krafthand
technikmagazin



MEDIA

INFORMATION

2027

krafthand medien 1927 2027

Automotive Service I Technology I Parts I Aftermarket

www.krafthand.de

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

Media profile

since 1927

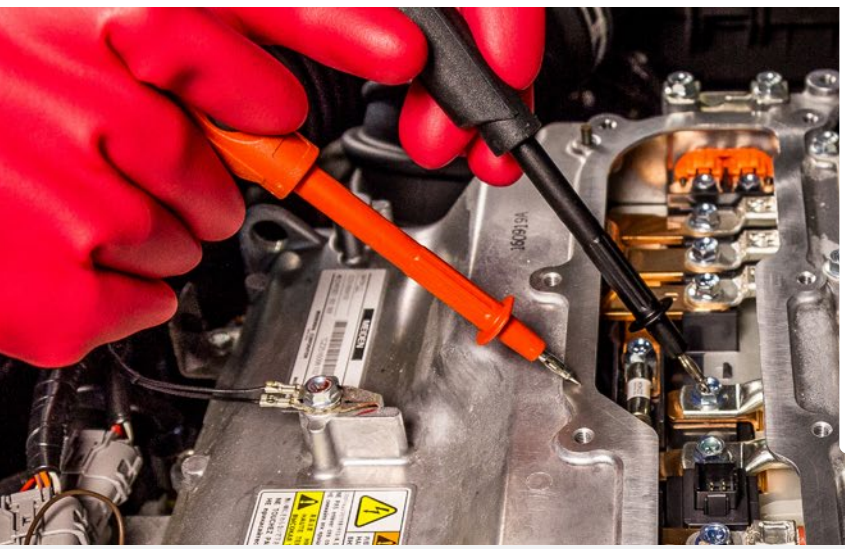
Krafthand – the independent specialist media concept for the automotive trade. For over 100 years, this technical journal has served as a **guide for automotive companies and garage professionals.**

Expertise

Our specialist editorial team is made up of experienced qualified motor mechanics who bring genuine practical knowledge directly the articles. It offers **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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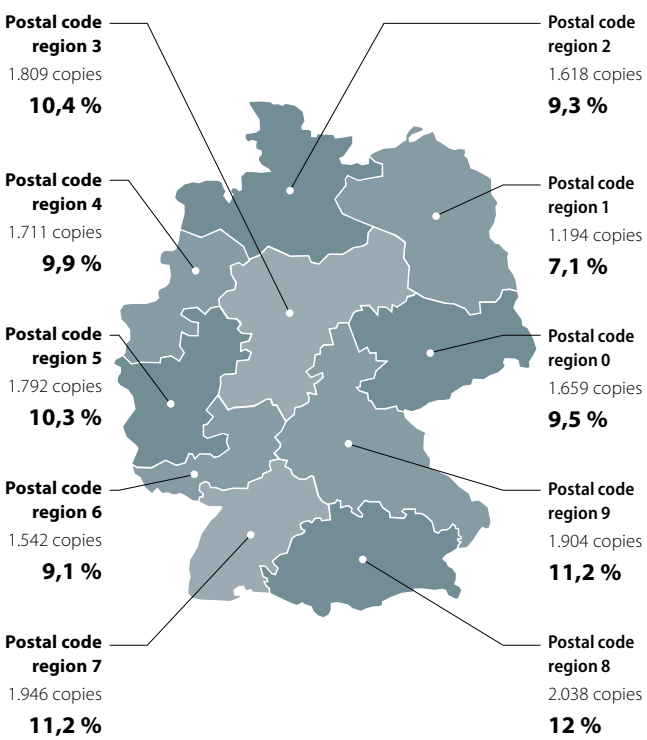
Circulation*

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

Printed copies (in total) Krafthand-Magazine	**18.000**
Digital copies (in total) Krafthand-Magazine	**9.022**
Newsletter Subscribers Krafthand-Newsletter	**4.238**
Krafthand.de ad-Impressions per advertising space	**1.496.332 /mo.** 321.438 /mo.

Status quo: September 2026

Regions by postal code*



*** In-house data collection**

Analysis of circulation

Average circulation per issue within one year
(July 1st 2025 – June 30th 2026)

Printed copies	**18.000 copies**
Total circulation of that epaper	**28.548 copies** 10.811 copies
Total net paid circulation of that epaper	**19.512 copies** 9.022 copies
Free copies (Print and ePaper)	**9.037 copies**
Remainer, file and checking copies	**263 copies**

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

Our readers' companies



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 %



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

Company size*

1 - 19 employees
91 %

20 - 49 employees
5 %

50 - 99 employees
2 %

> 100 employees
2 %

*** In-house data collection**

That's what sets Krafthand apart

We represent the aftermarket.

68.991

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**.



794.000

online readers has Krafthand per year



1.172.847

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 2027

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

Issue		Deadlines	Topics
JANUARY	1-2	Publication date: 23.01.2027 Advertising deadline: 05.01.2027	• Diagnostics, maintenance and repair • Suspension and steering technology • Driver assistance systems in service • Expert services
FEBRUARY	3-4	Publication date: 13.02.2027 Advertising deadline: 22.01.2027	• Value-based repairs (parts, equipment, electronics maintenance, services) • Parts trade: Stationary vs. online • Modern workshop equipment (from the workshop door and lifts to the workshop trolley) • **Electric vehicle servicing** (equipment, parts, repairs)
MARCH	5	Publication date: 06.03.2027 Advertising deadline: 12.02.2027	• Vehicle electrical/electronic system • Exhaust gas after-treatment (tools, parts, service) • Service and technology of lighting systems • Lubricants and consumables / fluid management
	6	Publication date: 27.03.2027 Advertising deadline: 04.03.2027	• Tyre service & Equipment/Thermal • Aftermarket-Parts • Remanufacturing • Air Conditioning Service and Thermal Management
APRIL	7	Publication date: 10.04.2027 Anzeigenschluss: 18.03.2027	• Value-based repairs (parts, equipment, electronics maintenance, services • Cleaning and maintenance, workshop chemicals • **Electric vehicle servicing** (equipment, parts, repairs) • Battery and charge management (testing, charging, replacement)
	8	Publication date: 24.04.2027 Advertising deadline: 02.04.2027	• Diagnostics, maintenance and repair • Engine: service and repairs • Minor repairs (Smart and spot repair) • Bodywork repairs/ Vehicle painting
MAY	9-10	Publication date: 15.05.2027 Advertising deadline: 22.04.2027	• **Workshop special 2027:** Value-based repairs – profitable aftermarket solutions • Driver assistance systems in service • Brake service • Expert services • AI – automation solution **Autopromotec** (Bologna) 26.05.–29.05.2027
JUNE	11	Publication date: 05.06.2027 Advertising deadline: 13.05.2027	•Aftermarket - Parts •Remanufacturing •Air Conditioning Service and Thermal Management • **Electric vehicle servicing** (equipment, parts, repairs)
	12	Publication date: 26.06.2027 Advertising deadline: 04.06.2027	• Suspension and steering technology • Trends amongst tool providers • Clutch and gearbox servicing • Gearbox flushing

Topics and publication schedule 2027

Issue		Deadlines	Topics
JULY	13-14	Publication date: 17.07.2027 Advertising deadline: 25.06.2027	• Original Equipment Manufacturers in the Aftermarket (Repackers, Parts, Distributors) • Drivers assistance systems in service • Exhaust after-treatment (tools, parts, services) • Lubricants and consumables / fluid management
AUGUST	15-16	Publication date: 14.08.2027 Advertising deadline: 23.07.2027	• Engine: service and repairs • Brake service • **Electric vehicle servicing** (equipment, parts, repairs) • Expert Services
SEPTEMEBR	17	Publication date: 11.09.2027 Advertising deadline: 20.08.2027	• Value-based repairs (parts, equipment, electronics maintenance, services) • Air Conditioning Service & Thermal Management • Cleaning and Maintenance, Workshop Chemicals • Minor repairs (Smart and spot repair) **IAA MOBILITY** (Munich) 07.09. – 12.09.2027
	18-19	Publication date: 25.09.2027 Advertising deadline: 03.09.2027	• Diagnostics, maintenance and repair • Tyre service & equipment • Vehicle electrical/electronic systems • Modern workshop equipment (from workshop doors to lifting platforms and workshop trolleys)
OCTOBER	20	Publication date: 16.10.2027 Advertising deadline: 24.09.2027	• Service and technology of lighting systems • **Electric vehicle servicing** (equipment, parts, repairs) • Battery and charge management (testing, charging, replacement) • Trends amongst tool providers
NOVEMBER	21	Publication date: 06.11.2027 Advertising deadline: 14.10.2027	• Service on the clutch and transmission • Gearbox flushing • Driver assistance systems in service • Remanufacturing • Lubricants and operating materials/ fluid management
	22	Publication date: 27.11.2027 Advertising deadline: 05.11.2027	• Top brands in the aftermarket • Workshop trends for 2028 • **Electric vehicle servicing** (equipment, parts, repairs) • Repairs based on current market value (parts, equipment, electronic repairs, services)
DECEMBER	23-24	Publication date: 18.12.2027 Advertising deadline: 26.11.2027	• Brake service • Engine: service and repairs • Minor repairs (Smart and spot repair) • Bodywork repairs/ Vehicle painting • Expert services

You can also find the topic schedule online at:
www.krafthand.de/werben/

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		**7.600,– €**

*plus 3 mm bleed on all sides

Adver-torial	Bleed size (width × height)*	4 colour
1/1 page	210 × 297 mm	**5.970,– €**
1/2 page	210 × 154 mm	**3.245,– €**

*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	**9.320,– €**

*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	**5.680,– €**

*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	**5.170,– €**
landscape	187 × 134 mm	210 × 154 mm	

*plus 3 mm bleed on all sides

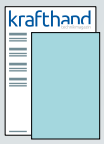
1/3	Type area format (width × height)	Bleed size (width × height)*	4 colour
portrait	59 × 270 mm	70 × 297 mm	**3.855,– €**
landscape	187 × 90 mm	210 × 110 mm	

*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	**3.075,– €**
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:

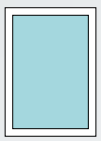


portrait

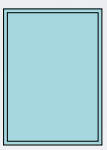
Advertorial


1/1 page 1/2 page

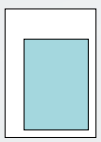
1/1 ad within type area:


portrait

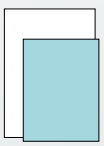
1/1 ad full bleed:


portrait

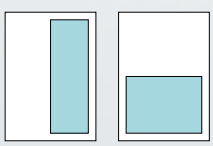
Juniorpage within type area:


portrait

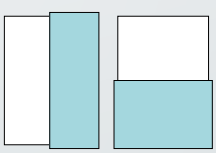
Juniorpage full bleed:


portrait

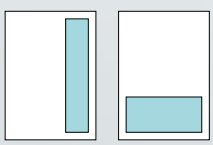
1/2 ad within type area:


portrait landscape

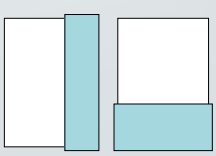
1/2 ad full bleed:


portrait landscape

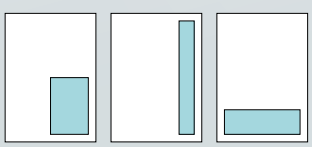
1/3 ad within type area:


portrait landscape

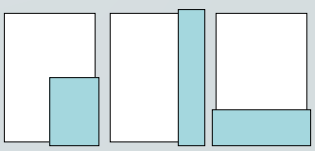
1/3 ad full bleed:


portrait landscape

1/4 ad within type area:


2 columns portrait landscape

1/4 ad full bleed:

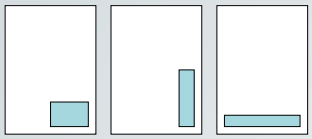

2 columns portrait landscape

More Information on the next page

1/8	Type area formats (width × height)	Bleed size (width × height)*	4 colour
2 columns	91 × 65 mm	–	1.325,– €
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	370,– €
	up to 30 g	380,– €
	up to 35 g	390,– €
	each additional 5 g	10,– €

Supplements



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

Discounts

within 12 months:

Frequency discount scale	
3 adverts	5 %
6 adverts	10 %
12 adverts	15 %
24 adverts	20 %

Volume-based scale	
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	3,70 €	5,95 €
Job requests	1,55 €	–
box number and administration surcharge	10,– € (one-time)	
Discounts	published twice 10 % published three times 15 %	



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.kh@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.

Contact for technical enquiries:
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stefanie.schmaus@krafthand-medien.de

Formats and prices

All prices are exclusive of the applicable VAT rate.

Billboard	Format (width × height)	Price per month
	970 × 250 px	3.985,– €



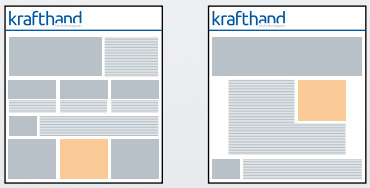
Leaderboard	Format (width × height)	Price per month
	728 × 90 px	2.225,– €



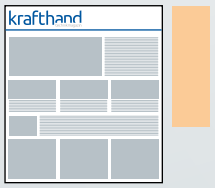
Halfpage	Format (width × height)	Price per month
	300 × 600 px	2.990,– €



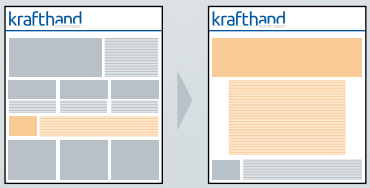
Rectangle	Format (width × height)	Price per month
Medium Rectangle	300 × 250 px	2.225,– €
Video Rectangle	300 × 250 px	



Skyscraper	Format (width × height)	Price per month
	160 × 600 px	2.225,– €



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



More Information on next page



Formats and prices

All prices are exclusive the applicable VAT rate.

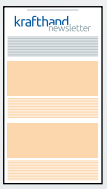
Newsletter-Banner	Format (width × height)	Price per distribution
Frequency: every Tuesday and Friday	620 × 250 px	375,– €



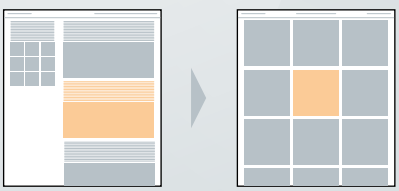
Newsletter Advertorial		Price per distribution
Frequency: every Tuesday and Friday		535,– €



Stand-Alone-Newsletter		Price per distribution
Specially designed newsletter in the Krafthand format. Your products – services – solutions are exclusively sent to Krafthand newsletter subscribers.		2.520,– €



Social Media		Price per distribution
Target group advertising post via Krafthand's Facebook and Instagram feeds Additional post in the Krafthand fanpage timeline.		775,– €



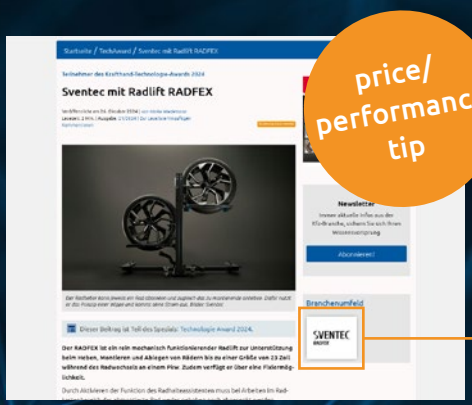
Company-Website		Price per distribution
Cancelable annually until further notice! *One-time enrollment fee: € 190.		750,– € *

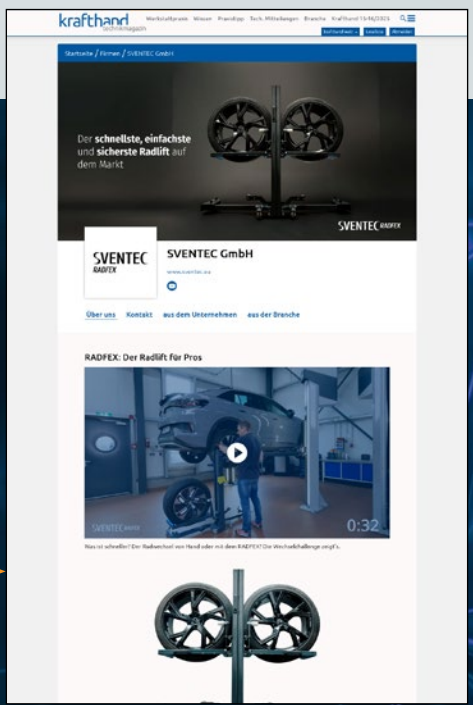
Your Company-Website

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







Terms of payment

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

Bank details::

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

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/

Recommendation

Another attractive platform for your advertisements!

krafthand
TRUCK
Technology | Service | Development



Contact

Klaus P. Lang
Head of Media Sales

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Mail: klaus.lang@krafthand-medien.de

Krafthand-Truck sees itself as a reliable guide for practice-oriented technical specialists, particularly in the fields of commercial vehicles and vans weighing 3.5 tonnes or more. The trade magazine serves as a guide, providing clarity on developments and trends and helping readers navigate a highly dynamic market.

Print run: 13.250 copies • 4 issues per year



















Krafthand Medien GmbH

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