krafthand
TRUCK

Technology | Service | Development



MEDIA

INFORMATION

2027

krafthand medien 1927 2027

Technology. Service. Development.

www.krafthand-truck.de

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You can also find this media information online at:
www.krafthand.de/truck/werben/

Media profile

Target audience

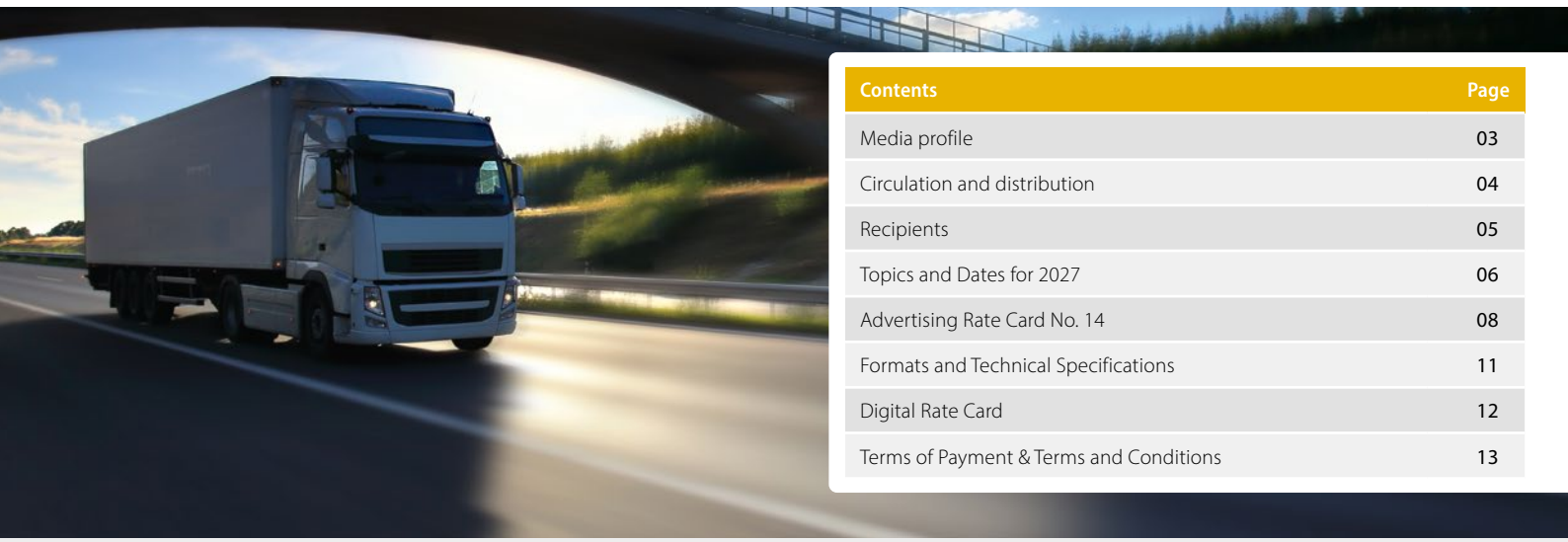
The core target audience of this forward-looking trade magazine includes mechatronics engineers, technicians and master craftsmen, workshop managers, operations and fleet managers, relevant specialist engineers, and representatives of the parts trade, suppliers and manufacturers.

3.5 t and above

Krafthand-Truck is a specialist publication and guide for practice-oriented technical specialists, particularly in the fields of commercial vehicles and vans weighing 3.5 tonnes and above. The editorial focus is on the following subject areas: service/diagnostics, technology/development, parts/systems, workshop IT/telematics and workshop equipment. Industry information and company profiles round off the content.

4 times a year

Our trade magazine provides valuable information for independent and brand-affiliated commercial vehicle workshops, network-affiliated workshops, companies with in-house workshops, haulage contractors, bus operators, representatives of the parts and accessories industry, workshop equipment suppliers and the commercial vehicle industry.



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Circulation Analysis

Copies per issue, annual average
(1 July 2025 – 30 June 2026)

Print run
12.525 copies

Distributed circulation
12.504 copies

Paid circulation
482 copies

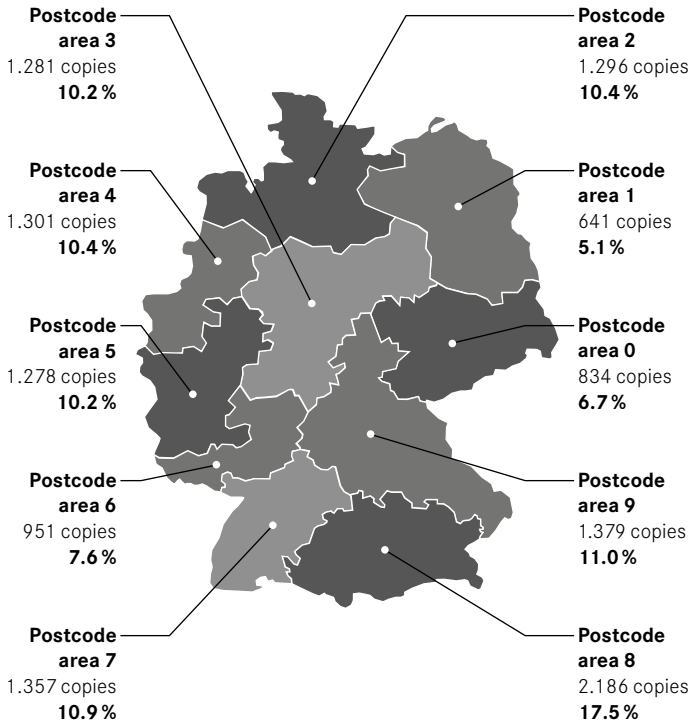
Controlled free copies
12.022 copies

Voucher, archive and remaining copies
21 copies

Circulation Audit
Information Association for the Determination of the Circulation of Advertising media (e. V.)

Distribution by postcode*

Copies per issue, annual average
(1 July 2025 – 30 June 2026)



krafthand TRUCK
Technik | Service | Entwicklung

Recipients*

Maintenance and repair of commercial vehicles
47 %

Commercial vehicle sales, spare parts sales
21 %

Workshops for haulage and transport companies
16 %

Bus and transport companies
8 %

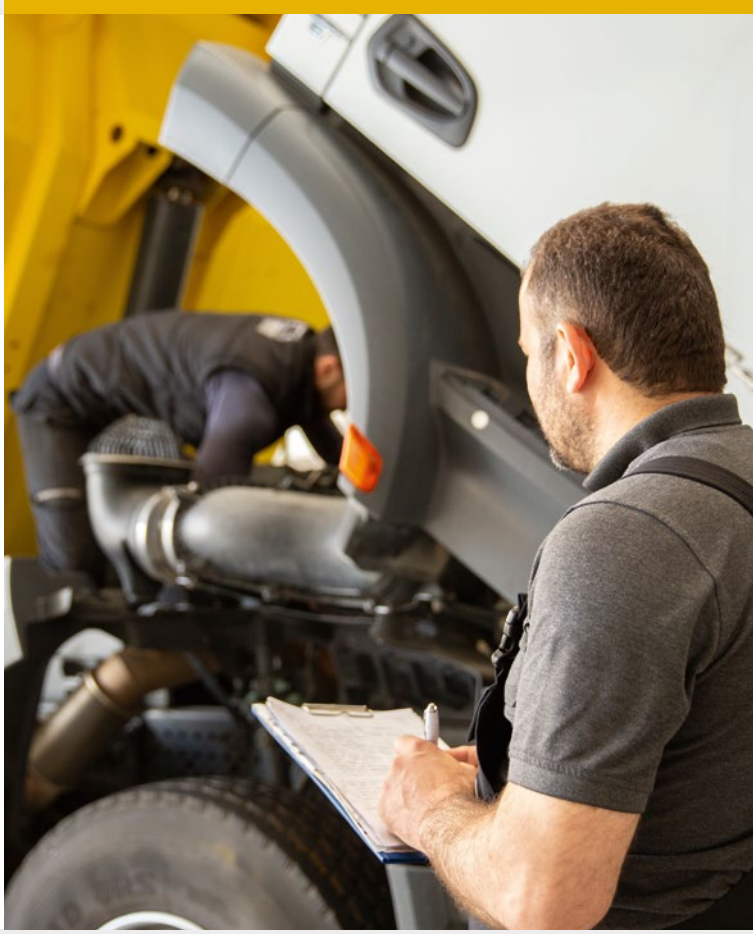
Municipal enterprises
5 %

Industry
1 %

Other (trade fairs, documentation, archives)
2 %

* First-hand data collection

Recipients



Issue	Topics			Trade fairs and exhibitions
1 March Publication date: **24. 03. 2027** Advertising deadline: 25. 02. 2027	**SERVICE I DIAGNOSTICS** • Truck and trailer diagnostics • Diagnostics: Sensors/Actuators • Wheels/tyres I TPMS I Fitting, balancing **WORKSHOP IT I TELEMATICS** • Vehicle diagnostics/AI • Predictive maintenance	**TECHNOLOGY I MAINTENANCE I DEVELOPMENT** • Drive technologies, Service • Alternative fuels • Electric trucks (BEV, FCEV) I Technology, Service **EQUIPMENT I TOOLS** • Specialist tools • Lifting equipment • Tyre fitting	**PARTS I SYSTEMS** • Axles and braking systems • Lubricants/Additives • Batteries **INDUSTRY I COMPANIES** • #4 Commercial Vehicle Aftermarket Round Table • Company: Partner to the commercial vehicle sector • People I Leaders I Opinions • Preview: **transport logistic, Munich**	**transport logistic** Munich 26. – 29. 04. 2027
2 June Publication date: **16. 06. 2027** Advertising deadline: 19. 05. 2027	**SERVICE I DIAGNOSTICS** • Truck and trailer diagnostics • Driver Assistance Systems I Sensors, Camera Systems, Calibration • Air-conditioning Technology I Service, Maintenance, Repair **WORKSHOP IT I TELEMATICS** • Fleet management • Commercial vehicle workshop software	**TECHNOLOGY I MAINTENANCE I DEVELOPMENT** • New truck launch(es) • Electric trucks (BEV, FCEV) I Technology, Service • Trailer Technology I E-Trailers **EQUIPMENT I TOOLS** • Specialist tools • Tyre fitting, wheel balancers	**PARTS I SYSTEMS** • Sensors I Actuators in commercial vehicles • Vehicle lighting I Lighting systems • Tyre retreading • Remanufacturing (Reman) **INDUSTRY I COMPANIES** • Company: Partner to the commercial vehicle sector • People I Leaders I Opinions	**Truck Grand Prix** Nürburgring 09. – 11. 07. 2027
3 September Publication date: **15. 09. 2027** Advertising deadline: 19. 08. 2027	**SERVICE I DIAGNOSTICS** • Truck and trailer diagnostics • Diagnostic tools I Security management • Brakes I Axles **WORKSHOP IT I TELEMATICS** • Mobile Services I Parts Ordering • Workshop software	**TECHNOLOGY I MAINTENANCE I DEVELOPMENT** • Truck I Trailer – New release • Electric trucks (BEV, FCEV) I Technology, Service • Gear technology **EQUIPMENT I TOOLS** • **NUFAM – Special** • Tools, lifting equipment, diagnostics	**PARTS I SYSTEMS** • Axles I Wheel bearings • Auxiliary units • Turbochargers **INDUSTRY I COMPANIES** • Company: Partner to the commercial vehicle sector • People I Leaders I Opinions • Preview: **NUFAM, Karlsruhe**	**NUFAM** Karlsruhe 22. – 25. 09. 2027
4 November Publication date: **24. 11. 2027** Advertising deadline: 27. 10. 2027	**SERVICE I DIAGNOSTICS** • Truck and trailer diagnostics • Engine I Exhaust Systems • Turbochargers I Damage, repair I Remanufacturing **WORKSHOP IT I TELEMATICS** • Software for commercial vehicle workshops • Vehicle management	**TECHNOLOGY I MAINTENANCE I DEVELOPMENT** • Truck I Trailer – New release • Electric trucks (BEV, FCEV) I Technology, Service • Thermal Management I: Components **EQUIPMENT I TOOLS** • Specialist tools • Lifting equipment • Washing & Cleaning	**PARTS I SYSTEMS** • Batteries I Service + Technology • Wheel bearings I Wheel hubs • High-voltage technology **INDUSTRY I COMPANIES** • Company: Partner to the commercial vehicle sector • People I Leaders I Opinions • Start-ups and newcomers in the commercial vehicle sector	

Formats and Prices

All prices are exclusive the applicable VAT rate.

	Formats		Prices
Cover	**Prime placement on front page** (width × height)*		**4 colour**
portrait	150 × 220 mm		**6.725,– €**

*plus 3 mm bleed on all sides

Adver-torial	**Bleed size** (width × height)*	**4 colour**
1/1 page	210 × 297 mm	**4.470,– €**
1/2 page	210 × 154 mm	**2.310,– €**

*plus 3 mm bleed on all sides

1/1	**Type area format** (width × height)	**Bleed size** (width × height)*	**4 colour**
portrait	187 × 270 mm	210 × 297 mm	**6.260,– €**

*plus 3 mm bleed on all sides

Junior-page	**Type area format** (width × height)	**Bleed size** (width × height)*	**4 colour**
portrait	139 × 190 mm	150 × 211 mm	**3.690,– €**

*plus 3 mm bleed on all sides

1/2	**Type area format** (width × height)	**Bleed size** (width × height)*	**4 colour**
portrait	91 × 270 mm	102 × 297 mm	**3.295,– €**
landscape	187 × 134 mm	210 × 154 mm	

*plus 3 mm bleed on all sides

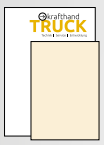
1/3	**Type area format** (width × height)	**Bleed size** (width × height)*	**4 colour**
portrait	59 × 270 mm	70 × 297 mm	**2.260,– €**
landscape	187 × 90 mm	210 × 110 mm	

*plus 3 mm bleed on all sides

1/4	**Type area format** (width × height)	**Bleed size** (width × height)*	**4 colour**
2 columns	91 × 134 mm	102 × 154 mm	**1.705,– €**
portrait	43 × 270 mm	54 × 297 mm	
landscape	187 × 65 mm	210 × 82 mm	

*plus 3 mm bleed on all sides

Prime placement on front page:

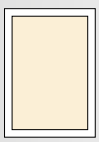


portrait

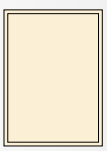
Advertorial


1/1 page 1/2 page

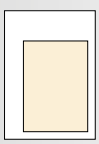
1/1 ad within type area:


portrait

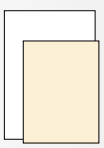
1/1 ad full bleed:


portrait

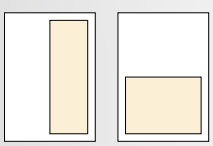
Juniorpage within type area:


portrait

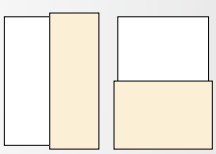
Juniorpage full bleed:


portrait

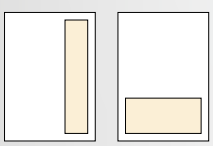
1/2 ad within type area:


portrait landscape

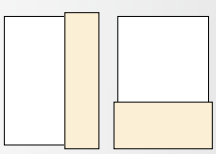
1/2 ad full bleed:


portrait landscape

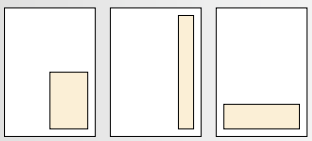
1/3 ad within type area:


portrait landscape

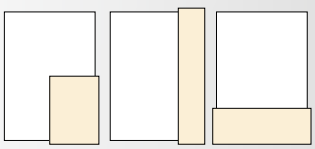
1/3 ad full bleed:


portrait landscape

1/4 ad within type area:


2 columns portrait landscape

1/4 ad full bleed:

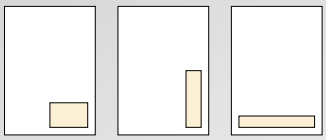

2-column portrait landscape

More formats on the next page

1/8	Type area format (width × height)	Bleed size (width × height)*	4 colour
2 columns	91 × 65 mm	–	890,– €
portrait	43 × 134 mm		
landscape	187 × 32 mm		

*plus 3 mm bleed on all sides

1/8 ad within type area:



2 columns portrait landscape

Supplements	Weight	Cost per 1.000 ex.
	up to 25 g	280,– €
	up to 30 g	290,– €
	up to 35 g	300,– €
	every additional 5 g	10,– €

Supplements

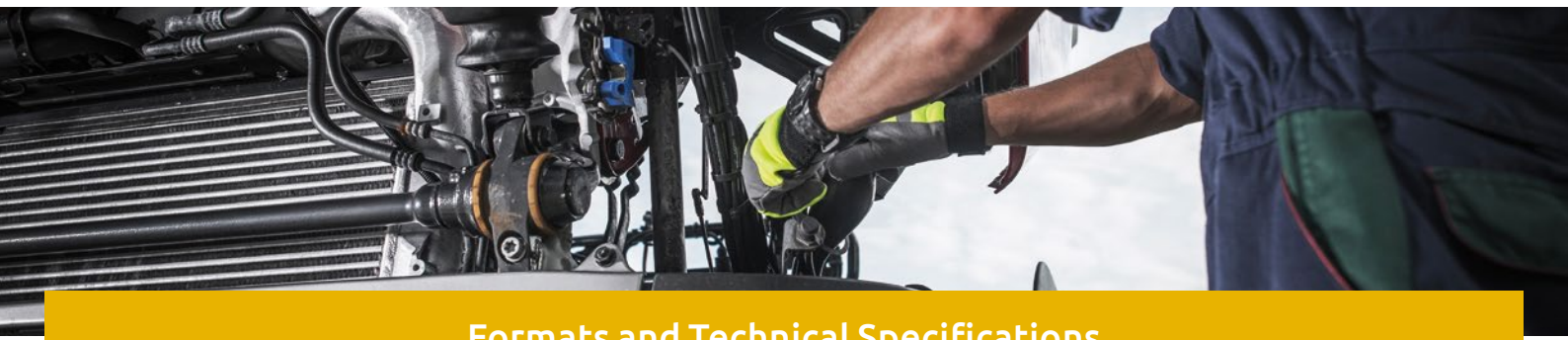


max. format for delivery:
204 × 288 mm (width × height)

Discounts

Purchases within 12 months (year of publication):

Frequency discount scale		Volume-based scale	
for 2 ads	5 %	1 page	5 %
for 3 ads	10 %	2 pages	10 %
for 4 ads	15 %	3 pages	15 %
		4 pages	20 %



Formats and Technical Specifications

Magazine format:

210 mm wide × 297 mm high, DIN A4
untrimmed: 216 mm wide × 303 mm high

Type area: 187 mm wide × 270 mm high
4 columns, each 43 mm wide

Printing and binding methods:

Sheet-fed offset, perfect binding

Paper: 90 g, matt art paper
Cover: 200 g, gloss art paper

Data submission:

E-Mail to
anzeigen.truck@krafthand-medien.de

- Please ensure the file size is within the limits when sending. Maximum file size: 10 MB

File formats:

High-resolution, print-ready PDF file with a resolution of at least 300 dpi.

We recommend submitting at least PDF/X-1a files – all fonts used must be embedded. Screen ruling: 80-line screen.

Colours:

Printing is carried out in cyan, magenta, yellow and black in accordance with ISO 12647-2 (PSO). Spot colours (Pantone and HKS) are possible by arrangement.Print profile used: ISO Coated v2 (ECI).

Data archiving:

Data is archived; therefore, unaltered reprints are generally possible. However, no guarantee is given regarding the data.

Liability:

If incomplete or incorrect data (text, colours, images) is supplied, we accept no liability for the print result. Additional graphic work resulting from incorrectly supplied data will be charged.

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Deputy Head of Media Production
Telephone +49 (0) 82 47/30 07-64
stefanie.schmaus@krafthand-medien.de

Formats and Prices

All prices are exclusive of VAT.

Leaderboard	Format (width × height)	Price per month
	728 × 90 px	455,– €



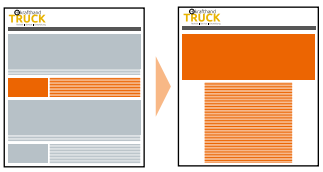
Skyscraper	Format (width × height)	Price per month
	160 × 600 px	455,– €



Billboard	Format (width × height)	Price per month
	970 × 250 px	650,– €



Advertorial		Price per month
Article teaser in the content stream Subpage on the full website		1.235,– €

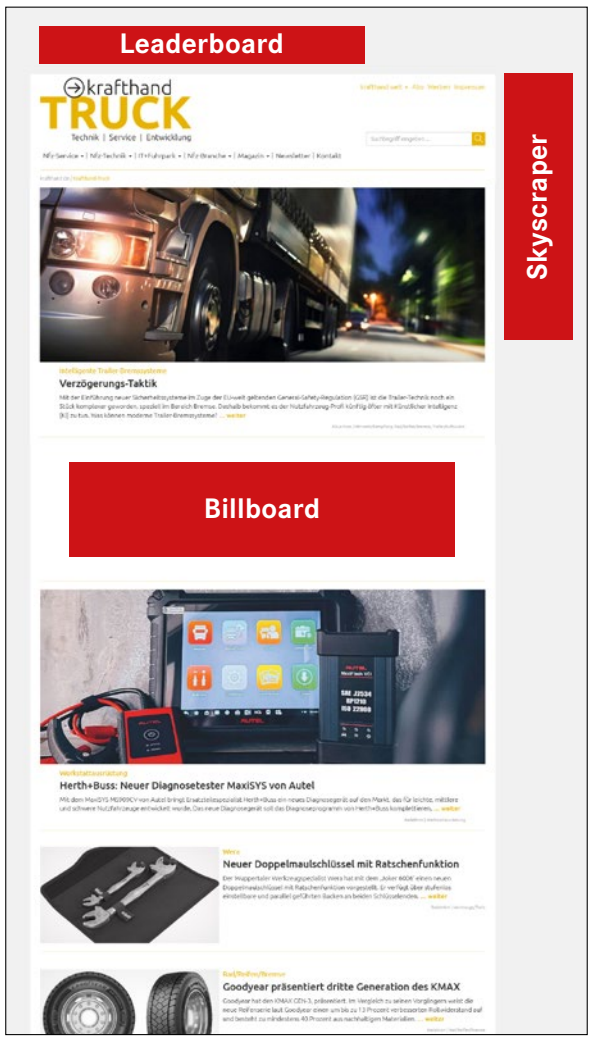


Newsletter	Format (width × height)	Price per mailing
Banner	620 × 250 px	150,– €



Frequency of publication: twice a month

(always on the 1st and 3rd Monday of each month)



Further information

Terms of payment

Payable within 30 days, net. Within 8 days, less 2 % cash discount. Direct debit payments subject to a 3 % cash discount.

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General Terms and Conditions (GTC)

Our General Terms and Conditions are available for download as a PDF file via the following link:

www.krafthand-medien.de/agb/

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technikmagazin



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Krafthand – the independent specialist media platform for the motor vehicle trade. For over 95 years, our technical magazine has been regarded as a guide for motoring business owners and workshop professionals.

Print run:	**18.000 copies**
Frequency of publication:	**24 issues per year, including 7 double issues**

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