



Member of
Logistics Alliance Germany



trucker.de

MEDIA KIT 2015



Media- Information 2015

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: 36th year 2015

Web-address (URL): trucker.de

ISSN-No: 0946-3216

Subscription cost: Annual subscription
Inland: 46.80 € incl. packing/postage and 7% VAT
European Countries: 54.80 € incl. packing/postage and 7% VAT
Single copy: 4.20 € plus 1.90 € packing/postage, incl. 7% VAT

Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
Phone: +49-89 / 20 30 43-0
Fax: +49-89 / 20 30 43-23 98
E-Mail: anzeigen-vhv@springer.com
vhv.mediacentrum.de

Editor: Editor-in-Chief: Gerhard Grünig
trucker@springer.com

Advertising office:

Advertising Director
Verlag Heinrich Vogel: Matthias Pioro

Distribution:

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

Circulation control:



Analysis of circulation:

Average circulation within one year
(from July 1st 2013 until June 30th 2014)

Printed copies:	73,982	
Total circulation	37,593	therefrom abroad: 3,681
Total net paid circulation:	36,128	therefrom abroad: 3,640
Subscribed copies	10,032	therefrom copies for members -
Sale by retail	20,885	
Other sale	5,211	
Free copies:	1,465	
Remainer, file and checking copies	1,274	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation %	copies
Inland	90,2	33,912
Foreign Country	9.8	3,681
Total circulation	100.0	37,593

	Issue	Publication Date	Deadline Adverts	Closing date Printing material	Topics	Trade Fairs
January	2	Jan 22, 2015	Dec 15, 2014	Dec 16, 2014	Navigation systems Construction vehicles	Rallye Dakar , Jan 4 to 17, 2015
February	3	Feb 19, 2015	Jan 22, 2015	Jan 23, 2015	Scale model vehicles Heavy load transport wind power	Spielwarenmesse (Toy Trade Fair) , Nuremberg, Jan 28 to Feb 2, 2015
March	4	Mar 19, 2015	Feb 19, 2015	Feb 20, 2015	Loading aids, cranes Interior fittings cabins Start of Supertruck 2015	Transpotec & Logitec , Verona, Apr 16 to 19, 2015
April	5	Apr 23, 2015	Mar 24, 2015	Mar 25, 2015	Temperature-controlled transports Truck-Tuning Airconditioned cabin	transport logistic , Munich, May 5 to 8, 2015
May	6	May 21, 2015	Apr 22, 2015	Apr 23, 2015	Heavy load transports Delivery traffic Special "Swiss"	Truck Race Trophy , Red Bull Ring, Spielberg, Austria, May 15 to 17, 2015 Trucker & Country Festival , Interlaken, June 26 to 28, 2015
June	7	Jun 25, 2015	May 27, 2015	May 28, 2015	Euro Truck Test Seats and berths Preview Truck Grand Prix	Truck Grand Prix , Nürburgring, Jun 26 to 28, 2015 (status: Sep 2014)

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue	Publication Date	Deadline Adverts	Closing date Printing material	Topics	Trade Fairs
July	8	Jul 23, 2015	Jun 25, 2015	Jun 26, 2015	Commercial vehicles workshops/services	
August	9	Aug 20, 2015	Jul 23, 2015	Jul 24, 2015	Heavy load transports CB radio Truck Grand Prix Special	
September	10	Sep 17, 2015	Aug 20, 2015	Aug 21, 2015	Trailer test Cabin interiors Special "Further education"	NUFAM Nutzfahrzeugmesse (Commercial Vehicles Trade fair) , Karlsruhe, Sep 24 to 27, 2015
October	11	Oct 22, 2015	Sep 24, 2015	Sep 25, 2015	Winter equipment, auxiliary heating Load securing means	Bedrijfsauto RAI , Amsterdam, Oct 20 to 24, 2015
November	12	Nov 16, 2015	Oct 19, 2015	Oct 20, 2015	Special transports Cranes, loading aids	
December	01/16	Dec 7, 2015	Nov 9, 2015	Nov 10, 2015	Accessories and tuning for trucks Special vehicles Healthcare	
January	02/16	Jan 4, 2016	Dec 3, 2015	Dec 4, 2015		

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.



Media- Information 2015

Advertisement rate card no. 34

Page 1

Current prices from Jan 1, 2015

Circulation:

Printed copies: 73,982 copies
Total circulation in annual average 37,593 copies

Magazine size: 230 mm x 300 mm trimmed

Type area: 199 mm wide, 260 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

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

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 260	460 x 300	19,660.00
2., 3., 4. cover				10,550.00
1/1 page	4 columns	199 x 260	230 x 300	9,830.00
1/2 page	2 columns	97 x 260	113 x 300	4,940.00
	4 columns	199 x 130	230 x 150	
1/3 page	1 column	63 x 260	79 x 300	3,295.00
	4 columns	199 x 86	230 x 110	
1/4 page	1 column	46 x 260		2,470.00
	2 columns	97 x 130		
	4 columns	199 x 65		
1/8 page	1 column	46 x 130		1,245.00
	2 columns	97 x 65		
	4 columns	199 x 33		

*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		13.00 €

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.

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.
- Bleed: header 4 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

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	295.00 €
up to 50 g	470.00 €
up to 75 g	645.00 €
up to 100 g	935.00 €
per further 5 g	35.00 €

- Number of inserts available on request.
- Inserts possible at press run of 5,000 copies.
- Adverts of a third party not allowed.

Glued-in postcards: (not discountable)

Glued-in postcards/thousands	95.00 €
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 other inserts:

Oberndorfer Druckerei GmbH,
Mittergöming 12
A – 5110 Oberndorf

Delivery note: for “Trucker – Issue no. ...”

Please send in advance 10 copies of each insert to the advertising department.

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

Data transfer

- Use Winzip (.ZIP) 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).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)

E-Mail: gecont@stuertz.de

Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



trucker.de

MEDIA KIT 2015

Online Ad Types and Online Prices

Standard Ad Forms:

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:

Page Impressions:

61,558 (June 2014)

284,037 (June 2014)



Newsletter:

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



Text Display small
Size: 300 x 115 px
CPM*: 35.00 €



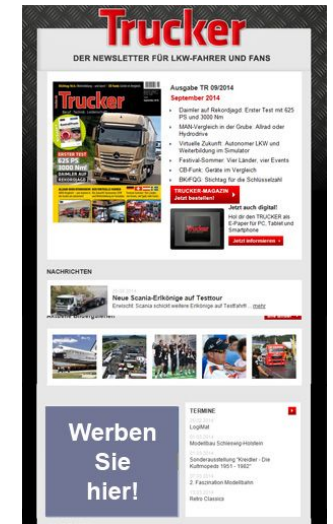
Expandable Medium Rectangle small
Size: 300 x 250 px
630 x 250 px
CPM*: 75.00 €



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 €

Cross/Full-Size Banner Text Display large

Size: 650 x 150 px
Fixed Price: 199.00 €

Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, GIF/JPG files aren't necessary anymore.
- 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.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated GIF/JPG files
- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- 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

General conditions:

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



Truck Grand Prix Nürburgring 2015

Nürburgring, June 26 to 28, 2015 (status: Sept 2014)

Organizer:	ADAC Mittelrhein e. V.
Printed copies	15,000 copies
Printing process:	Offset printing, 175 line screen
Publication date:	June 25, 2015
Deadlines adverts:	May 26, 2015
Closing date printing material:	May 30, 2015

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, 2-columns	90	125	102	140	1,020.00 €
1/4 page, upright, 1-column	45	250	57	279	1,020.00 €
1/4 page, landscape	185	65	210	82	1,020.00 €
Surcharge for fixed position					285.00 €

*+ 3 mm bleed at all edges

See www.mediacentrum.de for our terms and conditions



Truck Race Trophy 2015

Red Bull Ring, May 15 to 17, 2015

Organizer:	Projekt Spielberg GmbH & Co. KG
Printed copies	10,000 copies
Printing process:	Offset printing, 175 line screen
Publication date:	May 15, 2015
Deadlines adverts:	April 13, 2015
Closing date printing material:	April 21, 2015

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, 2-columns	90	125	102	140	750.00 €
1/4 page, upright, 1-column	45	250	57	279	750.00 €
1/4 page, landscape	185	65	210	82	750.00 €
Surcharge for fixed position					285.00 €

*+ 3 mm bleed at all edges

See www.mediacentrum.de for our terms and conditions

We'll be pleased to advise you!



Matthias Pioro
Advertising Director
Verlag Heinrich Vogel
matthias.pioro@springer.com
Phone: +49-89 / 20 30 43 - 11 22
Fax: +49-89 / 20 30 43 - 23 98



Andrea Volz
Team Leader Logistics
andrea.volz@springer.com
Phone: +49-89 / 20 30 43 - 21 24
Fax: +49-89 / 20 30 43 - 23 98



Sophia Wimmer
Media Consultant
sophia.wimmer@springer.com
Phone: +49-89 / 20 30 43 - 22 26
Fax: +49-89 / 20 30 43 - 23 98



Ralf Schmidt
Sales Classified Adverts
ralf.schmidt@springer.com
Phone: +49-87 42 / 91 99-94
Fax: +49-87 42 / 91 99-95



Petra Wenninger
Advertising Service Print
anzeigen.trucker@springer.com
Phone: +49-89 / 20 30 43 - 21 19
Fax: +49-89 / 20 30 43 - 21 00



Veronika Eisele
Advertising Service Online
veronika.eisele@springer.com
Phone: +49-89 / 20 30 43 - 23 12
Fax: +49-89 / 20 30 43 - 21 00