

Short description

Since 1997, the advertisement magazine TruckMarket has been published in Germany and abroad, giving you an overview of current offers of used commercial vehicles (trailers, lorries, construction vehicles, etc.) every 14 days.

TruckMarket Mega-Combi: Every advert of the printed issue will be published on the Internet database at www.truckmarket.de as well as in the digital e-paper at the same time, automatically and without additional charge. Every time you book an advert, you will obtain three services at one attractive price, thus securing your customers' attention in every possible way. The target group of TruckMarket are self-driving traders as well as all companies and persons purchasing used commercial vehicles.

Frequency bi-weekly, Friday

Selling points Motorway service areas,
large truck service areas,
petrol stations, kiosks,
train station bookshops, press sale

Circulation optimised printed circulation:
30,000 copies

Specifications

Magazine format: 210 mm wide, 279 mm high
Type area: 190 mm wide, 251 mm high
No. of columns: 1 column, column width 60 mm
2 columns, column width 125 mm
3 columns, column width 190 mm
Printing method: Offset printing,
4 colours Euro scale, 175-line screen

Payment terms

- Per automatic debit transfer 3% discount
- Within 10 days 2% discount
- Within 30 days after invoice date net payment
- VAT no. DE 152942001

Bank details

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

Discounts

Acceptance within a 12 months (insertion year)

Frequency discount

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

Moduls and loose-leaf inserts are not qualified for discounts.

Publishing house

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30, 81549 München, Germany

Advertising office

Phone: +49 89/ 20 30 43 – 22 94 or 22 96
Fax: +49 89/ 20 30 43 – 21 00
anzeigen.truckmarket@springer.com

Information retrieval:
www.mediacentrum.de or
E-mail: anzeigen-vhv@springer.com

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.

Adverts price list No. 11, valid from Oct 1, 2009

Format	Width x Height	Local specialist shops b/w	Local specialist shops 4-colours	Agencies b/w	Agencies 4-colours
2/1 Pages	190 x 251 mm each page	1,495.00 €	2,245.00 €	1,760.00 €	2,640.00 €
1/1 Page	190 x 251 mm	750.00 €	1,120.00 €	880.00 €	1,315.00 €
3/4 Page landscape	190 x 187 mm	550.00 €	830.00 €	645.00 €	975.00 €
2/3 Page landscape	190 x 166 mm	495.00 €	740.00 €	580.00 €	870.00 €
2/3 Page portrait	125 x 251 mm				
1/2 Page landscape	190 x 123 mm	410.00 €	575.00 €	475.00 €	675.00 €
1/3 Page landscape	190 x 81 mm	270.00 €	410.00 €	320.00 €	480.00 €
1/3 Page portrait	60 x 251 mm				
1/4 Page landscape	190 x 60 mm	195.00 €	295.00 €	230.00 €	345.00 €
Price/mm per column	60 mm wide	1.07 €	1.61 €	1.26 €	1.89 €

Special positioning

2 nd /3 rd cover page	190 x 270 mm 210 x 279 mm bleeded		1,615.00 €		1,895.00 €
4 th cover page	190 x 270 mm 210 x 279 mm bleeded		1,775.00 €		2,085.00 €

Bound insert page:

Format of bound insert	217 x 285 mm	Prices on request
------------------------	--------------	-------------------

(+ 4 mm bleed, please apply design layout elements for 221 x 289 mm)

Modules

Module 1:	1 small photo b/w, incl. 4 lines of text, ca. 47 mm high, 1 column b/w 4-colours	40.00 € 60.00 €
Module 2:	1 large photo b/w, incl. 4 lines of text, ca. 47 mm high, 2 columns b/w 4-colours	73.00 € 115.00 €
Text module:	10 lines of text b/w, 47 mm high, 1 column	53.00 €

Agency prices for modules on request.

Loose-leaf inserts

Loose-leaf inserts up to 25g:	170.00 € per o/oo
Loose-leaf inserts up to 50g:	230.00 € per o/oo
Loose-leaf inserts over 50g:	on request

Surcharges

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

MEGA-COMBI

Book our mega combination – the 3-in-1 tuning package for your advert. When booking a printed advert, you get these 3 services at one price:

1. Print ad

Top quality for more than 10 years - full service - international

2. Online

Every vehicle advertised in the printed magazine will be published online, free of charge

3. E-Paper

Your advert will be available in the digital TruckMarket magazine worldwide on Monday

All prices are subject to change and plus VAT.

www.truckmarket.de

The special marketplace for used commercial vehicles of every kind

Our service packet includes:

- Description of vehicles in 16 languages
- Personal guidance by our sales representatives
- Comfortable interface service for your vehicles
- Daily updates of vehicle advertisements
- Cost-free vehicle entries if vehicles are entered manually (front end)

1. Online advertisements

– more than 1,000,000 page views per month and ca. 60,000 visitors per month from more than 150 countries

Choose from the following offers:

Standard entry:

- Picture gallery + text + your logo
- 4 weeks duration
- Comfortable entry via online form

Up to 20 vehicles per dealer	cost-free
More than 20 vehicles per dealer	7.50 € per additional vehicle

Interface offer:

- Automatic import of your vehicle data from your administrative system
- Personal guidance
- Daily updates of vehicle data
- Statistical evaluations
- One month duration

= **Your hassle-free all-inclusive package**

Up to 200 vehicles per dealer	59.00 €
More than 200 vehicles per dealer	on request

2. Online advertising formats

Premium link on the homepage

6 month	2,250.00 €
12 month	4,050.00 €



Fixed price without further discounts or agency provisions. Duration: 6 months minimum, can be booked subject to availability.

Types of ads	Pixel size	CPM €*
1 Rectangle/Video Rectangle	300 x 250	25.-
2 Expandable Rectangle (to the left side)	653 x 250	45.-
3 Expandable Rectangle (at the bottom left)	653 x 350	50.-
4 Layer Ad + Rectangle Reminder	on request	75.-

* Current prices from Oct 1, 2009; CPM = cost per thousand impressions
All prices are plus VAT.

Merchandising boxes	Price per 6 month	Price per 12 month
1 Trucks	1,400.00 €	2,600.00 €
2 Truck units	850.00 €	1,535.00 €
3 Vans	570.00 €	1,095.00 €
4 Agricultural vehicles	570.00 €	1,095.00 €
5 Trailers	570.00 €	1,095.00 €
6 Semitrailers	570.00 €	1,095.00 €

Duration: 6 months minimum, can be booked subject to availability.

3. Top offers for interface customers

Vehicle trading platform www.truckmarket.de

- Vehicle presentation within one of the four windows for top offers
- Rotating presentation of adverts

Plus

- Weekly TruckMarket newsletter (Thursdays)
- Presentation of a chosen vehicle in the newsletter's top offers

Booked for 1 week	99.00 €
Booked for 2 weeks	169.00 €

4. TruckMarket Newsletter Advertising

- Every Thursday the latest vehicle offers and news from the commercial vehicle trade
- Newsletter subscribers: 22,125 (as of October 2009) from more than 50 countries (German and English language versions)

Fullsize banner 199.00 €/weekday or date of dispatch

For individual guidance, please contact your regional manager. For contact information, see the back cover of this flyer.



VR No.	Publishing Date	Copy Date/ Closing Date Printing Material VR	Copy Date/ Closing Date Printing Material TM	TM No.	Trade Fairs
1	08.01.2010	22.12.2009	16.12.2009	1	
2 = C2	15.01.2010	08.01.2010			
3 = B1	22.01.2010	15.01.2010	11.01.2010	2	
4	29.01.2010	22.01.2010			
5	05.02.2010	29.01.2010	25.01.2010	3	
6	12.02.2010	05.02.2010			
7 = C3	19.02.2010	11.02.2010	05.02.2010	4	
8	26.02.2010	19.02.2010			VIATEC, Innsbruck 24.02.-26.02.2010 BAUMAG, Luzern 25.02.-28.02.2010 CeBIT, Hanover 02.03.-06.03.2010 LogiMAT, Stuttgart 02.03.-04.03.2010
9	05.03.2010	26.02.2010	22.02.2010	5	
10 = B2	12.03.2010	05.03.2010			
11 = C4	19.03.2010	12.03.2010	08.03.2010	6	
12	26.03.2010	19.03.2010			
13	03.04.2010	26.03.2010	22.03.2010	7	
14	09.04.2010	31.03.2010			
15 = C5	16.04.2010	09.04.2010	01.04.2010	8	bauma, Munich 19.04.-25.04.2010
16 = B3	23.04.2010	16.04.2010			Resale, Karlsruhe 21.04.-23.03.2010
17	30.04.2010	23.04.2010	19.04.2010	9	
18	07.05.2010	30.04.2010			
19	15.05.2010	07.05.2010	03.05.2010	10	
20 = C6	21.05.2010	14.05.2010			
21	28.05.2010	20.05.2010	14.05.2010	11	
22	05.06.2010	28.05.2010			
23 = C7	11.06.2010	04.06.2010	28.05.2010	12	
24 = B4	18.06.2010	11.06.2010			
25	25.06.2010	18.06.2010	14.06.2010	13	
26	02.07.2010	25.06.2010			
27	09.07.2010	02.07.2010	28.06.2010	14	
28	16.07.2010	09.07.2010			

VR No.	Publishing Date	Copy Date/ Closing Date Printing Material VR	Copy Date/ Closing Date Printing Material TM	TM No.	Trade Fairs
29 = C 8	23.07.2010	16.07.2010	12.07.2010	15	Truck Grand-Prix, Nürburgring 23.07.-25.07.2010
30	30.07.2010	23.07.2010			
31/32 = B5	06.08.2010	30.07.2010	26.07.2010	16	
33/34 = C9	20.08.2010	13.08.2010	09.08.2010	17	Holzmesse, Klagenfurt 26.08.-29.08.2010
35	03.09.2010	27.08.2010	23.08.2010	18	Nordbau, Neumünster 02.09.-07.09.2010
36	10.09.2010	03.09.2010			IFAT, Munich 13.09.-17.09.2010
37 = B6	17.09.2010	10.09.2010	06.09.2010	19	IAA Nutzfahrzeuge, Hanover 23.09.-30.09.2010
38 = C10	24.09.2010	17.09.2010			FachPack, Nuremberg 28.09.-30.09.2010 Petrotrans, Kassel 30.09.-02.10.2010
39	01.10.2010	24.09.2010	20.09.2010	20	Expo Real, Munich 04.10.-06.10.2010
40	08.10.2010	01.10.2010			
41 = C11	15.10.2010	08.10.2010	04.10.2010	21	BVL-Kongress, Berlin 20.10.22.10.2010
42	22.10.2010	15.10.2010			
43	29.10.2010	22.10.2010	18.10.2010	22	
44 = B7	05.11.2010	28.10.2010			BRAU, Nuremberg 10.11.-12.11.2010
45	12.11.2010	05.11.2010	29.10.2010	23	
46 = C12	19.11.2010	12.11.2010			
47	26.11.2010	19.11.2010	15.11.2010	24	
48	03.12.2010	26.11.2010			
49	10.12.2010	03.12.2010	29.11.2010	25	
50 = B8	17.12.2010	10.12.2010			
51/52 = C1/11	24.12.2010	22.12.2010	17.12.2010	26	

Your competent advertisement team

Please contact us for further information!

Advertising administration TruckMarket, VerkehrsRundschau

Silvia Bauer

Phone: +49-89 / 20 30 43 - 22 94
Fax: +49-89 / 20 30 43 - 21 00
anzeigen.truckmarket@springer.com
anzeigen.verkehrsrundschau@springer.com

Gabriele Berner

Phone: +49-89 / 20 30 43 - 22 96
Fax: +49-89 / 20 30 43 - 21 00
anzeigen.truckmarket@springer.com
anzeigen.verkehrsrundschau@springer.com

Julia Shayesteh

Phone: +49-89 / 20 30 43 - 25 96
Fax: +49-89 / 20 30 43 - 21 00
anzeigen.verkehrsrundschau@springer.com

Key Account Manager Online-Ads TruckMarket

Andrea Volz

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

Advertising administration Online-Ads TruckMarket

Sabrina Janitschek

Phone: +49-89 / 20 30 43 - 23 58
Fax: +49-89 / 20 30 43 - 21 00
online-inserate-hvogel@springer.com

Advertising director

Katrin Baumann

Phone: +49-89 / 20 30 43 - 22 21
Fax: +49-89 / 20 30 43 - 23 98
katrin.baumann@springer.com

Regional representatives

Gunnar Schmidt

Postal code regions 01000-19999, 37000-37999,
Germany: 39000-39999, 95000-96999,
98000-99999

Other countries: Poland

Phone: +49-30 / 84 70 94 94 or +49 172/ 82 64 299

Fax: +49-30 / 84 70 92 22

E-mail: gunnar.schmidt@springer.com

Gerold Lohse

Postal code regions 20000-29999, 49000-49999

Germany:

Other countries: Denmark, Great Britain, Ireland

Phone: +49-41 72 / 9 80 92 92 or +49 175/ 18 61 221

Fax: +49-41 72 / 9 80 92 93

E-mail: gerold.lohse@springer.com

Guido Göldenitz

Postal code regions 30000-34999, 38000-38999,
Germany: 40000-48999, 50000-50999,
52000-52999, 59000-59999

Phone: +49-53 03 / 94 13 17 or +49 172/ 82 32 507

Fax: +49-53 03 / 94 13 18

E-mail: guido.goeldenitz@springer.com

Norbert Dietz

Postal code regions 35000-36999, 51000-51999,

Germany: 53000-58999, 60000-79999

Other countries: France, Switzerland

Phone: +49-70 21 / 97 62 98 or +49 172/ 82 62 400

Fax: +49-70 21 / 97 62 99

E-mail: norbert.dietz@springer.com

Achim Wendland

Area: Belgium, Netherlands

Phone: +49-21 54 / 8 84 90 61 or +49 172/ 82 34 481

Fax: +49-21 54 / 8 84 90 62

E-mail: achim.wendland@springer.com

Ralf Schmidt

Postal code regions 80000-94999, 97000-97999

Germany:

Other countries: Austria, Czech Republic

Phone: +49-87 42 / 91 99 94 or +49 172/ 60 91 414

Fax: +49-87 42 / 91 99 95

E-mail: ralf.schmidt@springer.com