

krafthand

technikmagazin

Media-Information | Print | Digital



www.krafthand.de

2024



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Media profile

since 1927

Krafthand – the independent specialist media concept for the automotive trade. For 95 years, this technical journal has served as a **guide for automotive companies and garage professionals.**

Expertise







Our core content is provided directly in-house by our dedicated editorial staff. Our team delivers **high-quality editorial expertise** in the areas of **workshop practice, parts and systems, automotive technology, specific legal obligations for garages and business practices.**

17 issues

With 17 issues per year and supplementary digital channels, Krafthand is a **consistent media concept** offering specialist information for the automotive trade.

Circulation*

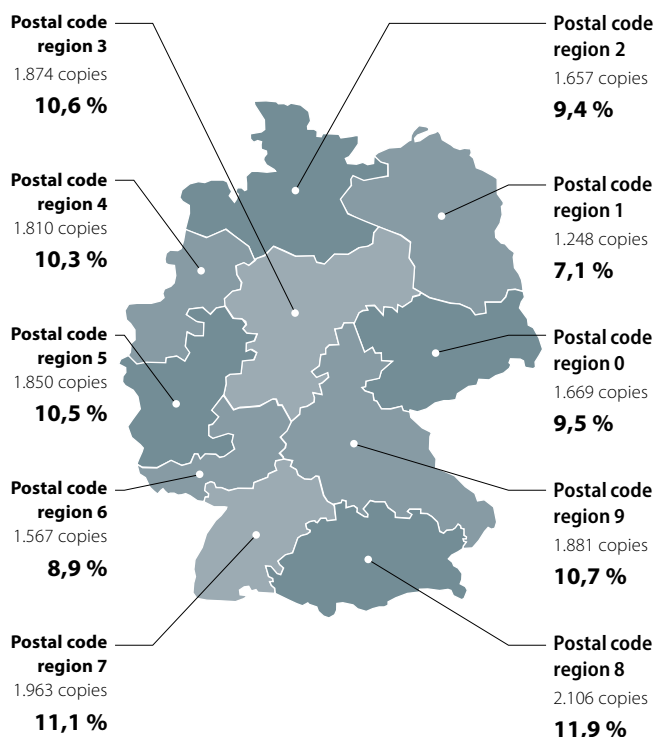
KRAFTHAND, one conception to set your advertisement objectives right. Most powerful beyond all media channels.

	Printed copies (in total) Krafthand-Magazine	18.390
	Digital copies (in total) Krafthand-Magazine	11.356
	Newsletter Subscribers Krafthand-Newsletter	3.122
	Page Impressions (per month) Krafthand.de	310.000
	Facebook-Followers Facebooksite Krafthand	4.041
	Instagram Krafthand	344

Status quo: September 2023



Regions by postal code*



* In-house data collection

Analysis of circulation

Average circulation per issue within one year
(July 1st 2022 – June 30th 2023)

Printed copies	18.000 copies
Total circulation of that epaper	28.701 copies 11.075 copies
Total net paid circulation of that epaper	20.782 copies 9.852 copies
Free copies (Print and ePaper)	7.920 copies
Remainer, file and checking copies	374 copies



Circulation control

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.



Type of workshop*

Independent garage

40,1 %

Brand-related garage

22,1 %

Systems operation workshop

21,9 %

Repair shop or publicly owned garage

9,9 %

Experts

1,7 %

Other industries

4,3 %

94%
of workshops are
garages

Role in the company*

Owner, partner, managing director, operations manager

84 %

Workshop manager

12 %

Workshop employee

3 %

Other

1 %

Company size*

1 - 19 employees

91 %

20 - 49 employees

5 %

50 - 99 employees

2 %

> 100 employees

2 %

91%
of companies have
1-19 employees



* In-house data collection

70.504

workshop professionals **on average**
read a print edition of Krafthand.



96 %

of Krafthand readers **make decisions**
regarding purchases and investments.



12 years

is the average duration that Krafthand
readers are **connected to the title.**



718.000

online readers has Krafthand per year.



1.198.000

print readers has Krafthand per year.



Excellent

Krafthand receives top ratings in terms of
recommendation and **readability.**



Issue	Deadlines	Topics	Trade fairs + specials
1-2 January	PD 20/01/24 CD 03/01/24	<ul style="list-style-type: none"> • Diagnostics, maintenance and repair • Suspension and steering technology 	<ul style="list-style-type: none"> • Driver assistance systems in service • Expert services
3-4 February	PD 10/02/24 CD 19/01/24	<ul style="list-style-type: none"> • Value-based repairs (parts, equipment, electronics maintenance, services) 	<ul style="list-style-type: none"> • Servicing and parts for e-vehicles • Lifting equipment • Parts trade: Stationary vs. online
5 March	PD 02/03/24 CD 09/02/24	<ul style="list-style-type: none"> • Testing and measurement technology • Exhaust gas after-treatment (tools, parts, service) 	<ul style="list-style-type: none"> • Air-conditioning service • Car glass business
6 March	PD 23/03/24 CD 01/03/24	<ul style="list-style-type: none"> • Parts Special: Ident Parts vs. Remanufacturing vs. Replica • Tyre service and fitting 	<ul style="list-style-type: none"> • Sales of tyres/wheels • Service and technology of lighting systems • Trade fair preview for Techno Classica
7 April	PD 06/04/24 CD 14/03/24	<ul style="list-style-type: none"> • Air-conditioning service • Filter technology • Brake service 	<ul style="list-style-type: none"> • Battery and charge management (testing, charging, replacement)
8 April	PD 20/04/24 CD 28/03/24	<ul style="list-style-type: none"> • Diagnostics, maintenance and repair • Minor repairs (Smart and spot repair) 	<ul style="list-style-type: none"> • Engine technology and attachment parts • Lubricants and operating materials/ fluid management
9-10 May	PD 11/05/24 CD 18/04/24	<ul style="list-style-type: none"> • 2024 workshop special: Value-based repairs – Profitable Aftermarket Solutions 	<ul style="list-style-type: none"> • Driver assistance systems in service • Servicing motorhomes, caravans • Expert services
11 June	PD 01/06/24 CD 08/05/24	<ul style="list-style-type: none"> • Repairs to OE quality standards • Tyre service and fitting 	<ul style="list-style-type: none"> • Sales of tyres/wheels • Air-conditioning service
12 June	PD 22/06/24 CD 31/05/24	<ul style="list-style-type: none"> • Suspension and steering technology • Brake service 	<ul style="list-style-type: none"> • Trends amongst tool providers • Trendsetter in Sustainability
13-14 July	PD 20/07/24 CD 28/06/24	<ul style="list-style-type: none"> • Original Equipment Manufacturers in the Aftermarket: Repackers, Parts, Distributors • Service on the clutch and transmission 	<ul style="list-style-type: none"> • Transmission flush • Lubricants and operating materials/ fluid management
15-16 August	PD 17/08/24 CD 25/07/24	<ul style="list-style-type: none"> • automechanika – trade fair preview • Testing and measurement technology • Driver assistance systems in service 	<ul style="list-style-type: none"> • Servicing and parts for e-vehicles • Expert services
17 September	PD 07/09/24 CD 16/08/24	<ul style="list-style-type: none"> • automechanika – trade Fair Edition • Value-based repairs (parts, equipment, electronics maintenance, services) 	<ul style="list-style-type: none"> • Minor repairs (Smart and spot repair) • Bodywork repair/painting • Car glass business
18-19 September	PD 28/09/24 CD 06/09/24	<ul style="list-style-type: none"> • Diagnostics, maintenance and repair • Tyre service and fitting 	<ul style="list-style-type: none"> • Purchasing tyres/wheels • Additional business for the workshop

PD = Publication date · CD = Closing date

Issue	Deadlines	Topics	Trade fairs + specials
20 October	PD 12/10/24 CD 19/09/24	<ul style="list-style-type: none"> • Service and technology of lighting systems • Lifting equipment 	<ul style="list-style-type: none"> • Battery and charge management (testing, charging, replacement) • Trends amongst tool providers
21 November	PD 02/11/24 CD 10/10/24	<ul style="list-style-type: none"> • Krafthand Technology-Award 2024 • Automechanika Coverage: Parts + Systems, Workshop Equipment 	<ul style="list-style-type: none"> • Driver assistance systems in service • Lubricants and operating materials/ fluid management
22 November	PD 23/11/24 CD 31/10/24	<ul style="list-style-type: none"> • Value-based repairs (parts, equipment, electronics maintenance, services) • Expert services 	<ul style="list-style-type: none"> • Minor repairs (Smart and spot repair) • Bodywork repair/painting
23-24 December	PD 14/12/24 CD 22/11/24	<ul style="list-style-type: none"> • Repairs to OE quality standards • Servicing and parts for e-vehicles 	<ul style="list-style-type: none"> • Brake service • Engine technology and attachment parts
			Insert (poster): wall calendar 2025
			Insert: Product overview 2024/2025

PD = Publication date · CD = Closing date

Focus topics

Topics	Issues
Additional business for the workshop	18-19
Aftermarket - Profitable Solutions	9-10
Air-conditioning service	5, 7, 11
Automechanika Coverage: Parts + Systems, Workshop Equipment	21
automechanika Trade Fair Edition	17
Battery and charge management (testing, charging, replacement)	7, 20
Bodywork repair/painting	17, 22
Brake service	7, 12, 23-24
Car glass business	5, 17
Diagnostics, maintenance and repair	1-2, 8, 18-19
Driver assistance systems in service	1-2, 9-10, 15-16, 21
Engine technology and attachment parts	8, 23-24
Exhaust gas after-treatment (tools, parts, service)	5
Expert services	1-2, 9-10, 15-16, 22
Filter technology	7
Gearbox flushing	13-14
Lifting equipment	3-4, 20
Lubricants and operating materials/fluid management	8, 13-14, 21

Topics	Issues
Minor repairs (Smart and spot repair)	8, 17, 22
Original Equipment Manufacturers in the Aftermarket: Repackers, Parts, Distributors	13-14
Parts Special: Ident Parts vs. Remanufacturing vs. Replica	6
Parts trade: Stationary vs. online	3-4
Repairs to OE quality standards	11, 23-24
Sales of tyres/wheels	6, 11, 18-19
Service and technology of lighting systems	6, 20
Service on the clutch and transmission	13-14
Servicing for e-vehicles	3-4, 15-16, 23-24
Servicing motorhomes, caravans	9-10
Suspension and steering technology	1-2, 12
Trends amongst tool providers	12, 20
Testing and measurement technology	5, 15-16
Trade fair preview for Techno Classica	6
Trendsetter in Sustainability	12
Tyre service and fitting	6, 11, 18-19
Value-based repairs (parts, equipment, electronics maintenance, services)	3-4, 9-10, 17, 22
Krafthand Technology-Award 2024	21

Advertisement format and prices

All prices are exclusive the applicable VAT rate.

format		price
Cover	Preferentail position cover (w × h)*	4 colour
portrait	150 × 220 mm	7.300,- €

* additional amount for bleed: 3 mm per trimmed edge

Preferentail position cover:



Adver- torial	bleed size (w × h)	4 colour
1/1 page	210 × 297 mm	4.600,- €
1/2 page	210 × 154 mm	2.400,- €

* additional amount for bleed: 3 mm per trimmed edge

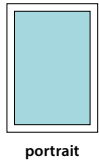
Advertorial:



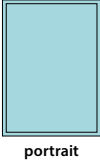
1/1	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	187 × 270 mm	210 × 297 mm	7.080,- €	8.835,- €

* additional amount for bleed: 3 mm per trimmed edge

1/1 page inside type area:



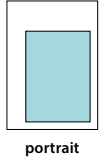
1/1 page outside type area:



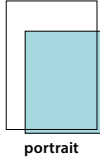
Junior- page	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	139 × 190 mm	150 × 211 mm	3.910,- €	5.290,- €

* additional amount for bleed: 3 mm per trimmed edge

Juniorpage inside type area:



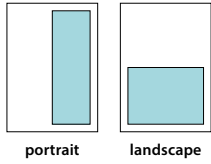
Juniorpage outside type area:



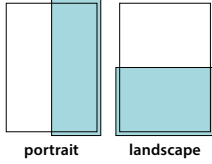
1/2	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	91 × 270 mm	102 × 297 mm	3.540,- €	4.905,- €
landscape	187 × 134 mm	210 × 154 mm		

* additional amount for bleed: 3 mm per trimmed edge

1/2 page inside type area:



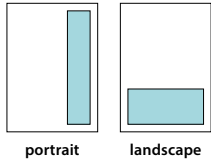
1/2 page outside type area:



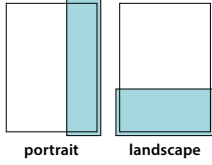
1/3	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	59 × 270 mm	70 × 297 mm	2.360,- €	3.665,- €
landscape	187 × 90 mm	210 × 110 mm		

* additional amount for bleed: 3 mm per trimmed edge

1/3 page inside type area:



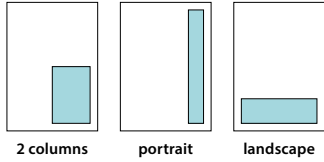
1/3 page outside type area:



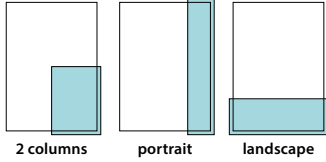
1/4	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
2 columns	91 × 134 mm	102 × 154 mm	1.770,- €	2.925,- €
portrait	43 × 270 mm	54 × 297 mm		
landscape	187 × 65 mm	210 × 82 mm		

* additional amount for bleed: 3 mm per trimmed edge

1/4 page inside type area:



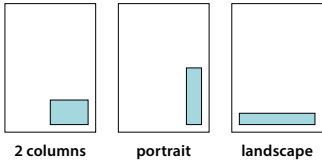
1/4 page outside type area:



1/8	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
2 columns	91 × 65 mm	–	885,– €	1.245,– €
portrait	43 × 134 mm			
landscape	187 × 32 mm			

* additional amount for bleed: 3 mm per trimmed edge

1/8 page inside type area:



Supplements	weight	cost per 1.000 ex.
	up to 25 g	355,– €
	up to 30 g	365,– €
	up to 35 g	375,– €
	each additional 5 g	10,– €

Supplements



 **max. format for delivery:**
204 × 288 mm (w × h)

delivery address:
Logistik Zentrum AZ Druck und Datentechnik GmbH
LZAZ | Heisinger Straße 21 | 87437 Kempten

delivery memo:
Krafthand Medien GmbH | Krafthand, issue ____
title of supplement

Inserts	quantities	price
	1 sheet = 2 pages*	7.080,– €
	2 sheet = 4 pages*	10.620,– €



***discountable:**
1 sheet = 1 advertising page
2 sheet = 1,5 advertising page

Clued on Post-Card	please call
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Discounts

within 12 months:

Contract discount		frequency rate	
3 adverts	5 %	1 pages	5 %
6 adverts	10 %	2 pages	10 %
12 adverts	15 %	3 pages	15 %
24 adverts	20 %	6 pages	20 %
		9 pages	25 %

Front page is not discountable, but is added to the final account as a 1/1 page in the contract discount resp. 1x in the frequency rate.

Occasional advertisement

Job offers, sells, bids, real estate, business connections, miscellaneous:

reduced basic price	b/w	4 colour
per mm, 1 column, 43 mm wide	3,55 €	5,80 €
Job requests	1,55 €	–
box number and administration surcharge	5,– € (non-recurring fee)	
Discounts	published twice 10 % published three times 15 %	



Payment terms

Payment within 30 days. Payment within 8 days: 2 % discount.
Direct debit and prepayment: 3 % discount.


Bank accounts:


- **Sparkasse Schwaben-Bodensee**
IBAN: DE92 7315 0000 0000 1031 84; SWIFT (BIC): BYLADEM1MLM
- **Postbank München**
IBAN: DE44 7001 0080 0047 9398 07; SWIFT (BIC): PBNKDEFF


Format and prices

All prices are exclusive the applicable VAT rate.

75.000
ad impressions
guaranteed

Billboard	format (w x h)	price per month	
	970 x 250 px	3.965,- €	

Leaderboard	format (w x h)	price per month	
	728 x 90 px	2.065,- €	

Halfpage	format (w x h)	price per month	
	300 x 600 px	2.980,- €	

Rectangle	format (w x h)	price per month		
Medium Rectangle	300 x 250 px	2.065,- €		
Video Rectangle	300 x 250 px			

Skyscraper	format (w x h)	price per month	
	160 x 600 px	2.065,- €	

Advertorial		price per month	
Editorially designed PR article in the content stream on the homepage.		4.280,- €	

More Information on next page

Format and prices

All prices are exclusive the applicable VAT rate.

Newsletter-Banner	format (w x h)	price per distribution
Frequency: every Tuesday and Friday	620 x 250 px	330,- €



Newsletter Advertorial	price per distribution
Frequency: every Tuesday and Friday	495,- €



Stand-Alone-Newsletter	price per distribution
Specially designed newsletter in the Krafthand format. Your products – services – solutions are exclusively sent to Krafthand newsletter subscribers.	2.500,- €



Social Media	price per post
Target group advertising post via Krafthand's Facebook and Instagram feeds Additional post in the Krafthand fanpage timeline.	755,- €



Company-Website	price per year
Cancelable annually until further notice! *One-time enrollment fee: €190.	585,- €*



Your Company-Website

Your logo will automatically appear alongside relevant reports **on www.krafthand.de!**

On your personal company website, users will find:

- All thematically relevant articles
- Information about your company
- Links to social media and your website
- Contact options

