

KFZ wirtschaft

MEDIA DATA 2027



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FOTO COVER: AUDIOUNDWERBUNG / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

THE MEDIUM

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	ISSUES PER YEAR	MAGAZINE FORMAT	E-PAPER-APP
9.100 Copies (1st HY 2026) ÖAK Österreichische Auflagenkontrolle	**6**	**210 x 297 mm** Print area: 185 x 255 mm	https://epaper.wirtschaftsverlag.at

SCHEDULE AND TOPICS 2027

ISSUE **01**

- Special: tires & rims
- IT in the car dealership
- Diagnosis & climate technology
- Education and training

Follow-up Autozum

BOOKING DEADLINE	02.02.
PRINT DEADLINE	09.02.
RELEASE DATE	24.02.

ISSUE **02**

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

BOOKING DEADLINE	30.03.
PRINT DEADLINE	06.04.
RELEASE DATE	21.04.

ISSUE **03**

- Special: car paint
- Car washes and car care
- Charging & Electromobility

BOOKING DEADLINE	25.05.
PRINT DEADLINE	01.06.
RELEASE DATE	16.06.

ISSUE **04**

- Vehicle electrics and lighting
- Special: used cars
- Financing & insurance
- Damage Diagnosis & Processing

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

ISSUE **05**

- Special: tires & rims
- Special: lubricants and operating fluids
- Charging & Electromobility

BOOKING DEADLINE	28.09.
PRINT DEADLINE	05.10.
RELEASE DATE	20.10.

ISSUE **06**

- Special: car paint
- Car washes and car care
- Workshop equipment and digitization

Preview KLS Tage Wels

BOOKING DEADLINE	09.11.
PRINT DEADLINE	16.11.
RELEASE DATE	01.12.

ADVERTISEMENT

PRINT PRICE LIST



TITLE PAGE

210 x 180 mm

€ 8.440,–



1/1 PAGE

210 x 297 mm | 185 x 255 mm*

€ 6.850,–



JUNIORPAGE

135 x 185 mm*

€ 5.890,–



1/2 PAGE

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

€ 4.130,–



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*

€ 3.480,–



1/4 PAGE

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

€ 2.610,–



1/8 PAGE

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

€ 1.740,–

SPECIAL PLACEMENTS

U2

€ 7.280,–

U4

€ 7.810,–

Binding placement

+20%

Prices subject to a surcharge of 5% advertising tax and a 20% VAT, valid as of 1.1.2027. * Print area

SPECIAL ADVERTISING FORMATS

PRINT PRICE LIST

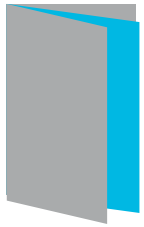


SUPPLEMENTS

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

€ 3.590,–*



BOUND IN INSERTS

Price upon request!



BANDEROLE

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

€ 5.770,–*



TIP-ON-CARD

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

€ 3.370,–*

*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 1.1.2027.

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.


Ölschwund ist heilbar

Workshop-Net – das Netzwerk für die digitale Werkstatt


VERSICHERUNGSTIPP IN KOOPERATION MIT GARANTA VERSICHERUNG

Ausbildungserfordernisse für die Versicherungsvermittlung im Autohaus

Darauf können Sie sich verlassen

Innovationen und nachhaltige Mobilität

MAHLE

DOUBLE PAGE

4 or max. 6 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 6.500 characters
Price upon request!

DOUBLE PAGE

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

€ 6.850,–

DOUBLE PAGE

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

€ 4.130,–

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



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

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.

DSGVO konform

Our newsletter is ÖAK-certified and DSGVO-compliant.

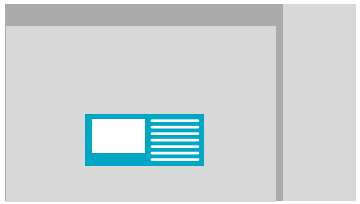
ÖAK Österreichische Auflagenkontrolle

PAGE IMPRESSIONS	VISITS	UNIQUE-CLIENTS
32.250	14.290	13.140

Source: Google Analytics, average monthly value 1st half-year 2026

WEBSITE

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

€ 1.150,–/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

€ 1.150,–/month



SITEBAR, HALF-PAGE AD

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

€ 1.040,–/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 1.040,–/month



SKYSCRAPER

120 × 600 px + Mobile 320 x 480 px

€ 940,–/month



SUPERBANNER

1024 × 100 px + Mobile 300 x 100 px

€ 940,–/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 940,–/month



FULL SITE BRANDING

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

€ 1.980,–/month

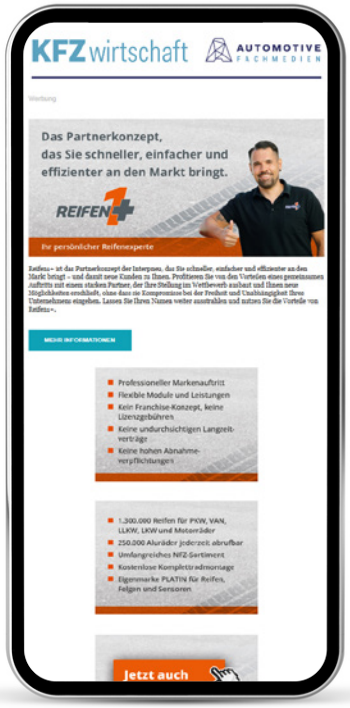
Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* 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 2027. 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%.

NEWSLETTER

ONLINE PRICE LIST



EXKLUSIV-NEWSLETTER

Deliver your brand message prominently to our subscribers with a custom-designed newsletter. You receive a high-impact lead story and up to three additional teasers for your content.

For additional reach, your placement will also appear on our website for one month, either as a sitelink or an advertorial.

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.

←

€ 1.990,–*

*incl.
1 MONTH COVERAGE ON OUR WEBSITE

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 (Specifications see p. 9).

€ 1.360,–*

SITELINK

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

€ 1.360,–*

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 940,–

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

Dateiformat: JPG, PNG

€ 310,–

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL	RECIPIENTS	OPENING RATES	CLICK TO OPEN RATE
fortnightly	4.851	32,0 %	21,5 %

Source: ÖAK (Recipients), Eyepin, June 2026

PODCAST

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	AUTOFUNK NEWSLETTER RECIPIENTS	PRICING
1.200	9.000	€ 3.800,–

INFORMATION

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

Print Alliance HAV Produktions GmbH
2540 Bad Vöslau, Druckhausstraße 1

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 2027

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.

CONTACT

YOUR KFZwirtschaft-TEAM



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For questions regarding data protection, please contact
datenschutz@wirtschaftsverlag.at