

INTERNATIONALE TRANSPORT REVUE

TRAKTUELL

www.traktuell.at

media
planner
2022

TRAKTUELL

THE JOURNAL FOR THE TRANSPORT INDUSTRY



TRAKTUELL

TRAKTUELL presents itself as an independent journal for the Austrian transport and traffic. The comprehensive reporting about commercial vehicle technology, fleet management and transport policy is what qualifies this journal. We address decision-makers and heads of investment in the sectors commercial passenger and goods transport, works and construction transport as well as logistics without any scatter loss. The journal TRAKTUELL is Austria's official organ in the international journal-jury „Van of the Year“ and „Pick-up Award“. Also TRAKTUELL is a member of Arge LogCom, that is advocating for image and safety in traffic.

Journal for transport and traffic

CIRCULATION: 12.020 copies/8x per year

PUBLISHED SINCE: 1992, 29th year

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Dear advertisers,

The environment of our readers changes constantly with a high speed. What remains is the need for independent, well-founded and substantiated based information. Approximately 12.020 subscribers of our print issue, numerous subscribers of our digital products, constantly growing users of our web offers and thousands of participants of our events count on the well-written, critically researched and profoundly discussed information, that they obtain from the many platforms of traktuell.at.

We understand decision-makers.

We are looking forward to hearing from you soon!

Mag. Karin Tober & Andreas Übelbacher

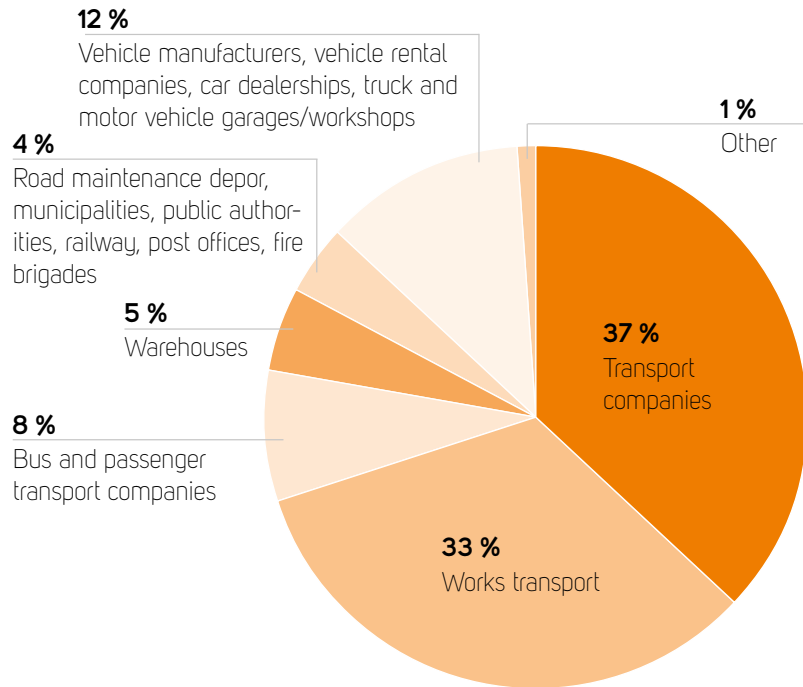


Mag. Karin Tober, Editor-in-chief
Andreas Übelbacher, Advertising manager



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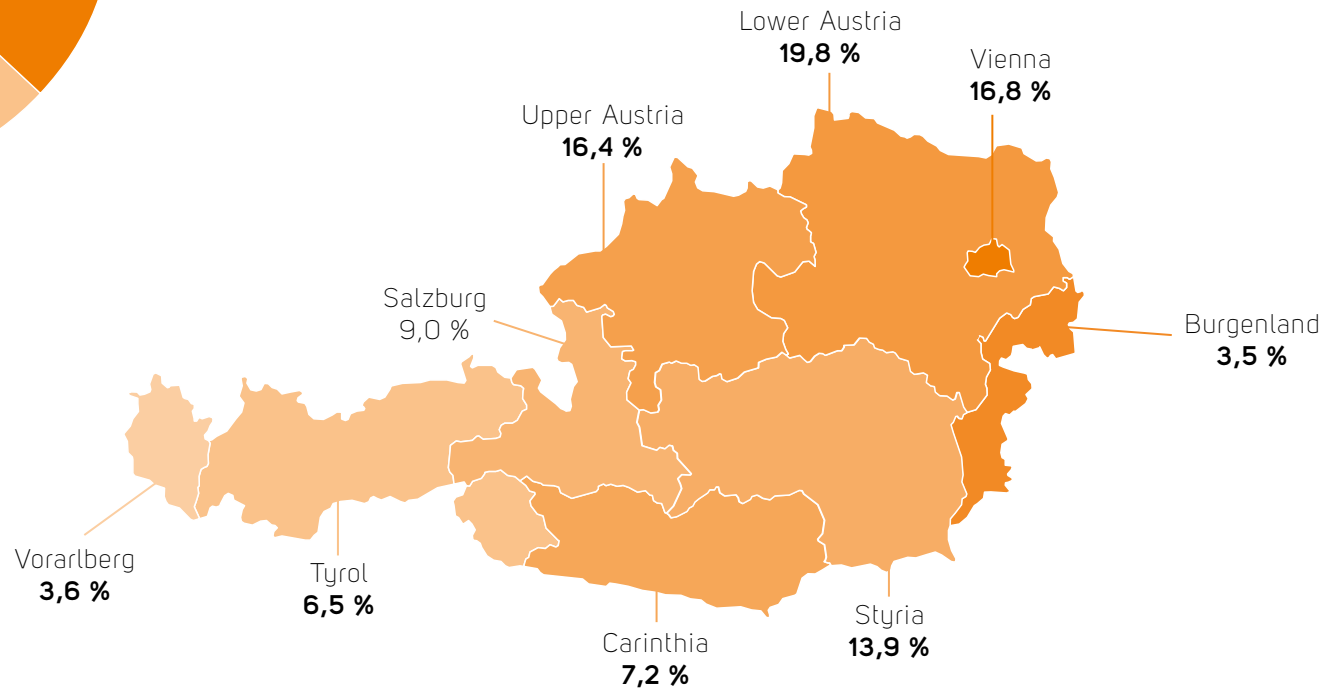
Demographics of our readers



READERS

Distribution of circulation according to federal states in %

Foreign countries
3,3 %



WEKA Industrie Medien Verlage operates with a professionally built business address data base. The recipients are constantly updated. The numbers in the infographics below are therefore subject to minor fluctuations and are rounded averages.



Our thematic areas

FOCUS		CONSTANT TOPICS	SPECIAL ISSUES
	1/2 JAN./FEB. AD: 18. 01. PD: 07. 02.	- Branchennews - Sector news - Zero Emission - Green Deal in co-operation with BVL - Alternative drive systems for commercial vehicles - Vehicles (Trucks, busses, transporters, municipal vehicles) - Vehicle construction, car equipment and charging technology - Fleet management/vehicle rental/telematics - Tyres & wheels - Garage/workshop & spare parts	 2023 AD: 11.11.2022 PD: 07.12.2022
	3 MARCH AD: 22.02. PD: 14.03.		
	4/5 APRIL/MAY AD: 14. 04. PD: 02. 05.		
	6 JUNE AD: 16. 05. PD: 07. 06.		
	7/8 JULY/AUG. AD: 15. 06. PD: 04. 07.		
	9 SEPTEMBER AD: 18. 08. PD: 08. 09.		
	10 OCTOBER AD: 21. 09. PD: 07. 10.		
	11-12 NOVEMBER AD: 11. 11. PD: 07. 12.		

The **transport guide** is your constant companion and supports you daily as a competent, comprehensive reference book for transport companies, works transport, fleet operations, shipping companies, public authorities and courier services.

Prices & formats – Print issue

Valid from 1. 1. 2022

2/1



Satzspiegel
385 x 253 mm
Abfallend
420 x 280 mm¹⁾

€ 9.800,-

Cover



Format
210 x 216 mm

€ 6.990,-

1/1



Satzspiegel
185 x 260 mm
Abfallend
210 x 297 mm¹⁾

€ 5.690,-

Junior



Satzspiegel
137 x 190 mm
Abfallend
152 x 210 mm¹⁾

€ 5.130,-

1/2 portrait



Satzspiegel
90 x 260 mm
Abfallend
105 x 297 mm¹⁾

€ 3.750,-

1/2 landscape



Satzspiegel
185 x 125 mm
Abfallend
210 x 143 mm¹⁾

€ 3.750,-

1/3 portrait



Satzspiegel
59 x 260 mm
Abfallend
74 x 297 mm¹⁾

€ 3.060,-

1/3 landscape



Satzspiegel
185 x 82 mm
Abfallend
210 x 99 mm¹⁾

€ 3.060,-

1/4 portrait



Satzspiegel
90 x 125 mm
Abfallend
105 x 143 mm¹⁾

€ 2.190,-

1/4 landscape



Satzspiegel
185 x 60 mm
Abfallend
210 x 74 mm¹⁾

€ 2.190,-

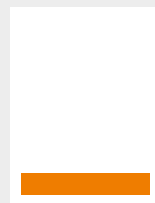
1/8 portrait



Satzspiegel
90 x 60 mm

€ 1.090,-

1/8 landscape



Satzspiegel
185 x 30 mm

€ 1.090,-

Platzierung U4:

€ 6.220,-

Platzierung U2 + U3:

€ 5.830,-

Beilagen

pro 1.000 Stück

bis 10 g	€ 356,-
bis 20 g	€ 371,-
bis 30 g	€ 410,-
bis 40 g	€ 440,-

unter 3.000 Stück/Stück (+ Pauschale)

bis 10 g	€ 0,37	+ € 400,-
bis 20 g	€ 0,39	+ € 400,-
bis 30 g	€ 0,42	+ € 400,-
bis 40 g	€ 0,45	+ € 400,-

Beihefter

pro 1.000 Stück

bis 10 g	€ 410,-
bis 20 g	€ 492,-
bis 30 g	€ 600,-
bis 40 g	€ 660,-

Alle Formate: Breite x Höhe

¹⁾ **Abfallende Formate** benötigen einen Überfüller von 3 mm an allen Pagen. Zuschlag € 260,-.

Verarbeitbare Dateitypen: Adobe InDesign, Adobe Photoshop, druckfähige PDFs.

E-Mail: produktion@industriemedien.at

TRANSPORT GUIDE 2023

The compendium for the economy of transport

The transport guide 2023 is a constant companion supporting you as guidebook and comprehensive reference book for transport companies, works transport, fleet operators, shipping companies, public authorities and KEP-services.



Circulation:
Publishing date:

20,000 copies
December 2022



Use this unique opportunity to be present with your target group throughout the entire year and book your company portrait now!

Management

Car service/
garage

Law

Fleet

Supplier
directory

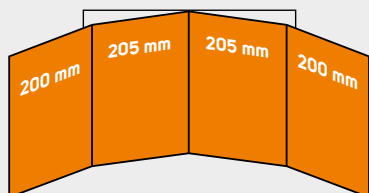
Prices & formats

1/1 Page	€ 5,690.-
1/2 Page	€ 3,750.-
1/3 Page	€ 3,060.-
1/4 Page	€ 2,190.-
1/8 Page	€ 1,090.-
1 Page company portrait	€ 1,990.-

Readers and target group

Transport companies, shipping companies, fleet operators, KEP-services and public authorities. Subscribers of TRAKTUELL receive the Transportguide 2022 per post. Additionally, it is available at the most important events, fairs and exhibitions.

Special advertisement formats

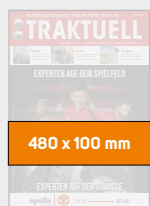


Grand cinema: The tabernacle

Space en masse - with impressing design possibilities across 800mm width. The tabernacle is printed on strong paper quality - 11,740 copies to your target group. 1,000 copies for your purposes are included as well.

Format open: 810 x 297 mm height

Price: € 9,900.-
plus € 2.870,- Production costs



The connecting banderole

With the banderole across the cover page and U4 the reader holds your advertising message in hands during the first contact during the first contact with the magazine.

Format offen:
480 mm width x 100 mm height

Price: € 7,200.-
plus Production costs



Flap attached to U2

3 full pages for your success. Choose your best sujet for U2 and position your best sujet on a full double page. Of course we are also looking forward to support you in regard to layout and text.

Format U2: 210 mm width x 297 mm height
Format open: 410 mm breit x 297 mm portrait

Price: € 9,200.-
plus Production costs



Your topic specific booklet

You would like to provide your (potential) customers with more than just information? The booklet is the ideal product, in regard to explaining more complex topics.

Format: A4
Paper cover: 200 g/m² image print
Paper core: 100 g/m² image print
Circulation: 12.500 copies as a supplement,
PLUS 1.000 copies for your own use

20 Pages **€ 16,800.-**
28 Pages **€ 18,600.-**



Cover flap

With the one-sided flap across the cover page and U4 the reader holds your advertising message in hands from the first second. Skipping this format is impossible.

Format open:
230 x 297 mm

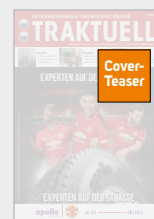
Price: € 4,700.- plus € 1,990.- printing costs



Greetings to your target group

The Tip-On-Card is an interactive ad: Surprise your target group with an original design of the card and the underground. The Tip-On-Card makes curious and enables haptic contact.

Price: € 3,090.-
plus base starting from
1/2 Page plus € 1,860.-
printing costs



The cover teaser

The cover teaser is an unique, extremely attention-grabbing advertising format. With a high-quality sticky note of 75 X 75 mm with your sujet, information or announcements, the cover teaser is glued to the cover page.

Price: € 5,990.-



Enough and to spare

For the shipping of Taktuell to our readers we produce personalized covers with a dedication according to your wishes. They are a printed one-sided in 4C and ready to be used for your advertising message.

Price: € 6,290.-

Prices and formats **traktuell.at**

Valid from 1. 1. 2022

Display Ads

This way you are visible for your target group on our platforms.

1) IAB Billboard

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

monthly
€ 1.920,-

3) IAB Wide Skyscraper

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

monthly
€ 1.560,-

5) IAB Leaderboard

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

monthly
€ 1.620,-

2) Wallpaper

Price: € 360,- per month
Formats: Leaderboard
+ Wide Skyscraper

4) Sidebar

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

monthly
€ 1.800,-

also MOBILE!

7) HalfPage Ad

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

monthly
€ 2.160,-

also MOBILE!

8) IAB Medium Rectangle

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

monthly
€ 1.380,-

also MOBILE!

9) CMS Advertorial

see:
FOCUS ONLINE

6) Online-Advertorials

The ideal addition to your content marketing.

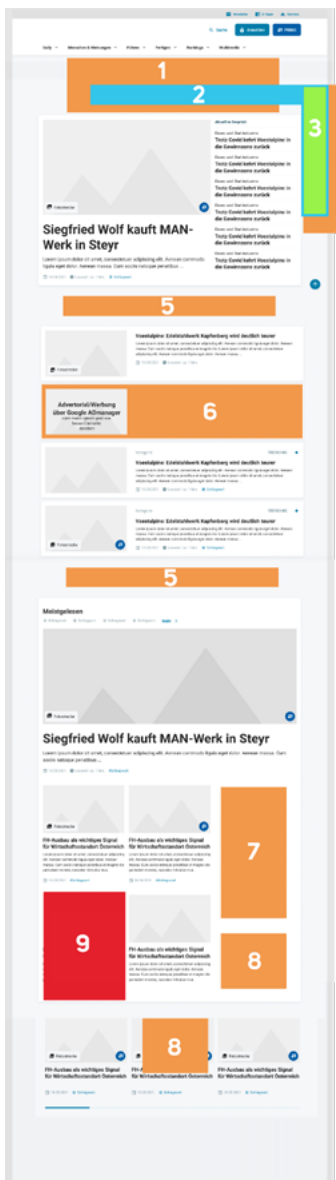
Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.200,-



The Whitepaper platform

With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.



BASIC PACKAGE

E-Mail-Adresse

(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber



SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our TRAKTUELL editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-

Augmented Reality enables experiences of your product!

With our new augmented reality tool you, we can create experiences of your product for your customers. Our technology functions without an app, just screen it with your phone and follow the instructions.

Suitable for every end product like online products like whitepapers or stories, print products or virtual exhibition stands.

Prices:

1 Object with info and soundbutton
€ 1.500,-

4 objects (1 QR-code) with the provision of a 3D-file.
€ 1.900,-

In case of no 3D-model being present, we are looking forward to creating it according to KV for you.



Newsroom



YOUR NEWSROOM

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

Total price per year:
€ 6.980,-

One whole year!

Top-banner in our newsletter are a very successful advertising means! And you can book your top-banner for an entire year and additionally change your subject four times during this period.

Prices from: **€ 3.300,-**

Videocontent

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

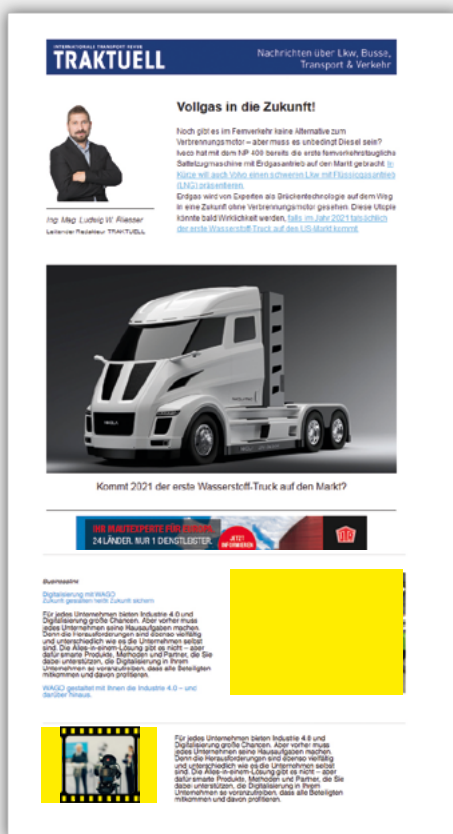


Our experienced videoteam supports you throughout the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- tutorials
- productvideos
- webinars
- eventvideos
- advertising trailers
- explanatory videos

Newsletter

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner..



Main Newsletter „Weekly Briefing“

Frequency: 1x per week

Topics: Up-to-date news of the transport industry

	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 480.–
Business Link	300 characters + 1 image*	€ 480.–
Video Preview	300 characters	€ 480.–

*ideally portrait format



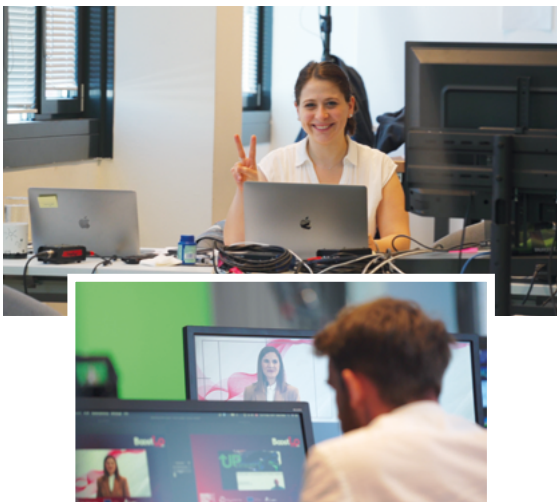
B2B-Events



WEKA-Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance with your corporate identity.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431



MEE+YOO

the virtual platform for your content

Our high-end product meetyoo, that has won multiple the German „Innovationspreis IT“ multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

Requests: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Phone: +43-1-97000-443

Webcast / Webinar

- Announcement of your webinar via business links in two newsletters
- Your webinar widget for announcement stays online for one month
- Your own landing page for registration of participants
- Conduct of your webinar using our Webinar-Software
- The slides and the youtube link with the webinar recording stays online on our website for three months. This guarantees further leads of interested readers.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431

Our congresses for your lead(ing) success



www.industriemedien.at/project/austrian-automotive-business-show/



www.b2bvertriebskongress.at



www.b2bmarketingkongress.at



industriekongress.com



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital is poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.