

# krafthand

technikmagazin

SERVICE  
AFTERMARKET  
PARTS

Media-  
Information

**2025**

Print. Digital.







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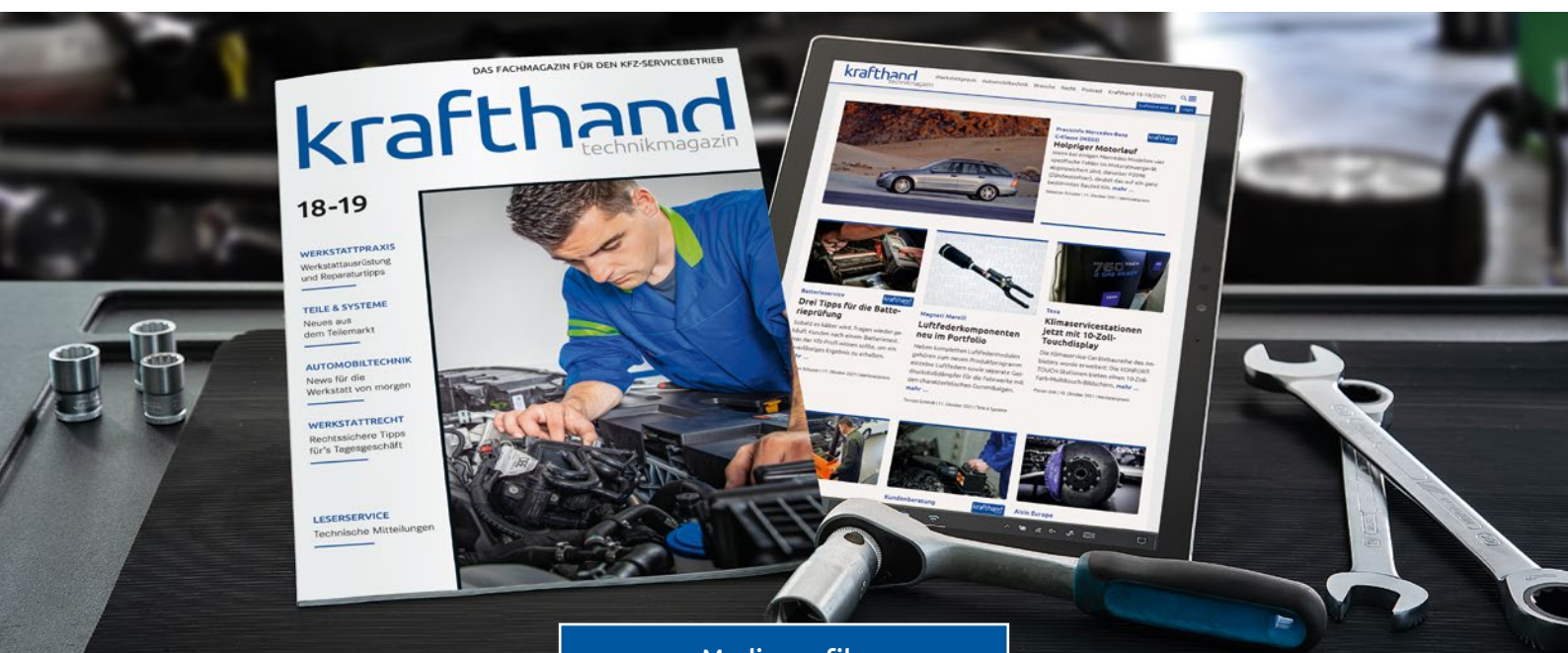
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### Media profile

## since 1927

Krafthand – the independent specialist media concept for the automotive trade. For over 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.

	<b>Printed copies (in total)</b> Krafthand-Magazine	<b>18.034</b>
	<b>Digital copies (in total)</b> Krafthand-Magazine	<b>9.589</b>
	<b>Newsletter Subscribers</b> Krafthand-Newsletter	<b>4.053</b>
	<b>Page Impressions (per month)</b> Krafthand.de	<b>381.484</b>
	<b>Facebook-Followers</b> Facebooksite Krafthand	<b>4.062</b>
	<b>Instagram</b> Krafthand	<b>528</b>

Status quo: September 2024

Analysis of circulation

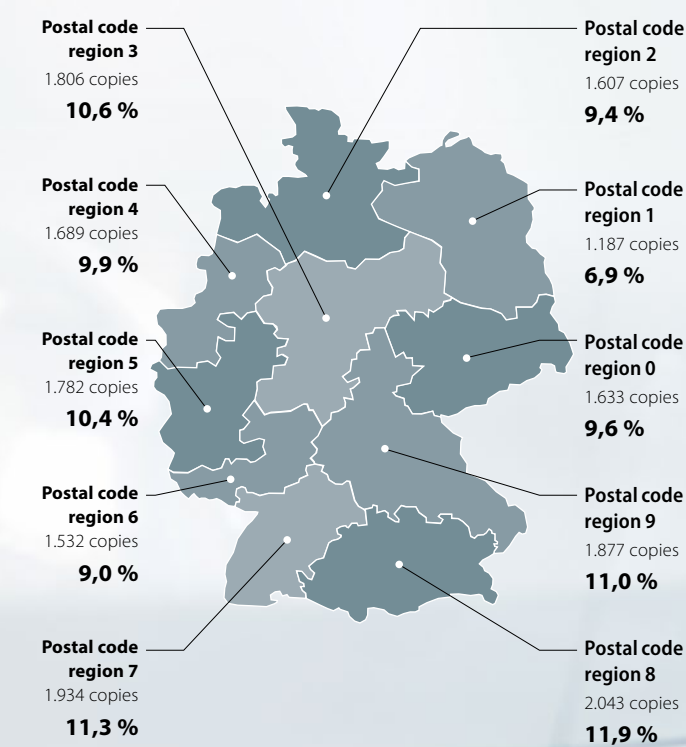
Average circulation per issue within one year  
(July 1st 2023 – June 30th 2024)

<b>Printed copies</b>	<b>18.034 copies</b>
<b>Total circulation</b> of that epaper	<b>28.477 copies</b> 11.049 copies
<b>Total net paid circulation</b> of that epaper	<b>20.318 copies</b> 9.589 copies
<b>Free copies</b> (Print and ePaper)	<b>8.151 copies</b>
<b>Remainer, file and checking copies</b>	<b>606 copies</b>



**Circulation control**  
Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern e.V.

Regions by postal code\*

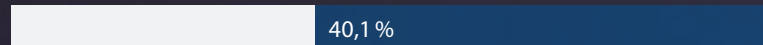


\* In-house data collection



## Type of workshop\*

Independent garage



Brand-related garage



Systems operation workshop



Repair shop or publicly owned garage



Experts



Other industries



**94%**  
of workshops are  
garages

## Company size\*

1-19 employees



20-49 employees



50-99 employees



> 100 employees



**91%**  
of companies have  
1-19 employees

## Role in the company\*

Owner, partner, managing director, operations manager



Workshop manager



Workshop employee



Other



\* In-house data collection





69.712

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.**



929.000

**online readers** has Krafthand per year.



1.185.104

**print readers** has Krafthand per year.

Wow



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

\* In-house data collection

Issue	Deadlines	Topics	Trade fairs + specials
<b>1-2</b> January	PD 25/01/25 CD 03/01/25	<ul style="list-style-type: none"> <li>Diagnostics, maintenance and repair</li> <li>Suspension and steering technology</li> </ul>	<ul style="list-style-type: none"> <li>Driver assistance systems in service</li> <li>Expert services</li> </ul>
<b>3-4</b> February	PD 15/02/25 CD 24/01/25	<ul style="list-style-type: none"> <li>Value-based repairs (parts, equipment, electronics maintenance, services)</li> </ul>	<ul style="list-style-type: none"> <li>E-vehicles: Servicing and parts</li> <li>Lifting equipment</li> <li>Parts trade: Stationary vs. online</li> </ul>
<b>5</b> March	PD 08/03/25 CD 14/02/25	<ul style="list-style-type: none"> <li>Vehicle electrical/electronic system</li> <li>Exhaust gas after-treatment (tools, parts, service)</li> </ul>	<ul style="list-style-type: none"> <li>Air-conditioning service</li> <li>Car glass business</li> </ul>
<b>6</b> March	PD 29/03/25 CD 07/03/25	<ul style="list-style-type: none"> <li>Aftermarket – parts</li> <li>Tyre service and fitting</li> </ul>	<ul style="list-style-type: none"> <li>Sales of tyres/wheels</li> <li>Service and technology of lighting systems</li> <li>Trade fair preview for Techno Classica</li> </ul>
<b>7</b> April	PD 12/04/25 CD 21/03/25	<ul style="list-style-type: none"> <li>Air-conditioning service</li> <li>Filter technology</li> <li>Brake service</li> </ul>	<ul style="list-style-type: none"> <li>Battery and charge management (testing, charging, replacement)</li> </ul>
<b>8</b> April	PD 26/04/25 CD 03/04/25	<ul style="list-style-type: none"> <li>Diagnostics, maintenance and repair</li> <li>Minor repairs (Smart and spot repair)</li> </ul>	<ul style="list-style-type: none"> <li>Engine: service and repair</li> <li>Lubricants and operating materials/ fluid management</li> </ul>
<b>9-10</b> May	PD 17/05/25 CD 25/04/25	<ul style="list-style-type: none"> <li><b>2025 workshop special: Value-based repairs – Profitable Aftermarket Solutions</b></li> </ul>	<ul style="list-style-type: none"> <li>Driver assistance systems in service</li> <li>Servicing motorhomes, caravans</li> <li>Expert services</li> </ul>
<b>11</b> June	PD 07/06/25 CD 15/05/25	<ul style="list-style-type: none"> <li>Aftermarket – parts</li> <li>Tyre service and fitting</li> </ul>	<ul style="list-style-type: none"> <li>Sales of tyres/wheels</li> <li>Air-conditioning service</li> </ul>
<b>12</b> June	PD 28/06/25 CD 05/06/25	<ul style="list-style-type: none"> <li>Suspension and steering technology</li> <li>Brake service</li> </ul>	<ul style="list-style-type: none"> <li>Trends amongst tool providers</li> <li>Trendsetter in Sustainability</li> </ul>
<b>13-14</b> July	PD 19/07/25 CD 27/06/25	<ul style="list-style-type: none"> <li>Original Equipment Manufacturers in the Aftermarket: Repackers, Parts, Distributors</li> <li>Service on the clutch and transmission</li> </ul>	<ul style="list-style-type: none"> <li>Transmission flush</li> <li>Lubricants and operating materials/ fluid management</li> </ul>
<b>15-16</b> August	PD 16/08/25 CD 24/07/25	<ul style="list-style-type: none"> <li>Motor: Service and repairs</li> <li>Driver assistance systems in service</li> </ul>	<ul style="list-style-type: none"> <li>E-vehicles: Servicing and parts</li> <li>Expert services</li> </ul>
<b>17</b> September	PD 06/09/25 CD 14/08/25	<ul style="list-style-type: none"> <li>Value-based repairs (parts, equipment, electronics maintenance, services)</li> </ul>	<ul style="list-style-type: none"> <li>Minor repairs (Smart and spot repair)</li> <li>Bodywork repair/painting</li> <li>Digital claims management</li> <li>Car glass business</li> </ul>
<b>18-19</b> September	PD 27/09/25 CD 05/09/25	<ul style="list-style-type: none"> <li>Diagnostics, maintenance and repair</li> <li>Tyre service and fitting</li> </ul>	<ul style="list-style-type: none"> <li>Purchasing tyres/wheels</li> <li>Vehicle electrical/electronic system</li> </ul>

PD = Publication date · CD = Closing date

Issue	Deadlines	Topics	Trade fairs + specials
<b>20</b> October	PD 18/10/25 CD 26/09/25	<ul style="list-style-type: none"> <li>Service and technology of lighting systems</li> <li>Battery and charge management (testing, charging, replacement)</li> </ul>	<ul style="list-style-type: none"> <li>Lifting equipment</li> <li>Trends amongst tool providers</li> </ul>
<b>21</b> November	PD 08/11/25 CD 17/10/25	<ul style="list-style-type: none"> <li>Aftermarket – parts</li> <li>Service on the clutch and transmission</li> </ul>	<ul style="list-style-type: none"> <li>Driver assistance systems in service</li> <li>Lubricants and operating materials/ fluid management</li> </ul>
<b>22</b> November	PD 29/11/25 CD 07/11/25	<ul style="list-style-type: none"> <li>Value-based repairs (parts, equipment, electronics maintenance, services)</li> <li>Expert services</li> </ul>	<ul style="list-style-type: none"> <li>Minor repairs (Smart and spot repair)</li> <li>Bodywork repair/painting</li> <li>Digital claims management</li> </ul>
<b>23-24</b> December	PD 20/12/25 CD 28/11/25	<ul style="list-style-type: none"> <li>Exhaust gas after-treatment (tools, parts, service)</li> <li>E-vehicles: Servicing and parts</li> </ul>	<ul style="list-style-type: none"> <li>Brake service</li> <li>Engine: service and repairs</li> </ul>

PD = Publication date · CD = Closing date

## Focus topics

Topics	Issues
Additional business for the workshop	
Aftermarket - Parts	6/9-10/11/21
Air-conditioning service	5/7/11
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
Digital claims management	17/22
Driver assistance systems in service	1-2/9-10/15-16/21
Vehicle electrical/electronic system	5/18-19
Engine: service and repairs	8/15-16/23-24
Exhaust gas after-treatment (tools, parts, service)	5/23-24
Expert services	1-2/9-10/15-16/22
Filter technology	7
Gearbox flushing	13-14
Lifting equipment	3-4/20

Topics	Issues
Lubricants and operating materials/fluid management	8/13-14/21
Minor repairs (Smart and spot repair)	8/17/22
Original Equipment Manufacturers in the Aftermarket: Repackers, Parts, Distributors	13-14
Parts trade: Stationary vs. online	3-4
Sales of tyres/wheels	6/11/18-19
Service and technology of lighting systems	6/20
Service on the clutch and transmission	13-14/21
Servicing motorhomes, caravans	9-10
Suspension and steering technology	1-2/12
Techno Classica	6
Trends amongst tool providers	12/20
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
E-vehicles: Servicing and Parts	3-4/15-16/23-24
<b>2025 workshop special: Value-based repairs – Profitable Aftermarket Solutions</b>	9-10

## Advertisement format and prices

All prices are exclusive the applicable VAT rate.

	format	price
Cover	Preferential position cover (w × h)*	4 colour
portrait	150 × 220 mm	7.400,- €

\* additional amount for bleed: 3 mm per trimmed edge

Preferential position cover:



portrait

Adver- torial	bleed size (w × h)	4 colour
1/1 page	210 × 297 mm	5.200,- €
1/2 page	210 × 154 mm	2.850,- €

\* additional amount for bleed: 3 mm per trimmed edge

Advertorial:



portrait

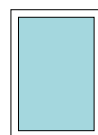


landscape

1/1	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	187 × 270 mm	210 × 297 mm	7.260,- €	9.015,- €

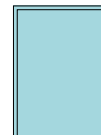
\* additional amount for bleed: 3 mm per trimmed edge

1/1 page inside type area:



portrait

1/1 page outside type area:

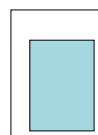


portrait

Junior- page	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	139 × 190 mm	150 × 211 mm	4.010,- €	5.405,- €

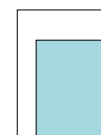
\* additional amount for bleed: 3 mm per trimmed edge

Juniorpage inside type area:



portrait

Juniorpage outside type area:

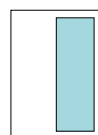


portrait

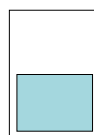
1/2	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	91 × 270 mm	102 × 297 mm	3.630,- €	5.010,- €
landscape	187 × 134 mm	210 × 154 mm		

\* additional amount for bleed: 3 mm per trimmed edge

1/2 page inside type area:



portrait

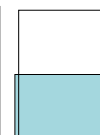


landscape

1/2 page outside type area:



portrait

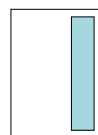


landscape

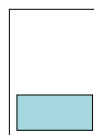
1/3	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	59 × 270 mm	70 × 297 mm	2.420,- €	3.740,- €
landscape	187 × 90 mm	210 × 110 mm		

\* additional amount for bleed: 3 mm per trimmed edge

1/3 page inside type area:



portrait

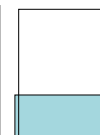


landscape

1/3 page outside type area:



portrait

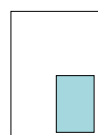


landscape

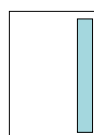
1/4	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
2 columns	91 × 134 mm	102 × 154 mm	1.815,- €	2.985,- €
portrait	43 × 270 mm	54 × 297 mm		
landscape	187 × 65 mm	210 × 82 mm		

\* additional amount for bleed: 3 mm per trimmed edge

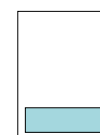
1/4 page inside type area:



2 columns



portrait



landscape

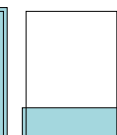
1/4 page outside type area:



2 columns



portrait



landscape

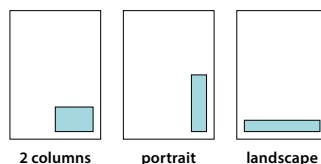
More Information on next page



1/8	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
2 columns	91 × 65 mm	–	910,– €	1.285,– €
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	360,– €
	up to 30 g	370,– €
	up to 35 g	380,– €
	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*	7.260,– €
	2 sheet = 4 pages*	10.890,– €



#### \*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	3,60 €	5,90 €
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): PBNKDEFFXXX


## Format and prices

All prices are exclusive the applicable VAT rate.


**85.000**  
ad impressions  
guaranteed

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

Leaderboard	format (w x h)	price per month	
	728 × 90 px	2.165,- €	

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

Rectangle	format (w x h)	price per month		
Medium Rectangle	300 × 250 px	2.165,- €		
Video Rectangle	300 × 250 px			

Skyscraper	format (w x h)	price per month	
	160 × 600 px	2.165,- €	

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	350,- €



Newsletter Advertorial	format (w x h)	price per distribution
Frequency: every Tuesday and Friday		515,- €



Stand-Alone-Newsletter	format (w x h)	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	format (w x h)	price per post
Target group advertising post via Krafthand's Facebook and Instagram feeds Additional post in the Krafthand fanpage timeline.		755,- €



Company-Website	format (w x h)	price per year
Cancelable annually until further notice! *One-time enrollment fee: € 190.		690,- € *

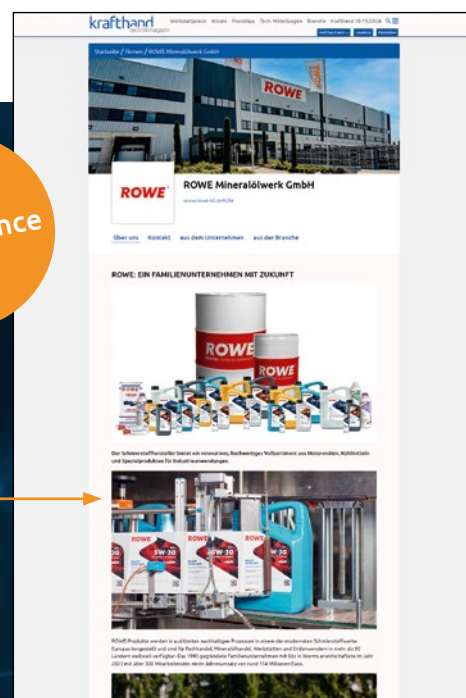
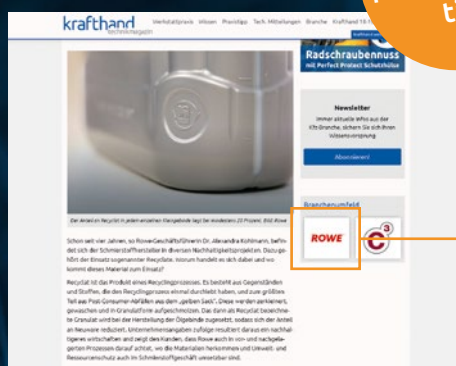
price/  
performance  
tip

## 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





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praxis

krafthand  
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→ krafthand  
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technikmagazin

krafthand  
fachbuch digital

krafthand  
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