



Member of
Logistics Alliance Germany



**BEST
BKF**
DER AZUBI
WETTBEWERB

Hallo,
Zukunft!

2016

MEDIA KIT 2016

The magazine for
truck drivers

www.trucker.de



For further media information please visit vhv.mediacentrum.de

Who are the readers of TRUCKER?

According to a current survey, nearly 20 % of the readers are owner-drivers and owners of a transport company. The majority consists of employed truck drivers in long-distance traffic, distribution and intra-company transportation. Beside this main target group, TRUCKER also tends to the needs of readers interested in trucks. All have in common a high level of identification with the magazine.

What distinguishes the readers of TRUCKER?

A high percentage of the readers are decision makers or are, in any case, significantly involved in the decision-making process for important investments. In times of acute driver shortage, the main readership serves as consultants and co-deciders regarding new acquisitions in the motor pool, specific products or matters of vehicle equipment.

What is the difference between TRUCKER and other driver magazines?

Following the motto „TRUCKER – being closer“, the editorial department works with a lot of staff experienced with the daily transport work. This creates authenticity. Through permanent presence in transport companies, at industry events, festivals, service areas and, most of all, the readership's daily life, TRUCKER accomplishes a close network with the sector, thus forming a special closeness to the reader.

What more does TRUCKER offer its readers?

The TRUCKER Facebook Community, with currently nearly 240,000 followers, is the biggest platform of its kind for the sector. The website trucker.de complements the web presence of TRUCKER und offers permanent, location-independent exchange among the target group.

With the TRUCKER e-paper, TRUCKER takes into account new user habits. The e-paper enhances the printed form with moving media, picture galleries and further media-specific contents.

A handwritten signature in blue ink, which appears to read 'Gerhard Grünig'.

Gerhard Grünig
Editor-in-Chief TRUCKER



Frequency of publication: monthly

Year of publication: 37th year 2016

Web address (URL): www.trucker.de

ISSN: 0946-3216

Subscription cost: Annual subscription
 Inland: € 40.09 incl. packing/postage plus statutory VAT
 European countries: € 47.57 incl. packing/postage plus statutory VAT
 Single copy: € 3.64 incl. packing/postage plus statutory VAT

Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Straße 30, 81549 Munich, Germany
 Phone: +49 89 203043-0, Fax: +49 89 203043-2398
 E-mail: anzeigen-vhv@springer.com
 hvh.mediacentrum.de

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

Advertisements: Director Sales Transport & Logistics, TAXI: Andrea Volz

Distribution: Subscription Service, Verlag Heinrich Vogel
 Phone: +49 89 203043-1100
 E-mail: vertriebsservice@springer.com

Circulation monitoring:

Circulation analysis: Average number of copies per issue
 in one year (July 1st 2014–June 30th 2015)

Print run:	62,906	
Actual distributed circulation (ADC):	31,484	therefrom abroad: 2,004
Sold copies:	29,170	therefrom abroad: 1,964
▪ Subscription copies:	9,224	therefrom member copies: –
▪ Sale by retail:	14,733	
▪ Other sales:	5,213	
Complimentary copies:	2,314	
Reminder, archive and records copies:	1,078	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation	
	%	copies
Inland	93.6	29,480
Foreign Countries	6.4	2,004
Actual distributed circulation (ADC):	100.0	31,484

How extensively is TRUCKER used?²⁾

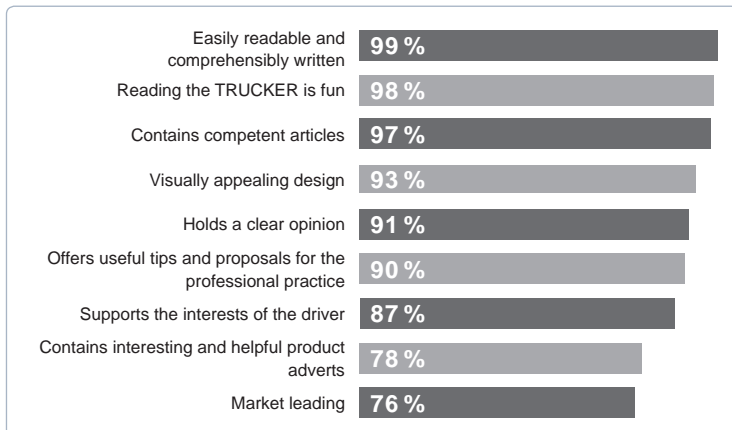
Average reading time:	62 Minutes
Estimated number of additional readers:	1.8 additional readers per copy
Coverage per issue (readers x printed circulation):	47,740 readers¹⁾
Average period of use:	more than 12 years

The numbers prove: interesting articles as well as high authenticity are well received by the readers. The magazine is extensively read and a strong reader-magazine relationship develops.

TRUCKER is appreciated

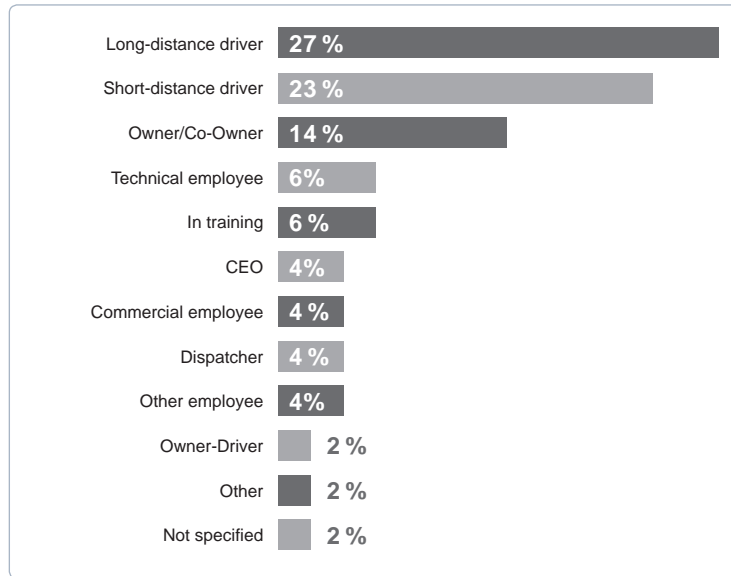
The readers relate to the TRUCKER and appreciate the editorial tips for their professional practice. Moreover, approx. 80 % of the readers use the product adverts for their purchase decisions.

Magazine profile²⁾:



Who are the readers?

Position in the company:



TECHNIQUE		FAIRS
ISSUE 1 DA: 09.11.15 PM: 10.11.15 PD: 07.12.15	Special vehicles Health	Rallye Dakar 03.01.-16.01.2016
ISSUE 2 DA: 03.12.15 PM: 04.12.15 PD: 04.01.16	Navigation systems Fuel credit cards	European Motor Show , Brussels 14.01.-24.01.2016 Spielwarenmesse (Toy Fair) , Nuremberg 27.01.-01.02.2016
ISSUE 3 DA: 11.01.16 PM: 12.01.16 PD: 08.02.16	Vehicle safety: Anti-theft protection Heavy-duty transport	
ISSUE 4 DA: 04.02.16 PM: 05.02.16 PD: 07.03.16	Loading aids, cranes Scale model vehicles Start Supertruck 2016	
ISSUE 5 DA: 04.03.16 PM: 07.03.16 PD: 04.04.16	Construction vehicles: preview bauma Truck tuning incl. accessories, exterior, interior fittings, airconditioning of cabins	bauma , Munich, 11.04.-17.04.2016
ISSUE 6 DA: 08.04.16 PM: 11.04.16 PD: 09.05.16	Special „Education and further training“ Distribution transport	Truck Race Trophy , Red Bull Ring, 29.04.-01.05.2016
ISSUE 7 DA: 04.05.16 PM: 06.05.16 PD: 06.06.16	Special „SWITZERLAND“ Preview Truck-Grand-Prix	Trucker & Country Festival , Interlaken, 24.06. – 26.06.2016 Truck-Grand-Prix , Nürburgring, 01.07.-03.07.2016

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TECHNIQUE

FAIRS

ISSUE 8
DA: 06.06.16
PM: 07.06.16
PD: 04.07.16

Commercial vehicles workshop/service
 Temperature-controlled transport
 Fuel credit cards

ISSUE 9
DA: 11.07.16
PM: 12.07.16
PD: 08.08.16

Heavy-duty transport
 Communication in the vehicle
 Truck-Grand-Prix-Special

ISSUE 10
DA: 05.08.16
PM: 08.08.16
PD: 05.09.16

Preview IAA
 Cabin interiors

IAA Commercial Vehicles, Hanover
 22.09.-29.09.2016

ISSUE 11
DA: 12.09.16
PM: 13.09.16
PD: 10.10.16

Winter accessories/preparation, auxiliary heating, winter tires
 IAA highlights

ISSUE 12
DA: 07.10.16
PM: 10.10.16
PD: 07.11.16

Load securing

ISSUE 1/17
DA: 07.11.16
PM: 08.11.16
PD: 05.12.16

Spezial vehicles
 Health

ISSUE 2/17
DA: 07.12.16
PM: 08.12.16
PD: 09.01.17

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



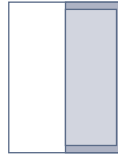
2/1 Pages across gutter

Type area (width x height)
428 x 268 mm
Trim size (width x height)
460 x 300 mm*



1/1 Page

199 x 268 mm
230 x 300 mm*



1/2 Page upright

97 x 268 mm
115 x 300 mm*



1/2 Page horizontal

199 x 134 mm
230 x 152 mm*



1/3 Page upright

63 x 268 mm
81 x 300 mm*

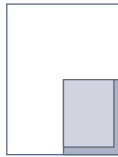


1/3 Page horizontal

199 x 90 mm
230 x 108 mm*

Main magazine

Type area (width x height)
Trim size (width x height)



1/4 Seite bloc

97 x 134 mm
115 x 152 mm



1/4 Page upright

46 x 268 mm
64 X 300 mm



1/4 Page horizontal

199 x 67 mm
230 x 85 mm



1/8 Page bloc

97 x 67 mm
–



1/8 Page upright

46 x 134 mm
–



1/8 Page horizontal

199 x 34 mm
230 x 51 mm

Main magazine

Type area (width x height)
Trim size (width x height)

* +3 mm bleed on all outer edges

**As of 1.1.2016
Change of format!**
In case of motive repetition
from 2015, please send us
new data. The old printing data
cannot be adjusted to the new
format size.

Circulation: 

Print run: 62,906 copies
Actual distributed circulation in annual average: 31,484 copies

Magazine size: 230 mm width x 300 mm height
Type area: 199 mm width x 268 mm height
Columns 4: Column width 46 mm
Columns 3: Column width 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.

Ad types and rates:

Format	4-colors, in €
2/1 Page	19,660.00
2./3./4. Cover Page	10,550.00
1/1 Page	9,830.00
1/2 Page	4,940.00
1/3 Page	3,295.00
1/4 Page	2,470.00
1/8 Page	1,245.00

Classified adverts:

Price classified advert b/w:	each mm (1-column, 43 mm wide)	€ 3.21
Price classified advert colored:	each mm (1-column, 43 mm wide)	€ 6.17
Situations wanted b/w:	each mm (1-column, 43 mm wide)	€ 2.05
Box number fee:		€ 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads		By number of pages	
3 times	3%	3 pages	3%
6 times	5%	6 pages	5%
12 times	10%	9 pages	10%
		12 pages	12%
		15 pages	15%

All surcharges do qualify for discounts.

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

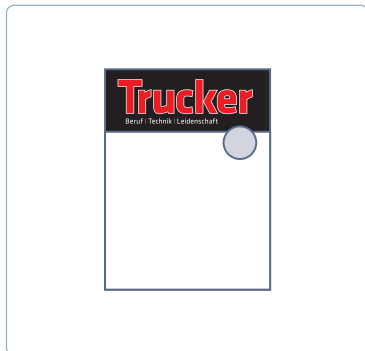
Bank accounts:

HypoVereinsbank, Munich, Germany
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.

Title promoter

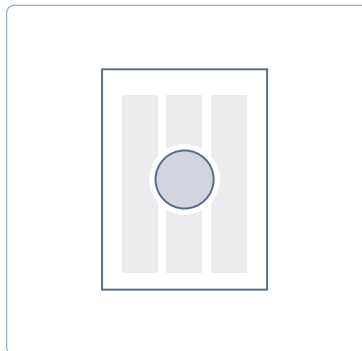


only in combination with a 1/1 page, 4c

Format:
45 mm x 45 mm
(circular and square possible)

Total price:
€ 13,330.00

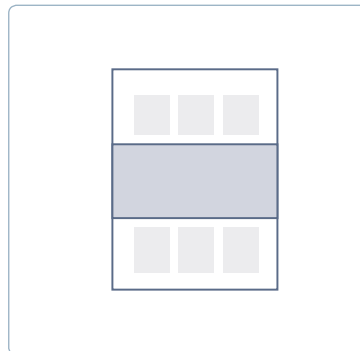
Circular Advert



Format:
max. Ø 80 mm

Price:
€ 3,211.00

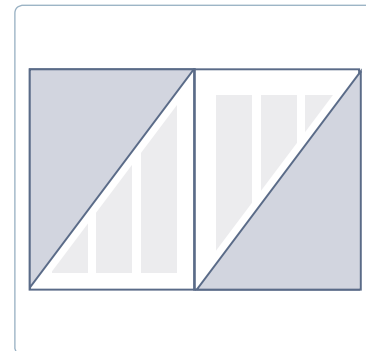
Banderole



Format:
230 mm width x 110 mm height

Price:
€ 7,908.00

2 x ½ Page Diagonal Version 1*



Format:
230 mm width x 300 mm height

Price:
€ 12,844.00

* only in coordination with the editorial department

Loose-leaf Insert



Characteristics:

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

Format:

- Max. 210 mm width x 280 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

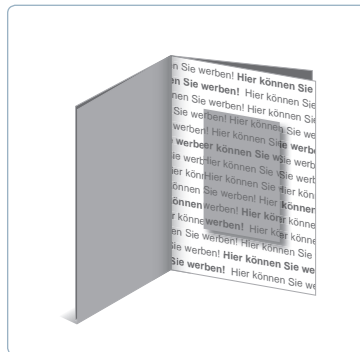
Format:

- Please supply the inbound insert in the untrimmed format of 235 mm width x 310 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Head trim: 4 mm

Price: (no discounts available)

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

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of special ad forms - we'll be pleased to advise you!

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

Delivery address for loose-leaf and inbound inserts:

Oberndorfer Druckerei GmbH
Mittergöming 12
A-5110 Oberndorf
Delivery note:
„TRUCKER issue no. ...“

Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

Data creating:

- Please send printable PDF files only (preferably PDF X3).
- 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 300 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
- Pitstop settings etc

are available via E-mail: anzeigen@le-tex.de

Connections and Contact:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfelsers Straße 84

04229 Leipzig, Germany

Tel.: +49 341/355 356-145

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

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: 36,431 (June 2015)
Page Impressions: 79,752 (June 2015)



Standard Medium Rectangle
Size: 300 x 250 px
CPM*: €50.00



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



Flash Layer und Medium Rectangle Reminder (Tandem Ad)
Size: 400 x 400 px and
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 or
630 x 600 px
Price: on request



Skyscraper
Size: 120 x 600 px or
160 x 600 px
CPM*: €50.00



Superbanner
Size: 728 x 90 px
CPM*: €50.00



Wallpaper
Size: Superbanner and
Skyscraper
CPM*: €125.00

Back-ground coloring possible

Newsletter:

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



Medium Rectangle
Size: 300 x 250 px
Fixed price: €199.00

Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner we absolutely need redirect. Here and also for layers, gif/jpg files aren't possible anymore.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter

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

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.

Red Bull Ring, April 29th to May 1st, 2016

Organizer: Projekt Spielberg GmbH&Co.KG
 Print run: 10,000 copies
 Printing process: Offset, 175 line screen
 Publication date: April 28th, 2016
 Deadline display adverts: March 29th, 2016
 Deadline printing materials: April 6th, 2016



The **official program magazine** of the Truck Race Trophy on the Red Bull Ring gives a comprehensive and up-to-date report about this highlight in the FIA Truck Race European Championship series. On 68 pages race visitors and interested readers can find short profiles of the racing teams, complete starting lists and competently written coverage around the fascinating sport of fast trucks.

Through **Truck Race Trophy Magazine** you reach directly and without wastage all Truck Race fans at the Red Bull Ring, from the truck driver to the sports-enthusiastic company owner. In the official program magazine advertising partners can present themselves optimally in the relaxed and positive environment of this huge sector event.

Take part when the giants of the race track roar over the Red Bull Ring. Here, top-class motorsport meets the elemental force of heavy vehicles. An encounter promising fun, suspense and passion. Of course there is also a varied supporting program at the Red Bull Ring with a music festival, an industry trade fair and other race series.

Nürburgring, July 1st to 3rd, 2016

Organizer: ADAC Mittelrhein e. V.
 Print run: 15,000 copies
 Printing process: Offset, 175 line screen
 Publication date: June 30th, 2016
 Deadline display adverts: May 30th, 2016
 Deadline printing materials: June 3rd, 2016



The **ADAC program magazine TRUCK-GRAND-PRIX** gives a comprehensive and up-to-date report about the annual highlight of the Truck Race Championship series on the Nürburgring. On approx. 92 pages the race visitors can find short profiles of the racing teams, complete starting lists and competently written coverage around the fascinating sport of fast trucks.

Furthermore included are reports about the comprehensive supporting program as well as insider stories about the legendary music festival at the „Ring“. Through **ADAC TRUCK-GRAND-PRIX program magazine** you reach directly and without wastage all Truck Race fans at the huge event at the Nürburgring, from the truck driver to the sports-enthusiastic company owner.

In the **ADAC TRUCK-GRAND-PRIX program magazine** advertising partners can present themselves optimally in the relaxed and positive environment of the biggest sector party of the year.

Formats:



2/1 Pages across gutter

Type area
385 x 236 mm

Trim size
420 x 279 mm*

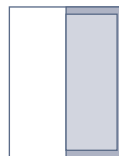
(Dimensions: width x height)



1/1 Page

Type area
175 x 236 mm

Trim size
210 x 279 mm*



1/2 Page upright

Type area
85 x 236 mm

Trim size
101 x 279 mm*

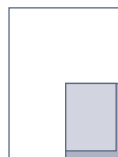


1/2 Page horizontal

Type area
175 x 117 mm

Trim size
210 x 137 mm*

(Dimensions: width x height)



1/4 Page bloc

Type area
85 x 117 mm

Trim size
101 x 137 mm*



1/4 Page upright

Type area
40 x 236 mm

Trim size
56 x 279 mm*



1/4 Page horizontal

Type area
175 x 56 mm

Trim size
210 x 71 mm*

* +3 mm bleed on all outer edges

Ad types and rates TRUCK GRAND PRIX/Nürburgring:

Format	4-colors, in €
2/1 Page	7,870.00
2./3./4. Cover Page	4,545.00
1/1 Page	3,935.00
1/2 Page	2,015.00
1/4 Page	1,020.00

Preferential placements:

Fixed positions 285.00

Ad types and rates TRUCK RACE TROPHY/Red Bull Ring:

Format	4-colors, in €
2/1 Page	4,750.00
2./3./4. Cover Page	3,045.00
1/1 Page	2,640.00
1/2 Page	1,350.00
1/4 Page	750.00

Preferential placements:

Fixed positions 285.00

We'll be pleased to advise you!



Andrea Volz

Director Sales Transport & Logistics, TAXI

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Sophia Wimmer

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sophia.wimmer@springer.com

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Petra Wenninger

Advertising Service Print

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Phone +49 89 203043-2119

Fax +49 89 203043-2100



Veronika Eisele

Advertising Service Online

veronika.eisele@springer.com

Phone +49 89 203043-2312

Fax +49 89 203043-2100