

# Media kit 2026

Rate list no. 36  
Valid from 1 January 2026



KANTAR

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**Christine Hartmann**  
Editor in Chief  
Transport

### **Dear media decision makers,**

Our industry continues to evolve – and Transport newspaper is staying on top of it. For over 30 years, we have been a reliable partner to the transport and logistics industry. We report consistently, thoroughly, and practically – with a clear focus on what our readers truly need. We will stay the course even in 2026.

With an important innovation: Transport newspaper is now also available in digital form for our readers in Austria and Switzerland. This makes Transport even more accessible – not only in Germany but also now for businesses in the German-speaking neighboring countries. Our content is now available wherever it's needed: on the go, in the office, or at home.

We remain committed to what makes us strong: clear reporting, practical analysis, and relevant topics. Our vehicle tests have long been a benchmark in the industry. They assist with investment decisions and provide real guidance. We also keep an eye on economic, legal, and technological developments – always focusing on the realities of freight transport.

Whether in print, online, on social media, or now also digital: Transport offers the perfect platform for your message – and the overview our readers can rely on.

Kind regards

Christine Hartmann  
[christine.hartmann@hussverlag.de](mailto:christine.hartmann@hussverlag.de)

Print



Online



[www.transport.de](http://www.transport.de)

- 1 **Title:** Transport
- 2 **Brief description:** *Transport* provides the latest news and background reports on national and international transport policies as well as the industry in general. Each issue includes exclusive vehicle tests with heavy and medium trucks, distributor trucks, commercial vans and delivery vehicles. [www.transport.de](http://www.transport.de)
- 3 **Target group:** Transport companies and forwarders who move goods on behalf of commerce, industry and logistics service providers.
- 4 **Frequency of publication:** 18 issues per year
- 5 **Magazine size:** 340 x 480 mm
- 6 **Year of issue:** 36th year of issue 2026
- 7 **Purchase price:** Annual subscription in Germany €138.60 ((including VAT, plus €21.60 postage costs)  
Single issue price €8.50 ((including VAT, plus €3 postage costs)  
ISSN-Nr. 0946-7416
- 8 **Body:** –
- 9 **Memberships:** –
- 10 **Publishing company:** HUSS-VERLAG GmbH
- Phone:** +49 89 32391-0  
**Fax:** +49 89 32391-163  
**Internet:** [www.huss.de](http://www.huss.de)
- 11 **Publisher:** Dipl.-Ing. (FH) Christoph Huss
- 12 **Advertising and sales:** Michaela Pech -251 (responsible) [michaela.pech@hussverlag.de](mailto:michaela.pech@hussverlag.de)  
Bianca Scheuermann -150 [bianca.scheuermann@hussverlag.de](mailto:bianca.scheuermann@hussverlag.de)  
Andreas Steger -313 [leserservice@hussverlag.de](mailto:leserservice@hussverlag.de)
- 13 **Editorial team:** Christine Harttmann -273 (responsible)

14 <b>Volume analysis:</b>	2024 = 18 issues	
<b>Total no. of pages:</b>	364 pages =	100.00 %
<b>Editorial section:</b>	313 pages =	85.99 %
<b>Advertising section:</b>	51 pages =	14.01 %
of which:	Occasional ads	-
	Bound inserts	-
	Publisher's advertising	23 pages = 45.10 %
<b>Inserts (of which 7 publisher's inserts):</b>	10	

15 **Content analysis of editorial section: 2024 = 313 pages**

15a <b>Topics</b>	<b>Pages</b>	<b>%</b>
Trucks (tractor units, articulated trucks, solo trucks), (Tests)	72.00	23.00
Environment & traffic	30.00	9.58
Politics, economy, business news	57.00	18.21
Combined transport, ports	11.00	3.51
Vans, delivery vehicles, city logistics	32.25	10.30
Alternative fuels	7.00	2.24
Superstructures, trailers, semi-trailers	14.50	4.63
Corporate governance, law, management	16.25	5.19
Alternative drivetrains, electromobility	13.50	4.31
Purchase, rental, leasing	10.00	3.19
Temperature-controlled transportation	12.25	3.91
Loading and handling technology	4.00	1.28
Commercial vehicle technology, truck components, accessories, IAA	18.25	5.83
Digitalization, software, telematics	11.50	3.67
Others	3.50	1.12
<b>Total</b>	<b>313.00</b>	<b>100.00</b>



- 16 **Circulation control:**  The German  
Audit Bureau  
of Circulation (IVW)

- 17 **Circulation analysis:** Number of copies per issue on an annual average  
(1 July 2024 to 30 June 2025)

<b>Copies printed:</b>	19,350		
<b>Copies actually distributed:</b>	18,988	of which abroad:	17
<b>Copies sold:</b>	8,088	of which abroad:	14
– Subscription copies/ other sales:	8,088	of which member copies:	0
– Retail sales:			
<b>Free copies:</b>	10,900	of which abroad:	3
<b>Remaining, archive and sample copies</b>	362		

- 18 **Geographical distribution analysis:**

Economic area	Percentage of actually distributed copies	
	%	Copies
<b>Germany</b>	99.91	18,971
<b>Abroad</b>	0.09	17
<b>Copies actually distributed</b>	<b>100</b>	<b>18,988</b>

## Structure of circulation in Germany by postal zone:

Percentage of actual distribution in Germany

Postal zone 0	8.51 %	1,614 copies
Postal zone 1	6.44 %	1,222 copies
Postal zone 2	10.26 %	1,946 copies
Postal zone 3	9.91 %	1,880 copies
Postal zone 4	10.84 %	2,056 copies
Postal zone 5	10.87 %	2,063 copies
Postal zone 6	9.70 %	1,840 copies
Postal zone 7	11.37 %	2,157 copies
Postal zone 8	11.12 %	2,110 copies
Postal zone 9	10.98 %	2,083 copies

Number of copies actually distributed in Germany: **18,971 copies**

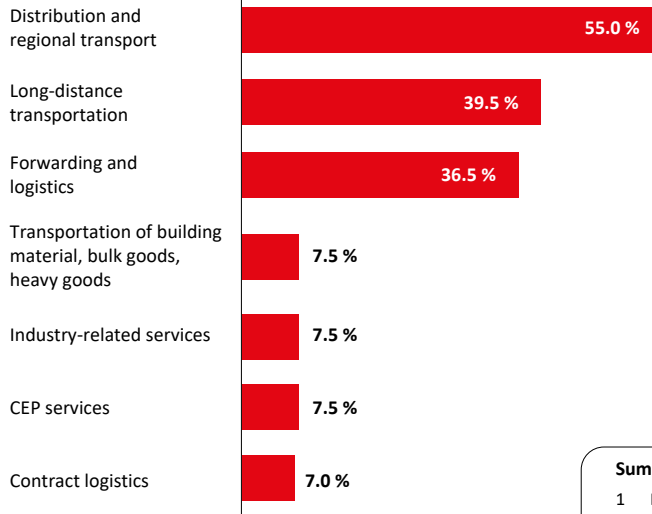
## Kurzinformation zur Erhebungsmethode 2

- Method of analysis:** Circulation and distribution analysis  
Basis: Recipient log file with total population of 50,345  
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the  
copies actually distributed (1 July 2024 to 30 June 2025).

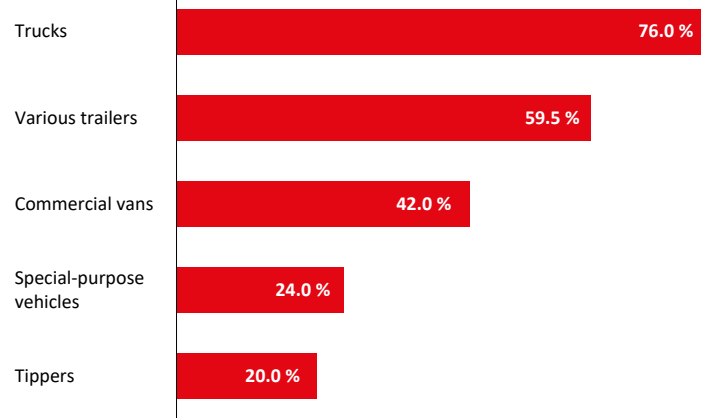
The analysis represents a total population of the copies actually distributed (i.e. 100 %).

- Time period of the analysis:** July 2025
- Analysis conducted by:** HUSS-VERLAG GmbH

**1 Main focus of business activities\***



**2 Vehicles operated\***



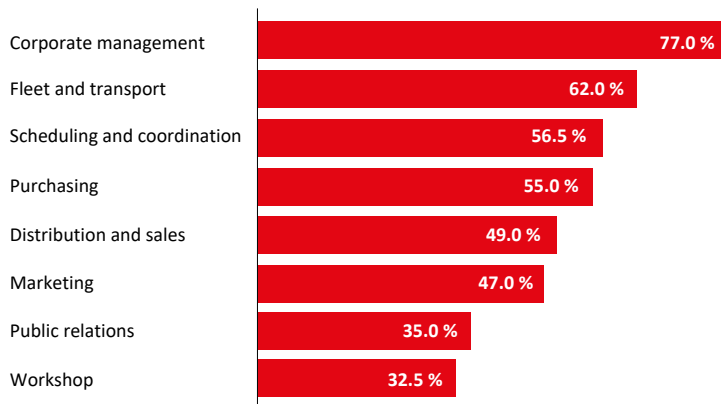
**Summary of the survey method for the readership structure analysis Transport 3-L**

- Method:** User/readership structure analysis conducted via telephone survey – sample survey
- Total population (percentage analysed):**  
 Total population (tvA) 21,076 = 100.0 %  
 Not included in the analysis 1,147 = 5.4 %  
 Percentage analysed 19,929 = 94.6 %
- Random sample:** 200 net interviews, random addresses selected for the sample
- Target person of the analysis:** The main reader in the maximum readership was surveyed
- Time period of the analysis:** 17 October to 21. November 2019
- Analysis conducted by:** KANTAR, Bielefeld (formerly tns emnid)

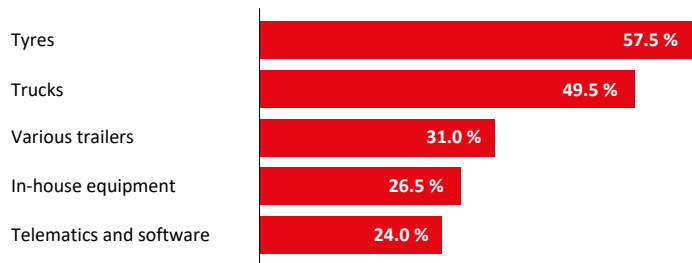
A detailed description of the survey method is available at: [www.transport-online.de/leserstruktur](http://www.transport-online.de/leserstruktur)

\*Multiple choice

### 3 Company departments\*

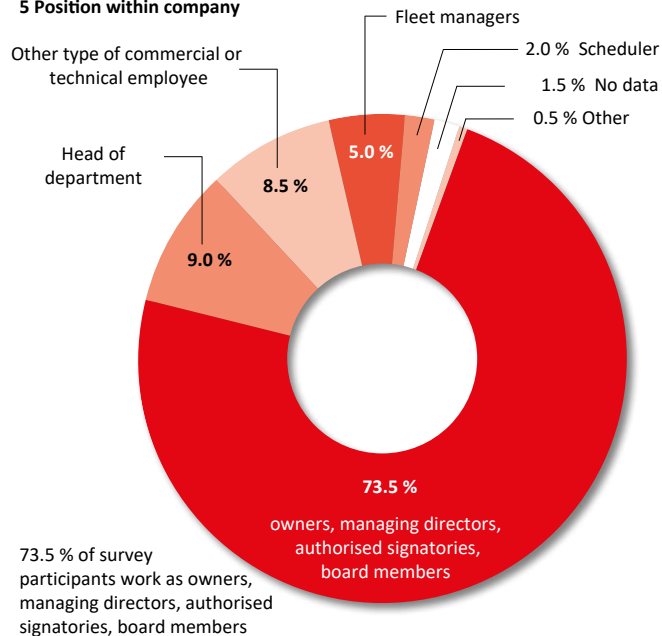


### 4 New purchases within company (during the next two years)\*



\* Multiple choice

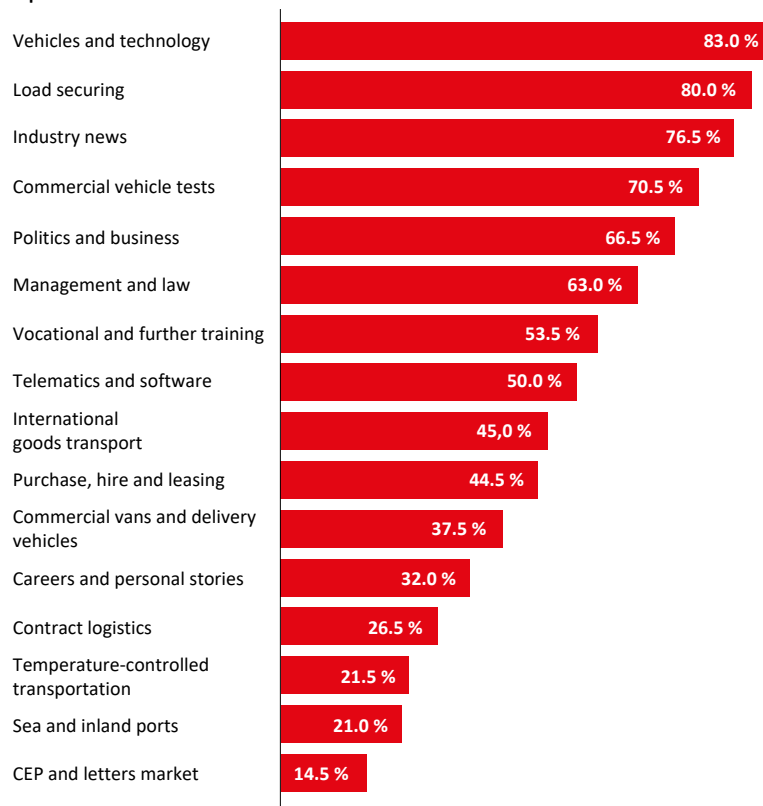
### 5 Position within company



**93 %**  
**Decision-makers  
and advisors**

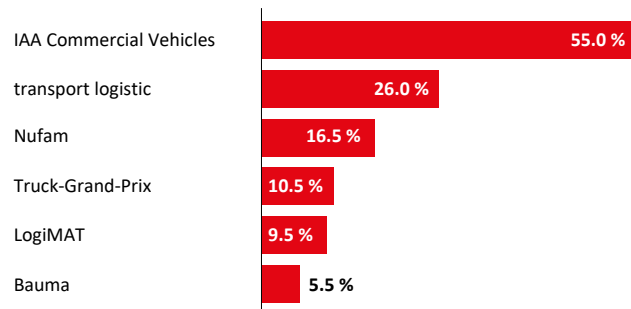
“Transport” readers have a high degree of authority to make decisions.

## 6 Topics of interest\*



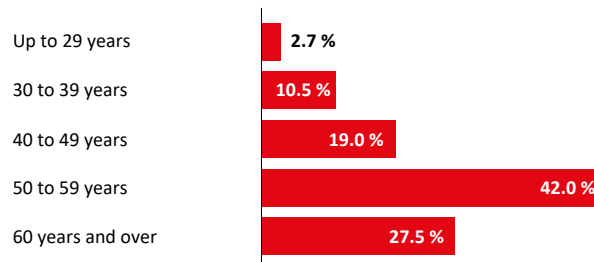
\* Multiple choice

## 7 Planned trade fair visits (during the next two years)\*



The IAA Commercial Vehicles and transport logistic trade fairs are the most important to "Transport" readers.

## 8 Age



**28.8**  
minutes spent  
reading

"Transport" is read for an average of 28.8 minutes, which shows that it is a key medium for the industry.

## 9 Evaluation

It is easy to read, well written

98.5 %

It is clearly and concisely structured

90.0 %

It contains competently written articles

88.5 %

I can absolutely recommend it to others

84.5 %

It provides up-to-date, in-depth, comprehensive information

83.0 %

It provides useful tips and suggestions for practical professional life

75.0 %

It contains interesting, helpful advertisements

64.0 %

It provides clear benefits over other trade publications

42.0 %

"Transport" is acknowledged as a competent, well-structured trade journal.

## 10 Page contact probability

Readers make intensive use of "Transport".  
The page contact probability is 65.5%.

**3.1**  
readers

"Transport" is read by an estimated average number of 3.1 people.

**84.5 %**  
recommendation  
rate

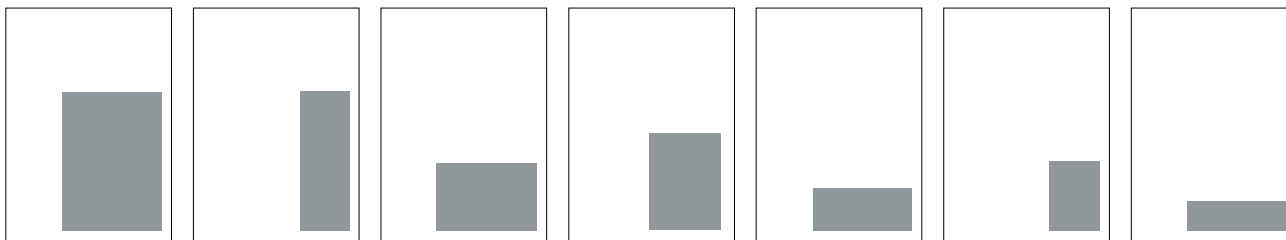
84.5 % of readers can thoroughly recommend "Transport".

The readership structure analysis complies with the ZAW framework scheme for media analyses in its current version, i.e. the 9th edition dated March 2018, and the AMF standard for media kits for professional media, 7th edition, 2011.



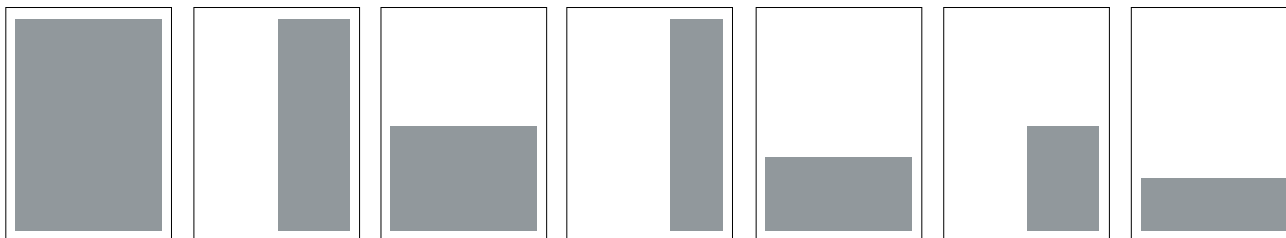
## Magazine format type area 185 x 270 mm

At the pre-print stage, the pages are enlarged by 7 % to the final format of 340 x 480 mm.



Format	1/1 page	1/2 page vertical	1/2 page horizontal	Junior page	1/3 page horizontal	1/4 page standard	1/4 page horizontal
Width x length	185 x 270 mm	90 x 270 mm	185 x 128 mm	137 x 185 mm	185 x 85 mm	90 x 128 mm	185 x 62 mm
4c rate	€7,080	€4,180	€4,180	€4,680	€3,460	€2,840	€2,840

## Newspaper format type area 283 x 420 mm



Format	1/1 page	1/2 page vertical	1/2 page horizontal	1/3 page vertical	1/3 page horizontal	1/4 page standard	1/4 page horizontal
Width x length	283 x 420 mm	139 x 420 mm	283 x 210 mm	91 x 420 mm	283 x 143 mm	139 x 210 mm	283 x 105 mm
4c rate	€13,780	€7,080	€7,080	€5,360	€5,360	€4,440	€4,440

Rates do not include VAT. Formats: Width x length. Create template without allowance for trim.

Special formats and other special forms of advertising are available on request, see also page 14.

Print documents as PDF files with profile "ISOnewspaper26v4" only

1 **Circulation:** (publisher information)

Copies printed: 18,000 copies

Digital Austria/Switzerland: 7,000 copies

Actual circulated copies in the DACH region: 25,000 copies

Target group: Road freight transport, logistics and services

2 **Newspaper format:**

340 x 480 mm (trim not possible)

**Type area:**

303.5 mm wide x 450 mm long, 6 columns

3 **Printing and binding process, print documents:**

Coldset (web offset)

**Digital advertisements - print documents**

**Data format:** Please send your print document as a PDF file (maximum PDF 1.3). We recommend the international standard PDF/X-1a.

**Colour space:** Printing is performed in accordance with the Euroscale in process standard (CMYK). Please do not use any additional colour channels or spot colours in your documents. Please make sure that there are no images in RGB or lab colour space embedded in your documents. Duplex colours can not be processed. HKS/Pantone special colours will be converted to 4c in the workflow.

**Profile:** You can download [ISOnewspaper26v4.icc](#) free of charge at: [www.ifra.de](http://www.ifra.de). By using this profile your data will be optimally separated for

**Proof:** An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof (offset printing profile ISOnewspaper26v4). A coloured proof can only serve to check the template supplied.

**Data transmission** up to 10 MB via e-mail to:

[anzeigen@transport-online.de](mailto:anzeigen@transport-online.de), otherwise via FTP (on request)

**Preparation of print documents** on request (at cost price)

4 **Deadlines:** see deadline and topic schedule on pages 12/13

**Frequency of publication:** 18 times per year

5 **Publishing company:**

HUSS-VERLAG GmbH

Company, address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany

Postal address: 80912 Munich, Germany

Internet: [www.transport.de](http://www.transport.de)

Ad scheduling: Andrea Oettmeier, Phone +49 89 3 2391-255, Fax -163

E-mail: [anzeigen@transport-online.de](mailto:anzeigen@transport-online.de)

6 **Conditions of payment:**

2 % discount for payment within 5 days, or net payment within 14 days without discount

**Bank details:**

Deutsche Bank, Munich, Konto-Nr. 0 213 132 00, BLZ 700 700 10

**SWIFT CODE:** DEUTDEMMXXX

**IBAN:** DE45 7007 0010 0021 3132 00

**BIC:** DEUTDEMMXXX

7 **Advertising formats and rates**

Rates do not include VAT.

Size	Newspaper format 4c	Magazine format 4c
1/1 page	€13,780	€7,080
Junior page		€4,680
1/2 page	€7,080	€4,180
1/3 page	€5,360	€3,460
1/4 page	€4,440	€2,840

Other formats available on request.

Advertorials on request.

## 8 Surcharges:

### 8.1 Colour surcharges: Special colours on request

### 8.2 Preferential placements:

Masthead ads	€1,180
On the front page at the top left or right side of the masthead size: 43 mm x 58 mm (width x length)	
Title foot display	€1,000
size: 187 mm x 20 mm (width x length)	
Island ads (surroundet by editorial content on 4 sides)	€12 per mm
Other binding placement requirements for half-page ads and larger: 10% added to the base price each	

### 8.3 Format surcharges:

Ads across the gutter	€640
Bleed ads are not possible for technical reasons.	

### 9 Section ads:

Number of columns: 6, column width: 43 mm  
€2.40 per mm and column

### 10 Special forms of advertising: Rates and surcharges for special forms of advertising available on request

### 11 Discounts: When booking within one year

Frequency discount		Quantity discount	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	8 %
8 advertisements	8 %	6 pages	10 %
10 advertisements	10 %	8 pages	15 %
12 advertisements	12 %	10 pages	18 %
18 advertisements	15 %	12 pages	20 %
22 advertisements	20 %		

### 12 Combinations:

Transport and VISION TRANSPORT, Transport and VISION mobility

### 13 Bound inserts:

Bound inserts are not possible for technical reasons.

### 14 Inserts: Not discountable

Loosely inserted, maximum size 210 x 297 mm

Rates up to 25 g total weight: €240 per thousand copies

25 to 50 g total weight: €360 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 18,400 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights. If only manual insertion is possible due to technical reasons, a surcharge of €1,500 will apply.

### 15 Glued-in advertising material (postcards) mechanically glued:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 18,400 copies

Higher weights and other forms of advertising as well as samples are available on request.

Glued-on advertising material only in combination with a supporting advertisement

### 16 Versandanschrift für Position 14 – 15:

Lensing Zeitungsdruck

Auf dem Brümmer 9

44149 Dortmund, Germany

Phone +49 231 9059-2351

Delivery information: For *Transport* issue no. xx/2026

Delivery deadline: arriving on Wednesday after the ad deadline

Rates do not include VAT.






More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

[www.huss-adressen.de](http://www.huss-adressen.de) Consulting +49 89 32391-310

## Recurring topics

- Large-scale commercial vehicle tests • New trucks and commercial vans, various types of trailer
- Intermodal transport • News on rail, sea and air freight

Issue	Advertising deadline*	Publication date	Highlights (1 – 4 pages)	Special topics (4 – 16 pages)	Inserts	Events/trade fairs
<b>1/2</b>	7 Jan.	23 Jan.	<ul style="list-style-type: none"> <li>• Digitalization &amp; AI</li> <li>• Load securing</li> <li>• Austria/Switzerland special</li> </ul>	<ul style="list-style-type: none"> <li>• Fuel cards</li> </ul>		
<b>3/4</b>	28 Jan.	13 Feb.	<ul style="list-style-type: none"> <li>• E-vans</li> <li>• Aftermarket</li> </ul>	<ul style="list-style-type: none"> <li>• Temperature-controlled transport</li> </ul>		
<b>5</b>	11 Feb.	27 Feb.	<ul style="list-style-type: none"> <li>• Combined transport &amp; transshipment technology</li> </ul>	<ul style="list-style-type: none"> <li>• Forwarding software &amp; telematics</li> </ul>		
<b>6</b>	25 Feb.	13 March	<ul style="list-style-type: none"> <li>• E-vans</li> <li>• Austria/Switzerland special</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase, rental, leasing</li> </ul>		<b>LogiMAT,</b> Stuttgart, 24 – 26 March 
<b>7/8</b>	11 March	27 March	<ul style="list-style-type: none"> <li>• Semi-trailers and bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Temperature-controlled transport</li> </ul>		<b>Tag der Logistik,</b> Online, 16 April
<b>9</b>	08 April	24 April	<ul style="list-style-type: none"> <li>• Alternative drives</li> <li>• Austria/Switzerland special</li> </ul>	<ul style="list-style-type: none"> <li>• Tires</li> </ul>		
<b>10</b>	29 April	18 May	<ul style="list-style-type: none"> <li>• Last mile/city logistics</li> </ul>	<ul style="list-style-type: none"> <li>• Digitalization &amp; AI</li> </ul>	<b>World cup schedule</b>	<b>FLEET Convention,</b> Vienna, 09 June
<b>11</b>	20 May	08 June	<ul style="list-style-type: none"> <li>• Alternative fuels</li> <li>• Austria/Switzerland special</li> </ul>	<ul style="list-style-type: none"> <li>• E-mobility / electric trucks</li> </ul>	<b>Vision Transport</b> 	<b>Jahrestagung „Nutzfahrzeuge“,</b> Freising, 16 – 17 June <b>Trucker &amp; Country-Festival Interlaken 2026,</b> Interlaken, 26 – 28 June

Issue	Advertising deadline*	Publication date	Highlights (1 – 4 pages)	Special topics (4 – 16 pages)	Inserts	Events/trade fairs
<b>12</b>	10 June	26 June	<ul style="list-style-type: none"> <li>Preview: Truck Grand Prix</li> </ul>	<ul style="list-style-type: none"> <li>Auflieger und Aufbauten</li> </ul>		<b>ADAC Truck-Grand-Prix</b> , Nürburgring, 10 – 12 July
<b>13</b>	24 June	10 July	<ul style="list-style-type: none"> <li>Fueling and charging infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Purchase, rental, leasing</li> </ul>		
<b>14/15</b>	08 July	24 July	<ul style="list-style-type: none"> <li>Sea and inland ports</li> <li>Forwarding software &amp; telematics</li> <li>Austria/Switzerland Special</li> </ul>	<ul style="list-style-type: none"> <li>Load securing</li> </ul>		
<b>16</b>	12 Aug.	28 Aug.	<ul style="list-style-type: none"> <li>Combined transport &amp; trans-shipment technology</li> </ul>	<ul style="list-style-type: none"> <li>IAA preview, Part I</li> </ul>		<b>Automechanika</b> , Frankfurt am Main, 08 – 12 September
<b>17</b>	26 Aug.	11 Sept.	<ul style="list-style-type: none"> <li>Special: IAA</li> </ul>	<ul style="list-style-type: none"> <li>IAA preview, Part II</li> </ul>		<b>IAA Transportation</b> , Hanover, 15 – 20 September <b>InnoTrans</b> , Berlin, 22 – 25 September
<b>18</b>	23 Sept.	09 Oct.	<ul style="list-style-type: none"> <li>E-vans</li> </ul>	<ul style="list-style-type: none"> <li>IAA review / post-report</li> </ul>		<b>BVL Supply Chain CX</b> , Berlin, October
<b>19</b>	07 Oct.	23 Oct.	<ul style="list-style-type: none"> <li>Temperature-controlled transport</li> <li>Austria/Switzerland Special</li> </ul>	<ul style="list-style-type: none"> <li>Purchase, rental, leasing</li> </ul>		
<b>20/21</b>	21 Oct.	06 Nov.	<ul style="list-style-type: none"> <li>Semi-trailers and bodies</li> <li>Last mile/city logistics</li> </ul>	<ul style="list-style-type: none"> <li>E-vans</li> </ul>		
<b>22</b>	11 Nov.	27 Nov.	<ul style="list-style-type: none"> <li>Combined transport</li> </ul>	<ul style="list-style-type: none"> <li>Purchase, rental, leasing</li> </ul>	<b>Wall calendar</b> 	
<b>23/24</b>	02 Dec.	18 Dec.	<ul style="list-style-type: none"> <li>Sea and inland ports</li> <li>Austria/Switzerland Special</li> </ul>	<ul style="list-style-type: none"> <li>Tires</li> </ul>		

\* Advertising deadline = print document deadline

Subject to changes on short notice



### Panorama ads

Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.



90 x 400 mm  
and 90 x 75 mm  
€7,080

### L-shaped ads

The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

## Ad specials

Our special forms of advertising in *Transport* are popular with advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples. Contact us if you are interested in leveraging individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

**Quotations and consulting services:** Michaela Pech

Phone +49 89 32391-251, michaela.pech@hussverlag.de



185 x 270 mm  
diagonal  
€3,800

### Flexform ads

Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats).



### Tunnel ads

Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.



Four single designs  
142.5 x 420 mm  
each (double-sided  
printing on front  
and back )  
€14,000

### Flying page / cover page / half cover

An ad that covers half of the cover page (flying page) or half of a book or a series. The advertisement is published on the front and back cover of the flap.

Rates do not include VAT.

## Marketplace in Transport

**Job and classified ads:** sales, purchase requests, rentals/leasing, business connections, real estate (additional categories available if needed)

**Rate:** €2.40 per mm and column,  
for example 90 x 43 mm €206.40; 43 x 50 mm €120

Box number fee: €15

Rates do not include VAT.

Design examples  
(actual size)

91 x 32 mm €153.60



**Miete • Handel • Produktion • Reparatur • Recycling**  
**• Logistik • Tausch • Pooling**



**www.palettenankauf.de**

139 x 37 mm €266.40



**Ein starker Logistikpartner  
für alle Fälle**

**HSL-Fresh**  
97450 Arnstein

Wir sind ein Unternehmen der Lebensmittel-LOGISTIK.  
**trocken • gekühlt • tiefkühl**

Teilladungsverkehre und Sammelgut mit eigenem Lager!

Herr Henning Tel.: 0176/724 188 40 / [www.hslfresh.de](http://www.hslfresh.de)

43 x 20 mm €48

**LKW-Modelle, Maßstab 1:87**

(HERPA u.a.) jeweils unterschiedliche  
Beschriftung (meist Speditionen)  
mehr als 100 Sammelstücke  
(Raum Aschaffenburg) zu verkaufen

**Chiffre 18786597 unter**  
**[anzeigen@transportonline.de](mailto:anzeigen@transportonline.de)**

## Job advertisement on [www.transport.de/jobs](http://www.transport.de/jobs)

**Duration:** 8 weeks

**Ausspielung:** Within editorial content, e.g., in every news item on [www.transport.de](http://www.transport.de) –  
right sidebar, or on overview pages – left sidebar, etc.

**In each newsletter:** every Monday and Wednesday

**Reporting after campaign duration**

**Base price:** €580

## Transport world cup schedule 2026

**Tipp Spielplan WM 2026**  
Kanada-Mexiko-USA

**Achtelfinale**

**Viertelfinale**

**Halbfinale**

**Spiel um Platz 3**

**Finale**

**Publication date:** 18 May 2026, as insert in Transport 10/2026  
**Advertising date:** 22 April 2026  
**Print document deadline:** 22 April 2026  
**Circulation:** 18,000

**Exclusive sponsoring**  
on request

## Transport Wall calendar 2027

**2027**

**Transport** DIE ZEITUNG FÜR DEN GÜTERVERKEHR [www.transport.de](http://www.transport.de)

**Publication date:** 27 Nov. 2026, as insert in Transport 22/2026  
**Advertising date:** 21 Oct. 2026  
**Print document deadline:** 21 Oct. 2026  
**Circulation:** 18,000  
**Format:** A1 (820 x 580 mm)

### Advertising options:

1 field	75 x 75 mm	€550
2 fields	75 x 155 mm	€1,050
	155 x 75 mm	€1,050
4 fields	155 x 155 mm	€2,000

Rates do not include VAT.

### Design examples (reduced size)

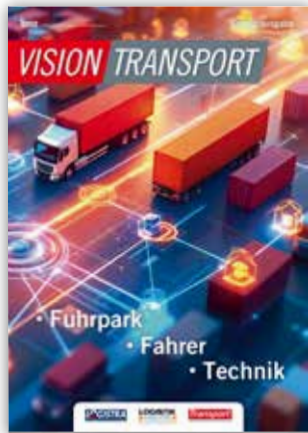


(1 field) (2 fields)



(4 fields)





**Format:**  
200 x 282 mm (W x L)

## Advertising formats and rates

Size	Width x length (in mm)		Rate
	vertical	horizontal	4c
<b>1/1 page</b>	210 x 297		€9,880
<b>1/2 page</b>	137 x 185 (Junior page)		€4,900
<b>1/2 page</b>	90 x 270	185 x 128	€4,680
<b>1/3 page</b>	58 x 270	185 x 85	€3,380
<b>1/4 page</b>	90 x 128 (standard)	185 x 62	€2,780

Rates do not include VAT.

## VISION TRANSPORT 2026

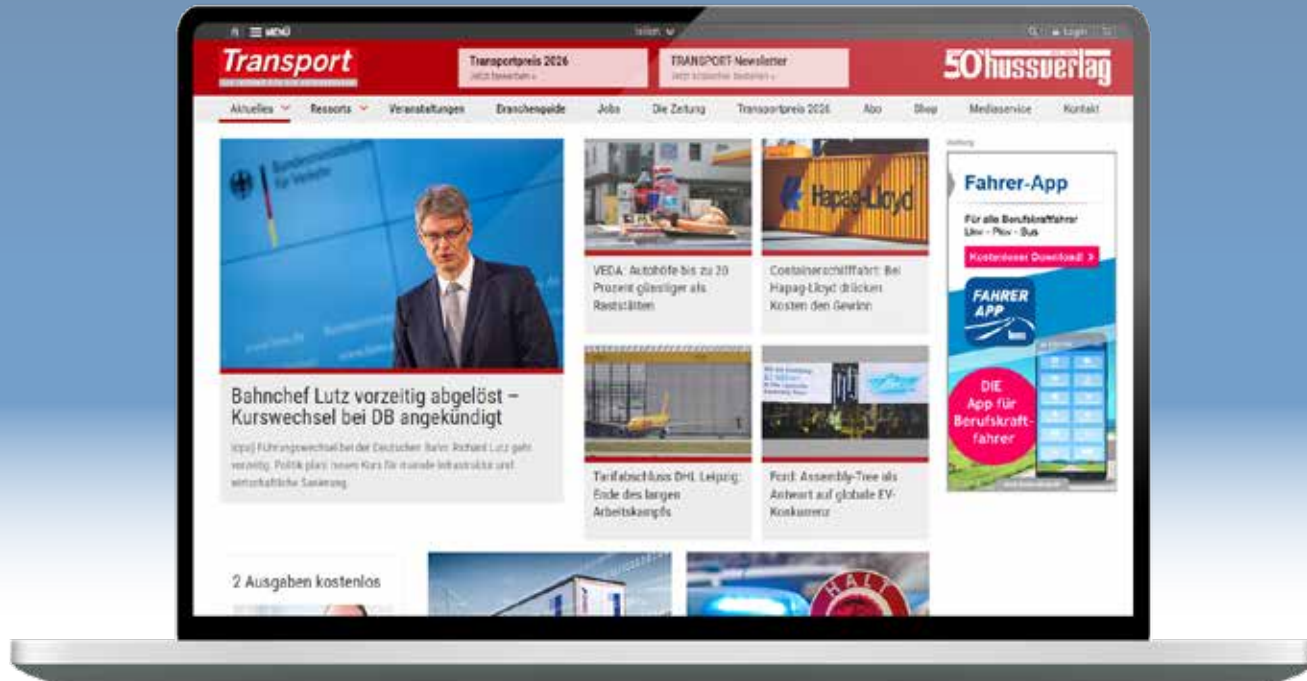
In VISION TRANSPORT, experts from the commercial vehicles and supply industry, from the fields of financing, IT and consulting as well as practitioners from the transport logistics sector present current trends in the form of specialist articles and interviews and design future perspectives. They also provide answers to the question of how developments in the field of alternative technologies and in the organisation of transport logistics services can be practically and economically implemented.

Verbreitung:	Auflage (Verlagsangabe)
• Transport 11/2026 (PD: 08 June 2026)	18,000 copies
• LOGISTRA 5-6/2026 (PD: 15 June 2026)	11,000 copies
• LOGISTIK HEUTE 6/2026 (PD: 19 June 2026)	30,000 copies
• Copies at events and trade fairs	2,000 copies
	61,000 copies
<b>Advertising deadline</b>	29 April 2026
<b>Print document deadline</b>	06 May 2026

**Reader target group:** Transport companies and forwarders, fleet operators and managers, logistics decision-makers from the fields of industry, commerce and the service sector

**Print documents:** The page layout is sized 210 x 297 mm and then reduced at the pre-press stage to the final size of 200 x 282 mm.

Colour profiles: Cover = ISOcoated\_v2\_300\_eci.icc  
Content = PSO\_LWC\_Improved\_eci.icc



- 1 **Web address (URL):** [www.transport-online.de](http://www.transport-online.de)
- 2 **Brief description:** A daily, extensive online platform featuring news, specialist articles, event calendars, photo galleries, analyses, and trends on key topics in the transport sector
- 3 **Target group:** Transport companies and logistics providers, along with multipliers in the freight sector
- 4 **Publishing company:** HUSS-VERLAG GmbH; Postanschrift: 80912 Munich, Germany
- 5 **Contacts:** Michaela Pech, Phone +49 89 32391-251; [michaela.pech@hussverlag.de](mailto:michaela.pech@hussverlag.de)  
Bianca Scheuermann, Phone +49 89 32391-150; [bianca.scheuermann@hussverlag.de](mailto:bianca.scheuermann@hussverlag.de)
- 6 **Access control:** Matomo, Revive, IVW

### Characteristics and target audience

Around 7,000 recipients receive the **Transport** print edition digitally on a rotating basis to Switzerland and Austria as an e-paper (PDF)  
Target audience: Road freight, transport, and service sectors

### Frequency of publication

Published digitally 18 times a year, on the first Monday following the release of each **Transport** print edition (if a holiday, then on Tuesday)

### Data delivery

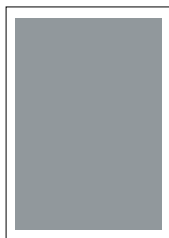
Please provide your advertisements in PDF format according to the specified dimensions.

Transfer up to 10 MB via e-mail to:

**anzeigen@transport-online.de**

For larger files, please use a download link (e.g., WeTransfer or similar) or FTP upon request

### Ad types and pricing



**1/1 page**

283 x 420 mm  
€2,400



**1/2 page horizontal**

283 x 210 mm  
€1,400



**1/3 page horizontal**

283 x 143 mm  
€1,180



**1/4 page horizontal**

283 x 105 mm  
€980

Size\*

Width x Height  
Rate

\* Format dimensions may vary depending on the settings of the digital output device

Rates do not include VAT.

Size: Width x Height

Prepare the print template without bleed

All print materials in PDF format only

- 1 **Web address (URL):** www.transport-online.de
- 2 **Brief description:** A daily, extensive online platform featuring news, specialist articles, event calendars, photo galleries, analyses, and trends on key topics in the transport sector.
- 3 **Target group:** Transport companies and logistics providers, along with multipliers in the freight sector
- 4 **Contacts:**  
Michaela Pech, Phone +49 89 32391-251; michaela.pech@hussverlag.de  
Bianca Scheuermann, Phone +49 89 32391-150; bianca.scheuermann@hussverlag.de
- 5 **Access control:** Revive, Matomo, IVW
- 6 **Access:** Monthly average (publisher information)  
**Page Impressions:** 56,668  
**Unique User:** 24,233
- 7 **Data delivery:** Seven working days before placement to: anzeigen@transport-online.de as GIF (static or animated), JPG (max. 72 dpi), HTML5 (only by physical delivery) with a max. size of 150 KB (HTML5 subload up to max. 500 KB).
- 8 **Use of external ad server:** Revive
- 9 **Forms of advertising and rates:** See table on the right
- 10 **Discounts and conditions:** on request  
  
We will gladly help you choose the advertising format that best fits your requirements and, if desired, can design your banner according to your ideas. Just get in touch with us.

### Reach increase (re-targeting)

Reach around 90,000 extra ad impressions per month within our target audience via multiple partner sites.






**Duration:** Depending on customer requirements - Rate: CPM €35 for all forms of advertising

**Choose at least 3 to 4 banner formats as a package:**

50,000 Page Impressions: €1,750

100,000 Page Impressions: €3,500

Rates do not include VAT.

Illustrations (similar)	Form of advertisi	Format (WxL)	Placement	Rate/ CPM
	<b>Billboard</b>	up to max. 980 x 300 (or standard 850 x 250) pixels + mandatory in addition mobile variant up to max 360 x 225 (standard 300 x 100)	Directly below the main navigation	€85
	<b>Half-page right (sticky)</b>	300 x 600 pixels	Outside right or mobile content below	€80,
	<b>Skyscraper (sticky)</b>	160 x 600 pixels	Outside right or mobile content below	€75
	<b>Rectangle</b>	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content below	€50
	<b>Large mobile (or half-banner)</b>	300 x 100 (oder 234 x 60) pixels	Left sidebar or mobile content below	€30

*We rely on cookie- and tracking-free ad displays. This applies to third-party systems (ad servers) and redirects to such systems. That means advertising campaigns must be served via our ad server (banner system) and must avoid redirects, external scripts, third-party cookies, and tracking. However, tracking via URL (e.g., UTM links) is still possible. Failure to comply may result in us being unable to guarantee the delivery of the agreed ad impressions within the specified period*



**Your logo with link** will be alternately placed on the home page, in the News section, on the overview pages and among the specialist articles, etc. in rotating sequence.

- **Individual profile** with general contact details and around 3,500 keystrokes with up to three images
- **Multiple contacts** with contact details and links to their social media profiles
- **Videos** (via YouTube or Vimeo) and an **image gallery** with up to twenty images
- **Dates, documents** as PDFs, a map with the **location** of the company
- Place your **own news** with images and text that have the **look and feel** of an editorial report
- Display of current tweets from your Twitter account (**Twitter feed**) and the latest **news from your website** (via RSS feed)
- Link to **your company newsletter** and/or your contact form and **social media accounts**
- **Classified and job ads** are additional products of our Industry Guide
- **Reporting** at the end of the booking period
- Use the option to place backlinks within your profile texts for the **SEO optimisation** of your website

*Classified and job ads are additional products of our Industry Guide (on request)*

### Booking period

12 months

Rates do not include VAT.

## Conditions

Duration: 12 months

Impressions: approx. 250,000

Rate: €1.980

## Online advertorial

An online advertorial on transport-online.de gives you the opportunity to place your advertising message using texts and images directly in the editorial section of *Transport*. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

## Position on homepage



Header teaser above the navigation bar with link to advertorial

Teaser placement on the home page as second news with image, headline, teaser text and link to the advertorial

## Benefits

- Exclusiveness (only one advertorial per month)
- Professional reporting at the end of the campaign

## Services

- Online advertorial with a maximum of 3,500 characters, images (up to 5 MB), backlinks, documents, videos, and more on transport.de
- 8 times in the *transport newsletter* with image, headline, teaser text, and link to the advertorial

## Conditions

<b>Duration:</b>	1 month
<b>Impressions:</b>	approx. 60,000
<b>Rate:</b>	€3,700

Rates do not include VAT.





## Placement of the native text ad

On the main page

On the news page

### The native text ad (native advertising, lead and traffic generation)

This text-and-image banner is a native ad format embedded directly in the editorial section of our website, ensuring above-average visibility and click-through rates.

#### Services

- Text banner (around 350 characters) including an image (max. 150 KB) with an external link
- Ad format styled like an editorial post
- Especially effective for generating leads or traffic to your landing page, alongside image campaigns

#### Benefits

- Exclusive placement – only two campaigns run simultaneously (no rotation)
- Detailed reporting at the end of the campaign, showing weekly impressions, clicks, and clickthrough rates (CTR)

#### Conditions

<b>Duration:</b>	2 weeks	1 month
<b>Impressions:</b>	approx. 22,500	approx. 45,000
<b>Rate:</b>	€1,300	€2,100

On the homepage /  
in the news area



Rates do not include VAT.

Native text ad embedded in every  
news article

## 1 Transport aktuell Newsletter

- 2 **Brief description:** *Transport aktuell* reports every Monday and Wednesday on the most important events and happenings in the transport sector.
- 3 **Target group:** Transport companies and forwarders, disseminators in the goods transportation sector
- 4 **Contact:**  
Michaela Pech, Phone +49 89 32391-251, Fax +49 89 32391-163  
E-mail: michaela.pech@hussverlag.de
- 5 **Access control:** Episerver
- 6 **Subscribers: 4,625** (publisher information)
- 7 **Data delivery:** Seven days before your campaign begins via e-mail to: anzeigen@transport-online.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)
- 8 **Advertising formats and prices** (new: banner runs Monday and Wednesday):

Type of ad	Size (W x L)	Text	Rate*
Title banner with image	310 x 90 pixels		€570
Title banner with text		max. 165 keystrokes (incl. headline max. 40 keystrokes)	€570
Graphic banner	up to max. 650 x 200 pixels	–	€570
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€570
Text banner without image		500 keystrokes	€570

- 9 **Frequency of publication:** Twice weekly, Mondays and Wednesdays.  
Fridays exclusively on request

### Newsletter on Friday: exclusive sponsoring

One graphic banner, two text banner with image and content, Rate: €1,100

Rates do not include VAT.

\* The price applies to a banner running for one week, meaning it will appear in two consecutive newsletters. This does not apply to the Transport exclusive friday newsletter.

Title  
banner

Graphic  
banner

Weekly prices =  
2 placements

Text banner  
with image

Text banner  
without image





Now  
available to  
read digitally  
in 11  
languages



Neue Vorschriften  
für Fahrer und  
viel Wissenswertes über  
Fahrzeuge und Verkehr

**Fahrer  
Jahrbuch  
2027**  
huss

**Überprüfung der Fahrerlaubnis  
mit Unterrichtung über Wissensverluste  
und Neuerungen für den Fahrer 2027**

Nach § 831 BGB, § 7 StVG, § 31 StVO, § 3 Abs. 1 BOMV und § 130 OWiG ist zu prüfen, ob  
Personen, die zum Fahren von Kfz ermächtigt sind, die **erforderliche Fahrerlaubnis** sowie die  
notwendigen **Kenntnisse und Fertigkeiten** besitzen.  
Der Unternehmer muss sich davon in regelmäßigen Zeitabständen überzeugen.  
Wird der Führerschein in Verwendung genommen, hergestellt oder beschlagnahmt, ist der  
Unternehmer unverzüglich davon zu unterrichten. Wird die Meldung unterlassen, gehen die daraus  
entstehenden Folgen zu Lasten des Fahrers.

Führerschein eingesehen und kontrolliert, Fahrerkarte überprüft, Unterrichtsgespräch/  
Unterweisung geführt und das Fahrer-Jahrbuch 2027 ausgehändigt:

Datum:	Unterschrift:
Datum:	Unterschrift:
Datum:	Unterschrift:

HUSS-MEDIA, AG (Huss) 0800 734 6000 www.huss-media.de

## Drivers' almanac 2027

**Tried and tested for 50 years – new regulations and useful facts for  
drivers about vehicles and transportation**

51st edition 2027

This handbook helps companies to comply with their statutory reporting requirement and is an important planning tool for every driver. The Drivers' almanac focuses on topics such as: on the road, safety, load securing, legal stipulations, hazardous goods, and services. It contains valuable information that includes driving times, rest periods, diesel driving bans and toll rates. Its helpful checklists and an extensive calendar with currently applicable driving bans make the Drivers' almanac a highly practical companion.

A driver's card is also enclosed with the handbook so that the required proof of driving licence verification can be provided.

### Buyers, target group:

Fleet managers and dispatchers responsible for drivers and loading personnel

### Ideal advertising space for:

Suppliers to the commercial vehicles industry, highway service stations, filling stations.

### Circulation:

14,000 copies

### Format, number of pages:

120 x 168 mm, 176 pages

### Colour profiles:

Cover = ISOcoated\_v2\_eci.icc  
Content = PSO\_uncoated\_iso\_12647\_eci.icc

### Rates: 1/1 page 4c

€2,980

### 1/2 page 4c

€1,630

### Title page Cover

€4,000 (image: W 105 x L 95 mm)  
on request

### Date of publication:

November 2026

### Advertising deadline:

October 2026

Rates do not include VAT.



## „Drivers' app“ for the Drivers' Almanac

### Banner advertising partnerships

The "Drivers' app" offers logo and banner distribution in various categories, including links and also as a **web-app under fahrer-app.de**. Furthermore, the drivers' app is promoted in the publishing company's print and online media.

Rate for exclusive sponsor partnership on request.

Contact:  
Phone +49 89 32391-251  
michaela.pech@hussverlag.de

# Driver app and web app

**Now read the driver yearbook in 11 languages, digitally integrated into the Driver App!**

In addition to German, these languages include English, Polish, Czech, Ukrainian, Russian, Hungarian, Romanian, Bulgarian, Serbian, and Albanian.

The completely redesigned, free Driver Web App has been developed to provide professional drivers (truck, car, bus) with a range of interactive tools, such as up-to-date news from the trade magazines Transport, busplaner, and VISION mobility, as well as lists of service networks, driving bans, holidays, and vacation times for Europe. The HUSS shop is accessible to all users under the „Driver World“ section.

**Free and directly access the new web app at [www.fahrer-app.de](http://www.fahrer-app.de)**

**Additionally, the new Android version is available for free download in the Google Store**

- **The Driver Yearbook PLUS!** The new advertising platform in the perfect thematic environment for your direct advertising!
- Web app users can now read the high-circulation Driver Yearbook 2027 (with a print run of 14,000 copies) online at [www.fahrer-app.de](http://www.fahrer-app.de) as **Driver Yearbook PLUS** subscribers.

**Internal marketing campaigns:** Promoting the Driver App through the full reach of Huss Verlag. Ads in the trade magazines Transport, Unterwegs auf der Autobahn, Profi Werkstatt, Logistra, Vision mobility, and busplaner.

Average annual print circulation exceeds 875,950 copies. In addition, postal mailings, inserts, and regular newsletters are sent to 2,150,000 recipients, with product flyers reaching 100,000 recipients.



## Werbeformen

<b>ONLINE ADVERTORIAL</b>	Two spots available	Max. 3,000 characters, images, backlinks, documents, and videos	Duration: 3 months Price: €2,400
<b>NATIVE TEXT AD</b>	Two spots available, no rotation	Text banner approximately 110 characters with image and external linking	Duration: 3 months or 1 year Price: from €2,200
<b>MAIN SPONSORSHIP</b>	All advertising formats available		Price: on request
<b>SERVICES</b>	in the sections „Service Unterwegs“ and „Fahrer direkt“	Publish your service stations, retail locations, online shop, or platform in the respective sections. Listing, logo, website link, map for locations	Duration: 1 year Price: €980 per section 2-section bundle price: €1,680

Rates do not include VAT.



## Nutzfahrzeugmesse.com IAA Transportation 2026

High journalistic quality produced up-to-date on a daily basis: The online presence Nutzfahrzeugmesse.com (or nfz-messe.com) will publish regular reporting to IAA Transportation on all aspects of commercial vehicles.

The combination of various digital media (images, videos, news, articles) with diverse online channels (website, social media) combines maximum topicality and distribution with sound and comprehensive information.

The CMS-based website is developed according to the latest technical standards for both desktop computers and mobile devices (responsive).

**nfz-messe.com**

<b>Contents</b>	Reports, interviews, background reports, portraits, product and company news, personal news, events
<b>Leser-Zielgruppe</b>	Online users of the website <b>Transport</b> Target group: transport companies and forwarding agencies <b>Busplaner</b> Target group: Bus operators <b>LOGISTRA</b> Target group: Distribution companies <b>PROFI Werkstatt</b> Target group: commercial vehicle aftersales <b>Unterwegs auf der Autobahn</b> Target group: Truck drivers
<b>Channels</b>	Websites of all above mentioned titles, newsletter, social media: facebook, X (formerly: twitter), linkedin, xing
<b>to IAA Transportation 2026</b>	15 July – 15 October 2026
<b>Traffic</b>	about 75,000 Page-Impressions
<b>Advertising deadline</b>	1 July 2026
<b>Data delivery</b>	To anzeigen@transport-online.de GIF (static or animated), JPG, 3rd party JavaScript redirect, HTML5 (redirect only) with a max. size of 200 KB (HTML5 subload up to max. 500 KB). Please do not deliver Flash banners, as these are not played by current browsers do not play them anymore.

# for IAA Transportation 2026

Advertising deadline: **1 July 2026**

Contact Data Delivery:

Andrea Oettmeier

[anzeigen@transport-online.de](mailto:anzeigen@transport-online.de)

## Kontakt:

### Commercial vehicles and transporters/bus

Michaela Pech (responsible)

Phone +49 89 32391-251

[michaela.pech@hussverlag.de](mailto:michaela.pech@hussverlag.de)

Bianca Scheuermann

Phone +49 89 32391-150

[bianca.scheuermann@hussverlag.de](mailto:bianca.scheuermann@hussverlag.de)

### Commercial vehicle after-sales

Eberhard Göhrum

Phone +49 89 32391-257

[eberhard.goehrum@hussverlag.de](mailto:eberhard.goehrum@hussverlag.de)

Fax +49 89 32391-163

Rates do not include VAT.

The general terms and conditions of HUSS-VERLAG apply.

Werbeformen	Größe in Pixel	Platzierung	IAA Transportation in rotation of 3 Expected ad impressions (AI)
<b>Billboard (incl. mobile version)</b>	980/850 x 300/250 + additional mobile version 300/360 x 100/225	Under navigation	€2,250 at approx. 25.000 AI
<b>Sticky half page (or skyscraper)</b>	300 x 600 (160 x 600)	Outside right (mobile: Content Bottom)	€1,950 at approx. 25.000 AI
<b>Rectangle</b>	300 x 250	Left Sidebar after Large Mobile (mobile: Content)	€1,000 at approx. 25.000 AI
<b>Large mobile (or half banner)</b>	300 x 100 (234 x 60)	Left Sidebar from Rectangle (mobile: Content Top)	€1,000 at approx. 25.000 AI
<b>Half page ad (partly sticky)</b>	300 x 600	Left Sidebar Bottom (only Desktop and Tablet)	€1,150 at approx. 19.000 AI
<b>Native text ad</b> (Native advertising, teaser on start page <b>at the top of the news section</b> with image and headline (like news) <b>as well as below</b> or above a news/article single with image and 300 characters) on all devices (approx. 30,000/40.000 AI)			€4,150  Only 2 x on the website, no rotation

**Main sponsorship:** Exclusive logo or banner placement (max. 300 x 250 Px) as part of special reporting on Transport, LOGISTRA, PROFI Werkstatt, Unterwegs auf der Autobahn and busplaner as well as interstitial on Nfz-Messe.com: 300,000 Pls; Rate on request

## Exclusive special advertising

<b>Online advertorial</b> (content marketing, teaser placement home page, header bar above menu, on all devices) via single page with up to 3,000 characters and media usage (images, videos) on all devices (approx. 50,000/75,000 AI)	€5,900/€8,850 Exclusive only 2 x on the website
<b>Range increase</b> (retargeting), i.e. via cookies, all visitors to the „website for a maximum of 3 months (in compliance with data protection regulations), so that these readers canalso be shown advertising on external on external partner websites (all forms of display advertising).	TKP €50 up to 50,000 AI Duration Sept. – Dec.

**MEDIA CONSULTING**

Send print materials to: [anzeigen@transport-online.de](mailto:anzeigen@transport-online.de)



**Michaela Pech**  
Advertising manager  
Phone +49 89 32391-251  
[michaela.pech@hussverlag.de](mailto:michaela.pech@hussverlag.de)



**Bianca Scheuermann**  
Media consultant  
Phone +49 89 32391-150  
[bianca.scheuermann@hussverlag.de](mailto:bianca.scheuermann@hussverlag.de)

**SERVICE**



**Andrea Oettmeier**  
Advertising scheduling  
Phone +49 89 32391-255  
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Reader service  
Phone +49 89 32391-313  
[leserservice@hussverlag.de](mailto:leserservice@hussverlag.de)

**EDITORIAL TEAM**

Send press information to: [redaktion@transport-online.de](mailto:redaktion@transport-online.de)



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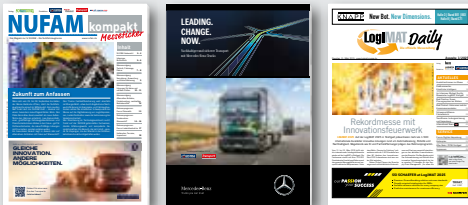
# General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- 1. An "Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract**, the advertiser is obliged to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or (according to the rates list) within the agreed time limit specified in section 2.
- 4. Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
- 5. Refusal of orders:** The publisher reserves the right to refuse orders at its own discretion – including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
- 6. Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
- 7. The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
- 8. Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement is indicated, the publisher is entitled to freely determine the placement.
- 9. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The sole responsibility for the correct placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement in relation to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not suspended within the proper time, the customer is not entitled to claim against the publisher.
- 10. Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.  
**Transfer of risk** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, the delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.  
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.  
**Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. In any case carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of €5.00, at the customer's express request and own risk.  
**Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.  
**Proof copies** will only be sent if specifically requested. The publisher does not accept any liability for corrections of which he is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.  
**If print samples or online advertising are transmitted paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. iSDN, e-mail), the following additional provisions shall apply:  
**File formats:** In the case of two colour related files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files which the publisher cannot change the content. The publisher has the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.  
**Online advertising** may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.  
**Colour advertisements:** The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if the advertisement is prepared by the publisher.  
**Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** For each order the customer has to deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four hours or forwarded to the customer by standard mail, even if the letters are registered or urgent. The publisher will send back valuable documents without being required to do so. Otherwise, the publisher will not collect them. In the case of the registered and urgent letters, the customer is required to provide a return address. The publisher is not liable to eliminate misuses of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetre based on rates.
- 14. Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements originally agreed upon, for which the customer is responsible, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to technical reasons.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 16. Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
- 17. Differences in rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 18. Reduced volume of circulation:** If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWM reports. Furthermore, when placing advertisement orders, the customer must specify the circulation. If the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 19. Invoices** are payable within 14 days of invoice, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct invoices in the event of a printing error.
- 20. In the event of late payment or deferment of payment**, the legally applicable interest at the commercial rate of 9 percentage points above the base interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless the payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 5 percentage points above the relevant base interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. Warranty:** If printing errors occur in an advertisement, despite the timely submission of flawless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.  
Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the beginning of the next advertisement. The publisher is not liable for the print documents if the errors are complete and correct in the content. The **online printing error liability** is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10% of the time period booked) in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If at all times to supply the missing media service fails within the originally booked insertion period or after extension of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the completion of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22.a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.  
**b)** The publisher is not liable for damages if the publisher is not at fault and a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.  
**c)** If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or of executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.  
**d)** The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for future expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.  
**e)** Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.  
**f)** The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.  
**g)** The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with public liability law shall remain unaffected.  
**h)** The customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.  
**i)** The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.  
**j)** **Cases of force majeure** such as industrial action, configuration, general shortage of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its production quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 23. The external legal place of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

## Additional terms of business of the publisher

- a)** Our general and additional terms of business, upon confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c)** Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d)** The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including the internet), in particular for publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed. The client guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

## Corporate publishing



## Freight transport & service



## Logistics



## Bus & tourism



## Automotive



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