

### 1 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.

**2 Frequency of publication:** monthly

**3 Year of publication:** 31<sup>st</sup> year 2009

**4 Web-address (URL):** www.trucker.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

### 8 Publishing house:

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
P. O. Box 80 20 20, 81620 Munich, Germany  
Aschauer Str. 30, 81549 Munich, Germany  
Phone: +49-89 / 20 30 43-0  
Fax: +49-89 / 20 30 43-23 98  
Internet: www.trucker.de  
E-mail: anzeigen-vhv@springer.com

### 9 Editorial department:

Editor in chief: Johann Reichel  
trucker@springer.com

### 10 Advertising office:

General Advertisement Director: Jutta Rethmann  
Advertising director: Matthias Pioro

### 11 Distribution:

Phone: 0 89/20 30 43 - 1100  
E-mail: vertriebsservice@springer.com

### 12 Subscription cost:

Annual subscription rate  
Inland: € 38.90 incl. packing/postage and 7% VAT  
Foreign Countries: € 44.40 incl. packing/postage and 7% VAT  
Single copy: € 3.50 incl. 7% VAT plus € 1.20 packing/postage

**13 ISSN-No:** 0946-3216

### 14 Scope analysis:

2008 = 12 editions  
**Magazine format:** 230 mm (wide), 300 mm (high)  
**Total size:** 1,506 pages = 100.0 %  
**Editorial section:** 1,118 pages = 74.2 %  
**Advertising section:** 388 pages = 25.8 %

of them are

Classified advertisements:	100 pages =	25.8 %
Bound insert:	3 pages =	0.8 %
One's own advertisements:	95 pages =	24.5 %

**Supplements (Loose-leaf inserts):** 9 pieces

### 15 Content analysis:

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**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2008 until June 30<sup>th</sup> 2009)

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**Printed copies:** **98,479**

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**Total circulation** **54,913**  
 There from abroad: 6,059

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**Total net paid circulation:** **50,971**  
 there from abroad: 5,923

Subscribed copies 11,604  
 there from copies for members -

Sale by retail 38,840  
 Other sale 4,527

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run	
	%	copies

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Inland	89.0	48,854
Foreign Country	11.0	6,059

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<b>Total circulation</b>	100.0	54,91
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## Media- Information 2010

### Subjects and Dates

	Issue	Publication Date	Closing Dates	Printing material	Themes	Fairs
January	2	Jan 12, 2010	Dec 4, 2009	Dec 4, 2009	Aerodynamic mounting parts Sleeper cabs	
February	3	Feb 9, 2010	Jan 12, 2010	Jan 13, 2010	Novelties 2010 Market survey: radio Further education	
March	4	Mar 9, 2010	Feb 5, 2010	Feb 8, 2010	Load restraint Report of Rally Dakar Market survey: washing facilities for trucks	<b>CeBIT</b> , Hanover, Mar 2 to 6, 2010
April	5	Apr 13, 2010	Mar 12, 2010	Mar 15, 2010	Euro Truck Test Starting of "TRUCKER searches the Supertruck"	
May	6	May 11, 2010	Apr 13, 2010	Apr 14, 2010	Euro Truck Test Washing facilities for trucks Mobile phones, navigation, radio Tires	<b>bauma</b> , Munich, Apr 19 to 25, 2010

June	7	Jun 08, 2010	May 6, 2010	May 17, 2010	Trailer test Cab comfort	
July	8	Jul 13, 2010	Jun 15, 2010	Jun 16, 2010	Preview Nürburgring	<b>Truck Grand Prix</b> , Nürburgring, July 23 to 25, 2010
August	9	Aug 10, 2010	Jul 13, 2010	Jul 14, 2010	Nürburgring special Seats	
September	10	Sep 14, 2010	Aug 17, 2010	Aug 28, 2010	Tires and rims Tank cards	<b>automechanika</b> , Frankfurt, Sep 14 – 19, 2010 <b>IAA Nutzfahrzeuge</b> , Hanover, Sep 23 – 30, 2010
October	11	Oct 12, 2010	Sep 14, 2010	Sep 15, 2010	Winter equipment: snow chains, auxiliary heating, <b>Traktions hilfen</b>	
November	12	Nov 9, 2010	Oct 11, 2010	Oct 12, 2010	Euro Truck Test Review IAA Trade fair Accessories and trends from the automechanika	
December	01/11	Dec 14, 2010	Nov 16, 2010	Nov 17, 2010	Accessories and equipment for trucks	
January	02/11	Jan 11, 2011	Dec 6, 2010	Dec 7, 2010	Novelties from the IAA Trade fair Breakdown services for commercial vehicles	



**1 Circulation:**

Printed copies: 98,479 copies  
 Total circulation in annual average 54,913 copies

**2 Magazine size:**

230 mm x 300 mm trimmed  
 235 mm x 310 mm untrimmed

**Type area:**

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

**3 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. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

**4 Publication:**

Frequency of publication: monthly

**Publications dates, closings dates and dates for submission:**

see timetable "Subjects and Dates"

**5 Publishing house:**

Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 House address: Aschauer Str. 30, 81549 Munich  
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
 Advertising department: Elisabeth Huber  
 Phone: +49-89 / 20 30 43-23 52  
 Fax: +49-89 / 20 30 43-23 98  
 E-mail: anzeigen-vhv@springer.com

**6 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

**7 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		b/w and 2-coloured €	3- and 4- coloured €
		type area	truncate		
2., 3., 4. cover page (not discountable)					9,650.-
2/1 page	8 columns	428 x 268	460 x 300	11,500.-	18,200.-
1/1 page	4 columns	199 x 268	230 x 300	5,960.-	8,990.-
1/2 page	2 columns	97 x 268	102 x 279	3,110.-	4,530.-
	4 columns	199 x 134	230 x 150		
1/3 page	1 column	63 x 268	79 x 300	2,060.-	3,020.-
	4 columns	199 x 90	230 x 100		
1/4 page	1 column	46 x 134	62 x 150	1,620.-	2,260.-
	2 columns	97 x 134	113 x 150		
	4 columns	199 x 67	230 x 88		
1/8 page	1 column	46 x 134	62 x 150	820.-	1,140.-
	2 columns	97 x 67	113 x 87		
	4 columns	199 x 33	230 x 52		

**8 Surcharges:** (discount possible)

**8.1 Colours**

Normal colours from Euro-scale DIN 16539, charged by colour -

**8.2 Preferential positions**

Fixed positions -

**8.3 Ad formats**

Bleeding across the gutter -

Bleeding advertisement over type area -

**9 Prices for classified ads:**

Classified ads	1-column, 43 mm width, b/w	€ 2.81
Classified ads	1-column, 43 mm width, coloured	€ 5.75
Situations wanted	1-column, 43 mm width	€ 1.03
Box number fee		€ 11.00

**10 Special ad forms: TRUCKER-Poster**

Trucker poster (double sided prints, tacked in the booklet center	€ 19.980
Format: 550 W x H 418 mm , plus 4 mm trimming	
reprints,	on request
Booklets onto the front page, topics and prices	on request
Gatefolder	on request
Annual calendar	on request
Other	on request

**13 Bound inserts:**

2 pages	5,960.00 €
4 pages	11,920.00 €
6 pages	17,880.00 €
8 pages	23,840.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound inserts in the untrimmed format 235 x wide x 310 high (folded). 2-page inserts must be provided with a printed rim 11 cm wide. The price applies to inserts with a paper weight up to 170 g / sq. metre. (Rates for heavier papers on request)

**14 Loose-leaf inserts:** (not discountable)

loose inserted, max. format: 228 mm x 295 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.	

**15 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.	

**16 Delivery address for the positions 13 to 15:**

Oberndorfer Druckerei GmbH  
Mittergöming 12  
5110 Oberndorf, Austria  
**Delivery notice:** for TRUCKER (no...)  
Please send in advance 10 samples to advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**11 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.

*All surcharges qualify for discount.*

**12 Combinations:**

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# Truck Grand Prix Nürburgring 2010

July 23 to 25, 2010

Organizer: ADAC Mittelrhein  
 Printed copies: 20,000 copies  
 Printing process: Offset printing, 175 line screen  
 Publication date: July 23, 2010  
 Closing date ads: June 18, 2010  
 Closing date printing material: June 25, 2010

## Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate	Basic price b/w	Coloured
2/1 page	396	250	420	279	€ 5,490.00	€ 7,390.00
1/1 page	185	250	210	279	€ 2,760.00	€ 3,710.00
1/2 page, upright, 2-columns	90	250	102	279	€ 1,500.00	€ 1,900.00
1/2 page, landscape, 4-columns	185	125	210	140	€ 1,500.00	€ 1,900.00
1/4 page, upright, 1-column	45	250	57	279	€ 800.00	€ 960.00
1/4 page, landscape	185	65	210	82	€ 800.00	€ 960.00
1/4 page, 2-columns	90	125	102	140	€ 800.00	€ 960.00
2., 3., 4. cover page						€ 4,290.00
Bleeding surcharge						-
Surcharge for fixed position						€ 270.00

+ 3 mm bleed at all edges to be truncated

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**1 Web-Address (URL):** www.trucker.de

**2 Short characterization:**

Up-to-date contents – comprehensive interactivity.  
 www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

**3 Target group:** Trucker in long- and short distance traffic

**4 Publishing house:** Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 Aschauer Str. 30, 81549 Munich, Germany  
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**5 Contact person:** Andrea Volz  
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 Fax: +49 89/20 30 43 - 23 98  
 E-mail: andrea.volz@springer.com



certified online service since August 2007

**6 Access control:**

**7 Numbers of hits:** visits: 74,534 (September 2009)  
 page impressions: 1,466,390 (September 2009)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	35.00
2 Rectangle/Video Rectangle	300 x 250	50.00
3 Expandable Rectangle (to the left side)	630 x 250	75.00
4 Expandable Rectangle (at the bottom left)	630 x 350	100.00
5 Layer Ad + Rectangle Reminder	on request	125.00
6 Half Page	300 x 600	125.00
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	125.00

9	<b>Corner Ad Large</b>	on request
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\*Current prices from Oct 1, 2009; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications banner:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**8.2 Newsletter advertisements**

**Newsletter subscribers:**  
 2,730 (October 2009)

Types of ads	Pixel size	€*
1 <b>Rectangle</b>	300 x 250	199.00
2 <b>Horizontal/Fullsize banner/Text ad plus logo/picture</b>	650 x 150	199.00

\*Current prices from Oct 1, 2009; All prices are plus VAT.

**Technical specifications newsletter:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

**Text advertisement:**

Headline: max. 60 characters  
 Text: max. 500 characters incl. all blank lines and paragraphs  
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel



**9 eShop:**

Product advertising with link; advert box 300 x 115 px

Pricing example:

- when booking 12 months:

- when booking more than 4 boxes:

€ 199.00 per month

15 % discount

10 % discount

**10 Job market**

Job advertisement

Pricing example 1:	Pricing example 2:
<ul style="list-style-type: none"> <li>• Advert on corporate portal</li>   <li>• 495.00 €</li> <li>• Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Printed job advert =&gt; At an additional charge of 200.- €, this will be included in our corporate online portal</li> </ul>

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)

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## Please contact us for further information

- **Advertising Director  
Transport**
  
- **Advertising Sales Manager**
  
- **Key Account Manager Online**
  
- **Advertising Administration**

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