

# Media Information 2009



## 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](http://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, tuesdays

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

**Circulation** optimised printed circulation:  
40,000 copies

## Specifications

Magazine format: 220 mm wide, 298 mm high  
Type area: 200 mm wide, 265 mm high  
No. of columns: 1 column, column width 64 mm  
2 columns, column width 132 mm  
3 columns, column width 200mm  
Printing method: 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. 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

Springer Transport Media GmbH  
Neumarkter Str. 18, 81664 Munich, Germany

## Advertising office

Phone: +49 89/ 43 72 – 22 94 or 22 96  
Fax: +49 89/ 43 72 – 21 58  
[anzeigen.truckmarket@springer.com](mailto:anzeigen.truckmarket@springer.com)

## Information retrieval:

[www.mediacentrum.de](http://www.mediacentrum.de) or  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

## Dates

Issue	Publishing Date	Copy Date (12.00 h)	Trade fairs
1	Jan 7, 2009	Dec 15, 2008	
2	Jan 20, 2009	Jan 5, 2009	
3	Feb 3, 2009	Jan 20, 2009	
4	Feb 24, 2009	Feb 10, 2009	
5	Mar 10, 2009	Feb 20, 2009	
6	Mar 24, 2009	Mar 10, 2009	
7	Apr 7, 2009	Mar 24, 2009	
8	Apr 21, 2009	Apr 3, 2009	
9	May 5, 2009	Apr 20, 2009	Resale, Karlsruhe Apr 22 - Apr 24, 2009
10	May 19, 2009	May 5, 2009	
11	Jun 2, 2009	May 15, 2009	
12	Jun 16, 2009	May 29, 2009	
13	Jun 30, 2009	Jun 16, 2009	
14	Jul 14, 2009	Jun 30, 2009	Truck Grand-Prix, Nürburgring Jul 10 - Jul 12, 2009
15	Jul 28, 2009	Jul 14, 2009	
16	Aug 11, 2009	Jul 28, 2009	
17	Aug 25, 2009	Aug 11, 2009	
18	Sep 8, 2009	Aug 25, 2009	
19	Sep 22, 2009	Sep 8, 2009	Nordbau (Building branch), Neumünster Sep 10 - Sep 15, 2009
20	Oct 6, 2009	Sep 22, 2009	
21	Oct 20, 2009	Oct 6, 2009	
22	Nov 3, 2009	Oct 20, 2009	
23	Nov 17, 2009	Nov 3, 2009	
24	Dec 1, 2009	Nov 17, 2009	
25	Dec 15, 2009	Dec 1, 2009	
26	Dec 29, 2009	Dec 11, 2009	

## 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. 10, valid from Oct 1, 2008

Format	Width x Height	Local specialist shops b/w	Local specialist shops 4-colours	Agencies b/w	Agencies 4-colours
2/1 Pages	418 x 265 mm	1,495.00 €	2,245.00 €	1,760.00 €	2,640.00 €
1/1 Page	200 x 265 mm	750.00 €	1,120.00 €	880.00 €	1,315.00 €
3/4 Page landscape	200 x 197 mm	550.00 €	830.00 €	645.00 €	975.00 €
2/3 Page landscape	200 x 172 mm	495.00 €	740.00 €	580.00 €	870.00 €
2/3 Page portrait	132 x 265 mm				
1/2 Page landscape	200 x 130 mm	410.00 €	575.00 €	475.00 €	675.00 €
1/3 Page landscape	200 x 86 mm	270.00 €	410.00 €	320.00 €	480.00 €
1/3 Page portrait	64 x 265 mm				
1/4 Page landscape	200 x 62 mm	195.00 €	295.00 €	230.00 €	345.00 €
Price/mm per column	64 mm wide	1.07 €	1.61 €	1.26 €	1.89 €

### Special positioning

2 <sup>nd</sup> /3 <sup>rd</sup> cover page	200 x 285 mm		1,615.00 €		1,895.00 €
4 <sup>th</sup> cover page	200 x 285 mm		1,775.00 €		2,085.00 €

Bound insert page:

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

### Modules

<b>Module 1:</b>	1 small photo b/w, incl. 4 lines of text, ca. 48 mm high, 1 column b/w 4-colours	40.00 € 60.00 €
<b>Module 2:</b>	1 large photo b/w, incl. 4 lines of text, ca. 48 mm high, 2 columns b/w 4-colours	73.00 € 115.00 €
<b>Text module:</b>	10 lines of text b/w, 48 mm high, 1 column	53.00 €
Agency prices for modules 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 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

### 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

All prices are subject to change and plus VAT.

## www.truckmarket.de

the special market place for used vehicles of every description

### Our service package contains

- International distribution in 15 countries
- Personal consultation by our representatives
- Comfortable interface service for your vehicles
- Vehicle inserats updated daily

### Online inserats

#### Premium entry:

- Picture gallery + text + your logo
- 4 weeks duration
- Comfortable input by online-form

**Without charge: limited to max. 20 vehicles per retailer**

#### VIP-Offer:

- Automatic import of your vehicle data from your management system
- Personal consultation
- Daily updates of your vehicle dates
- Statistical evaluations
- Monthly durations

= **Your Allround Worry-free Package**

**For new customers we offer a three-monthly test phase of our VIP-offer without charge!**

up to 50 vehicles	59.- €
up to 100 vehicles	99.- €
up to 200 vehicles	149.- €
more than 200 vehicles on request	

### Online ad forms

#### Super banner

Format: 728 x 90 pixel

Price for 1,000 inserts (CPM\*) 15.- €

#### Rectangle

Format: 300 x 250 pixel

Price for 1,000 inserts (CPM\*) 25.- €

\*CPM = cost per thousand impressions

#### VIP-Offer Plus:

- Attracts a good deal of attention by its placement on the starting page in direct view, as a "top offer"
- Rotation of your vehicles in the VIP offer, with the vehicle data being retrieved via the interface service
- Maximum number of customers per viewing window: 3 (with percentual distribution of displayed data)
- Prices from 499.- € per customer/month with 3 customers per viewing window

For an individual consulting service, please contact your responsible regional manager - you will find the relevant contact information on the last page of this flyer.

All prices are subject to change and plus VAT.

# Your competent advertisement-team

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## Please contact us for further information!

### Advertising administration TruckMarket, VerkehrsRundschau

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### Regional representatives

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