DVZ
Deutsche Verkehrs-Zeitung

- DVZ DER TAG
- ONLINE
- ONLINE ADVERTORIAL

www.dvz.de

Content

Your publishing partner

DVZ
Deutsche Verkehrs-Zeitung

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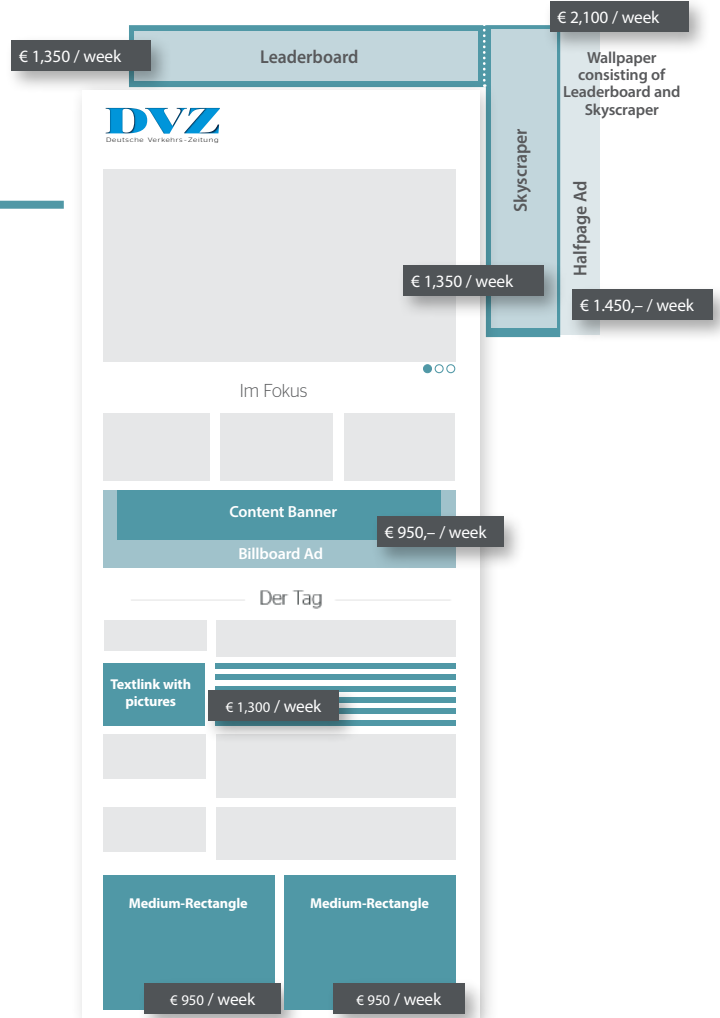E-mail: frank.hegele@dvvmedia.com

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Online Rates List No. 63

effective from 01.01.2023

1 **Web address (URL):** www.dvz.de

2 **Profile in brief:** The whole world of DVZ – just different!
As reliable as the newspaper but more up to date, straight from
the DVZ newsdesk. Information from logistics and transport for
the digital reader. Supplemented with useful links, access to DVZ
print editions and other publishing offers.

3 **Target group:** Decision-makers from logistics,
transport and traffic

4 **Access control:** IVW

5 **Facts:** Sessions 117,876, User 68,921
Pageviews 199,578 per month, yearly average
(October 2021 – September 2022, measurable range)
Google Analytics

6 **Data supply/Deadlines:** At least 3 working days before material
is due to be published, by e-mail to: **anzeigentechnik@dvz.de**

7 **Technical data:**

File format: as an image file (.jpg, .png, .gif) or HTML5-file. We
also accept JavaScript tags from third parties.

File size: Ensure that the file size is less than 100 KB, and anima-
tions should not exceed a length of 15 seconds.

8 **External AdServer:** Google Ad Manager
(formerly DoubleClick for Publishers)

The details of the technical conditions for linking and click counting, detailed informa-
tion of the formats for desktop-pc , tablet and mobile etc. please refer to our fact sheet
on www.dvz.de/online

€ 2,100 / week
€ 1,350 / week
Leaderboard
Wallpaper consisting of Leaderboard and Skyscraper
Skyscraper
Halfpage Ad
€ 1,350 / week
€ 1.450,– / week
Im Fokus
Content Banner
€ 950,– / week
Billboard Ad
Der Tag
Textlink with pictures
€ 1,300 / week
Medium-Rectangle
Medium-Rectangle
€ 950 / week
€ 950 / week

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10   Discounts:

Frequency / week	Discount
3	5 %
6	10 %
12	15 %
24	20 %
48	25 %

*Or according to DVZ discount conditions
(linking isn't possible)*

The details of the technical conditions for linking and
click counting, detailed information of the formats for desk-
top-pc , tablet and mobile etc. please refer to our fact
sheet on www.dvz.de/online

11   Media/formates/prices:

Ad format	Positioning	Desktop	Mobile	Price per week
Wallpaper (Leaderboard plus Skyscraper)	entire site	728x90 px + 120x600 px	not possible	€ 2,100
Leaderboard	entire site	728x90 px 769x90 px	300x125 px	€ 1,350
Skyscraper	entire site	120x600 px 160x600 px 200x600 px	120x600 px 160x600 px 200x600 px	€ 1,350
Halfpage Ad	entire site	300x600px	300x600 px	€ 1,450
Content Banner	homepage	728x90 px 769x90 px	300x125 px	€ 950
Billboard Ad	homepage	970x250 px		
Medium Rectangle	entire site	300x250 px	300x125 px	€ 950
Textlink with pictures	homepage	picture 1.920 x 1.080 px + text 250 characters	picture 1.920 x 1.080 px + text 250 characters	€ 1,300

*Rotation notes: If demand is high, it is possible that your banner will be placed in rotation with
others. Rotation is limited to a maximum of three advertisers per position.*

Daily Advertising in "DVZ Der Tag"

effective from 01.01.2023

1 **Frequency:** "DVZ Der Tag" is the daily medium which informs you on the latest news from the transport and logistics industry every morning by e-mail. From Monday to Friday, our editor-in-chief personally addresses DVZ subscribers. Additional special newsletters depending on current events/news.

2 **Reach:** Impressions average 11,000
Recipients approximately 7,500

3 **Discounts:**

Number	Discount	
3 weeks	5 %	or according to DVZ discount
6 weeks	10 %	conditions
12 weeks	15 %	(Linkage is not possible)

2 **Advertisement deadline:** 4 working days before publication

3 **Data supply:** 3 working days before publication:
anzeigentechnik@dvz.de
A daily change of the advertising materials is possible.

4 **Advertising formats:**

Skyscraper: 120 x 600 px
Placement: on the right, next to header
Data format: JPG
file size: maximum 150 KB
Price: EUR 3,250 / week

Banner: 570 x 100 px
Placement: see illustration
Data format: JPG
file size: maximum 150 KB
Banner 1: EUR 3,000 / week
Banner 2: EUR 3,000 / week
Banner 3: EUR 2,000/ week

Medium-Rectangle: 275 x 227 px
Placement: at the bottom
Data format: JPG
file size: maximum 150 KB
Price: EUR 1,700 / week

Textlink with picture
Placement after the second report
Data format: Text 250 characters, picture
800 x 450 px
Price: EUR 2,800 / week

Online Advertorial – Your Content with a "Native Look & Feel"

effective from 01.01.2023

1 Description:

The DVZ Online Advertorial is a successful Native Advertising solution, with which you can integrate your content directly into the editorial environment of DVZ.de using image and text elements. With content relevant to the target group, you can effectively position yourself against a subject and offer our users added value in terms of information. As well as storytelling, the online advertorial is particularly suitable for communicating products and services which require detailed explanation. With native integration you generate great attention and benefit from the high credibility of our media brand. Traffic links such as image text ads provide content teasers.

2 Events:

- Year-round brand communication
- New product launch
- Advance trade fair communication

3 Presentation:

- Texts and images with native look and feel (graphic elements e.g. infographic are also possible)
- Integration of your content (content generated by you and must be delivered on time) in the DVZ framework
- Text: Recommended number of characters is 3,000 characters, including spaces; Image size 1,920 pixels x 1,080 pixels height.
- Ad identification as advertorial

4 Promotion Options:

- Text display with picture on the DVZ home page
  Technical specifications:
  - Text 250 characters, image 1.920 x 1.080 px
- Promotion in the „DVZ Der Tag" daily newsletter
  Technical specifications:
  - Text 250 characters, image 800 x 450 px
- DVZ social media channels
  Technical specifications:
  - Facebook, LinkedIn: Text about 300 characters, image at least 800 x 450 px
  - Twitter: Text not more than 280 characters (incl. Hashtags and URL-Link), image at least 800 x 450 px.

5 Data supply:

At least 5 working days before publication date.

6 Price / Week:

- € 5.500

An example of what your online advertorial might look like (subject to change)