Media Information 2027

b+a is the trade magazine with the widest coverage in the towing sector, in print and digital formats.



Magazine of the VBA e.V.

The VBA

VBA e.V., based in Wuppertal, has represented the interests of recovery and towing companies throughout Germany since it was founded in 1963. More than 1200 member companies with a workforce of more than 25,000 rely on the independent and non-partisan work of the association. This is not only about the economic, professional, technical and social interests of the affiliated companies. Most notably, it has developed and implemented quality criteria which are now used as basis for many public tenders and towing operation centres. VBA e.V. is, among others, a member of the Deutschen Verkehrssicherheitsrat e.V. (DVR - German Road Safety Council), the ARGE Pannen- und Unfallhilfe e.V. (APU - ARGE Breakdown and Accident Assistance), the Recovery & Rescue working group of the VDA (German Association of the Automotive Industry).

Its members, as well as the other subscribers and readers of b+a, operate in the recovery and towing, breakdown assistance, automotive repair, bodywork, crane work, road surface cleaning and maintenance, vehicle storage, expert services, car dealerships, tyre services and petrol stations, predominantly in a decision-making role. Regular readers also include vehicle body builders, insurance companies, authorities, dispatch centres and automobile clubs.

Key topics

- Association work
- Breakdown and accident assistance, workshop and products
- Mobility
- Vocational and further training
- Specialist events, trade fairs, etc.
- Reports

Publishing information

Publisher

Verband der Bergungs- und Abschleppunternehmen e. V.
(VBA - Association of Salvage and Towing Companies)

Publishing company

VBA Service-Gesellschaft des Verbandes
der Bergungs- und Abschleppunternehmen mbH

Linderhauser Straße 141
42279 Wuppertal
Phone: +49 202 26656-0
Email: info@vba-service.de
Internet: www.vba-service.de

Editor

Sandra Schievelbusch
Phone: +49 202 26656-19
Email: schievelbusch@vba-service.de

Advertising

Marcus Gerner

Christine Schneider
Phone: +49 202 26656-10
Email: schneider@vba-service.de

57st volume 2027

Frequency of publication

monthly at the 1st of the month
11 times a year (one summer double edition)

Subscription price

Single copy Euro 6.50
plus the respective applicable postage charges

Annual subscription	Domestic	Euro	91.30
	International	Euro	107.80

(included in the subscription for VBA e.V. members)

Print run

2.200 printed copies and
a digital version on the homepage

Print production

Schmidt, Ley + Wiegandt GmbH + Co. KG

Design and prepress contact

Timo Platte
Phone:: +49 157 51956120
Email: info@timoplatte.de

Publication dates

Issue	Advertising Deadline	Editorial Deadline	Publication Date	Issue	Advertising Deadline	Editorial Deadline	Publication Date
01/2027	04.12.2026	07.12.2026	01.01.2027	07/08 2027	18.06.2027	17.06.2027	15.07.2027
02/2027	11.01.2027	11.01.2027	01.02.2027	09/2027	10.08.2027	09.08.2027	01.09.2027
03/2027	10.02.2027	08.02.2027	01.03.2027	10/2027	10.09.2027	08.09.2027	01.10.2027
04/2027	10.03.2027	08.03.2027	01.04.2027	11/2027	11.10.2027	08.10.2027	01.11.2027
05/2027	09.04.2027	08.04.2027	01.05.2027	12/2027	10.11.2027	08.11.2027	01.12.2027
06/2027	10.05.2027	07.05.2027	01.06.2027	01/2028	06.12.2027	06.12.2027	01.01.2028

We publish 11 issues, including a double issue in the summer.

Technical Information

Magazine format

DIN A4 210 mm width x 297 mm height

Printing method

Sheet-fed offset printing, saddle stitch
Colours: Euroscale 4c

Terms of payment

14 days after invoice date without deduction
VAT No. DE 183348441

Advertising price list

Valid from 01/01/2026

Advertising management

VBA Service-Gesellschaft des Verbandes
der Bergungs- und Abschleppunternehmen mbH

Editorial note

We do not assume any liability for unsolicited documents, articles, photos and data submitted to us; articles with named authors (including signatures) reflect the opinion of the authors. Reprinting and reproduction of any kind, as well as transfer to storage media, is only permitted with the written permission of the publisher.

Printing material

Transfer of digital data for advertisements:
Before sending an advertisement, the advertising department must have received a corresponding advert order. The general advertising deadlines apply. A 1:1 printout should be available to verify and confirm the submitted advertisement; in the case of colour advertisements, a colouraccurate proof or a press proof should be provided.

Data formats:
We recommend supplying PDF data in line with the generally applicable printing standards or high-resolution JPG data as a complete data set. Embed fonts and use colours in CMYK mode. RGB, spot colours and non-embedded fonts in the data set will be converted without further guarantee.

Other data formats only by prior agreement!

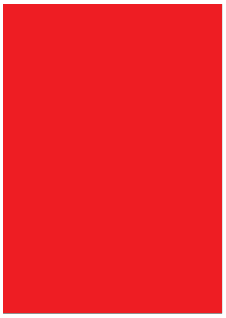
Data transfer:
Per email

Warranty for data/additional work:
We only print what we have received. We accept no liability for incomplete or incorrect data in texts, images and colours. We cannot process data supplied that does not comply with current printing standards, such as office software (Word etc.). We will charge for any additional costs incurred for data conversion and optimisation.

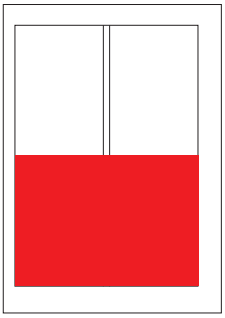
Advertisement formats and prices



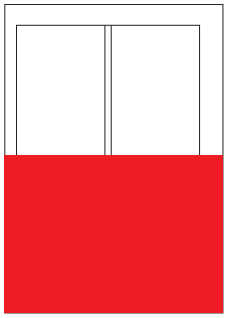
Double Page
420 x 297 mm
Euro 1.742



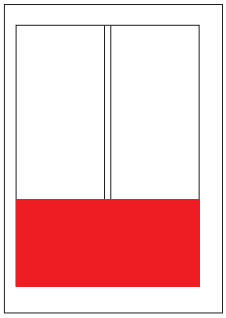
Full Page
210 x 297 mm
Euro 1.012



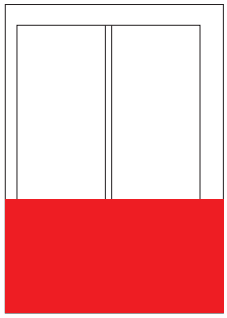
Half page hor.
176,25 x 125,5 mm
Euro 628



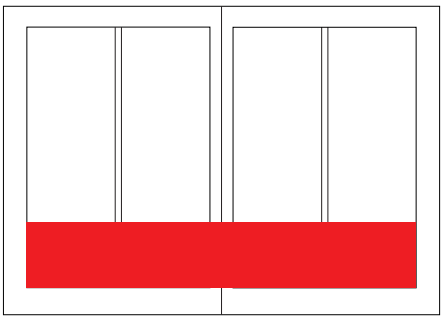
Half page hor.
210 x 151,5 mm
Euro 677



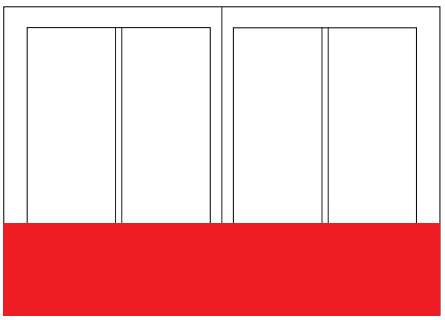
Third page hor.
176,25 x 83,645 mm
Euro 479



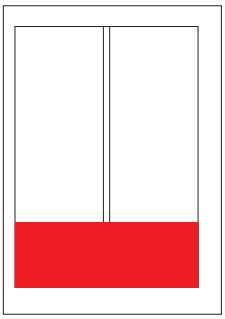
Third page hor.
210 x 109,857 mm
Euro 528



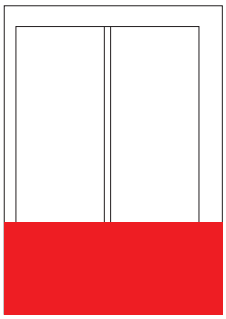
Quarter page hor., long
374,868 x 62,74 mm
Euro 659



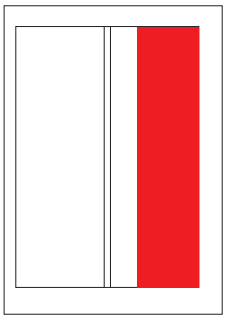
Quarter page hor., long
420 x 88,742 mm
Euro 708



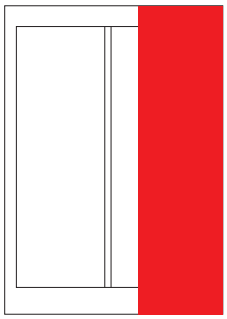
Quarter page hor.
176,25 x 62,742 mm
Euro 412



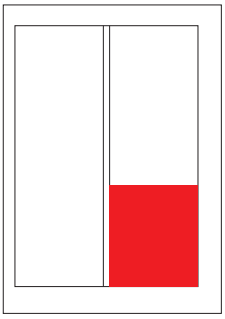
Quarter page hor.
210 x 88,742 mm
Euro 461



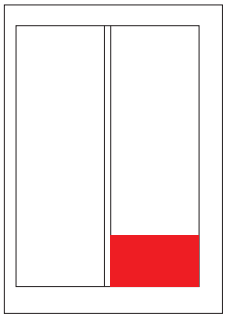
Third page vert.
54,574 x 251 mm
Euro 556



Third page vert.
77,074 x 297 mm
Euro 605



In 1 column
85 x 100 mm
Euro 448



In 1 column
85 x 50 mm
Euro 211

Please create **full-page advertisements** with a **3 mm** bleed allowance beyond the final format. Crop marks and registration marks are not required.

Advertorials

Half page
type area (176,25 x 125,5 mm) Euro 490

Full page
type area (176,25 x 251 mm) Euro 790

Premium positions
(prices for four-colour advertisements)

2nd and 3rd cover page Euro 1,076
4th cover page (on the back) Euro 1,205

Discounts

Volume discount rate per issue
2 pages or more 5 %

Frequency discount rate per volume
3 adverts 5 %
6 adverts 10 %
11 adverts 15 %

VBA members are granted an additional 5 % discount (not for classified ads)

Colour surcharges

The price applies to black/white and four-colour advertisements. Please contact us if you wish to use special colours.

Classifieds (column width 85 mm)

Buying/selling/job advertisements
per printed line Euro 15.20
Colour highlighting plus 10 %
4 colours Photo Euro 85
Box number fee Euro 11

Supplements (only complete print run, not discountable, delivery free of shipping costs, maximum format W 205 x H 292 mm)

up to 25 g Euro 685
each additional 5 g: 10 % surcharge on the basic price

Bound supplements/adhesive supplements/postcards

Formats and prices on request

Surcharges

Additional design work and technical costs in pre-press, such as typesetting costs and image processing (including the additional work involved to convert third-party data formats) will be charged separately based on the work involved.

All prices plus VAT.

Auf Anfrage übernimmt unsere Designabteilung die Gestaltung von Anzeigen. In diesem Fall übersenden Sie uns einfach Ihre Fotos, Texte und Logos und teilen uns Ihre Vorstellungen mit. Die Berechnung erfolgt individuell nach Aufwand.

Wir erstellen Ihnen gerne ein Angebot.

We will be happy to prepare an offer for your.

Terms & Conditions

General terms and conditions for advertisements and third-party supplements in VBA Service GmbH media

1. The “advertising order” in the sense of the following General Terms and Conditions of Business refers to a contract for the publication of one or more advertisements or supplements for an advertiser or other party placing advertisements in a print medium for the purpose of distribution.

   The offer must be made in writing. This also applies to acceptance and order confirmation. Advertisement orders must be placed at the agreed time.

2. If an order is not fulfilled for reasons beyond the contractor's control, the client shall nevertheless be obliged to pay the remuneration owed, and the client shall also owe the agreed advertising price even if the advertisement is not delivered by the known advertising deadline. This also applies if the publisher can use a filler to advertise its own services, information texts or similar.

   If discounts were granted, the client must reimburse the contractor for the difference between the discount granted and the discount corresponding to the actual quantity purchased.

3. When calculating the purchase quantities, text millimetre lines are converted into advertising millimetres depending on the price.

4. Orders for advertisements and third-party supplements intended for publication in specific numbers, specific editions or in specific places in the printed material must be submitted to the publisher in good time so that the client can be notified before the advertising deadline if the order cannot be executed in the manner requested by the client.

   Classified advertisements shall be printed in the relevant section without the need for express agreement.

5. Advertisements that are not recognisable as such due to their editorial design will be clearly identified as such by the publisher with the word “advertisement (Anzeige)”.

6. The publisher reserves the right to refuse advertising orders – including individual requests within the scope of a contract – and supplement orders due to the content, origin or technical nature based on ethical and/or objectively justified principles of the contractor, if their content is discriminatory, violates laws or official regulations or if their publication is unreasonable for the publisher.

   The publisher shall not be bound by orders for supplements until a sample of the insert has been submitted and approved. Supplements which, due to their format or layout, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party adverts, may be rejected. The client shall be informed immediately of the rejection of an order.

   The client shall guarantee and ensure that he possesses all rights necessary for the placement of the advertisement. Solely the client shall be responsible for the content and legal admissibility and the transmission of the text and image documents provided for the insertion as well as the supplied advertising material. He shall indemnify the contractor within the scope of the order from all third-party claims that could arise due to the violation of legal provisions or similar.

7. The client is responsible for the timely delivery of the advertisement text and flawless print documents or supplements.

8. If the advertisement is completely or partially illegible, incorrect or incomplete, the client shall be entitled to a discount or a faultless replacement advertisement, but only to the extent that the purpose of the advertisement has been impaired. Compensation claims are limited to the remuneration due and are otherwise excluded.

9. Proofs will only be provided upon express request. The client shall be responsible for the accuracy of the returned proofs. The contractor will consider all corrections of errors that were communicated to him within the deadline set when the proof was sent.

10. The contractor may demand advance payment of the remuneration. The invoice must be paid within 14 days, unless a different payment period or advance payment has been agreed in individual cases.

11. Interest and collection costs will be charged in the event of default of payment or deferral of payment. The publisher may, in the event of default of payment, defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements.

    If there is reasonable doubt about the solvency of the client, the publisher is entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on advance payment of the amount and on the settlement of outstanding invoice amounts, regardless of the originally agreed payment terms.

12. The publisher will provide a sample of the advertisement (a clipping, a page or the complete issue, depending on the type and scope of the advertising order) with the invoice if requested. If a sample can no longer be obtained, the publisher will provide a legally binding certificate of publication and distribution of the advertisement.

13. The client shall bear any costs incurred for the preparation of data sets or for changes to originally agreed versions requested by the client or for which the client is responsible.

14. A price reduction in favour of the client cannot be derived from a reduction in circulation in the case of a contract for several advertisements.

    The contractor assumes no liability for errors arising from telephone, telex or electronic transmissions of any kind, nor for the accuracy of translations in advertising texts.

15. Data will only be returned to the client upon special request. The obligation to store the data ends three months after the expiry of the order.

16. The place of fulfilment is the contractor's registered office. The place of jurisdiction is Wuppertal.

VBA e.V. online

VERBAND DER BERGUNGS- UND ABSCHLEPPUNTERNEHMEN E.V.

The VBA websites provide visitors with comprehensive information about the association, help and tips for the industry, as well as a constantly updated version of excerpts from the latest issue of b+a.

www.vba-ev.de

All about the association.

www.ifba.eu

The industry‘s leading trade fair.

www.taba-schulung.de

Training by professionals for professionals.

Information on data processing

The currently valid edition of our data protection information can be viewed at www.vba-service.de.

1. Name and contact details of the person responsible for the processing and of the Data Protection Officer

This data protection information applies to data processing carried out by
VBA Service-Gesellschaft des Verbandes der Bergungs- und Abschleppunternehmen mbH
Linderhauser Strasse 141
42279 Wuppertal
Phone: +49 202 26656-0
info@vba-service.de

2. Collection and storage of personal data as well as the type and purpose and their use

a) Type of data collected
If you place an order with us, we collect the following information:
- Company, salutation, first name, surname, address;
- one or more valid e-mail addresses and the homepage;
- Phone number
(business landline and/or mobile phone);
- Fax number
- VAT ID number if applicable
- Information required for the execution of the job / purchase order.

b) Purpose of the data processing
This data is collected primarily,
- to identify you as our customer;
- for the handling of the contract;
- for correspondence with you;
- for invoicing;
- for the handling of any liability claims as well as the assertion of any claims against you.

c) Legal basis
The data processing is carried out at your request and is necessary for the appropriate processing of the order and for the mutual fulfilment of obligations arising from the concluded contract according to Art. 6 Para. 1 S. 1 lit. b) GDPR.

d) Deletion periods
The personal data we collect for the performance of the contract are usually stored for a period of 10 years after the end of the calendar year in which the contract was executed and then erased, unless we are obliged under Art. 6 Para. 1 S. 1 lit. c) GDPR due to tax and commercial law storage and documentation obligations (such as from the German Commercial Code (HGB), German Criminal Code (StGB) or German Tax Code (AO)) require us to store the data for a longer period or if you have consented to storage beyond this period pursuant to Art. 6 Para. 1 S. 1 lit. a) GDPR.

3. Passing on of data to third parties

Your data will not be transmitted to third parties for purposes other than those listed above. Your personal data will also be passed on to third parties if this is necessary pursuant to Art. 6 Para. 1 S. 1 lit. b) GDPR for the processing of the order or due to legal requirements. This includes in particular the transfer to the Association of Recovery and Towing Companies e. V., Technical Academy for Recovery and Towing mbH, service providers, graphic designers, printers, banks, law firm, tax office.

There is no intention to transmit your personal data to a third-party country or an international organisation.

Furthermore, the company data (address, homepage, phone/fax) will be made available to the public in the trade fair catalogue (print and online).

4. Data subject rights

You have the right:
- to withdraw your previously granted consent at any time according to Art. 7 Para. 3 GDPR. This means that we are no longer allowed to continue the data processing based on this consent in the future;

- to request information about your data, which we have processed, under Art. 15 GDPR. Specifically, you may request information about the purposes of the processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the source of your data if it was not collected by us, and the existence of automated decision-making including profiling and, where applicable, meaningful information about the details of the above;

- pursuant to Art. 16 GDPR, to demand the immediate correction of incorrect or incomplete personal data we have stored about you;

- pursuant to Art. 17 GDPR, to demand the deletion of your personal data we have stored, provided that its processing is not required for the exercise of the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;

- pursuant to Art. 18 GDPR, to request the restriction of processing of your personal data if you contest the accuracy of the data, if the processing is unlawful but you oppose the erasure of the data, if we no longer need the data but you require it for the establishment, exercise or defence of legal claims or if you have objected to the processing pursuant to Art. 21 GDPR;

- pursuant to Art. 20 GDPR, to receive the personal data concerning you, and which you have provided to us, in a structured, commonly used and machine-readable format or to request the transmission of those data to another responsible party;

- to object to the processing of your personal data in accordance with Art. 21 GDPR, provided that your personal data is processed on the basis of legitimate interests in accordance with Art. 6 Para. 1 S. 1 lit. f) GDPR and provided that there are reasons for doing so that arise from your particular situation or you are objecting to direct advertising. In the latter case, you have a general right to object, which we will implement without the need to specify a particular situation, and

- pursuant to Art. 77 GDPR, to complain to a supervisory authority. To do this you can usually contact the supervisory authority responsible for your normal abode or workplace, or you can contact our head office.

If you wish to exercise any of the above rights, simply send an e-mail to info@vba-service.de.