

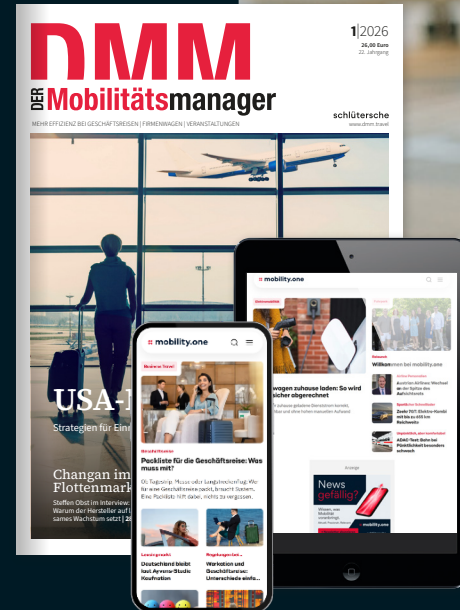
schlütersche

MEDIA DATA 2026

More **efficiency**
in business travel,
company cars & events

DMM
DER Mobilitätsmanager

 **mobility.one**



At a glance



DMM – Trade Publication for Corporate Mobility

DMM – Der Mobilitätsmanager accompanies the evolution of corporate mobility across the DACH region (Germany, Austria and Switzerland). As a leading trade media brand, DMM delivers up-to-date news, in-depth expertise and valuable industry insights. It supports corporate decision-makers and travel managers in shaping the future of mobility in an economically efficient, digital and sustainable way.

Whether in print or online, DMM reaches the key target groups involved in fleet management, business travel and integrated corporate mobility. As an independent trade media brand, DMM provides trusted guidance, industry expertise and a strong network for the corporate mobility sector.



Newsletter Recipients

~9.500

per newsletter (as of June 2026)

Website views

Ø 44.000

Source: Google Analytics, monthly average, as of March 2026

Print run

Ø 25.000

Average per issue: 1 July 2024 to 30 June 2025

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Target groups



Fleet and mobility manager

They manage corporate fleets and develop modern mobility concepts. DMM provides practical expertise on digitalisation, cost management, e-mobility, regulatory requirements and sustainable corporate mobility.



Travel managers and HR decision-makers

They manage business travel, including hotel stays, flights, rail journeys and rental cars, while shaping employee mobility strategies. DMM provides insights into business travel, mobility budgets, employer branding and modern mobility solutions such as company bikes and car sharing.



Sustainability and compliance manager

They define sustainability goals and address regulatory requirements. DMM supports them in shaping corporate mobility strategies, managing CO2 emissions, implementing ESG initiatives, driving decarbonisation and navigating regulatory developments.



Management, Procurement, Finance & IT

They make strategic decisions regarding corporate mobility and are responsible for car, mobility and travel policies. DMM provides insights into procurement, digitalisation, data management, leasing and innovative mobility solutions.



Mobility service providers and industry partners

They develop products and services for the mobility sector and business travellers. DMM provides insights into technologies, partnerships and current developments in the mobility market.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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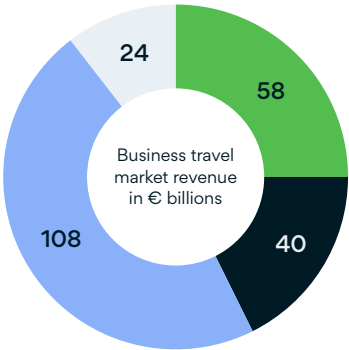
Market & Performance Data

Business Travel Market 2025: Key Figures

- More than 3 million employees and self-employed professionals in Germany travel for business purposes.
- In 2025, around 500 million business trips were undertaken, including approximately 200 million trips using company vehicles from corporate fleets.
- In 2025, around 3 million events took place in Germany – many of them in hybrid formats – attracting approximately 320 million participants.

Revenue in 2025 amounted to approximately €230 billion.:

- €58 billion from business trips alone
- €40 billion from events
- €108 billion in fleet and corporate vehicle management
- €24 billion in the communications segment (mobile devices, PCs/laptops and video conferencing)



Plan and procure corporate mobility solutions:

- **2,000 travel agents** (travel agency employees and travel consultants)
- **800 corporate implants** (travel agency employees and travel consultants based within larger companies and corporations)
- **1,200 mobility managers** responsible for business travel, hotels, corporate vehicles, events and communication solutions
- **700 travel managers** responsible for business travel within larger companies
- **33,000 fleet managers** responsible for corporate fleets and company vehicles
- **650,000 freelancers and self-employed professionals** responsible for business travel and fleet management (managing directors, business owners, assistants, procurement managers and others)

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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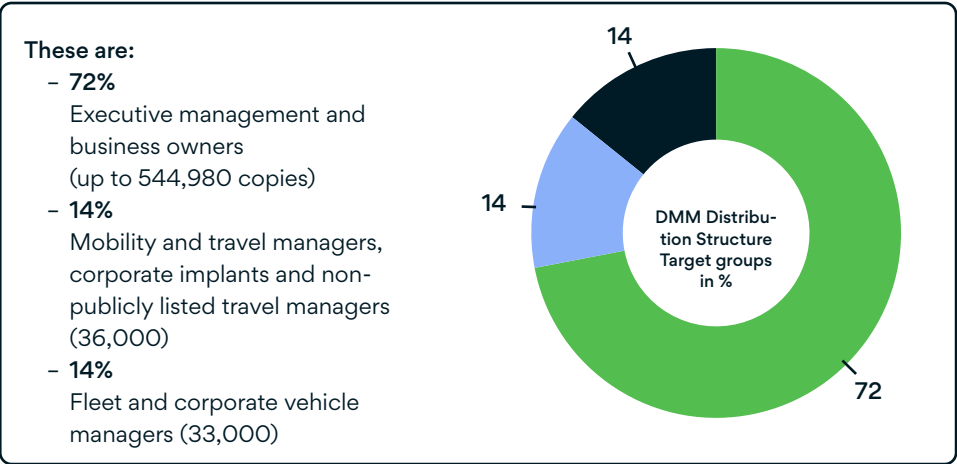
Market & Performance Data

Direct access to key decision-makers

- The print edition of DMM is published four times a year and reaches up to 100,000 recipients (print/digital), including key corporate decision-makers, mobility, travel and fleet managers, event planners, travel agents, business owners who organise their own business trips, as well as decision-makers from leading companies and providers in the mobility sector.
- **DMM reach at a glance: Each issue reaches**
 - 100,000 corporate executives, freelancers and self-employed professionals
 - 10,000 business travellers at Berlin-Tegel, Cologne and Stuttgart airports
 - 800 corporate implants (in-house travel specialists within larger companies and corporations)
 - 1,700 mobility and travel managers
 - 5,400 fleet decision-makers (up to 30,000 fleet managers reached through controlled circulation)
 - 2,000 undercover travel managers (up to approx. 70,000 named travel managers reached through controlled circulation)
- With mobility.one, DMM operates the leading online platform for decision-makers in the field of corporate mobility, providing relevant insights, industry news and expertise on the future of business mobility.

Distribution breakdown (print and digital editions combined)

DMM targets decision-makers across industries related to business travel (including fleet management), events and communication, with a primary focus on SMEs.



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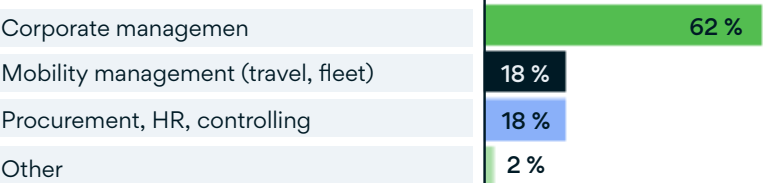
Typology

Readership DMM / NewFleet

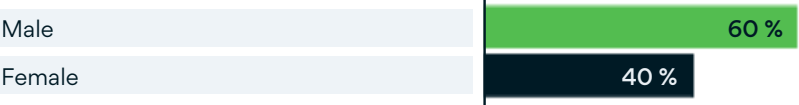
Positions



Function / Role



Gender



Education / Training



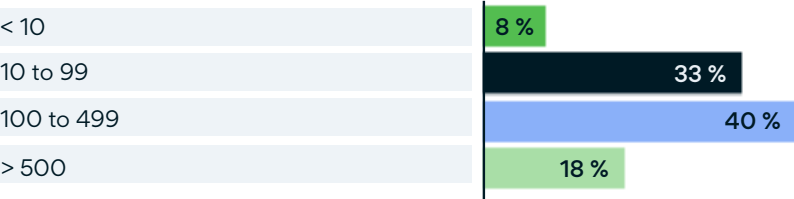
Age (years)



“Income” (Euro)



Company size (employees)



At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Website views

Ø 44.000

Source Google Analytics,
monthly average , as of March 2026

Total users

Ø 38.000

Source Google Analytics,
monthly average , as of March 2026

Our tip for all print products: use our
sliding scale discounts!

if purchased within 12 months insertion year)

Frequency scale

3 times	5 %
6 times	10 %
9 times	15%

Combinations

Advertise additionally in other publications from our publishing house.
You will achieve higher market penetration and benefit from discounts.
Inserts and technical costs are not subject to discounts. For more extensive
contracts, conditions on request.

Sessions

Ø 40.000

Source Google Analytics,
monthly average , as of March 2026

Newsletter Recipients

~9.500

per newsletter (as of June 2026)

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Newsletter



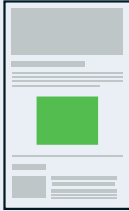
Full-size Banner

The full-size banner is placed centrally between the individual news items. When booking the premium placement, it will be integrated in a particularly attention-grabbing manner above the first news item.

Format: 468 x 60 px

1.790 €
per mailing

Premium Placement:
1.990 €
per mailing



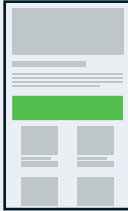
Medium Rectangle

The Medium Rectangle is prominently placed between the individual news items in the middle of the editorial content.

Format: 300 x 250 px

1.790 €
per mailing

Premium Placement:
1.990 €
per mailing



Wide Banner

The Wide Banner is placed centrally across the entire newsletter width between the individual news items. When booking premium placement, it will be embedded above the first news item.

Format: 600 x 120 px

1.790 €
per mailing

Premium Placement:
1.990 €
per mailing



Text Ads

Text ads are structured like our messages and with the word Marked "Advertisement". They contain 1 image (480 x 320 px), 1 Headline (max. 55 characters), 1 Teaser text (max. 300 characters) with a link to your desired URL.

1.790 €
per mailing

Premium Placement:
1.990 €
per mailing



Standalone Newsletter

The standalone newsletter is adapted in content, presentation, and design to the Look & Feel of the regular newsletter and marked with the word "Advertisement". The content of the complete newsletter is provided by the customer. Incl. one correction round.

5.990 €
per mailing

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Banner – Premium View

For all banners!
Targeting options
on request



Wide Skyscraper

A high-impact ad format fixed to the left or right edge of the website. Static and animated creatives as well as HTML5 animations are supported.

Mobile Medium Rectangle

A prominent in-content mobile ad format positioned at the top of the content flow, ensuring maximum visibility. Static and animated creatives as well as HTML5 animations are supported.

Sizes

160 x 600 px2.890 €

300 x 250 px



Billboard

A prominent, attention-grabbing ad format positioned directly above the website navigation. Static and animated creatives as well as HTML5 animations are supported.

Top Sticky Banner

A prominent, attention-grabbing ad format fixed above the website navigation that stays visible while scrolling. The format can be closed via the “X” in the top-right corner. Static and animated creatives as well as HTML5 animations are supported.

Sizes

970 x 250 px3.290 €

max. 560 x 340 px



Fireplace

A premium, large-format advertising solution framing the website content with a downward-opening layout. Seamlessly connected placements allow the entire page to appear in the advertiser’s branding. Sticky side skyscrapers remain fixed during scrolling, ensuring sustained visibility. Static and animated creatives as well as HTML5 animations are supported.

Top Sticky Banner

A prominent, attention-grabbing ad format fixed above the website navigation that stays visible while scrolling. The format can be closed via the “X” in the top-right corner. Static and animated creatives as well as HTML5 animations are supported.

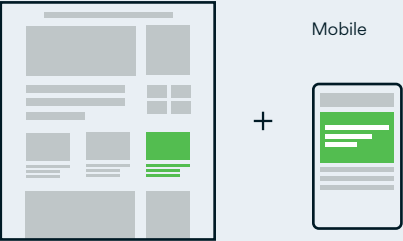
Sizes

1.128 x 250 px + 160 x 600 px3.990 €

max. 560 x 340 px

Banners are displayed across all pages, including the homepage.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Native Teaser

An authentically integrated ad format within the article design, featuring a premium fixed placement on the homepage, article pages, and category pages. On mobile, it is delivered as a native teaser. Runs for 4 weeks.

Sizes

Image format 16:9
(344 x 230 px)

4.990€

Deck line: max. 40 characters
incl. spaces

Headline: max. 65 characters
incl. spaces

Teaser text: max. 130 characters
incl. spaces



Medium Rectangle

A core ad format placed in a premium position within editorial content. Static and animated creatives as well as HTML5 animations are supported.

Sizes

300 x 250 px

790 €

300 x 250 px



Spinning Roadblock

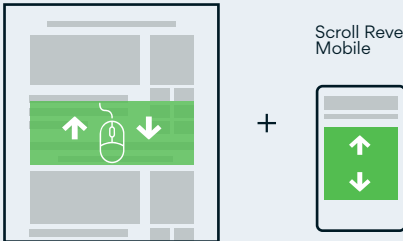
A high-impact spin-animated ad format positioned above the website navigation or within the editorial scroll view, creating strong visual impact. The spinning roadblock in scroll is a premium, subject-to-availability placement.

Sizes

970 x 250 px

3.490 €

300 x 250 px



Interscroller

The Interscroller is a fixed ad format where content is revealed progressively while scrolling, delivering a seamless and engaging brand experience without interrupting the user. One of the most impactful branding formats with a strong wow effect.

Sizes

970 x 1280 px

3.490 €

420 x 675 px



Mobile Medium Rectangle

A prominent mobile ad format integrated into the content flow, ensuring high attention through its standout placement. Static and animated creatives as well as HTML5 animations are supported.

Sizes

300 x 250 px

790 €

300 x 250 px



Mobile Rectangle Spin 3D

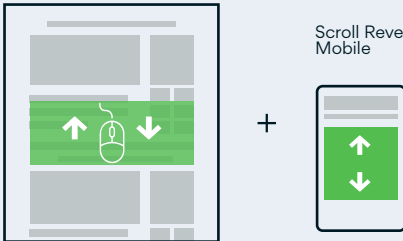
A high-impact spin-animated advertising format delivering strong visual impact.

Sizes

970 x 250 px

3.490 €

300 x 250 px



Scroll Reveal Mobile

One of the most impactful mobile branding formats, featuring a large scroll-based canvas that creates strong brand presence and a wow effect.

Sizes

970 x 1280 px

3.490 €

420 x 675 px

Banners are displayed across all pages, including the homepage.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Advertorials offer ample space for your promotional content and are placed directly within our editorial environment, designed in the look and feel of our media brand. This format is particularly well-suited to draw your target audience’s attention to your brand or product.

Your benefit

You receive a **fixed placement on the homepage**, on article and category pages, **as well as a microsite** in the standard text/image layout of our website – including links to your website within the text. In doing so, you benefit from a credible environment, high visibility, and highly targeted reach for your content.

You can either supply the content yourself or have it professionally created by our editorial team. We also promote your advertorial **in our newsletter**.

Thinking across channels

Book a cross-media campaign with online and print advertorials!

→



Advertorial basis

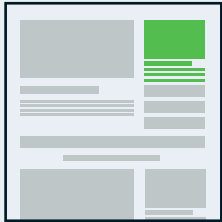
Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertising formats. Displayed on mobile devices.

Specifications

- Your texts are adopted 1:1 as delivered
- You provide us with the image material
- 1 correction loop incl.
- Ad labeling
- Article permanently available on the website after campaign period
- Extension possible by arrangement at a special price

5.790 €
for 4 weeks including 1 text ad in the newsletter

8.490 €
for 4 weeks including 4 text ads in the newsletter



Advertorial premium

Microsite & Native Teaser in Text/Image Standard of the website with fixed placement on the homepage, on the article and category pages in rotation with a maximum of 4 ad formats. Is displayed on mobile.

Specifications

- Your texts are made relevant to the target audience, professionally journalistic, and optimized in terms of content, or newly created
- You provide us with the image material
- 1 correction loop incl.
- Ad labeling
- Article permanently available on the website after campaign period
- Extension possible by arrangement at a special price

7.490 €
for 4 weeks including 1 text ad in the newsletter

9.990 €

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Media Data mobility.one

Social Media LinkedIn

Targeted and contemporary: Present yourself on one of the most current and valuable information platforms for your target group.

How it works

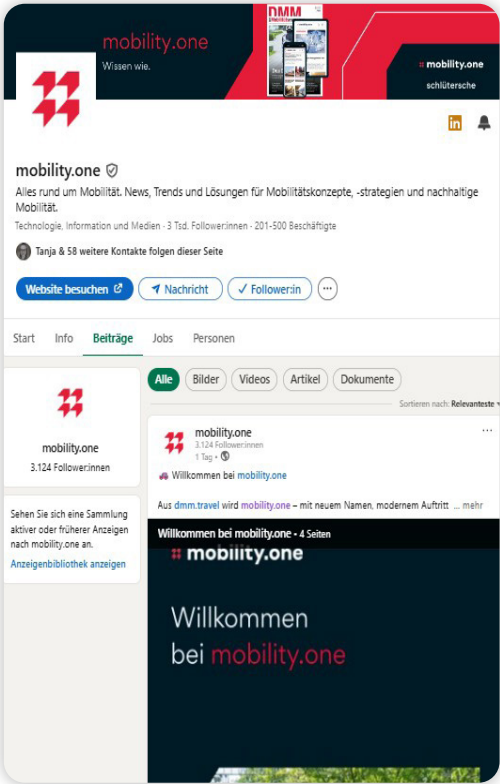
We post your contribution as a sponsored article on our LinkedIn channel. This way, our followers will see your post in their timeline, and you will reach the target group that is relevant to you.

Additionally, we increase your reach and target your post as an ad precisely to other LinkedIn users.

Your benefits

Your LinkedIn ad remains as a post in the timeline and is discoverable **long-term**.

We project a reach approx 6,000 impressions or more.*



Specifications

You provide:

1 image
optimal image resolution 1200 x 627 px

Post text
up to 1,300 characters (incl. hashtags)

3-4 hashtags
Optional: desired links from image and text (persons/companies)

1.490 €
Price per Post

*Please note: The stated social media impressions are based on empirical values and serve as a guide. The actual reach may vary depending on content design, publication time, and target audience interaction. There is no guarantee that forecasts will be met; refunds are excluded.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Generate direct contacts through our channels who show genuine interest in your topic or product.

We know what truly motivates your target audience: We identify the suitable lead magnet (whitepaper, webinar). You can provide the content yourself or have it created by our specialist editorial team.



Your benefit

- You receive qualified contacts from us – with professional campaign management, targeted advertising measures, and reporting.
- Standard query fields in the form: Mandatorfields: Salutation, First Name, Last Name, Email. Optional fields: Company and Function. Additionally bookable, for example, industry, company size, phone number, and much more.
- GDPR-compliant: All contacts are generated strictly according to EU-GDPR and can be used without risk for your marketing and sales communication.
- Further qualification measures ("Lead Nurturing") can be implemented individually by arrangement
 - Research phone numbers or other characteristics
 - Exclusion of the 5 largest competitor companies
 - Follow-up mailing with your offerFurther segmentation options by arrangement

The promotion of your campaign is included.

Tailored to your target audience, we manage a campaign for your topic or product. Promotion is carried out via the media brand's newsletter, a co-branded newsletter, and a post on one of our social media channels. Further marketing modules can be flexibly added if required.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

We offer a wide range of lead generation options individually customised to your needs.

Benefit from our credible environment, a high level of acceptance and the wide reach of our marketing channels to specifically address potential customers!

✓ We create a lead forecast before every booking!

We maximise the success of your campaign!

Included in the price: Our experts will edit the article for you for registration.



Whitepaper

- You supply a complete whitepaper.
- We make the content available for download on our website and mark it as an advertisement.
- We promote your content via our channels and generate leads for you.
- We provide you with the leads for the success of your campaign!

2.790 €
plus 60,00 €
CpL*

- We create a whitepaper on a topic that appeals to your desired target group.
- We design the whitepaper in the look & feel of our media brand without advertising messages.

3.990 €
plus 60,00 €
CpL*



Webinar

- You supply a recording of an webinar.
- We make the webinar recording available for download on our website.

2.790 €
plus 60,00 €
CpL*

- We create an webinar on a topic that appeals to your desired target group.
- We design the webinar in the look & feel of our media brand without advertising messages.
- We make the webinar available for download on our website.
- We promote the live date and recording via our channels and generate leads for you.
- We provide you with the leads.

4.890 €
plus 60,00 €
CpL*

*Cost per Lead

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche



Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months insertion year)

Frequency scale

3 times	5 %
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Combinations

Advertise additionally in other publications from our publishing house. You will achieve higher market penetration and benefit from discounts. Inserts and technical costs are not subject to discounts. For more extensive contracts, conditions on request.

Actually distributed circulation

Ø 25.000



Copies per issue on average
for the period from July 1, 2024, to June 30, 2025
Publication frequency: 4 issues per year, 62nd volume

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Topics / Focus Areas* / Dates

Issue	Ad deadline	Print data deadline	Publication date	Topics	Trade fairs & events	
1/2026	20/02/26	23/02/26	13/03/26	ITB Berlin 2026: The Business Travel Navigator The ITB Berlin is the central industry meeting for business travel in Europe. Our ITB special provides travel managers and HR professionals with quick guidance: relevant exhibitors, trends for corporate travel 2026, and insights into TMC services, booking technology, and HR mobility integration. Business Travel Destinations Series Part 1: USA – New York City The USA is the most important international destination for German business travelers, with New York serving as a key financial hub. Our NYC guide provides concise information on compliance, costs, and duty of care: ESTA, insurance obligations, and the 183-day rule – complemented by hotel recommendations and practical checklists. Mobility Budget 2026 – Complete Guide and Market Overview Mobility budgets combine flexibility for employees with cost control for employers. Our market overview compares providers, billing models, and tax frameworks, and shows the path from strategic planning to integration into existing HR systems.	06.01.–09.01. CES I Las Vegas 17.01.–25.01. CMT I Stuttgart 02.03.–05.03. MWC I Barcelona 03.03.–05.03. ITB I Berlin	13.04.–15.04. VDR I Frühjahrst. Dresden 14.04.–16.04. Aircraft Int. I Hamburg 22.04.–25.04. AERO I Friedrichshafen
2/2026	30/04/26	04/05/26	26/05/26	Business Travel Destinations Series Part 2: UK – London Post-Brexit London remains a top destination for business travel in Europe. The London guide consolidates post-Brexit compliance: ETA system, new A1 rules, and social security. Plus hotel rates, Eurostar tips, and checklists. Employee Recruitment through Mobility Benefits Mobility benefits are a strong advantage in the war for talent. We show effective benefits, tax-efficient models, and successful communication – with best practices and ROI. Company Bike Leasing: E-Bike Boom Continues The e-bike boom continues to drive company bike leasing. Our overview compares providers, terms, insurance, and service packages – including taxes and integration into the mobility budget. Micro-Mobility: From E-Scooters to Opel Rocks – The Complete Overview Opel Rocks, e-motorcycles, and e-scooters are cost-effective options for short distances. The market overview evaluates purchase/leasing, sharing, and legal regulations – with TCO and fleet checks. Workation & Bleisure: Know the Legal Boundaries Workation and bleisure are part of everyday business. The guide explains limits regarding social security, labor law, insurance, and taxes – with sample rules and checklists. E-Mobility in Company Cars: Charging Cards & Wallboxes Charging infrastructure remains a challenge for electric company cars. We compare charging card providers, billing, and tax options – with practical and cost examples.	04.05.–07.05. Arab. Travelmart I Dubai 19.05.–21.05. IMEX I Frankfurt/M. 27.05.–29.05. EBACE I Genf 24.06.–27.06. Eurobike I Frankfurt/M. 20.07.–24.07. Airshow I Farnborough 28.08.–06.09. Caravan Salon I Düsseldorf	

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
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Topics / Focus Areas */ Dates

Issue	Ad deadline	Print data deadline	Publication date	Topics	Trade fairs & events
3/2026	07/08/26	10/08/26	28/08/26	Business Travel Destinations Series Part 3: China – Shanghai Shanghai is the gateway to the most important future market for German companies. Our guide bundles everything you need: visas, cyber-security, VPN solutions, and protection of sensitive data. Plus hotel tips and duty-of-care checklists for safe travel to China. Travel & Mobility Budget 2027: How Travel Managers Plan Effectively Travel managers must plan costs, budgets, and sustainability goals accurately. This guide provides decision-making support on hotel price trends and flight cost calculations – with benchmarks, planning tools, and best practices. Business Hotels 2027: Loyalty Programs Reviewed When used correctly, loyalty programs deliver tangible savings. Our comparison reviews Marriott, Hilton, Accor & Co. for corporate benefits and the combination of company and personal perks – including calculation examples and optimization tips. Expense Reporting and Travel Planning: Apps like lanes & planes at a Glance The market overview compares solutions such as lanes & planes, TravelPerk, and SAP Concur in terms of features, usability, ERP integration, and pricing. From booking to automated expense reporting: which app suits which company? AI in Corporate Mobility Management AI is transforming travel management through predictive analytics, automated planning, and improved policy compliance. We present use cases, available tools, and ROI – with practical examples and implementation roadmaps.	15.09.–20.09. IAA Transport. I Hannover 07.10.–11.10. Buchmesse I Frankfurt 20.10.–22.10. NBAA I Las Vegas
4/2026	16/10/26	19/10/26	06/11/26	Business Travel Destinations Series Part 4: Singapore – The APAC Hub Singapore is the central APAC gateway for German companies—and at the same time one of the most expensive cities worldwide. Our guide supports cost planning and savings potential and provides basics on visas, insurance, and safety. Duty of Care 2026: Legal Obligations for Travel Managers The duty of care also applies when traveling. This guide explains duty of care, legal obligations, and effective travel risk management—with provider and tracking comparisons and best practices. Sustainable Travel: Train Instead of Plane – When Does It Really Pay Off? ESG reporting makes sustainable business travel a requirement. We show when trains make sense instead of flights: routes, travel times, and costs—with CO2 and cost-effectiveness checks plus decision-making aids. Car Rental for Business Travel: What Travel Managers Need to Know Rental cars remain important, but contracts are complex. Our guide compares rental companies and corporate programs and shows what matters in framework agreements—from insurance and fuel policies to additional costs. Car Sharing for Business Travel: SHARE NOW, Miles & Co. Car sharing is a flexible rental car alternative for urban short distances. The market overview compares SHARE NOW, Miles, Sixt Share, and others, evaluates B2B models, and shows when it pays off.	18.11.–20.11. ibtm world I Barcelona 28.11.–07.12. Motorshow I Essen

Ongoing and optional topics: News, loyalty programs, corporate subsidies, best practices, new company cars, commercial market, law, taxes and insurance, recent court rulings, role models & case studies, inside – people and curiosities.
*Due to current developments, topics and focus areas may be subject to change.

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Media Data DMM Der Mobilitätsmanager

Print Ads



2/1 page
Bleed: 420 x 297 mm

19.990 €



1/1 page
Bleed: 210 x 297 mm
3 mm trim all around

11.990 €



Junior page
Bleed: 132 x 187 mm
Type area: 115 x 165 mm

10.990 €



1/2 page landscape
Bleed: 210 x 148 mm
Type area: 175 x 121 mm

6.990 €



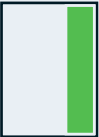
1/2 page portrait
Bleed: 100 x 297 mm
Type area: 85 x 248 mm

6.990 €



1/3 page landscape
Bleed: 210 x 102 mm
Type area: 175 x 79 mm

5.990 €



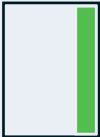
1/3 page portrait
Bleed: 68 x 297 mm
Type area: 55 x 248 mm

5.990 €



1/4 page landscape
Bleed: 210 x 79 mm
Type area: 175 x 58 mm

4.990 €



1/4 page portrait
Bleed: 52 x 297 mm
Type area: 40 x 248 mm

4.990 €



1/4 page 2 columns
Bleed: 100 x 148 mm
Type area: 85 x 121 mm

4.990 €



1/4 page 4 columns
Bleed: 210 x 45 mm
Type area: 175 x 26 mm

3.290 €



1/8 page 2 columns
Bleed: 100 x 79 mm
Type area: 85 x 58 mm

3.290 €

Bleed plus 3 mm bleed overleaf

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Media Data DMM Der Mobilitätsmanager

Print Special Placement



Title page

More attention through exclusive placement on the front cover.

Reserve your premium placement in time!

Title
194 x 180 mm

13.990 €

Advertorial

- Format from full page, 4-color
- Design and text development in coordination with the publisher

11.990 €

Banderole

- Format: 10 cm x 45 cm
- Very eye-catching

14.990 €

Altarfalz

- Format: 1 full page + 2 × 1/2 page vertical

22.990 €

Special placements

2nd, 3rd, and 4th cover pages, as well as 1/3 page vertical next to the editorial, available for a 10% surcharge. The surcharge is applied to the base price and is not eligible for discounts. Special formats available on request.

Frequency discount*

From 2 insertions: 3% | from 5 insertions: 5% | from 9 insertions: 10%

Volume discount*

From 2 pages: 5% | from 5 pages: 10% | from 9 pages: 15%

Job advertisements

Formats and prices available on request

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Print Special formats



Wraparound cover

Full-height flap on the front and back cover. An ad can be placed on both the inside and outside of the flap. The top 9 cm on the outside of the front cover flap is reserved for the publisher's title and logo. The back cover flap is only available in combination with an ad on the 4th cover page. The inside and outside of the flap are fully available for advertising.

17.990 €

- Ad format: 105 x 297 mm



Inserts

Prices for heavier inserts and partial insertions available on request, including possible postal charges.

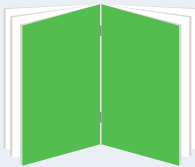
Submission of a sample is required.

Up to 25g, price for total circulation:

350 €/Tsd.

*plus postal charges

- Minimum size: 148 x 210 mm
- Maximum size: 208 x 295 mm
- Minimum circulation: 10,000 copies



Bound-in insert”

All pages must be printed and must not have page numbers. Maximum size: magazine size.”

4 pages **10.990 €**

8 pages **16.990 €**

12 pages **20.990 €**

16 pages **25.990 €**

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Print Advertorial

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

- ✓ **Your benefit**
This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the text yourself or have it professionally created or revised by our specialist editorial team.

Thinking across channels!
book a cros-media campaign with online and print advertorials

→



Advertorial basis

Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

- Specifications**
- Your texts are used 1:1 as delivered
 - You provide us with the image material
 - 1 correction loop incl.
 - Labelled as an advertisement

Price e.g. for a 1/1 page*

11.990 €



Advertorial premium

Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

- Specifications**
- Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
 - You provide us with the image material
 - 1 correction loop incl.
 - Labelled as an advertisement

Price e.g. for a 1/1 page*

13.490 €

*Additional advertising formats available; prices on request.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche



Content with added value – tailored to your needs and goals

We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

NEW: The ePaper with integrated AI

Our new ePaper combines high-quality specialist journalism with intelligent AI features

Your added value as an advertiser

Longer dwell time

AI summaries and read-aloud function increase frequency and duration of use. Your ad remains visible for longer.

Trusted environment

The AI accesses only editorially researched content. Your brand appears in a verified, credible quality environment.

Additional touchpoints

The news section and newsletter extend the presence of your brand beyond the publication date.

Sustainable visibility

The AI search makes content permanently discoverable – even in the archive. Your ad remains effective beyond the issue.

With our new ePaper, you are investing not only in an ad but in an interactive, modern environment with measurable digital extension.

Discover the ePaper now



At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche



The Schlütersche Academy consolidates the editorial expertise of our divisions into a unique educational offering.

From hands-on workshops to specialized webinars, professionals can find tailored training opportunities that have not been available on the market before. You can participate as a speaker and also use our channels to showcase your own topics. We generally plan for a minimum of 30 participants.

Digital Expert Talk including leads

Our editorial team prepares a relevant topic as a webinar and provides the moderation. A maximum of five companies can participate. We organize and promote the webinar through our channels and provide editorial coverage before and after the event. A recording is included.

Included in the package:

- 30 qualified participant leads for a special price of 40 € each – fully GDPR-compliant – or all leads included (Package 2).
- Promotion is carried out through our co-branded newsletter as well as a post on one of our social media channels.
- Additional marketing components can be added flexibly as needed.

Package 1
30 leads plus 40 € cost per lead

2.490 €

Package 2
All leads included

5.900 €

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

All of your online presence in one place

COCO makes digital communication simple

COCO is your marketing machine. Whether regional or nationwide online visibility, customer or employee acquisition – with COCO, you manage your digital communication centrally and efficiently.



Become visible online (and more so)



Attract new customers & employees online



Manage all channels in one place while saving time

We are happy to support you with your project as well. A wide range of different services is available to you for this purpose.

You can find more information at: www.coco.one →

99 € per month

COCO Business

- Google Business Profile management
- 2 custom domains
- 5 email addresses
- Own blog
- Advanced SEO settings
- Use of free image databases
- Local listing (up to 60 directories)
- Social media integration (all channels)
- 4 AI-generated copy creations for blogs and text elements per month (recommendation: 4 per month)"
- Content (templates) from a content pool
- 50 AI credits per month
- Google Business Profile review widget
- Use of the Publisher app
- Social media feed on the website
- Use of the editorial calendar
- 5 forms with contact lists (CRM light)
- 1,000 newsletter mailings (including automation)
- Online ads on Facebook, Instagram, and Google (all channels)
- 1 device connection (signage)
- 5 signage loops

For growing businesses that need more reach and flexibility.

Our recommendation

169 € per month

COCO First Class

- Unlimited number of pages
- Google Business Profile management
- 2 custom domains
- 15 email addresses
- Own blog
- Advanced SEO settings
- Use of free image databases
- Local listing (up to 60 directories)
- Social media integration (all channels)
- Unlimited publications per month
- Content (templates) from a content pool
- Unlimited AI credits per month
- Google Business Profile review widget
- Use of the Publisher app
- Social media feed on the website
- Use of the editorial calendar
- Unlimited forms with contact lists (CRM light)
- Unlimited newsletter mailings (including automation)
- Online ads on Facebook, Instagram, and Google (all channels)
- Unlimited device connections (signage)
- Unlimited signage loops
- VIP service with a personal contact person
- Many different AI features

The complete solution for companies that want to manage their online marketing comprehensively and professionally.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Our answer to your personnel search

The applicant kick is your fast and uncomplicated solution to attract qualified applicants.

With a individually tailored campaign, we ensure that your job advertisement-is seen by the right candidates. Thanks to a simple application process, we make it easy for interested parties to apply directly.

Your benefit

- ✓ Save time: We take over the selection of suitable channels and the placement of advertisements.
- ✓ 100% digital: Our solution enables an uncomplicated and digital application process.
- ✓ Tailor-made: Our solution is tailor-made and entirely oriented towards your requirement profile.
- ✓ Save costs: Reach actively searching and change-ready skilled workers without having to pay expensive learning fees yourself during the search.

More information can be found at:
schluetersche.de/bewerberkick



Specifications

Setup and Design

- ✓ Creation of a custom, contact-optimized Landing Page
- ✓ Creation of a funnel that converts visitors into leads and applicants
- ✓ Integration of multimedia content (Images / Videos)
- ✓ Landing page design for all devices
- ✓ Image research
- ✓ On request: Integration of a customer's own favicon
- ✓ Incl. one round of revisions

Provision and Service

- ✓ Hosting of the landing page on a customer-owned domain
- ✓ The leads are provided by email
- ✓ Maintenance and security-relevant updates, e.g., legally compliant cookie banner
- ✓ Personal contact person
- ✓ SSL encryption

Duration:

- ✓ Max. 3 months (flexibly selectable in months)

from 2.098 €*

*Example for 1 month incl. applicant kick of €1,299, campaign budget of €500 and a one-time setup fee of €299.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

We are here for you!



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At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Contact

Publisher

Schlütersche Fachmedien GmbH
A company of the Schlütersche Mediengruppe
Mailing address: 30130 Hannover
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30173 Hannover
Phone 0049 511 8550-0
Fax 0049 511 8550-2600
www.schluetersche.de
www.mobility.one

Reader/subscription service

vertrieb@schluetersche.de
Phone +49 (0)511 8550-8822

Print Data

Data submission to
anzeigendaten-dmm@schluetersche.de



Alle Preise zzgl. MwSt.

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Technical specifications and delivery

Delivery of your website banner datan

Please send banners as PNG, GIF or JPG (max. 150 kB) or as an HTML5 file (max. 400 kB) at least 7 working days prior to the booked publication date to anzeigendaten-dmm@schluetersche.de

For HTML5 files (responsive), please submit all banner elements in a .zip file and include a fallback solution for browsers that do not support HTML5.

Delivery of Spinning Roadblock and Mobile Rectangle Spin 3D

Please send 3–5 images as PNG, GIF or JPG (each max. 150 kB) at least 7 working days prior to the booked publication date to anzeigendaten-dmm@schluetersche.de

Delivery of your newsletter text ad

Please send the text as a Word file and the image as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-dmm@schluetersche.de.

Delivery of your newsletter banner data

Please send the banner files as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-dmm@schluetersche.de. Animated GIFs are also possible; however, they may not display correctly for all recipients.

Delivery of your social media content

Please send the following materials at least 10 working days prior to the agreed publication date to anzeigendaten-dmm@schluetersche.de:

- For Facebook & Instagram: 1 image (1200 × 630 px)
Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)
- For LinkedIn: 1 image (1200 × 627 px)
Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)

Delivery of your online advertorial

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 7 working days prior to the booked publication date (Advertorial Basic) or 10 working days prior to the booked publication date (Advertorial Premium):

- Images: Format: 16:9, File size: max. 250 KB per image
File formats: PNG, GIF or JPG, Copyright/image credit required, 1 lead image (960 × 540 px), Additional article images (960 × 540 px): 1 image for Advertorial Basic & Up to 9 images for Advertorial Premium
- Text (Word file): Header line: max. 40 characters including spaces, Headline: max. 65 characters including spaces, Teaser text: max. 130 characters including spaces, Body text: max. 3,000 characters including spaces, Optional image captions: max. 255 characters including spaces each
Please note that the maximum character limits are technically fixed and cannot be exceeded..
- Links to external websites or articles, YouTube videos, and downloadable materials may be included as required

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Technical specifications and delivery

Delivery of your standalone newsletter

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 10 working days prior to the booked mailing date:

- Subject line & headline: “Customer Name: Headline” (max. 68 characters including spaces in total)
- Preheader: Topic-specific, summarizing, or explanatory text (40–80 characters)
- Customer logo: Minimum width: 180 px, File format: JPG or PNG, Including link to the customer’s website
- Header image: 600 × 250 px, File format: JPG, PNG or GIF
- Company contact details
- Single-topic newsletter: One main article (Word file, max. 1,400 characters including spaces), Link to the relevant landing page, Optional: one additional image (600 px wide, max. 250 px high, JPG, PNG or GIF) or
- Multi-topic newsletter: One lead article (Word file, max. 400 characters including spaces) plus link, Up to three short news items, each including: Article image (180 × 120 px, JPG, PNG or GIF), Headline (max. 55 characters including spaces) Text (Word file, max. 300 characters including spaces), Link

Delivery of your retargeting banners

Please send your banners as JPG, GIF or HTML files to: anzeigendaten-dmm@schluetersche.de:

- The required advertising materials are banners in at least three, and ideally five, of the following formats: 728 × 90 px, 160 × 600 px, 300 × 250 px, 970 × 250 px, 800 × 250 px, 300 × 600 px, 320 × 50 px (mobile), 300 × 50 px (mobile) The more banner formats you provide, the greater the potential reach of your retargeting campaign.
- Maximum banner file size: 300 kB
- Image files (GIF or JPG): max. 150 kB and SSL-secure
- Animation length: animated ads must become static after 30 seconds
- Third-party tags (JavaScript or HTML): max. 150 kB and SSL-secure
- iFrames are only accepted from DoubleClick
- HTML banners must comply with our technical specifications. No destination URL may be embedded directly in the HTML code.

Delivery of your content for lead generation campaigns

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 10 working days prior to the agreed publication date:

- White paper (PDF, max. 6 MB) or Online seminar recording (MP4, approx. 1 hour in length)
- For the landing page:
 - 1 title image: 1075 × 605 px (16:9)
 - Headline (approx. 60 characters including spaces)
 - Teaser text (max. 300 characters including spaces)
 - Introduction text (800–1,000 characters including spaces)
- Additional information:
 - Link to your company's privacy policy
 - Your company's email address for data usage withdrawal requests
 - Email address to which the generated leads should be sent

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Technical specifications and delivery

Delivering your advertising data

E-Mail: anzeigendaten-dmm@schluetersche.de
For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

Delivering your print advertorial

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to anzeigendaten-dmm@schluetersche.de

1/2 page print advertorial:

2 images (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, subheadline: max. 130 characters, max. 3,900 characters of text plus headline (Word file) or 1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, max. 4,600 characters of text plus headline (Word file)

1/4 page print advertorial (3 columns):

1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, sub-headline: max. 130 characters, 1,240-1,600 characters of text plus headline (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

Delivery address for special forms of advertising

Vogel Druck und Medienservice GmbH
Goods receiving department
Leibnizstraße 5
97204 Höchberg
Germany

Receiving hours: Monday to Friday, 8:00 a.m. to 4:00 p.m.
Delivery window: Earliest 20 working days and latest 5 working days before the scheduled delivery date.



Terms of payment

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:
IBAN no. DE03 2504 0066 0150 0222 00,
BIC: COBADEFFXXX

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche

Technische Angaben und Anlieferung

Zeitschriftenformat

- 210 mm breit x 297 mm hoch, DIN A 4
- unbeschnitten: 216 mm breit x 303 mm hoch
- Satzspiegel:
175 mm breit x 248 mm hoch
4 Spalten = Spaltenbreite 40 mm
3 Spalten = Spaltenbreite 55 mm

Druck- und Bindeverfahren

Rollenoffsetdruck, Rückendrahtheftung.
Wir behalten uns vor, ggf. auf Klebebindung umzustellen.

Datenformate

- Anlieferung von PDF/X-3 Daten.
- Halbtonebilder benötigen eine Auflösung von 300 dpi, Strichbilder mindestens 600 dpi.
- Schriften müssen eingebettet sein.
- Die Daten dürfen keine RGB-, LAB- oder ICC- Farbräume enthalten.

Farben

- Druckfarben (CMYK) nach ISO 12647-2 (PSO).
- Zur Konvertierung und Kontrolle des Farbraums (ICC-Color Management) wird speziell auf die Standard-Offsetprofile der ECI verwiesen (kostenloser Bezug des Pakets „ECI_Offset_2009“ bei www.eci.org).

Proof

- Farbverbindliches Proof nach „Medienstandard Druck“ (bvdn).
- Digital erstellte Prüfdrucke müssen zur Kontrolle der Farbverbindlichkeit den FOGRA Medienkeil enthalten (kostenpflichtig zu beziehen bei www.fogra.org).
- Andrucke müssen einen offiziellen Druckkontrollstreifen aufweisen.
- Ausgabeprofile und Papierklassen für Referenzproofs bitte erfragen.

Datenarchivierung

Daten werden 1 Jahr archiviert, unveränderte Wiederholungen sind deshalb in der Regel möglich. Eine Datengarantie wird jedoch nicht übernommen.

Gewährleistung

Für die rechtzeitige Lieferung des Anzeigentextes und einwandfreier Druckunterlagen ist der Auftraggeber verantwortlich. Wird keine einwandfreie Druckvorlage von dem Auftraggeber geliefert, druckt der Verlag die Anzeige in der Qualität ab, die die vorgelegte Druckvorlage erlaubt.



Kontakt

Service
Tel. 0511 8550-2521/-2522

At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technische Angaben		schlütersche

Know-how.

You can find more information at
www.schlütersche.de



Knowledge unfolds its effect: The Schlütersche Media Group supports small and medium-sized businesses with expertise, marketing, and recruiting. We know how industries tick, customers buy, and skilled workers are reached. Knowing how. For sustainable success.

Founded in 1747 as a printing house, today we are a modern media company. With over 30 strong brands within the media group, we combine profound industry excellence with modern digital solutions. Whether trade magazines, online portals or all-in-one marketing tools: We have leading brands in the most diverse segments



At a glance	Target groups	Reach	Newsletter	Banner	Online Advertorials	Social Media	Lead Generation	Circulation
Topics	Print	Print Special formats	Academy	Marketing Solutions	Contact	Technical specifications		schlütersche