krafthand
technikmagazin

MEDIA
INFORMATION



Automotive Service I Technology I Parts I Management

www.krafthand.de

2026

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

Media profile

since 1927

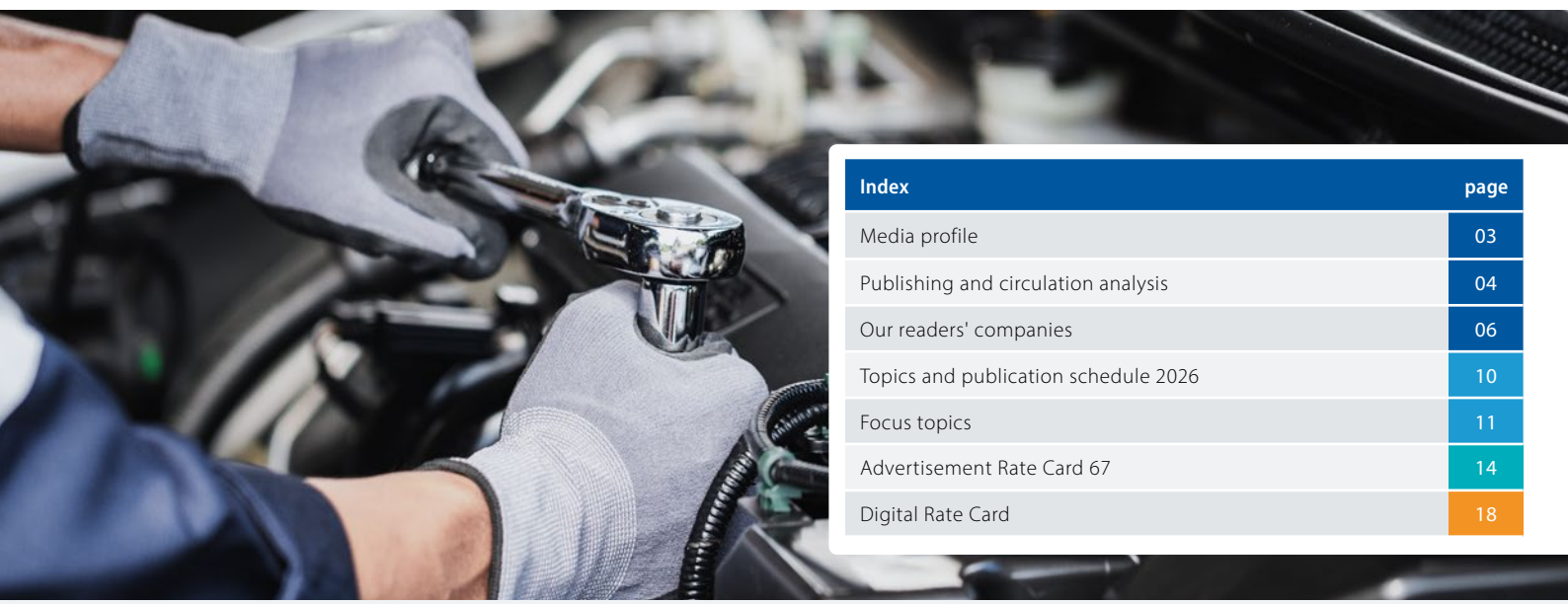
Krafthand – the independent specialist media concept for the automotive trade. For over 95 years, this technical journal has served as a **guide for automotive companies and garage professionals.**

Expertise

Our core content is provided directly in-house by our dedicated editoral 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.



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Circulation*

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

Printed copies (in total) Krafthand-Magazine	**18.188**
Digital copies (in total) Krafthand-Magazine	**9.416**
Newsletter Subscribers Krafthand-Newsletter	**4.387**
Page Impressions (per month) Krafthand.de	**372.524**
Facebook-Followers Facebooksite Krafthand	**4.154**
Instagram Krafthand	**700**

Status quo: September 2025

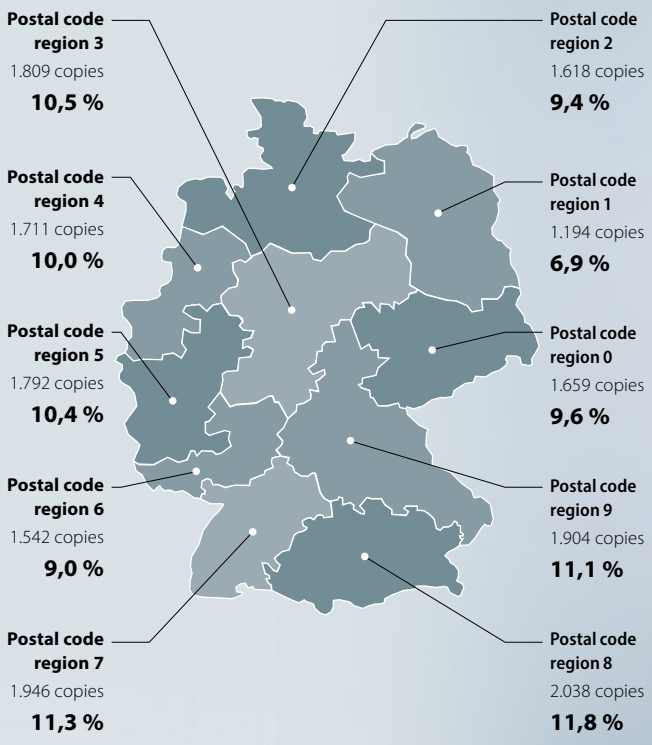
Analysis of circulation

Average circulation per issue within one year (July 1st 2024 – June 30th 2025)

Printed copies	**18.188 copies**
Total circulation of that epaper	**28.157 copies** 10.944 copies
Total net paid circulation of that epaper	**20.090 copies** 9.416 copies
Free copies (Print and ePaper)	**6.539 copies**
Remainer, file and checking copies	**975 copies**

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

Regions by postal code*





*** In-house data collection**

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 %

Company size*

1 - 19 employees
91 %

20 - 49 employees
5 %

50 - 99 employees
2 %

> 100 employees
2 %

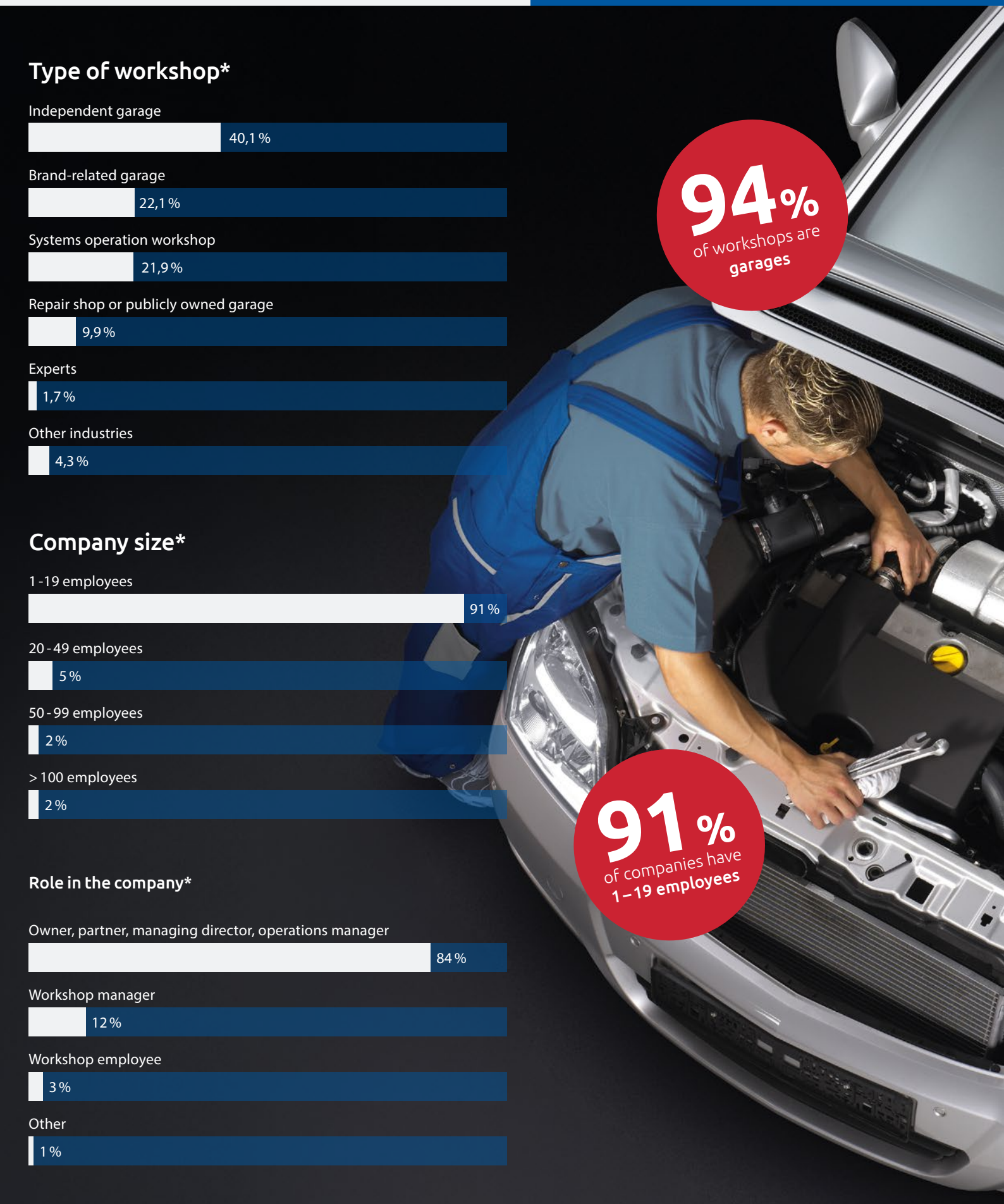
Role in the company*

Owner, partner, managing director, operations manager
84 %

Workshop manager
12 %

Workshop employee
3 %

Other
1 %



* In-house data collection

That's what sets Krafthand apart*

We represent the aftermarket.



69.712

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

12 years

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

96 %

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

916.000

online readers has Krafthand per year.

1.141.222

print readers has Krafthand per year.

Wow

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

* In-house data collection

SERVICE AFTERMARKET PARTS

Topics and publication schedule 2026

(24 issues in the year, 7 of which were double issues)

Issue	Deadlines	Topics		Trade fairs + specials
1-2 January	**PD 24/01/26** CD 07/01/26	• Diagnostics, maintenance and repair • Suspension and steering technology	• Driver assistance systems in service • Expert services	
3-4 February	**PD 14/02/26** CD 23/01/26	• Value-based repairs (parts, equipment, electronics maintenance, services) • E-vehicles: Servicing and Parts	• Modern workshop equipment (from the workshop door and lifts to the workshop trolley) • Parts trade: Stationary vs. online	
5 March	**PD 07/03/26** CD 13/02/26	• Vehicle electrical/electronic system • Exhaust gas after-treatment (tools, parts, service)	• Service and technology of lighting systems • Car glass business	
6 March	**PD 28/03/26** CD 06/03/26	• Aftermarket - Parts • Tyre service and fitting • Sales of tyres/wheels	• Air-conditioning service • Trade fair preview Retro Classics	**Retro Classics** (Essen) 08/04 – 12/04/2026
7 April	**PD 11/04/26** CD 18/03/26	• Value-based repairs (parts, equipment, electronics maintenance, services • Filter technology	• Brake service • Battery and charge management (testing, charging, replacement))	
8 April	**PD 25/04/26** CD 01/04/26	• Diagnostics, maintenance and repair • Minor repairs (Smart and spot repair)	• Engine: service and repairs • Lubricants and operating materials/ fluid management	
9-10 May	**PD 16/05/26** CD 22/04/26	• **Workshop special 2026: Value-based repairs – profitable aftermarket solutions**	• Driver assistance systems in service • Servicing motorhomes, caravans • Expert services	
11 June	**PD 06/06/26** CD 13/05/26	• Aftermarket - Parts • Tyre service and fitting • Sales of tyres/wheels	• Trade fair preview THE TIRE • Air-conditioning service	**THE TIRE** (Cologne) 09/06 – 11/06/2026
12 June	**PD 27/06/26** CD 05/06/26	• Suspension and steering technology • Brake service	• Trends amongst tool providers • Sustainability: Developments and Trends	
13-14 July	**PD 18/07/26** CD 26/06/26	• Decision-makers in the aftermarket • Original Equipment Manufacturers in the Aftermarket: Repackers, Parts, Distributors	• Service on the clutch and transmission • Gearbox flushing • Lubricants and operating materials/ fluid management	
15-16 August	**PD 14/08/26** CD 23/07/26	• **automechanika preview** • Engine: service and repairs • Driver assistance systems in service	• E-vehicles: Servicing and Parts • Expert services	Insert (poster): **Bundesliga calendar** 2026/2027
17 September	**PD 05/09/26** CD 14/08/26	• **automechanika trade fair issue** • Value-based repairs (parts, equipment, electronics maintenance, services • Air-conditioning service	• Cleaning and maintenance • Minor repairs (Smart and spot repair) • Bodywork repair/painting • Digital claims management	**automechanika** (Frankfurt) 08/09 – 12/09/2026 **TECHNO CLASSICA SALON** (Dortmund) 24/09 – 27/09/2026
18-19 September	**PD 26/09/26** CD 04/09/26	• Diagnostics, maintenance and repair • Tyre service and fitting • Sales of tyres/wheels	• Vehicle electrical/electronic system • Car glass business	

PD = Publication date · CD = Closing date

Topics and publication schedule 2026

(24 issues in the year, 7 of which were double issues)

Issue	Deadlines	Topics		Trade fairs + specials
20 October	**PD 17/10/26** CD 25/09/26	• Service and technology of lighting systems • Battery and charge management (testing, charging, replacement)	• Modern workshop equipment (from the workshop door and lifts to the workshop trolley) • Trends amongst tool providers	
21 November	**PD 07/11/26** CD 16/10/26	• **automechanika coverage: Parts & systems, workshop equipment** • Service on the clutch and transmission	• Driver assistance systems in service • Lubricants and operating materials/ fluid management	
22 November	**PD 28/11/26** CD 06/11/26	• **Krafthand Technology Award 2026/2027** • Exhaust gas after-treatment (tools, parts, service)	• Expert services • Minor repairs (Smart and spot repair) • Bodywork repair/painting • Digital claims management	Insert (poster): **wall calendar** 2027
23-24 December	**PD 19/12/26** CD 27/11/26	• Value-based repairs (parts, equipment, electronics maintenance, services	• E-vehicles: Servicing and Parts • Brake service • Engine: service and repairs	

PD = Publication date · CD = Closing date

Focus topics

Topics	Issues
Aftermarket - Parts	6 / 11
Air-conditioning service	6 / 11 / 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 / 18-19
Cleaning and maintenance	17
Decision-makers in the aftermarket	13-14
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
Engine: service and repairs	8 / 15-16 / 23-24
Exhaust gas after-treatment (tools, parts, service)	5 / 22
Expert services	1-2 / 9-10 / 15-16 / 22
E-vehicles: Servicing and Parts	3-4 / 15-16 / 23-24
Filter technology	7

Topics	Issues
Gearbox flushing	13-14
Lubricants and operating materials/fluid management	8 / 13-14 / 21
Minor repairs (Smart and spot repair)	8 / 17 / 22
Modern workshop equipment	3-4 / 20
Original Equipment Manufacturers in the Aftermarket	13-14
Parts trade: Stationary vs. online	3-4
Sales of tyres/wheels	6 / 11 / 18-19
Service and technology of lighting systems	5 / 20
Servicing motorhomes, caravans	9-10
Service on the clutch and transmission	13-14 / 21
Suspension and steering technology	1-2 / 12
Sustainability: Developments and Trends	12
Trends amongst tool providers	12 / 20
Tyre service and fitting	6 / 11 / 18-19
Value-based repairs	3-4 / 7 / 9-10 / 17 / 23-24
Vehicle electrical/electronic system	5 / 18-19
Workshop special 2026	9-10

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	**7.500,– €**

* additional amount for bleed: 3 mm per trimmed edge

Adver-torial	bleed size (w × h)	4 colour
1/1 page	210 × 297 mm	**5.800,– €**
1/2 page	210 × 154 mm	**3.150,– €**

* additional amount for bleed: 3 mm per trimmed edge

1/1	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	187 × 270 mm	210 × 297 mm	**7.440,– €**	**9.200,– €**

* additional amount for bleed: 3 mm per trimmed edge

Junior-page	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	139 × 190 mm	150 × 211 mm	**4.115,– €**	**5.510,– €**

* additional amount for bleed: 3 mm per trimmed edge

1/2	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	91 × 270 mm	102 × 297 mm	**3.720,– €**	**5.110,– €**
landscape	187 × 134 mm	210 × 154 mm		

* additional amount for bleed: 3 mm per trimmed edge

1/3	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
portrait	59 × 270 mm	70 × 297 mm	**2.480,– €**	**3.815,– €**
landscape	187 × 90 mm	210 × 110 mm		

* additional amount for bleed: 3 mm per trimmed edge

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	**1.860,– €**	**3.045,– €**
portrait	43 × 270 mm	54 × 297 mm		
landscape	187 × 65 mm	210 × 82 mm		

* additional amount for bleed: 3 mm per trimmed edge

Preferential position cover:

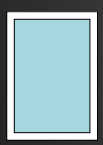


portrait

Advertorial


1/1 page 1/2 page

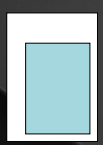
1/1 page inside type area:


portrait

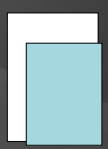
1/1 page outside type area:


portrait

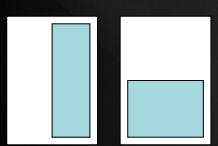
Juniorpage inside type area:


portrait

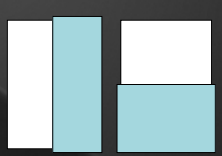
Juniorpage outside type area:


portrait

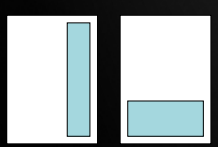
1/2 page inside type area:


portrait landscape

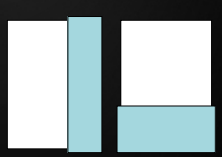
1/2 page outside type area:


portrait landscape

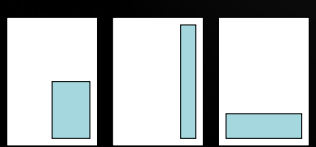
1/3 page inside type area:


portrait landscape

1/3 page outside type area:


portrait landscape

1/4 page inside type area:


2 columns portrait landscape

1/4 page outside type area:


2 columns portrait landscape

More Information on the next page

Advertisement Rate Card 67

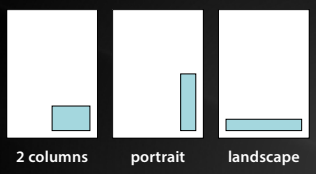
valid from January 1st, 2026

1/8	inside type area (w × h)	bleed size (w × h)	basic price b/w	4 colour
2 columns	91 × 65 mm	–	930,– €	1.310,– €
portrait	43 × 134 mm			
landscape	187 × 32 mm			

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

Supplements	weight	cost per 1.000 ex.
	up to 25 g	365,– €
	up to 30 g	375,– €
	up to 35 g	385,– €
	each additional 5 g	10,– €

1/8 page inside type area:



2 columns portrait landscape

Supplements



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

Discounts

within 12 months:

Contract discount	
3 adverts	5 %
6 adverts	10 %
12 adverts	15 %
24 adverts	20 %

frequency rate	
1 pages	5 %
2 pages	10 %
3 pages	15 %
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	3,65 €	5,95 €
Job requests	1,55 €	–
box number and administration surcharge	5,– € (one-time)	
Discounts	published twice 10 % published three times 15 %	

Three packages. One goal!
More visibility among decision-makers in the automotive industry.

Print exclusive

2 × 1/3 page
1 × 1/2 page advertorial

Reach: approx. 200,000 contacts

Value: ~~10.780,– €~~
Your package price: 8.620,– €

Online exclusive

2 × leaderboard, skyscraper or rectangle
1 × onlineadvertorial
3 × newsletterbanner

Reach: approx. 260,000 contacts

Value: ~~9.865,– €~~
Your package price: 7.890,– €

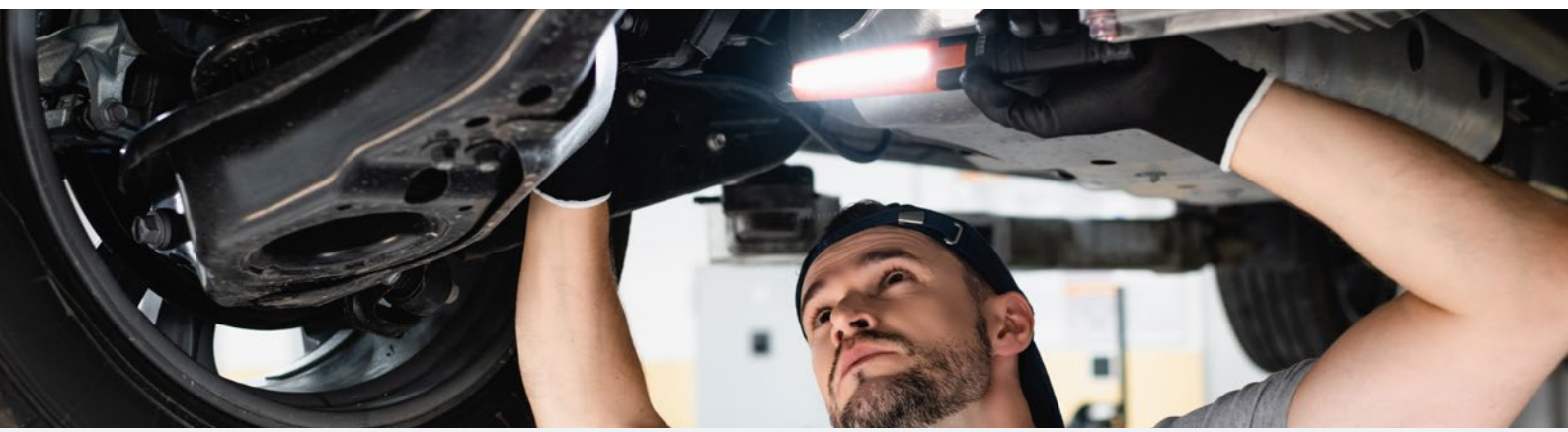
Crossmedial

1 × 1/3 page
1 × 1/2 page advertorial
1 × leaderboard, skyscraper or rectangle
1 × onlineadvertorial
1 × newsletterbanner

Reach: approx. 310,000 contacts

Value: ~~13.895,– €~~
Your package price: 10.990,– €

Nothing suitable for you? Then just get in touch with us, and together we'll find the optimal solution for your company.



Format and prices

All prices are exclusive of the applicable VAT rate.

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

Leaderboard	format (w x h)	price per month
	728 × 90 px	2.195,– €

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	2.195,– €
Video Rectangle	300 × 250 px	

Skyscraper	format (w x h)	price per month
	160 × 600 px	2.195,– €

Advertorial		price per month
Editorially designed PR article in the content stream on the homepage.		4.365,– €

85.000 ad impressions guaranteed

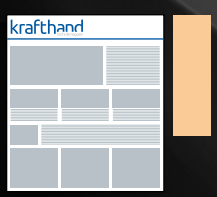
















More Information on next page



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 × 250 px	370,– €

Newsletter Advertorial		price per distribution
Frequency: every Tuesday and Friday		530,– €

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.		750,– €*

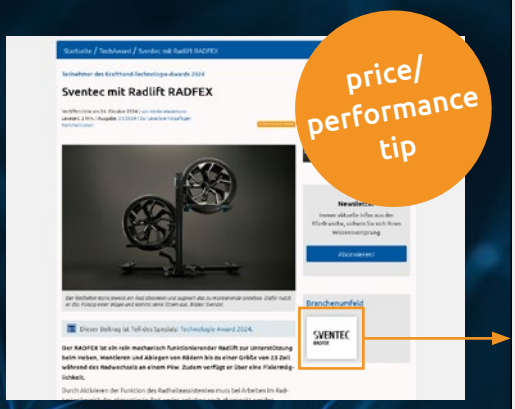


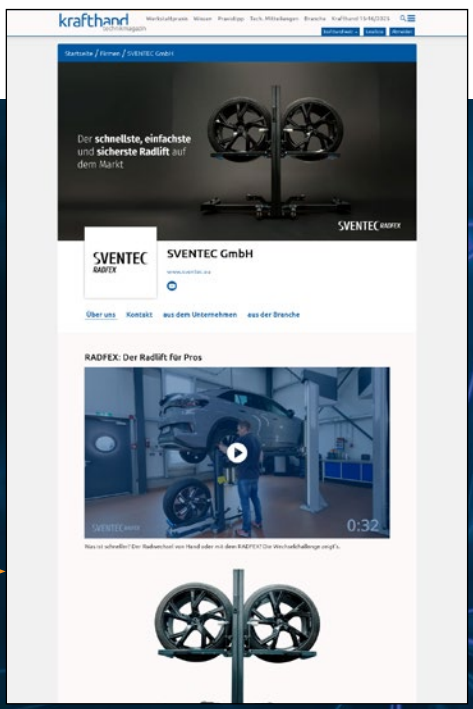
Your Company-Website

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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