

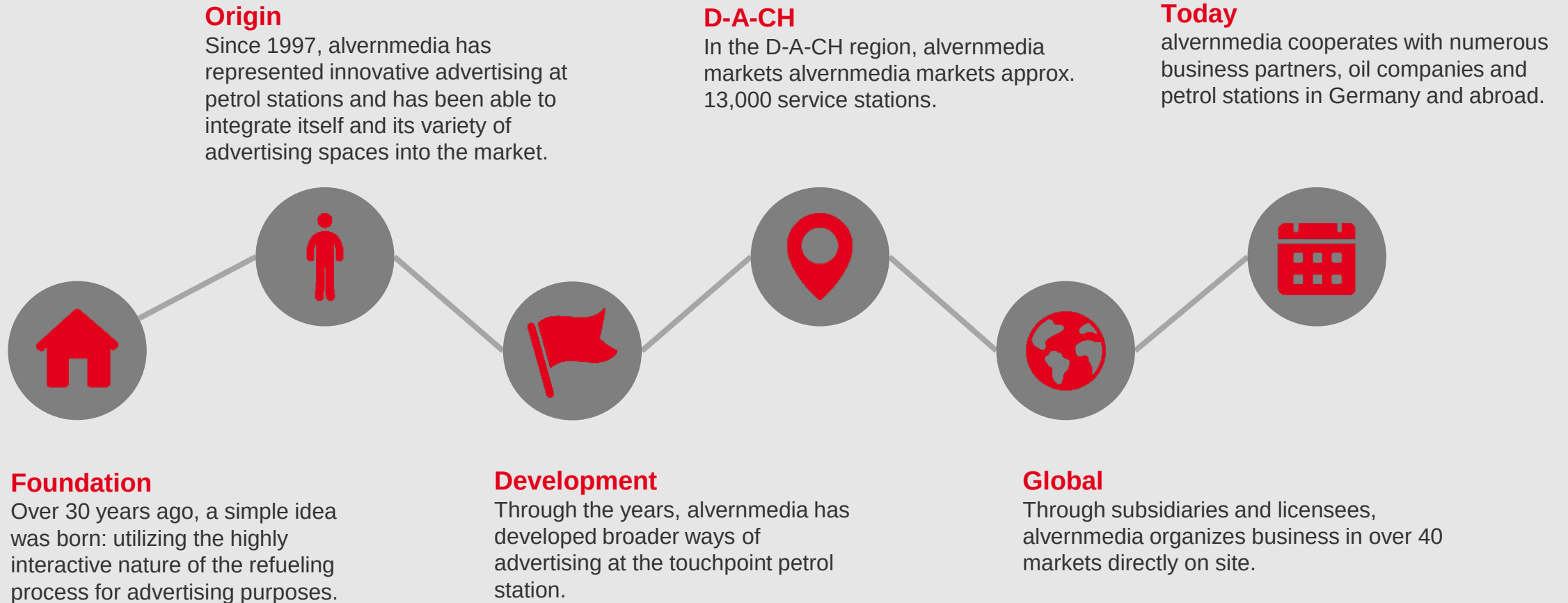


alvernmedia

Your Specialist in Petrol Station Advertisement.

Mediadata 2026

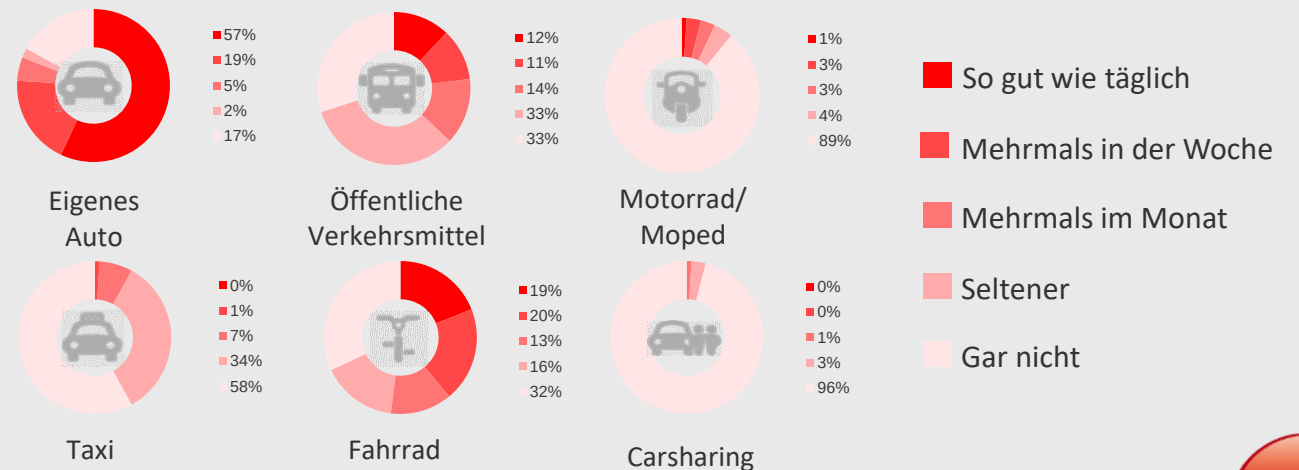
alvernmedia facts and figures





Mobilität in Deutschland

- German motorists travel up to 13,000 kilometers a year in their cars.
- 59.6 million cars, trucks, motorcycles and other vehicles are currently registered.
- Cars account for almost 80 percent of all traffic. The car is still the main means of travel by far





Touchpoint Petrol Station

- High contact intensity: over 40 million drivers in Germany regularly use gas stations around the clock.
- As a supply point, the gas station represents a highly frequented touchpoint with multiple sustainable contacts.
- On average, people fill up four times a month, and many drivers have a "favorite" gas station.
- As a place of constant return with customers in a waiting situation, the gas station offers optimal advertising conditions.
- At over 7,400 filling stations: In all counties and independent cities alvernmedia markets gas stations.
- Nationwide campaigns or any individual selections can be implemented on a regional and local level.



Fuelling Behaviour

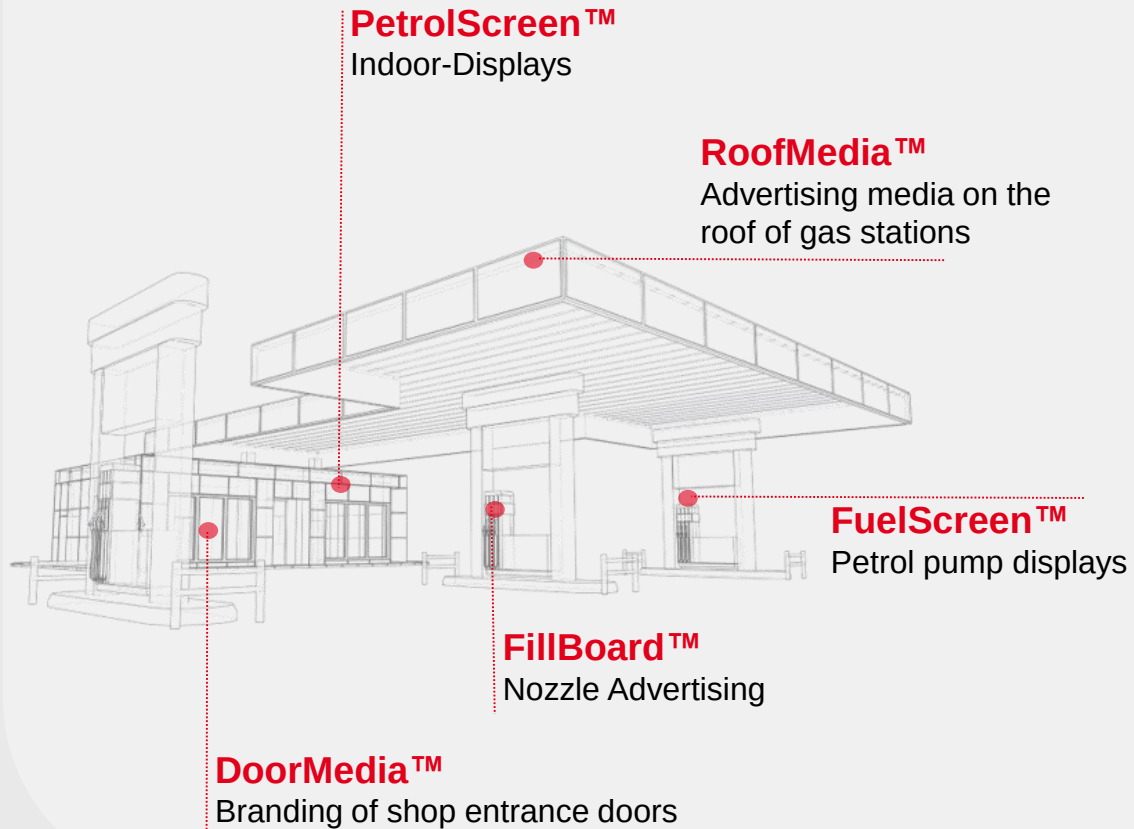
- Just under 60% of drivers regularly refuel at different stations.
- Brand loyalty has declined in recent years.
- With a price difference of 2 cents per liter, the willingness to drive to the nearest station increases.
- Ø 650 drivers refuel per day at each service station
- Visiting a gas station is perceived as a relaxed break from road traffic
- Refueling takes up more than half of the total time spent at the service station



Zielgruppe

- > 40 million drivers
- 75% are working people and many commuters
- Family vacationers
- Business travelers
- Radio frequent listeners
- Impulse buyers in the store
- Almost every second German citizen
- Educated, mobile, HHNE 2,500 € plus, 30 years +
- Residents in rural areas and metropolitan regions
- Product interest in investments, technology, energy and eCommerce

Medien im Überblick.



FillBoard™



- High quality of contact: wait and no pass situation.
- Strong contact intensity Advertising media and advertising materials are in the hands of the target group.
- Attractive target group: car drivers, mobile people aged 30 and over.
- High advertising impact 70% of respondents who have visited a gas station in the last 4 weeks have also noticed pump advertising.
- Multimotif campaigns Different motifs can be used in alternation.



FillBoard™

- Free selection of stations
- Start at the beginning of each month.
- Effective multiple contacts in the campaign period (min. 28 days).
- Booking of gas stations with all available nozzles (ø 20 advertising media).
- Monthly marketing from 4 stations.
- Single station selection: minimum booking period is 3 months.
- Deadline for printing material and booking is always the 8th/9th of the month prior to the campaign.



FillBoard™ Price List

per station/Month	Media	Production/logistics per service station
Individual selection (1-3 stations) Minimum term 3 months 4 to 9 stations per region (monthly bookings possible)	180,00 € per station	300,00 € (fixed 1-3 stations) plus 50,00 € for every other station
More than 10 stations (all stations in one region)	162,00 €* 	ab 40,00 €
More than 200 stations	144,00 €* 	40,00 €
More than 400 stations	136,00 €* 	40,00 €
by oil company	122,00 €* 	50,00 €
Federal highway and freeway service stations	250,00 €* 	375,00 € (fixed) or from 75,00 €

For campaigns lasting several months, we grant runtime discounts on the media costs

**incl. compensation through CO2 certificates*



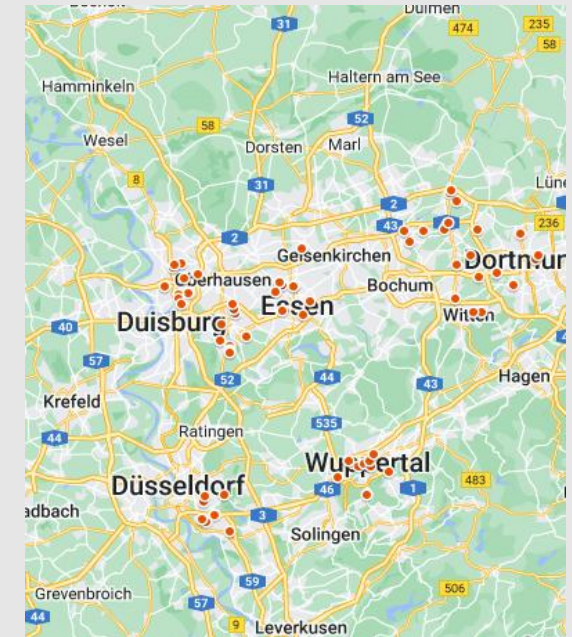
FillBoard™ Calculation Examples



Regional price example

- 20 Service stations
- Diverse service station partners

Media	3.240,00 €
Production/logistics	800,00 €



Branch occupancy concept / NRW

- 66 selected service stations
- Diverse service station partners

Media	10.692,00 €
Production/logistics	2.640,00 €



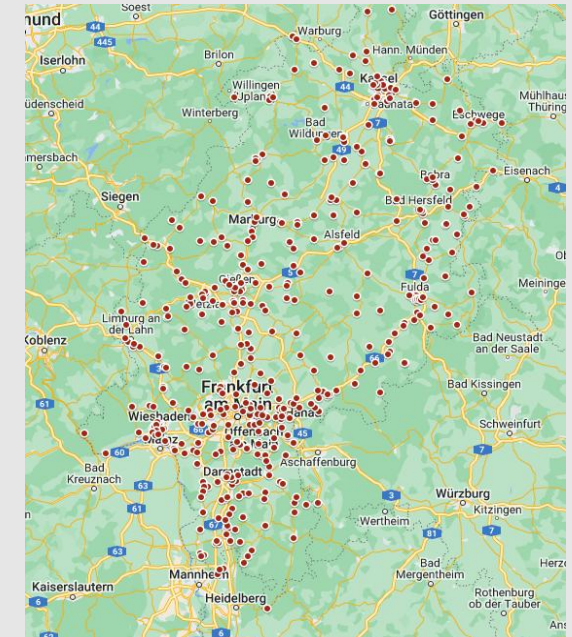
FillBoard™ Calculation Examples



Oil company

- 680 Service stations nationwide
- E.g. JET

Media	78.812,00 €
Production/logistics	34.000,00 €



State

- 450 Service stations (E.g. Hessen)
- Diverse service station partners

Media	61.200,00 €
Production/logistics	18.000,00 €





FillBoard™ Calculation Examples



TOP 5 cities incl. commuter catchment regions.

- 840 service stations
- Diverse service station partners

Media	102.816,00 €
Production/logistics	33.600,00 €



Towns > 100 TEW

- 1.200 service stations
- Diverse service station partners

Media	138.720,00 €
Produktion/Logistik	48.000,00 €











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*Beispiel: 6,99 % effektiver Jahreszins bei 17.000 € Nettodarlehensbetrag mit gebundenem Sollzinssatz von 6,77 % p.a., Laufzeit 120 Monate à 195,23 €. Der Zinssatz und die Kreditvergabe sind bonitätsabhängig.

Super PLUS

E5







DoorMedia™

DoorMedia™ campaigns support the launch of new store products or the portfolio expansion of well-known brands. These door stickers are a strategic commitment to the service station sales channel.

- Activation immediately before purchase in the service station store.
- Inevitable sale impulse at the store door.
- Effect on impulse buyers and to-go consumers.
- Attention is high due to automatic door movement

Scope	ca. 1.200 Service stations nationwide
Period of occupancy	4 Weeks (28 Days)
Dimension large size	H 190 cm x B 87cm (resp. 2x43,5cm)
Dimension small size	H 100 cm x B 87cm (resp. 2x43,5cm)



DoorMedia™ Calculation Examples



National occupancy

- 800 Service stations nationwide
- Diverse service station partners

Media	200.000,00 €
Production/logistics	152.000,00 €



Oil company

- 60 Service stations Bavaria
- E.g. AGIP (ENI)

Media	19.200,00 €
Production/logistics	14.400,00 €



RoofMedia™

- RoofMedia advertising on gas stations sets impressive and effective campaign accents in the street scene.
- Easily visible and highly frequented, inflatables attract the attention of gas station customers and passersby.
- Format: 52 – 64 of sqm advertising space (triangle or cube) Product replica or other formats on request.
- Occupancy period: variable (2-3 weeks).
- Multiple uses are possible; rolling advertising medium use.
- Example: 2 flights with 3 advertising media each at 6 locations in 6 weeks for 46.200,00 € (full service price).





In- and Outdoor FloorGraphics

- Flyer/Dispenser
- Advertising and campaign stickers
- In- and outdoor FloorGraphics
- Sampling



Referenzen



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