



alvernmedia

Your Specialist in Petrol Station Advertisement.

Mediadata 2025

alvernmedia facts and figures

Origin

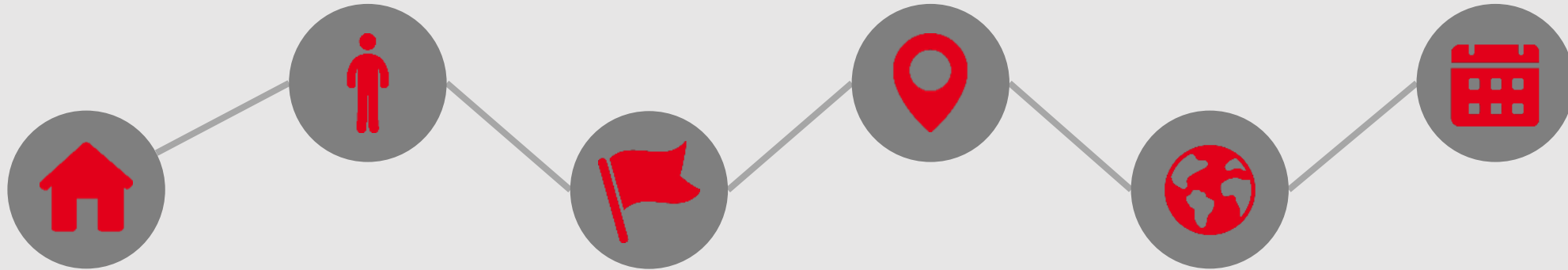
Since 1997, alvernmedia has represented innovative advertising at petrol stations and has been able to integrate itself and its variety of advertising spaces into the market.

D-A-CH

In the D-A-CH region, alvernmedia markets approx. 13,000 service stations.

Today

alvernmedia cooperates with numerous business partners, oil companies and petrol stations in Germany and abroad.



Foundation

Over 30 years ago, a simple idea was born: utilizing the highly interactive nature of the refueling process for advertising purposes.

Development

Through the years, alvernmedia has developed broader ways of advertising at the touchpoint petrol station.

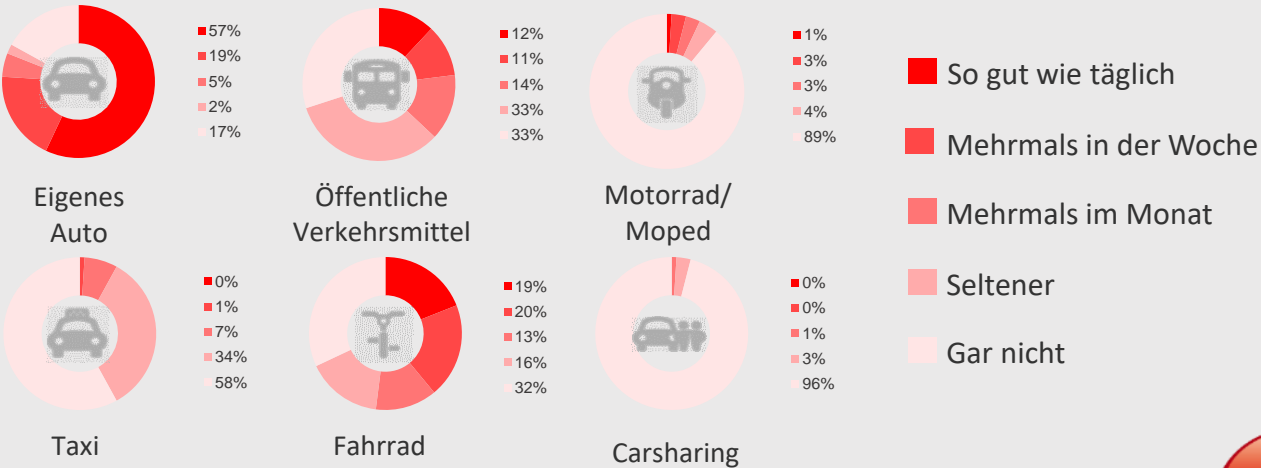
Global

Through subsidiaries and licensees, alvernmedia organizes business in over 40 markets directly on site.



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



Quelle: Kraftfahrt-Bundesamt / Umwelt Bundesamt / ADAC „Trendforschung im Reisemarkt 2014“





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

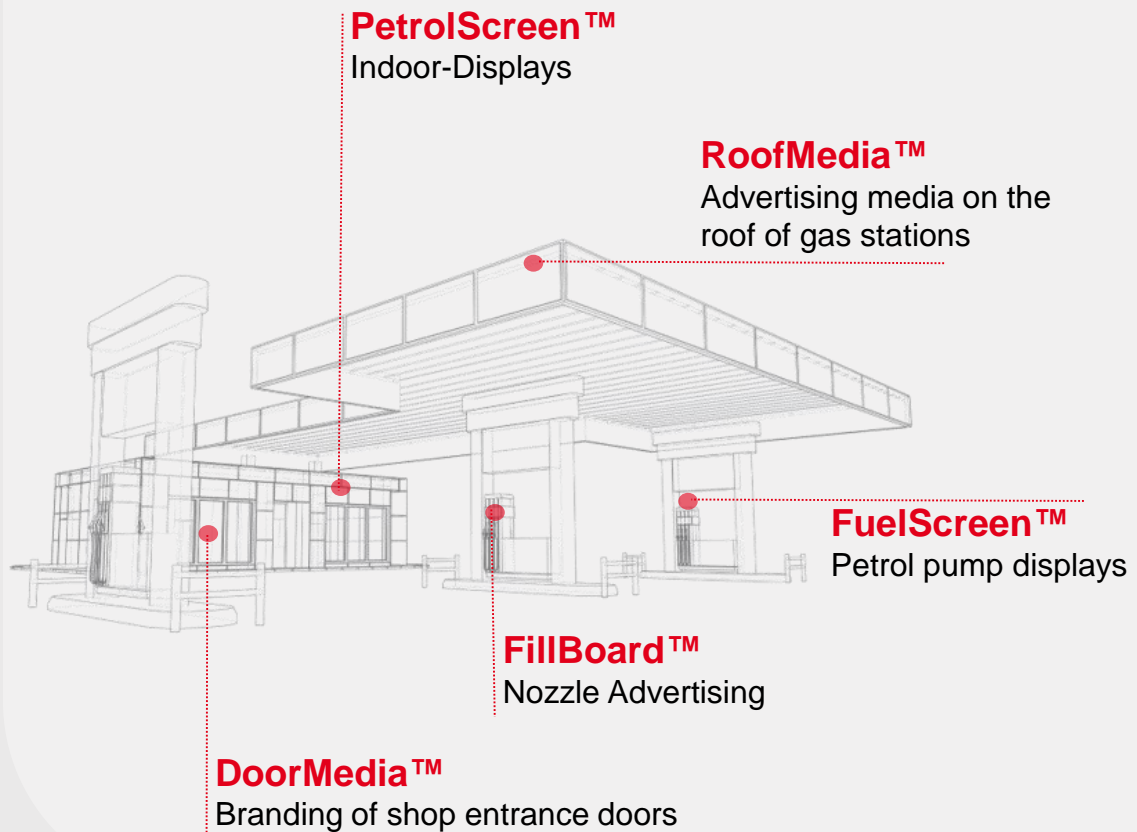
- Just under 60% of drivers regularly refuel at different stations.
- Brand loyalty has declined in recent years.
- With a price difference of 2 cents per liter, the willingness to drive to the nearest station increases.
- Ø 650 drivers refuel per day at each service station
- Visiting a gas station 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 lessons (1-3 stations) Minimum term 3 months	180,00 € je Monat /TS	300,00 € (pauschal)
from 4 stations (all stations in one region)	160,00 €* 	350,00 € (pauschal)
from 10 stations (all stations in one region)	144,00 €* 	35,00 €
Federal highway and freeway service stations	200,00 €* 	75,00 €
by federal state (except B, HH, HB)	120,00 €* 	35,00 €
by oil company	120,00 €* 	40,00 €

*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	2.880,00 €
Production/logistics	700,00 €



- Branch occupancy concept / NRW
- 66 selected service stations
 - Diverse service station partners

Media	9.504,00 €
Production/logistics	2.310,00 €

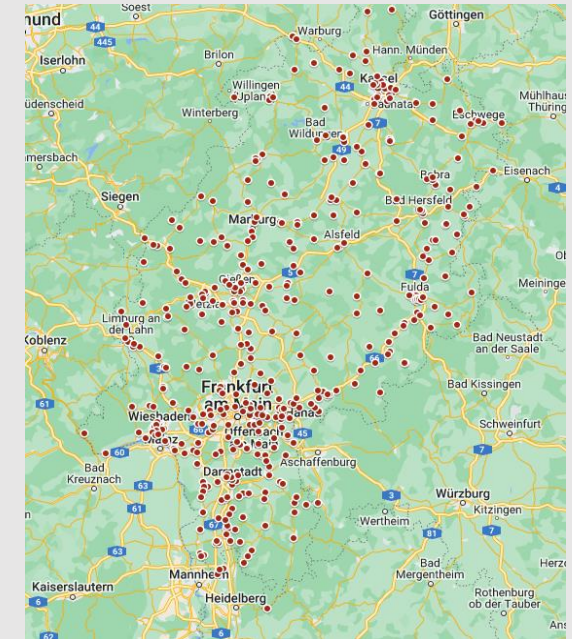


FillBoard™ Calculation Examples



- Oil company
- 680 Service stations nationwide
 - E.g. JET

Media	77.520,00 €
Production/logistics	27.200,00 €



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

Media	51.300,00 €
Production/logistics	15.750,00 €



FillBoard™ Calculation Examples



TOP 5 cities incl. commuter catchment regions.

- 780 service stations
- Diverse service station partners

Media	101.088,00 €
Produktion/logistics	27.300,00 €



Towns > 100 TEW

- 1.500 service stations
- Diverse service station partners

Media	172.800,00 €
Produktion/Logistik	52.500,00 €





SPAX[®]



**EINFACH
BRUTAL GUTE
SCHRAUBEN!**

Diesel

B7

This advertisement for SPAX Diesel is mounted on a fuel nozzle. It features a green upper section with the SPAX logo and a long, sharp screw. The text 'EINFACH BRUTAL GUTE SCHRAUBEN!' is written in white on a green background. The lower section is yellow with the word 'Diesel' in blue and a small white box containing 'B7'.



**HAUFE.
AKADEMIE**



**AUCH KÖPFE
BRAUCHEN KRAFTSTOFF.**

„ICH WEIß.“

meine-weiterentwicklung.de

SUPER **E5**

This advertisement for SUPER E5 fuel is mounted on a fuel nozzle. It features a blue background with a portrait of a man. The text 'HAUFE. AKADEMIE' is at the top. Below the portrait, it says 'AUCH KÖPFE BRAUCHEN KRAFTSTOFF.' and '„ICH WEIß.“' in large white letters. The website 'meine-weiterentwicklung.de' is listed below. The bottom section is white with 'SUPER' in green and 'E5' in a black circle.

**Tanken,
Spielen,
Gewinnen?**



Hier spielen.
LOTTO
6 aus 49

SUPER E5

× × ×
Lieber zu viel
auf dem Konto,
als zu viel auf dem
Tacho!
× ×

Jetzt 6 Kreuze setzen!

Hier spielen.
LOTTO
6 aus 49

SUPER E10

**Tanken,
Spielen,
Gewinnen?**



Hier spielen.
LOTTO
6 aus 49

SUPER PLUS E5

scherer-gruppe.de

CUPRA SEAT



SCHERER
Autos sind unsere Welt.

Ihr Partner in Kaiserslautern!

SUPER PLUS **E5**

Glasfaser
für ganz
Uelzen.

lünecom

Jetzt Glasfaser buchen unter
luenecom.de/buchen

SUPER **E5**

DEIN
FAMILIEN
FAHRRAD
STORE



CUBE STORE | **ERFURT**

Eine Filiale von RADWELT.STORE

SUPER PLUS **E5**

**Auto finanzieren?
Besser mit uns.**

Erreichen Sie mit
sicheren, fairen
Konditionen Ihr Ziel.
Jetzt Kredit sichern.

www.ksk-fds.de/autokredit

Ihren Vertrag schließen Sie mit der S-Kreditpartner GmbH, einem auf Ratenkredite spezialisierten Verbundunternehmen der Sparkassen-Finanzgruppe:
www.s-kreditpartner.de

**Kreissparkasse
Freudenstadt**

SUPER **E5**

**Nächster Stopp
Gesundheit!**

Direkt am Parkplatz
Gerberzentrum

easy Apotheke
Uetersen

SUPER **E10**

**Bleib gelassen,
wenn du fährst.**

Niemand braucht Landstraßen-Monster.
Mehr Infos unter team-vision-zero.de

Baden-Württemberg
MINISTERIUM FÜR VERKEHR

Team
**VISION
ZERO**

**SUPER
PLUS** **E5**

„BEI UNS SIND
DIE KLEINEN
GANZ GROSS!“



KINDER
BIS 14 JAHRE
**FREIER
EINTRITT**
In den Grünen Zoo

DER KINDER-
FREUNDLICHE
ZOO IN NRW

DER GRÜNE
ZOO
WUPPERTAL

www.zoo-wuppertal.de

**SUPER
PLUS**

E5

ÖFFENTLICHE
OLDENBURG
www.oeffentlicheoldenburg.de

**Entspannt
abfahren**
Mit einer Kfz-Versicherung
der Öffentlichen





**SUPER
E10**

E10

ADAC

Arbeiten, wo es wirklich zählt.



Jetzt als Straßenwachtfahrer
(w/m/d) bewerben.

adac.de/anerkennung

**SUPER
PLUS**

E5

HWG

*Ein Zuhause
fürs Leben.*

wohnen-halle.de

**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

- 1.000 Service stations nationwide
- Diverse service station partners

Media	250.000,00 €
Production/logistics	150.000,00 €



Oil company

- 320 Service stations
- E.g. AGIP (ENI)

Media	86.400,00 €
Production/logistics	48.000,00 €





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).



FuelScreen™

Hohe Kontaktqualität

- Warte- und keine Passage-Situation
- Verweildauer mind. 2 - 3 Minuten je nach Tankvorgang

Starke Kontaktintensität

- Werbeträger in idealer Sichthöhe
- Ausspielbereich im gleichen Display wie die Tank-/Preisanzeige

Aufmerksamkeit garantiert

- Bewegtbilder sorgen für viel Aufmerksamkeit an der Zapfsäule
- Digitales Werbemedium mit hoher Akzeptanz

Attraktive Zielgruppe

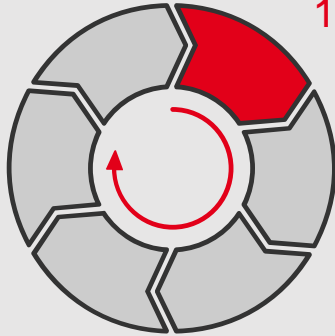
- 99% Autofahrer, mobile Menschen ab 30 Jahren

Flexible Belegung

- Kurzfristige Buchung (3 Werkzeuge Vorlauf)
- Individuelle Tankstellenselektion



FuelScreen™ Price List (per Service station)



1 spot per 10 seconds / loop: 60 seconds

Runtime	Fade-ins*	Contacts	TKP	Total price
1 day	960	650	-	-
1 week	6.720	4.550	9,89 €	45,00 €
4 weeks	26.880	18.200	8,90 €	162,00 €



1 spot per 10 seconds / loop: 100 seconds

Runtime	Fade-ins*	Contacts	TKP	Total price
1 day	576	650	-	-
1 week	4.032	4.550	7,42 €	33,75 €
4 weeks	16.128	18.200	6,68 €	121,50 €

*Fade-ins per petrol station during the entire duration of opening hours from 6 a.m. to 10 p.m.

Programme loop 60 seconds. Base price also applies to spots of less than 10 seconds. Longer spots possible on request. For bookings with a net media value of less than € 500.00, we charge a flat-rate service fee of € 150.00.

WELCOME TO THE JUNGLE!



In- and Outdoor FloorGraphics



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



Referenzen



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