

Media Information 2026

FERNFAHRER **ROADSHOW** 2026

DAS TRUCK-MAGAZIN FÜR BERUFSKRAFTFAHRER DRIVE YOUR DREAM-TOUR

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ETMverlag

*Euro Transport Media
Verlags- und Veranstaltungsgesellschaft mbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft*

THE TOUR

With our roadshow „Drive your Dream“, FERNFAHRER has successfully for the 16th time in major truck festivals/events FERNFAHRER presents branded showtrucks including stages live programme, music, moderation and visitors' attractions.

TOUR STOPS 2026 (Subject to modifications)

- **Rüssel Truck Show**, Autohof Lohfeldener Rüssel
24 - 36 April, 2026
- **Trucker- und Country Festival**, Geiselwind
22 - 25 May, 2026
- **Ländle Truck Show**, Bludesch (A)
20 - 21 June, 2026
- **Truck-Grand-Prix**, Nürburgring,
10 - 12 July, 2026
- **IAA TRANSPORTATION**, Hannover
15 - 20 September, 2026



ACTIVITIES

Logo presentation on all posters, banners „**FERNFAHRER Roadshow 2026**“ - sponsored by are distributed at exhibitions, music stages and event trucks.

Logo presentation of sponsors on event trucks/stage trucks.
On-site flyers and promotion material.

All sponsors appear on the specific page including their logo on printed and online reporting page.

Presentation word + image at www.eurotransport.de

Logo presentation with banner at www.eurotransport.de

Every event will be reported in the printed edition **FERNFAHRER** as well as on the internet. Sponsor logos will be presented on the showtrucks, on posters, advertisements and on internet banners. This means the advertising effect will be guaranteed all year. The tour will be advertised at sales' spaces, on the highways at Autohof and many service areas.

Visitors at the festivals are commercial vehicle enthusiasts, drivers and businessmen.

Professional drivers and their families are attracted by the combination of truck and music. A relaxed atmosphere guarantees contact with target group. „**FERNFAHRER Roadshow**“ sponsoring is an attractive and convenient way to get in touch with your target group without advertising and staff expenses. There are no extra costs for exhibition space and personnel.

MEDIA CHANELS

Coverage in

- **FERNFAHRER** 25,000 copies per issue
- **E-Paper** 9,800 per issue
- **Newsletter** over 10,000 subscribers
- **Youtube FERNFAHRER** over 56,000 subscribers
- **Social Media FACEBOOK/Instagram** over 100,000 subscribers
- **eurotransport.de** over 700,000 page views per month
- **eurotransportTV** über 15 million page views per year

PARTNER PACKAGE

The **FERNFAHRER Roadshow Partner Package** includes next to

5 tour points

- Presentation on site
- Logo display for 12 months
- Reporting in print and online

a communication package with

- ½ page in the FERNFAHRER / own motif / issue of your choice

→ Price € 10,900.00

PARTNER PLUS PACKAGE

The **FERNFAHRER Roadshow Partner Plus Package** includes next to

5 tour points

- Presentation on site
- Logo display for 12 months
- Reporting in print and online

a communication package with

- ½ page in the FERNFAHRER / own motif / issue of your choice
- 2 posts FERNFAHRER Facebook Community / period by arrangement

→ Price € 12,900.00

TOUR IMPRESSIONS



TARGET AUDIENCE

- Drivers, freight forwarders, and decision-makers in the commercial vehicle industry

DATA, FACTS, VISITOR FIGURES

TOUR STOPS 2026 (Subject to change)

- **Rüssel Truck Show**, Autohof Lohfeldener Rüssel approx. 10,000 visitors
- **Trucker- und Country Festival**, Geiselwind approx. 40,000 visitors
- **Ländle Truck Show**, Bludesch (A) approx. 20,000 visitors
- **Truck-Grand-Prix**, Nürburgring approx. 135,000 visitors
- **IAA TRANSPORTATION**, Hannover approx. 145,000 visitors



Marketing

Media advice, offers and orders

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Just give us a call!