

schlütersche

MEDIA DATA 2026

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

DMM
DER **Mobilitätsmanager**

dmm.travel



At a glance



DMM – No. 1 for planners and buyers of corporate mobility since 2005

DMM is the only trade media for corporate mobility (business travel, company cars, MICE) in the DACH region – in print and online. It provides daily updates, background information, and practical guides for efficient mobility, business travel, fleet, and event management.

The medium supports mobility managers, decision-makers, and responsible personnel with relevant know-how, industry knowledge, and strong networks. DMM reaches the most important decision-makers directly without wastage, is independent and neutral, and performs effectively both in print and digital.

With 'Wir sind Business Travel,' DMM offers an attractive marketplace on dmm.travel and also acts as a pioneer for the vocational training program 'Fachwirt Mobilitätsmanagement.'



Actual circulation

Print: 25.000

Economic region

Germany: 19.750
Austria/Switzerland: 3.000
Rest of Europe: 1.500
Overseas: 750

Newsletter subscribers

13.500
 (As of February 2026)

Website views

Ø 30.000
 (As of November 2025)

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 | <p>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.</p> <p>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.</p> <p>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.</p> | <p>06.01.–09.01. CES Las Vegas</p> <p>17.01.–25.01. CMT Stuttgart</p> <p>02.03.–05.03. MWC Barcelona</p> <p>03.03.–05.03. ITB Berlin</p> <p>13.04.–15.04. VDR Frühjahrst. Dresden</p> <p>14.04.–16.04. Aircraft Int. Hamburg</p> <p>22.04.–25.04. AERO Friedrichshafen</p> |
| 2/2026 | 30/04/26 | 04/05/26 | 26/05/26 | <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> | <p>04.05.–07.05. Arab. Travelmart Dubai</p> <p>19.05.–21.05. IMEX Frankfurt/M.</p> <p>27.05.–29.05. EBACE Genf</p> <p>24.06.–27.06. Eurobike Frankfurt/M.</p> <p>20.07.–24.07. Airshow Farnborough</p> <p>28.08.–06.09. Caravan Salon Düsseldorf</p> |

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 | <p>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.</p> <p>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.</p> <p>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.</p> <p>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?</p> <p>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.</p> | <p>15.09.–20.09. IAA Transport. I Hannover 07.10.–11.10. Buchmesse I Frankfurt 20.10.–22.10. NBAA I Las Vegas</p> |
| 4/2026 | 16/10/26 | 19/10/26 | 06/11/26 | <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> | <p>18.11.–20.11. ibtm world I Barcelona 28.11.–07.12. Motorshow I Essen</p> |

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.

| | | | | | | | | |
|-------------|----------------|------------|--------|-------|---------------------|----------------------|---------|----------------|
| At a glance | Topics / Dates | Newsletter | Banner | Print | Special advertising | Market & performance | Contact | Technical data |
|-------------|----------------|------------|--------|-------|---------------------|----------------------|---------|----------------|

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

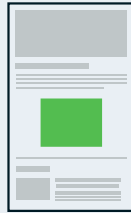
1.690 €

per mailing

Premium Placement:

2.190 €.

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



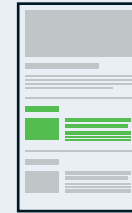
Wide Banner

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

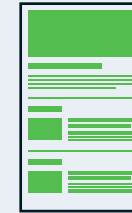


Text Ads

Text ads are structured like our messages and with the word "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



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.

6.990 €

per mailing

Banner

www.dmm.travel

Here you can find around the clock, 365 days a year, the top events of the day and the latest news from the corporate mobility industry.

| Advertising format | Format | Price (€) |
|------------------------|--------------------------------|-----------|
| Leaderboard (1) | 990 x 90 oder 728 x 90 Pixel | 2.990,- |
| Skyscraper (2) | 120 x 600 oder 160 x 600 Pixel | 2.990,- |
| Wallpaper (1+2) | Leaderboard + Skyscraper | 4.990,- |
| Banner (3) | 468 x 60 Pixel | 1.990,- |
| Button (4) | 300 x 100 Pixel | 1.990,- |
| Content Ad (5) | 300 x 250 Pixel | 2.990,- |
| Layer / Flashlayer (6) | 450 x 450 Pixel | 4.990,- |
| Billboard | 950 x 250 Pixel | 4.990,- |
| Online Advertorial | | 5.990,- |

*Duration: 4 weeks



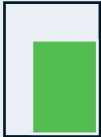

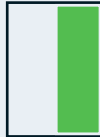
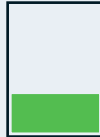
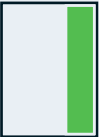

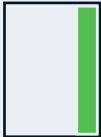
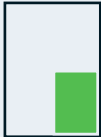
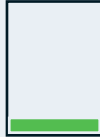
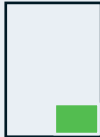
File formats: JPEG, GIF, Flash; special sizes: expandable ads or MPU by arrangement.

The screenshot shows the DMM website interface with several advertising formats highlighted in green boxes:

- 1 Leaderboard**: A horizontal banner at the top of the page.
- 3 Banner**: A horizontal banner below the header.
- 2 Skyscraper**: A vertical banner on the right side of the page.
- 4 Button**: A rectangular button in the bottom right corner.
- 5 Content Ad**: A rectangular ad placed over a news article.
- 6 Layer / Flashlayer**: A large, semi-transparent rectangular overlay covering a significant portion of the page content.

The website content includes the DMM logo, navigation menu, search bar, and a list of news articles under the heading "Meistgelesene Nachrichten".

Print Ads

| | | | | | |
|---|--|---|--|--|---|
|  <p>2/1 page Bleed: 420 x 297 mm</p> <p>19.990 €</p> |  <p>1/1 page Bleed: 210 x 297 mm 3 mm trim all around</p> <p>11.990 €</p> |  <p>Junior page Bleed: 132 x 187 mm Type area: 115 x 165 mm</p> <p>10.990 €</p> |  <p>1/2 page landscape Bleed: 210 x 148 mm Type area: 175 x 121 mm</p> <p>6.990 €</p> |  <p>1/2 page portrait Bleed: 100 x 297 mm Type area: 85 x 248 mm</p> <p>6.990 €</p> |  <p>1/3 page landscape Bleed: 210 x 102 mm Type area: 175 x 79 mm</p> <p>5.990 €</p> |
|  <p>1/3 page portrait Bleed: 68 x 297 mm Type area: 55 x 248 mm</p> <p>5.990 €</p> |  <p>1/4 page landscape Bleed: 210 x 79 mm Type area: 175 x 58 mm</p> <p>4.990 €</p> |  <p>1/4 page portrait Bleed: 52 x 297 mm Type area: 40 x 248 mm</p> <p>4.990 €</p> |  <p>1/4 page 2 columns Bleed: 100 x 148 mm Type area: 85 x 121 mm</p> <p>4.990 €</p> |  <p>1/4 page 4 columns Bleed: 210 x 45 mm Type area: 175 x 26 mm</p> <p>3.290 €</p> |  <p>1/8 page 2 columns Bleed: 100 x 79 mm Type area: 85 x 58 mm</p> <p>3.290 €</p> |

Bleed plus 3 mm bleed overleaf

Special advertising formats



Title page

More attention through exclusive placement on the front cover.

Reserve your premium placement in time!

Title **13.990 €**
194 x 180 mm

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

Special advertising 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.

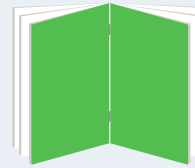
Submission of a sample is required.

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 € |
|----------|-----------------|

| | |
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| 16 pages | 25.990 € |
|----------|-----------------|

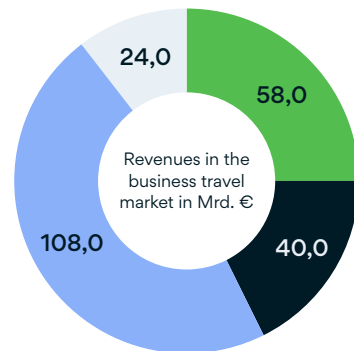
Market & performance data

The business travel market 2025 in numbers:*

- Over 3 million companies (including freelancers) in Germany travel for business.
- In 2025, approximately 500 million business trips were made, around 200 million of them using company fleet cars.
- In 2025, Germany recorded 3 million often hybrid events with about 320 million participants (events with 50 or more attendees).

Revenue in 2025 amounted to approximately 230 Mrd. Euro:

- 58,0 Mrd. Euro from pure business travel ■
- 40,0 Mrd. Euro including events ■
- 108,0 Mrd. Euro in fleet and fleet management ■
- 24,0 Mrd. Euro in the communication segment (mobile phone, PC/laptop, video conferences, etc.) ■



Plan and purchase corporate mobility:

- **2,000 travel agents** (agency staff/salespeople who exclusively organize and sell business travel)
- **800 corporate implants** (travel agencies with staff/salespeople within larger companies and corporations)
- **1.200 mobility managers** (plan, organize, and purchase: business trips and hotels, company vehicles, events, communication solutions)
- **700 Travel Manager** (employees in larger companies who exclusively organize and purchase business trips)
- **33.000 fleet managers** (responsible for company vehicles)
- **650.000 freelancers/self-employed, covert travel and fleet managers** (CEOs, owners, assistants, purchasing managers, etc.)

Market & performance data

The direct path to the decision-maker target group – 100,000 times:

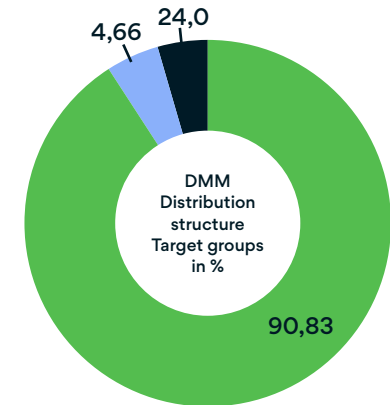
- The print edition of DMM will be published 7 times in 2025 and distributed to 25,000 recipients, and electronically to up to 100,000 of the most important executives, mobility, travel, and fleet managers, event planners, travel agents, business owners who organize their own business trips, as well as decision-makers from the leading providers in the industry.
- **In numbers: Each issue of DMM is sent to**
 - 100,000 company executives, freelancers, and self-employed
 - 10,000 business travelers at Berlin-Tegel, Cologne, and Stuttgart airports
 - 800 corporate implants
 - 1,700 mobility and travel managers
 - 5,400 fleet managers (in controlled circulation, up to 30,000 fleet managers were reached!)
 - 2,000 covert travel managers (in controlled circulation, up to approx. 70,000 individually identified travel managers were reached!)
- Electronic distribution of each animated issue to company executives (100,000)
- With www.dmm.travel, DMM offers the most widely read online portal for decision-makers on corporate mobility.

Distribution structure (print and total electronic editions)

DMM is aimed at decision-makers in industries related to business travel (including fleet management), events, and communication, primarily in SMEs.

These are:

- **90,83%**
Company executives, owners (up to 544,980 copies)”
- **4,66%**
Mobility and travel managers, corporate implants, covert travel managers (36,000)
- **4,51%**
Fleet managers / fleet administrators (33.000)



Target groups



Mobility managers and corporate mobility officers

They develop comprehensive strategies for all forms of corporate mobility – from traditional fleets to business travel and commuter mobility, as well as mobility budgets, company bikes, and carsharing. They integrate fleet, travel, and HR perspectives into a unified mobility strategy. Their goal: efficiency, sustainability, compliance, and employee satisfaction through modern, multimodal mobility concepts.



Travel managers and business travel officers

They are responsible for the strategic and operational procurement of travel services, develop travel policies, and manage business travel costs. They oversee hotels, flights, train travel, and car rentals, ensure travel risk and duty-of-care processes, and increasingly integrate sustainable travel options. At the interface with fleet management, they develop combined mobility solutions. Their goal: cost efficiency, compliance, ESG-compliant CO2 reduction, and employee satisfaction through digital, integrated business travel processes.



HR, employer branding, and sustainability officers (ESG/CSRD)

They use corporate mobility as a strategic tool for recruiting and retaining employees. Mobility budgets, company bike leasing, job tickets, company car policies, and flexible travel guidelines position them as modern employer benefits. They integrate mobility offerings into employer branding strategies and are responsible for ESG-compliant sustainability reporting on corporate mobility and business travel. Their goal: securing talent, enhancing employee attractiveness, and achieving measurable CO2 reduction..



Executive management, procurement, and controlling

They are responsible for strategy, budgets, and compliance for corporate mobility and business travel. They make decisions on car policies, mobility policies, travel policies, and sustainability goals. They manage total mobility costs (fleet, travel, commuter mobility) and oversee investment decisions in fleets, mobility platforms, and travel management systems – with a focus on TCO optimization, efficiency, and future-proofing.



Fleet managers and fleet officers

They manage fleets ranging from three to several hundred vehicles and are responsible for procurement, leasing, cost control, legal compliance, and sustainability. They oversee company cars, pool vehicles, and increasingly alternative drives. Their focus is on e-mobility, digitalization, owner liability, and efficient processes – practical, legally compliant, and economically sound..

| | | | | | | | | |
|-------------|----------------|------------|--------|-------|---------------------|----------------------|---------|----------------|
| At a glance | Topics / Dates | Newsletter | Banner | Print | Special advertising | Market & performance | Contact | Technical data |
|-------------|----------------|------------|--------|-------|---------------------|----------------------|---------|----------------|

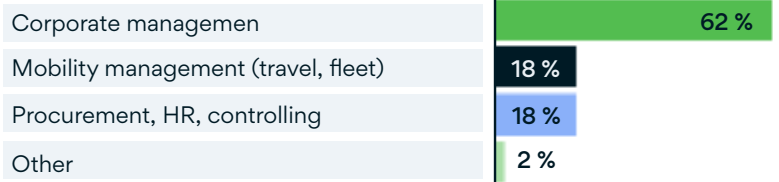
Typology

Readership DMM / NewFleet

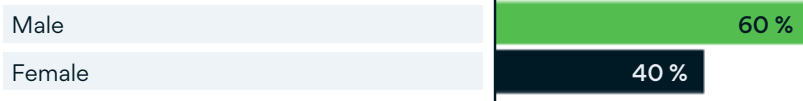
Positions



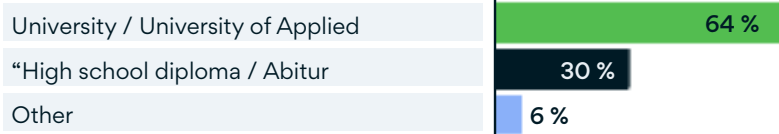
Function / Role”



Gender



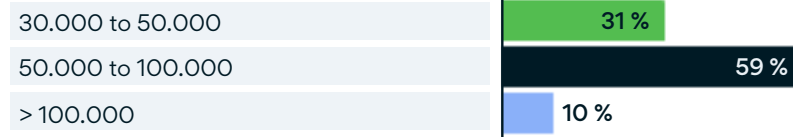
Education / Trainin



Age (years)”



“Income” (Euro)



Company size (employees)



We are here for you!



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98204 Höchberg

Our GTC →

dmm.travel →

All prices plus VAT.

Technical data

Magazine format:

210 mm x 297 mm

Including bleed: 213 mm x 303 mm

Type area:

183 mm x 259 mm

Column width:

3-column: 58 mm; 4-column: 43 mm

Printing process:

Sheet-fed offset, saddle-stitched

Print materials:

Ads only in digital format (PDF files with binding proofs). We cannot guarantee other file formats. Color separation is only possible according to Euroscale DIN 16539 (Black, Cyan, Magenta, Yellow). Please prepare the print files in the ISOcoated v2 (ECI) profile.

Data transmission:

By email to adv@vfm.travel

Frequency:

4 issues per year

ISSN: 1861-2679

Subscription price:

Annual subscription (domestic): €50
(including shipping, plus tax)

Annual subscription (international): €60
(plus shipping)



Payment term

Bank details:

2% discount if paid within 8 days of the invoice date, otherwise 30 days net. Direct debit is possible.
VAT ID: DE 316 433 496

Bank account

Bank account:

Commerzbank Hannover
IBAN: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX
All prices plus VAT.

Know-how.

You can find more information at
www.schluetersche.de



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