

Media Information 2006

TruckMarket

Short description

TruckMarket is the advertisement magazine and Internet database for second-hand commercial vehicles. The magazine is published every 14 days nationally and abroad, the homepage provides permanent access to more than 6,000 trucks and trailers. The combination of the two makes up the perfect communication channel between you and your customers. Each offer in the **TruckMarket** magazine is automatically published on the Internet at www.truckmarket.de.

The target group includes self-driving businessmen and all companies and persons buying second-hand commercial vehicles.

Frequency: every 2 weeks, on Tuesdays
Selling points: Motorway service areas, large truck service areas, petrol stations, kiosks, train station bookshops, press sale

Contents: ca. 224 pages per issue
Circulation: optimised printed circulation: 40,000 copies

Specifications

Magazine format: 220 mm width, 298 mm height
Print space: 200 mm width, 265 mm height
No. of columns: 1 column, column width 64 mm
2 columns, column width 132 mm
3 columns, column width 200mm
Printing method: Web offset printing, 4 colours euro scale, 133-line screen, for cover and bound inserts 150-line screen printing

Payment terms

- Per automatic debit transfer 3% discount
- Within 10 days 2% discount
- Within 30 days after invoice date net payment
- VAT no. DE811148881

Bank details

Postbank Munich
Bank code 700 100 80
Account no. 40 10-804

Commerzbank Munich
Bank code 700 400 41
Account no. 5 903 893
IBAN DE17 7004 0041 0590 3893 00
BIC COBADEFF700

Discounts

When buying advert space for 12 months (insertion year)

Discount grading for no. of issues per year

6 issues	5%
10 issues	10%
15 issues	15%
20 issues	20%

Publisher

Verlag Heinrich Vogel GmbH
Neumarkter Str. 18, 81664 München

Advertising office:

Phone: +49 89/ 43 72 – 22 25, Fax: +49 89/ 43 72 – 21 58
anzeigen.truckmarket@springer.com
Information retrieval:
www.mediacentrum.de or anzeigen-vhv@springer.com

Dates:

Issue	Publishing Date	Copy Date (12..00)
1	Jan 3, 2006	Dec 19, 2005
2	Jan 17, 2006	Jan 2, 2006
3	Jan 31, 2006	Jan 17, 2006
4	Feb 14, 2006	Jan 31, 2006
5	Feb 28, 2006	Feb 14, 2006
6	Mar 14, 2006	Feb 24, 2006
7	Mar 28, 2006	Mar 14, 2006
8	Apr 11, 2006	Mar 28, 2006
9	Apr 25, 2006	Apr 7, 2006
10	May 9, 2006	Apr 24, 2006
11	May 23, 2006	May 9, 2006
12	Jun 6, 2006	May 19, 2006
13	Jun 20, 2006	Jun 2, 2006
14	Jul 4, 2006	Jun 20, 2006
15	Jul 18, 2006	Jul 4, 2006
16	Aug 1, 2006	Jul 18, 2006
17	Aug 16, 2006	Aug 1, 2006
18	Aug 29, 2006	Aug 14, 2006
19	Sep 12, 2006	Aug 29, 2006
20	Sep 26, 2006	Sep 12, 2006
21	Oct 10, 2006	Sep 25, 2006
22	Oct 24, 2006	Oct 10, 2006
23	Nov 7, 2006	Oct 23, 2006
24	Nov 27, 2006	Nov 7, 2006
25	Dec 5, 2006	Nov 21, 2006
26	Dec 19, 2006	Dec 5, 2006
1/07	Jan 2, 2007	Dec 14, 2006

Media Information 2006 TruckMarket

Excerpt from the Adverts Price List No. 8, valid as of Oct 1, 2005

Format	Width x Height	Local specialist shops		Agencies	
		Black & white	4 colours	Black & white	4 colours
2/1 Pages	418 x 265 mm	1,430.00 €	2,145.00 €	1,682.00 €	2,524.00 €
1/1 Page	200 x 265 mm	715.00 €	1,070.00 €	841.00 €	1,259.00 €
3/4 Page landscape	200 x 197 mm	529.00 €	794.00 €	622.00 €	934.00 €
2/3 Page landscape	200 x 172 mm	475.00 €	710.00 €	559.00 €	835.00 €
2/3 Page portrait	132 x 265 mm				
1/2 Page landscape	200 x 130 mm	390.00 €	550.00 €	459.00 €	647.00 €
1/3 Page landscape	200 x 86 mm	260.00 €	390.00 €	306.00 €	459.00 €
1/3 Page portrait	64 x 265 mm				
1/4 Page landscape	200 x 62 mm	190.00 €	285.00 €	224.00 €	335.00 €
Price/mm per column	64 mm wide	1.02 €	1.54 €	1.20 €	1.81 €

Special positioning

2 nd /3 rd cover page	200 x 285 mm		1,540.00 €		1,812.00 €
4 th cover page	200 x 285 mm		1,695.00 €		1,994.00 €

Bound insert page:

Format of bound insert 220 x 298 mm Prices on request
(+ 4 mm bleed, please design layout elements for 215 x 298 mm)

Modules

Module 1:	1 small photo, incl. 4 lines of text, ca. 48 mm high, 1 column black & 4 colours	37.00 € 57.00 €
Module 2:	1 large photo, incl. 4 lines of text, ca. 48 mm high, 2 columns black & white 4 colours	70.00 € 110.00 €
Text module:	10 lines of text in black & white, 48 mm high, 1 column	51.00 €

Agency prices for modules on request.

Loose Inserts

Loose Inserts up to 25g: 155.00 € per o/oo
Loose Inserts up to 50g: 215.00 € per o/oo
Loose Inserts over 50g: on request

Surcharges

Commitment to publish adverts on particular pages:
20% of basic price
Colour surcharges on € scale per colour, without photos:
15% of basic price
Litho costs when creating a page layout (not discountable):
205.00 €

Photo service:

For traders' commercial adverts (only within Germany) cost-free –
dates according to agreement. When services are not enlisted,
there is no right to compensation. Adverts laid out by the publisher
must not be used for other publications unless written prior
permission is obtained from the publisher.

All prices are plus VAT.