



KFZwirtschaft

MEDIA DATA **2026**

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EDITORIAL POSITIONING

KFZwirtschaft is by far the most frequently read Austrian trade magazine for the entire automotive industry. Workshop owners and employees, car dealers, importers and the general industry inform themselves monthly about all relevant topics from technology, economy and industry politics. In service-oriented articles, interviews and reports, **KFZwirtschaft** provides applicable knowledge for entrepreneurial success. **KFZwirtschaft** advertisers have a proven track record of addressing their target group in the country's widest-reach trade magazine. Advertisements in **KFZwirtschaft** are particularly valuable because of the reputable editorial environment in a medium that is rich in tradition and distinguished by its competence and leading expertise.

READERS

Mechanics, automotive electricians, car painters, coachbuilders, vulcanizers, workshop outfitters, importers and vehicle dealers (cars, trucks, buses, caravans, motorhomes, two-wheelers), manufacturers and dealers of vehicles and components, accessories, tires and spare parts. Furthermore, service stations, public agencies and authorities.



PRINT CIRCULATION

9.200

Copies (roll. Y 2025)



ISSUES PER YEAR

6

MAGAZINE FORMAT

210 x 297 mm

Print area: 185 x 255 mm

E-PAPER-APP



<https://epaper.wirtschaftsverlag.at>

ISSUE 01

- Special: tires & rims
- IT in the car dealership
- Financing & insurance
- Diagnosis & climate technology

BOOKING DEADLINE 14.01.
PRINT DEADLINE 21.01.
RELEASE DATE 05.02.

ISSUE 02

- Special: lubricants and operating fluids
- Vehicle electrics and starter batteries
- Marten repellent

BOOKING DEADLINE 31.03.
PRINT DEADLINE 08.04.
RELEASE DATE 23.04.

ISSUE 03

- Special: car paint
- Car washes and car care
- Education and training

BOOKING DEADLINE 18.05.
PRINT DEADLINE 26.05.
RELEASE DATE 11.06.

ISSUE 04

- Vehicle electrics and lighting
 - Special: used cars
 - Financing & insurance
- [Preview Automechanika](#)
[Announcement KLS Tage](#)

BOOKING DEADLINE 10.08.
PRINT DEADLINE 17.08.
RELEASE DATE 01.09.

ISSUE 05

- Special: tires & rims
 - Special: lubricants and operating fluids
 - Charging & Electromobility
- [Follow-up IMFS](#)

BOOKING DEADLINE 30.09.
PRINT DEADLINE 07.10.
RELEASE DATE 22.10.

ISSUE 06

- Special: car paint
 - Workshop equipment and digitization
 - Car washes and car care
- [Preview Autozum](#)

BOOKING DEADLINE 17.11.
PRINT DEADLINE 24.11.
RELEASE DATE 10.12.

PRINT PRICE LIST



TITLE PAGE

210 x 180 mm

€ 8.340,-



1/1 PAGE

210 x 297 mm | 185 x 255 mm*

€ 6.750,-



JUNIORPAGE

135 x 185 mm*

€ 5.810,-



1/2 PAGE

Portrait: 99 x 297 mm | 90 x 255 mm*
Landscape: 210 x 140 mm | 185 x 125 mm*

€ 3.990,-



1/3 PAGE

Portrait: 70 x 297 mm | 59 x 255 mm*
Landscape: 210 x 100 mm | 185 x 85 mm*
2-columns: 122 x 125 mm*

€ 3.380,-



1/4 PAGE

Portrait: 44 x 255 mm*
Landscape: 185 x 60 mm*
2-columns: 90 x 125 mm*

€ 2.530,-



1/8 PAGE

Portrait: 44 x 125 mm*
Landscape: 185 x 28 mm*
2-columns: 90 x 60 mm*

€ 1.690,-

SPECIAL PLACEMENTS

U2

€ 7.180,-

U4

€ 7.710,-

Binding placement

+20%

PRINT PRICE LIST



SUPPLEMENTS

Supplements are provided by the customer and enclosed loosely.

Booking for total circulation
Weight 20 Grams max.
(Additional weight categories on request!)
Format max. 205 x 290 mm

€ 3.490,-*



BOUND IN INSERTS

Price upon request!



BANDEROLE

The banderole encloses the magazine.
Printed advertising material provided by the customer, booking for total circulation.

€ 5.600,-*



TIP-ON-CARD

Tip-on card is provided by the client.
Only in combination with a booked advertisement.

Booking for total circulation

€ 3.270,-*

*Upon request, we will gladly take over the production of your advertising material. There are almost no limits to your preferences, we will be delighted to assist you with the necessary advice.

Prices subject to a surcharge of 5% advertising tax (not applicable for printing/production costs) and a 20% VAT, valid as of 1.1.2026.

ADVERTORIAL PUBLICATION

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

Ölschwund ist heilbar

Wer die Diagnose von Jochen-Net-Schrittschritt mit dem digitalen Wertenetzwerk einsetzt, wird sich nicht nur bei den Kunden mehr verkaufen.

Können Sie dies? Ein Spezialist, der sich an der Spitze der Werkstatt befindet, ist ein Fachmann, der sich auszeichnet. Können Sie dies? Ein Spezialist, der sich an der Spitze der Werkstatt befindet, ist ein Fachmann, der sich auszeichnet. Können Sie dies? Ein Spezialist, der sich an der Spitze der Werkstatt befindet, ist ein Fachmann, der sich auszeichnet.

Workshop-Net – das Netzwerk für die digitale Werkstatt

KFZmarkt | WPKL 2022 | 16

VERSICHERUNGSTIPP IN KOOPERATION MIT GARANTA VERSICHERUNG

Ausbildungserfordernisse für die Versicherungsvermittlung im Autohaus

Autohäuser, die ihren Kunden KFZ-Versicherungen anbieten, sind auf eine qualifizierte Beratung angewiesen. Die Teilnahme an der Ausbildung ist ein wesentlicher Bestandteil der Versicherungsvermittlung im Autohaus.

Maßnahmen der MAHLE

Die MAHLE Group hat eine Ausbildung für die Versicherungsvermittlung im Autohaus entwickelt. Diese Ausbildung ist ein wesentlicher Bestandteil der Versicherungsvermittlung im Autohaus.

Hans-Gert Heilmann
 MAHLE
 Geschäftsbereich
 Versicherungsvermittlung

Innovationen und nachhaltige Mobilität

Daruf können Sie sich verlassen

Die Versicherungsbranche wird sich in den nächsten Jahren stark verändern. Die MAHLE Group ist ein führender Anbieter von Versicherungsvermittlung im Autohaus.

MAHLE Group | www.mahle.com

DOUBLE PAGE

4 or max. 6 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 6.500 characters

DOUBLE PAGE

2 or max. 4 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 3.500 characters

DOUBLE PAGE

1 or max. 2 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 1.500 characters

For pricing see advertising price list, price of double page on request. Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file.

ONLINE

[kfz-wirtschaft.at](https://www.kfz-wirtschaft.at) is one of the leading websites for decision makers and employees of the Austrian automotive industry.

Your advertising will be effectively imbedded in a mix of current news, thoroughly researched knowledge articles, market overviews and and vehicle tests, exactly suited for your target group.



Our newsletter is ÖAK-certified and DSGVO-compliant.



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS

32.480

VISITS

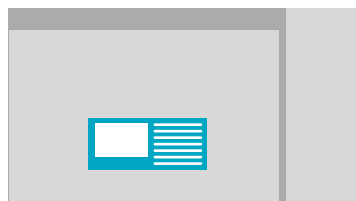
14.720

UNIQUE-CLIENTS

13.790

Source: Google Analytics, average monthly value 2nd quarter 2025

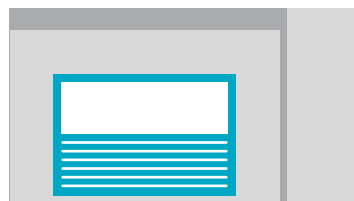
ONLINE PRICE LIST



SITELINK

Teaser in editorial style:
1 image max. 440 x 280 px, headline max.
50 characters, text max. 190 characters,
link to your landing page

€ 1.120,-/month



ADVERTORIAL

Teaser (like sitelink) and article on our
website: max. 3 images, each 1000 x 667 px,
headline max. 100 characters, text max.
1,500 characters

€ 1.120,-/month



SITEBAR, HALF-PAGE AD

300 x 600 px + Mobile 320 x 480 px
(HTML 5 dynamic max. 450 x 900 px)

€ 1.010,-/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 1.010,-/month



SKYSCRAPER

120 x 600 px + Mobile 320 x 480 px

€ 910,-/month



SUPERBANNER

1024 x 100 px + Mobile 300 x 100 px

€ 910,-/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 910,-/month



FULL SITE BRANDING

Billboard, Half-Page Ad, Content Ad and
Background image 1920 x 1080 px*
+ Mobile 320 x 480 px

€ 1.920,-/month

Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

Prices exclude 20% VAT, valid from 1 January 2026. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.



EXKLUSIV-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest. In addition, your advert will be placed on our online portal either as a Sitelink or Advertorial with a runtime of one month.

The impressive opening rate of our newsletter reflects the high quality of our address data base. All our Newsletter recipients have given us explicit consent to communicate to them via E-mail.



€ 1.940,-*



ADVERTORIAL

By clicking on the teaser in the newsletter or on our homepage, your customer will be taken to the full view of your advertorial, embedded in our editorial environment (see p. 9).

€ 1.320,-*

SITELINK

The sitelink consists of a short text, an image and a link directly from the newsletter and our homepage to your landing page (see p. 9).

€ 1.320,-*

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 910,-

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

Dateiformat: JPG, PNG

€ 300,-

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

fortnightly

RECIPIENTS

5.120

OPENING RATES

34,0 %

CLICK TO OPEN RATE

21,0 %

AUTOFUNK PODCAST



The podcast by the **Federal Guild of Automotive Technicians** informs all automotive technicians, bodywork technicians, car painters and wainwrights about current topics in their industry and offers practical tips for everyday workshop life. The target group are the owners of the 9,000 member companies of the Federal Guild, ranging from small independent workshops to large brand-name companies.

MANAGEING EDITOR

Editor and presenter **Erich Pomassl** was managing director of the industry service provider Eurotax (vehicle valuation, calculation and paint data, etc.) for over 25 years, has an excellent network in the industry and moderates the industry trade fair KLS-Fachtage, among others.



SERVICES

- Identifying topics and coordinating content together
- Planning and production from start to finish
- Podcast production by Erich Pomassl
- Flexible location of recording, online recording is also possible
- Publication of the podcast including show notes on **www.autofunk.at** and all common podcast portals, publication date freely selectable
- Recording, text for LinkedIn & Co. and images of the podcast provided for use in your communication channels including code snippets for easy integration on your website



www.autofunk.at



MONTHLY PODCAST LISTENERS

1.200

AUTOFUNK NEWSLETTER RECIPIENTS

9.000

PRICING

€ 3.700,-

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43-45

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2026

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 14 days.



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For questions regarding data protection, please contact

datenschutz@wirtschaftsverlag.at