



trucker.de

MEDIA KIT 2014



Media- Information 2014

Publishing House
Size Analysis

Short characterization:

TRUCKER – the magazine for long-distance truck drivers. For more than 30 years, TRUCKER has been the specialized magazine for truck drivers. Month after month, new trucks and technologies are introduced and compared. Driving reports, service topics and exciting everyday reports complete the picture. The readers are primarily professional truck drivers covering long distances, as well as self-driving hauliers.

Frequency of publication: monthly

Year of publication: 35th year 2014

Web-address (URL): trucker.de

ISSN-No: 0946-3216

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
Address:
Phone: +49-89 / 20 30 43-0
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Internet: vhv.mediacentrum.de
E-mail: anzeigen-vhv@springer.com

Editorial department:

Editor in chief: Johannes Reichel
trucker@springer.com

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Director Sales Logistics: Matthias Pioro

Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 /20 30 43 - 1100
E-mail: vertriebsservice@springer.com

Subscription cost:

Annual subscription rate

Inland: 42.80 € incl. packing/postage and 7% VAT

European Countries: 49.80 € incl. packing/postage and 7% VAT

Single copy: 3.90 € plus 1.90 € packing/postage, incl. 7% VAT



Circulation control:



Analysis of circulation:

Average circulation within one year
(from July 1st 2012 until June 30th 2013)

Printed copies:	81,086	
Total circulation	43,703	therefrom abroad: 4,875
Total net paid circulation:	42,372	therefrom abroad: 4,820
Subscribed copies	10,754	therefrom copies for members -
Sale by retail	26,543	
Other sale	5,075	
Free copies:	1,331	
Remainer, file and checking copies	1,423	

Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	88,9	38,828
Foreign Country	11.1	4,875
Total circulation	100.0	43,703

	Issue	Publication Date	Deadline Adverts	Closing date Printing material	Topics	Trade Fairs
January	2	Jan 23, 2014	Dec 16, 2013	Dec 17, 2013	Navigation systems Construction material trailers	Rallye Dakar , Jan 5 to 18, 2014
February	3	Feb 20, 2014	Jan 23, 2014	Jan 24, 2014	Navigation systems Scale model trucks Brand comparison test	Spielwarenmesse (Toy Trade Fair) , Nuremberg, Jan 29 to Feb 3, 2014
March	4	Mar 20, 2014	Feb 18, 2014	Feb 19, 2014	Construction vehicles Load restraint Occupational safety/Safety equipment Start of Supertruck 2014	Bedrijfsauto RAI , Amsterdam, Apr 17 to 21, 2014
April	5	Apr 17, 2014	Mar 20, 2014	Mar 21, 2014	Tyres Service & Maintenance Airconditioned cabine	
May	6	May 22, 2014	Apr 23, 2014	Apr 24, 2014	Preview Truck Race Trophy, Red Bull Ring Heavy-duty transports Delivery traffic	
June	7	Jun 20, 2014	May 20, 2014	May 21, 2014	Preview Truck Grand Prix Euro Truck Test Sitting Correctly	Truck Race Trophy , Red Bull Ring, Spielberg, Austria, Jul 4 to 6, 2014

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue	Publication Date	Deadlines Adverts	Closing date Printing material	Topics	Trade Fairs
July	8	Jul 17, 2014	Jun 18, 2014	Jun 20, 2014	Soot particle filter Truck Grand Prix Special	Truck Grand Prix , Nürburgring, Jul 18 to 20, 2014
August	9	Aug 21, 2014	Jul 23, 2014	Jul 24, 2014	CB radio	
September	10	Sep 25, 2014	Aug 28, 2014	Aug 29, 2014	Preview IAA Commercial Vehicles Trailer test	IAA Commercial Vehicles , Hanover, Sep 25 to Oct 2, 2014
October	11	Oct 23, 2014	Sep 24, 2014	Sep 25, 2014	IAA Commercial Vehicles Special Winter equipment Auxiliary heating	
November	12	Nov 20, 2014	Oct 23, 2014	Oct 24, 2014	Delivery traffic Euro Truck Test Cranes, loading equipment	
December	01/15	Dec 18, 2014	Nov 19, 2014	Nov 20, 2014	Healthcare Accessories and equipment for trucks, tuning	
January	02/15	Jan 22, 2015	Dec 15, 2014	Dec 16, 2014		

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.


Circulation:

Printed copies: 81,063 copies
 Total circulation in annual average 43,703 copies

Magazine size:

230 mm x 300 mm trimmed

Type area:

199 mm wide, 268 mm high
 4 columns, 46 mm
 3 columns, 63 mm

Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Publication:

Frequency of publication: monthly

Publications dates, deadlines and dates for submission:

see "Time Schedule and Topics"

Payment terms:

- direct debit 3% prompt payment discount
 - within 8 days 2% prompt payment discount
 - within 30 days
 from date of invoice net
 VAT no. DE 152942001

Bank accounts: HypoVereinsbank, Munich

IBAN: DE02 7002 0270 1830 2092 00,

BIC: HYVEDEMMXXX

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		4-coloured €
		type area	truncate*	
2/1 page	8 columns	428 x 268	460 x 300	19,660.-
2., 3., 4. cover page				10,550.-
1/1 page	4 columns	199 x 268	230 x 300	9,830.-
1/2 page	2 columns	97 x 268	113 x 300	4,940.-
	4 columns	199 x 134	230 x 150	
1/3 page	1 column	63 x 268	79 x 300	3,295.-
	4 columns	199 x 90	230 x 100	
1/4 page	1 column	46 x 268	62 x 300	2,470.-
	2 columns	97 x 134	113 x 150	
	4 columns	199 x 67	230 x 87	
1/8 page	1 column	46 x 134	62 x 150	1,245.-
	2 columns	97 x 67	113 x 87	
	4 columns	199 x 33	230 x 52	

*plus 3 mm trim on all outer edges.

Prices for classified ads:

Classified ads	1-column, 43 mm width, b/w	3.05 €
Classified ads	1-column, 43 mm width, coloured	6.17 €
Situations wanted	1-column, 43 mm width	1.10 €
Box number fee		11.00 €

Loose-leaf inserts: (not discountable)

loose inserted, max. format: 210 mm x 280 mm	
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €
Number of inserts available on request. Inserts possible at press run of 5,000 copies.	

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	3 %
6 insertions	5 %	6 pages	5 %
12 insertions	10 %	9 pages	10 %
		12 pages	12 %
		15 pages	15 %

All surcharges qualify for discount.

Glued-in postcards: (not discountable)

Glued-in postcards/thousands	93.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with an full page-ad (prices see above).	
Loose inserts and glued-in postcards do not qualify for discounts.	

Delivery address for bound and loose-leaf inserts, postcards:

Oberndorfer Druckerei GmbH
Mittergöming 12
5110 Oberndorf, Austria

Delivery notice: for TRUCKER (No. ...)

Please send in advance 10 samples to advertising sales department.

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Bound inserts (not discountable):

Price:	
2-pages	6,510.00 €
4-pages	13,020.00 €
6-pages	19,530.00 €

Please supply the bound inserts in the untrimmed format
235 wide x 310 high (folded). 2-page bound inserts to be delivered with a printed latch of 110 mm width. Head trim: 4 mm.
The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)



Data formats:

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

Data transfer:

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Support:

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: gecont@stuertz.de.

Connections:

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: gecont, Password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact Print Shop:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket at vhv.mediacentrum.de.



Truck Grand Prix Nürburgring 2014

July 18 to 20, 2014

Organizer:	ADAC Mittelrhein e. V.
Printed copies	15,000 copies
Printing process:	Offset printing, 175 line screen
Publication date:	July 17, 2014
Deadlines adverts:	June 16, 2014
Closing date printing material:	June 23, 2014

Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate*	Height (mm) truncate*	4-colours
2/1 page	396	250	420	279	7,870.00 €
2., 3., 4. cover page					4,545.00 €
1/1 page	185	250	210	279	3,935.00 €
1/2 page, upright, 2-columns	90	250	102	279	2,015.00 €
1/2 page, landscape, 4-columns	185	125	210	140	2,015.00 €
1/4 page, upright, 1-column	45	250	57	279	1,020.00 €
1/4 page, landscape	185	65	210	82	1,020.00 €
1/4 page, 2-columns	90	125	102	140	1,020.00 €
Surcharge for fixed position					285.00 €

*+ 3 mm bleed at all edges

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Truck Race Trophy 2014

July 4 to 6, 2014

Organizer:	Projekt Spielberg GmbH & Co. KG
Printed copies:	10,000 copies
Printing process:	Offset printing, 175 line screen
Publication date:	July 4, 2014
Deadlines adverts:	June 6, 2014
Closing date printing material:	June 9, 2014

Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate*	Height (mm) truncate*	4-colours
2/1 page	396	250	420	279	4,750.00 €
2., 3., 4. cover page					3,045.00 €
1/1 page	185	250	210	279	2,640.00 €
1/2 page, upright, 2-columns	90	250	102	279	1,350.00 €
1/2 page, landscape, 4-columns	185	125	210	140	1,350.00 €
1/4 page, upright, 1-column	45	250	57	279	750.00 €
1/4 page, landscape	185	65	210	82	750.00 €
1/4 page, 2-columns	90	125	102	140	750.00 €
Surcharge for fixed position					285.00 €

*+ 3 mm bleed at all edges

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Online Ad Types and Online Prices

trucker.de is one of the highest-reach news portals for professional drivers in short and long-distance traffic as well as for truck fans in the German speaking area. The portal provides extensive test results of all truck and transporter brands, daily news updates and offers for TRUCKER club members.

Visits:



41,077 (July 2013)

Page Impressions:

285,668 (July 2013)



Text Display Small
Size: 300 x 115 px

CPM*: 35.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 50.00 €



Expandable Medium Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 75.00 €



Expandable Medium Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 100.00 €



Flash Layer and Medium Rectangle Reminder (Tandem Ad)

Size: 400 x 400 px
300 x 250 px

CPM*: 125.00 €



Half Page
Size: 300 x 600 px

CPM*: 125.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px

Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px

CPM*: 50.00 €



Superbanner
Size: 728 x 90 px

CPM*: 50.00 €



Wallpaper
Size: Superbanner and Skyscraper

CPM*: 125.00 €

Background colorizing possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

TRUCKER informs on a regular basis in an up-to-date and informative online newsletter.



Medium Rectangle

Size: 300 x 250 px
 Price: 199.00 €



**Cross/Full-Size Banner
 Text display Large**

Size: 650 x 150 px
 Price: 199.00 €

Video in editorial surrounding (Opening or ending credits)

At **trucker.de**, we provide the opportunity to place a pre-/post-roll ad before/after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll
 (Opening or ending credits)**

Format: 4:3 or 16:9
 Size: max. 5 MB,
 Duration: max. 10 sec.

CPM*: 75.00 €

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Online Ad Types

- File formats: SWF (max. version 10), GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Payment terms:

- direct debit	3% prompt payment discount
- within 10 days	2% prompt payment discount
- within 30 days	
from date of invoice	net
VAT no. DE 152942001	

Bank accounts:

HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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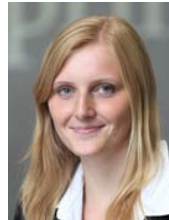
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