our website and thousands of participants in our event series rely on the well-told, critically researched and profoundly classified information that they obtain from the many platforms of [traktuell.at](https://www.traktuell.at).

We understand decision-makers. TRAKTUELL presents itself as Austria's independent trade magazine for transport and traffic. The comprehensive reporting on commercial vehicle technology, fleet management and transport policy characterises this medium. It addresses decision-makers and investment managers in the fields of commercial passenger and goods transport, works and construction transport as well as logistics - without wastage. Our readership also includes municipalities and communities, road maintenance services, public authorities and blue-light organisations.

The trade magazine TRAKTUELL is the official organ of the international trade magazine jury "Van of the Year" and "Pick-Up Award" in Austria. TRAKTUELL is a member of Arge LogCom, which promotes image and safety in transport.

See you soon

Karin Tober (Editor-in-Chief & Media Consultant)

Andreas Übelbacher (Advertising Manager Aftersales)

### About the magazine

EDITION: 12,000 pieces/6 times a year

PUBLISHED SINCE: 1992, currently in its 32nd year



[www.traktuell.at](https://www.traktuell.at)

## CONTACTS

Have you got a taste for it, then get in touch!



**Andreas Übelbacher**  
Advertising Manager Aftersales  
Tel. +43-1-40410-169  
[andreas.uebelbacher@industriemedien.at](mailto:andreas.uebelbacher@industriemedien.at)



**Karin Tober, Mag.**  
Editor-in-Chief, Media Consultant  
Tel. +43-1-40410-159  
[karin.tober@industriemedien.at](mailto:karin.tober@industriemedien.at)

**WEKA Industry Media GmbH**  
Dresdner Strasse 43, 1200 Vienna  
Phone: +43-1-40410  
[www.traktuell.at](https://www.traktuell.at)  
[www.industriemedien.at](https://www.industriemedien.at)  
UID: ATU72312035  
Vienna Commercial Court, FN 360567 x Erste Bank,  
IBAN AT58 2011 1837 5737 8700, BIC GIBAATWWXXX

## READER DEMOGRAPHICS

Current figures around the magazine



# 150.000

Page views per year  
(60% Desktop, 40% Mobile)\*\*\*



## 360° COMMUNICATION

In order to disseminate your content in analogue as well as digital form in a target group-specific way, we design and produce content according to the "360° communication method". Thus, an article - online as well as in the print magazine - is not only published as text, but also highlighted in the form of TV news, videos and podcast episodes.

On our magazine platform, your content can be found in multiple and multimedia formats. But that's not all! We also offer your content pieces in the form of posts, reels and stories on our social media channels.

Thinking about content holistically and distributing it via multimedia



### 1. print

Example: Abridged version of an interview with a CEO/GF in the magazine (video is recorded in parallel or extra).



### 2. online

Full version of the interview in the online article, plus link to the podcast on Multimedia Stage, where the full-length video is embedded.



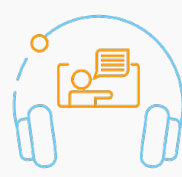
### 3. TV News / Video

Video excerpt as a feature in the TV news or as a stand-alone video on the Multimedia Stage with intro/outro.



### 4. social media

The video is posted as a snippet (max. 60 s) on the magazine's social media channels (LinkedIn, Facebook or Instagram). Depending on the target group, stories, reels or collab postings are also possible.



### 5. podcast

The audio track is edited as a podcast and provided with a professional jingle and recorded intro and published on the magazine platform.



### 6. events

Live is live and this is more true than ever. Meet experts, industry colleagues and future customers at our top-class congresses, conferences and round table discussions. Target group specific and very close!

# OUR PRINT OFFERS

Feel free to talk to us about industrial, because we understand what moves the industry and what information is relevant for its development. This is how we ensure intensive reading experiences in the field of manufacturing industry.

- With us, you reach your target group with pinpoint accuracy.
- Our content is precisely aligned with the interests of the decision-makers.
- Specialist journalists guarantee the decisive added value for your entrepreneurial success.



## Print topics

You will find these topics as standard in all our print editions.

Additional topics are shown below in the respective months.

★  
Industry news

★  
Zero Emission - Green Deal in Cooperation with the BVL

★  
Alternative drives for commercial vehicles

★  
Vehicles (truck, bus, van)

★  
Vehicle construction and charging technology

★  
Fleet management / vehicle rental / telematics

★  
Tyres & Wheels

★  
Workshop & Spare Parts

★  
Charging solutions for e-commercial vehicles

01/2024	02/2024	03/2024
AS: 13.02. // ET: 05.03.	AS: 27.03. // ET: 16.04.	AS: 21.05. // ET: 12.06.
<b>HEAVY POINTS</b> New mobility concepts Tyres Workshop & Spare Parts	<b>HEAVY POINTS</b> Fuel/charging cards & charging apps Fleet Management: Digitalisation & Telematics Refrigeration logistics Safety in traffic	<b>HEAVY POINTS</b> Preliminary Report Automechanika Top 3 in charging management" award Tyres special Workshop & Spare Parts Lubricants Car Wash & Care
04/2024	05/2024	06/2024
AS: 12.08. // ET: 02.09.	AS: 04.10. // ET: 24.10.	AS: 27.11. // ET: 18.12.
<b>HEAVY POINTS</b> Preliminary Report Automechanika & IAA & KLS Fachtage Fair Wieselburg Road maintenance and municipal vehicles Refrigeration logistics Tyres	<b>HEAVY POINTS</b> IAA After Report Follow-up report KLS Fachtage Messe Wieselburg Load securing & accessories Fuel/charging cards & charging apps	<b>HEAVY POINTS</b> AutoZim preview Start "Election to the Top 3 in Charging Management Workshop & Spare Parts Fleet Management - Digitalisation & Telematics



**Karin Tober, Mag.**  
 Editor-in-Chief, Media Consultant  
 Tel. +43-1-40410-159  
[k.tober@traktuell.at](mailto:k.tober@traktuell.at)

## PRICES AND FORMATS

 <p><b>2/1</b></p> <p>Type area 385 x 253 mm</p> <p>Falling 420 x 280 mm*</p> <p>€ 9.900,-</p>	 <p><b>Cover</b></p> <p>Type area 210 x 216 mm</p> <p>€ 6.990,-</p>	 <p><b>1/1</b></p> <p>Type area 185 x 260 mm</p> <p>Falling 210 x 297 mm *</p> <p>€ 5.890,-</p>	 <p><b>Junior</b></p> <p>Type area 137 x 190 mm</p> <p>Falling 152 x 210 mm*</p> <p>€ 5.555,-</p>
 <p><b>1/2 high</b></p> <p>Type area 90 x 260 mm</p> <p>Falling 105 x 297 mm*</p> <p>€ 3.975,-</p>	 <p><b>1/2 across</b></p> <p>Type area 185 x 125 mm</p> <p>Falling 210 x 143 mm*</p> <p>€ 3.975,-</p>	 <p><b>1/3 high</b></p> <p>Type area 59 x 260 mm</p> <p>Falling 74 x 297 mm *</p> <p>€ 3.245,-</p>	 <p><b>1/3 across</b></p> <p>Type area 185 x 82 mm</p> <p>Falling 210 x 99 mm*</p> <p>€ 3.245,-</p>
 <p><b>1/4 high</b></p> <p>Type area 90 x 125 mm</p> <p>Falling 105 x 143 mm*</p> <p>€ 2.320,-</p>	 <p><b>1/4 across</b></p> <p>Type area 185 x 60 mm</p> <p>Falling 210 x 74 mm*</p> <p>€ 2.320,-</p>	 <p><b>1/8 high</b></p> <p>Type area 90 x 60 mm</p> <p>€ 1.155,-</p>	 <p><b>1/8 across</b></p> <p>Type area 185 x 30 mm</p> <p>€ 1.155,-</p>

All formats: Width x height

\* Falling formats require an overfiller of 3 mm on all sides.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-mail: [service@transportguide.de](mailto:service@transportguide.de)

Prices excl. & 5% Advertising tax

Placement U4:

€ 6.400,-

Placement U2 + U3:

€ 5.990,-

### Advertorials


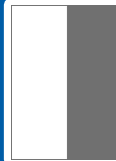

#### Inserts per 1.000 piece

per 1,000 piece  
up to 10 g € 396,-  
up to 20 g € 412,50  
up to 30 g € 451,-  
up to 40 g € 473,-

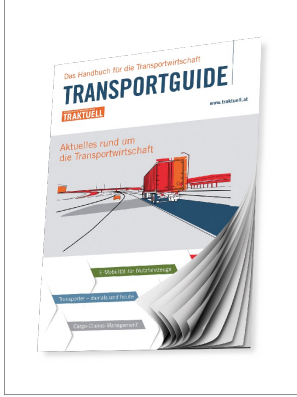
#### Bound inserts per 1.000 piece

per 1,000 piece  
up to 10 g € 460  
up to 20 g € 563,50  
up to 30 g € 667,-  
up to 40 g € 759

For inserts of less than 10,000 copies, a one-off lump sum of €500,- charged.

 <p><b>1/1</b></p> <p>approx. 3,000 characters + images</p>	 <p><b>1/2</b></p> <p>approx. 1,500 characters + images</p>	 <p><b>1/3</b></p> <p>approx. 1,000 characters + images</p>
--	--	--

## SPECIAL ISSUE: TRANSPORT GUIDE



**TRANSPORT GUIDE 2025**

The handbook for the transport industry

The Transport Guide 2025 is your constant companion in the field as a competent advisor and comprehensive Reference book for transport companies, Works transport, fleet operators, haulage companies, Authorities and CEP services.

**Circulation: 19,600 copies**

AS: 11.11.2024  
ET: 17.12.2024

Prices & Formats

1/1 page € 5.890.00  
1/2 page € 3.975,-  
1/3 page € 3.245,-  
1/4 page € 2.320,-  
1/8 page € 1.155,-  
1 page company portrait € 2.300,-  
Online portrait for one year € 1.500,-

## OUR ONLINE OFFERS

Sometimes you can't reach your communication target with online display advertising alone. For such cases, we have a variety of digital solutions for your content marketing.

- Your content can unfold its full impact and fits your audience in a targeted way.
- We never think in just one direction, but have 360° solutions ready for you.
- Present your know-how and we will deliver interested decision-makers on our platforms.

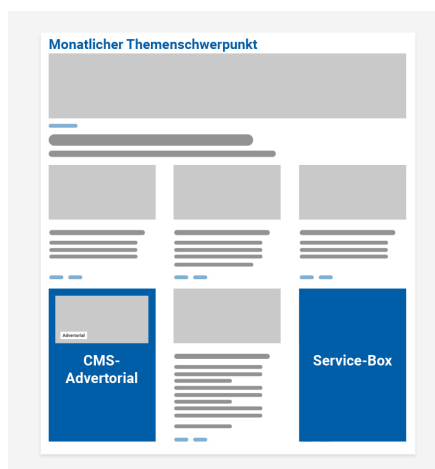


## ONLINE FOCUS

Give your content the stage it deserves!

### What benefit do you have?

- We are driving the digitalisation of content: every month, a topical thematic focus offers 360° information on what is currently moving the industry.
- Reports, interviews, professional articles, commentaries, videos and product information offer everything that professionals need to know about it. A newsletter summarises the findings and brings them together to the readers.
- Your advertisement will be featured in its own themed stage on our website. Thus, the visibility of your product or content is guaranteed and you appear in focal points that are important for you.
- Your advertising is embedded in this SEO-optimised environment on the theme-exclusive online stage. This guarantees the visibility of your message in the appropriate thematic focus.



### □ Online Advertorial

#### Technical data:

- 200 displayed characters\* (headline, heading + text)
- at least 1 picture in landscape format (16:9)
- Text for the creation of an article

#### Price on demand

\* The 200 characters refer to the text displayed on the homepage. This is identical to the first 200 characters of the advertorial text.

### □ Service Box

#### Technical data:

- 1 picture in landscape format (16:9)
- Title (max. 20 characters)
- Text (max. 140 characters)
- Button text (max. 15 characters)
- URL for Call-to-Action Button

#### Price on demand

### □ Advertorial + Service Box

Can also be booked together to be the sole advertiser for a month!

## Monthly online thematic focal points

These topics will be played out as an online focus on TRAKTUELL.AT in the following months.



**01 MARCH**

**Vehicle construction**

Trailer/semitrailer & refrigerated transport



**02 MAY**

**Fleet-management**

Vehicle Hire, Digitalisation & Telematics



**03 JUNE**

**Workshop, Tyres & Spare Parts**



**04 SEPTEMBER**

**Charging and energy management**



**05 NOVEMBER**

**Light Commercial vehicles**

## ONLINE BANNER

Display advertising for more attention

### 1 IAB Billboard

Price: monthly € 1.990,-  
€ 320,- CPM  
Format: 970 x 250 px

Playout on:  
Home page, subpages, article pages

### 2 Wallpaper

Price: monthly € 2.160,-  
€ 360,- CPM  
Format: Leaderboard + Wide Skyscraper

Playout on:  
Home page, subpages, article pages

### 3 IAB Wide Skyscraper

Price: monthly € 1.560,-  
€ 260,- CPM  
Format: 160 x 600 px

Playout on:  
Home page, subpages, article pages

### 4 Sidebar

Price: monthly € 1.800,-  
€ 300,- CPM  
Format: dynamic, sticky

Playout on:  
Home page, subpages, article pages,  
+ Mobile

### 5 IAB Leaderboard

Price: monthly € 1.620,-  
€ 270,- CPM  
Format: 970 x 90 px

Playout on:  
Home page, subpages, article pages

### 6 Online advertorials

The ideal tool to increase your reach and visibility

#### Home Page Advertorial

Your text is visible as an advertorial on the homepage and is linked to a sub-page or to your page, as desired.

Requirements:

- 1 picture in 16:9 ratio
- Title: approx. 50 characters
- Teaser text: 180 characters
- + URL or, if applicable, material for the creation of a sub-page.

Price per week: € 1.200,-

Playout on:  
Home + Mobile

### 7 HalfPage AD

Price: monthly € 2.160,-  
€ 360,- CPM  
Format: 300 x 600 px

Playout on:  
Home, subpages + mobile

### 8 IAB Medium Rectangle

Price: monthly € 1.380,-  
€ 230,- CPM  
Format: 300 x 250 px

Playout on:  
Home, subpages + mobile  
Note: partially also on article pages under "Further interesting articles".

### 9 CMS-Advertorial

see [online focus](#)

Playout on:  
Home + Mobile



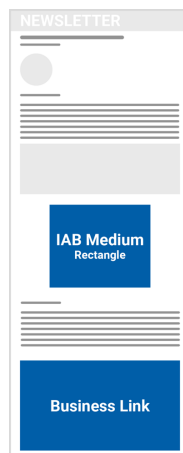
## NEWSLETTER

Your message directly into the mailbox of the target group

### Weekly Briefing

Frequency: 1x per week

Topics: Latest news for the transport industry.



### Technical data

IAB Medium Rectangle:  
300 x 250 px + target link  
€ 480,-

### Business Link:

Image in landscape format 4:3 (e.g. 800 x 600 px)  
Title and teaser text (max. 300 characters) + target link  
€ 480,-

**TOP Banner - Your newsletter advertising for a full 3 months for only €2.990,-.**

# DIGITAL PRODUCTS

Digital solutions for your effective marketing

## THEMATIC FOCUS - CONTENT HUB



### Win the topic leadership!

Reach your target group precisely on our online channels and on all search engines.

We editorially create 6 content pieces\* on a relevant topic of your choice. These are placed online for 12 months on one of our 12 magazine home pages (depending on the topic), all texts are optimised for search engines and tagged with keywords so that your topic also receives additional high Google relevance through the power of our performance.

In addition, a service box with CTA complements this thematic focus. This service box leads directly to your website. *Tip: Collect leads there with an appealing service (whitepaper, event, webinar, Q&A or similar).*

Newsletter integration: Each of the 6 articles is published 1x in the corresponding magazine newsletter, thus 6 additional touchpoints for image cultivation, topic lead generation.

### Costs

#### BASIC PACKAGE

Home page placement  
6 editorially written articles incl. SEO optimisation & teaser texts  
1 service box with CTA on the homepage

Costs: 1 year = € 10,000  
Shorter periods on request.

## MONTHLY ONLINE FOCUS



### We are driving the digitalisation of content:

Every month, a topical thematic focus offers 360° information on what is currently moving the industry.

Reports, interviews, professional articles, commentaries, videos and product information offer everything that professionals need to know about it. A newsletter summarises the findings and brings them together to the readers.

Your advertisement will be featured in its own theme stage on our homepage. Thus, the visibility of your product or content is guaranteed and you appear in focal points that are important for you.

Your advertising is embedded in this SEO-optimised environment on the theme-exclusive online stage. This guarantees the visibility of your message in the appropriate thematic focus.

### Costs

#### BASIC PACKAGE

Home page placement  
Service box or advertorial with image, text & CTA\*.  
*Details can be found under the menu item "Online focus".*

#### Costs: on request

\*Also bookable together to be the sole advertiser for one month!

## WEBINARE



From fancy webinars to professionally implemented press conferences, podcasts, studio talks and events individually tailored to your needs.

Webinars are an effective lead generation method that allows you, as a business, to attract quality leads who have already shown an interest in your products or services. With a well thought-out webinar strategy, you can expand your reach, demonstrate your expertise and build long-term relationships with potential customers.

You have an interesting topic, product or just want to gain new leads? We help you get your idea off the ground, starting with the concept, through application to implementation.

We can draw on our own 80-square-metre studio. Thanks to Green Screen, the studio can be individually designed and branded according to the customer's wishes.

Whether press conferences, studio talks, podcasts, company or product presentations - we guarantee the best picture, sound and audio quality.

### Costs

#### BASIC PACKAGE

E-mail address  
(verified by participation links)

- Personal details
- Company name
- professional data

Price on demand

## WHITEPAPER



Place your whitepaper on [www.traktuell.at](http://www.traktuell.at) and reach all those who are interested in your content.

Only pay for those leads that are valuable and of interest to you.

### The Whitepaper Seal of Approval

Get an editorial seal of approval by having your whitepaper created or reviewed by our editorial team. This is how you boost lead generation and significantly increase conversion!

### Costs

#### BASIC PACKAGE

E-mail address  
(verified by sending the download link)

Costs: 30 Leads = € 1.800,-

The following information can be requested for an additional charge:

- Personal details
- Company name
- Location of the company
- Details of the company
- professional data
- Telephone number

### Whitepaper Add-On "Pro"

Secure the undivided attention of readers who are already interested.

After downloading your paper, a window branded according to your wishes opens with your high-quality content. Try it out!

### Price on demand

Your white paper will be available on [www.traktuell.at](http://www.traktuell.at) and on [www.industriemedien.at/shop](http://www.industriemedien.at/shop) offered for download.