

1 Short characterization:

TRUCKER – the magazine for long-distance truck drivers. For 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.

2 Frequency of publication: monthly

3 Year of publication: 30th year 2008

4 Web-address (URL): www.trucker.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house: Springer Transport Media GmbH
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
 House address: Neumarkter Str. 18, 81673 Munich, Germany
 Phone: +49-89 / 43 72-0
 Fax: +49-89 / 43 72-23 98
 Internet: www.trucker.de
 E-mail: anzeigen-vhv@springer.com

9 Editorial department:
 Editor in chief: Johann Reichel
 trucker@springer.com

10 Advertising office:

General Advertisement Director: Michaela Lenz
 Advertising director: Thomas Merz

11 Distribution director: Jutta Rethmann
 Phone: 01 80/5 26 26 18 (0.14 €/min. from the German
 landline/mobile radio deviant)
 E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate
 Inland: € 38.90 incl. packing/postage and 7% VAT
 Foreign Countries: € 41.90 incl. packing/postage and 7% VAT
 Single copy: € 3.50 incl. 7% VAT plus € 1.20 packing/postage

13 ISSN-No: 0946-3216

14 Scope analysis: 2007 = 12 editions
Magazine format: 230 mm (wide), 300 mm (high)
Total size: 1,469 pages = 100.0 %
Editorial section: 1,111 pages = 75.7 %
Advertising section: 358 pages = 24.3 %

of them are
 Classified advertisements: 82 pages = 22.8 %
 Bound insert: 4 pages = 1.1 %
 One's own advertisements: 145 pages = 40.5 %

Supplements (Loose-leaf inserts): 15 pieces

15 Content analysis: -



16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2007 until June 30th 2008)

Printed copies:	96,728
Total circulation therefrom abroad:	55,989 6,445
Total net paid circulation: therefrom abroad:	53,198 6,347
Subscribed copies therefrom copies for members	11,876 -
Sale by retail Other sale	- 4,824

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Inland	88.5	49,544
Foreign Country	11.5	6,445
Total circulation	100.0	55,989

	Issue	Publication Date	Closing Dates	Printing material	Themes	Fairs
January	2	Jan 13, 2009	Dec 05, 2008	Dec 8, 2008	Further education News 2009	
February	3	Feb 10, 2009	Jan 13, 2009	Jan 14, 2009	Cargo safety	CBR , Munich, Feb 26 to Mar 2, 2009 Spielwarenmesse , Nuremberg Feb 5 to Feb 10, 2009
March	4	Mar 10, 2009	Feb 6, 2009	Feb 9, 2009	Model making Tires 1 Start of serial: TRUCKER searches the Supertruck	AMI Automobil International , Leipzig, Mar 28 to Apr 5, 2009 CeBIT , Hanover, Mar 3 to 8, 2009
April	5	Apr 14, 2009	Mar 13, 2009	Mar 16, 2009	Fuel cards Hiring, leasing Mobile phones, navigation devices, radio communication – News from CeBIT	
May	6	May 12, 2009	Apr 09, 2009	Apr 14, 2009	Euro truck test Drivers cab comfort 1	transport logistic , Munich, May 12 to 15, 2009
June	7	Jun 09, 2009	May 8, 2009	May 11, 2009	Trailer-test Drivers cab comfort 2	

July	8	Jul 07, 2009	Jun 8, 2009	Jun 09, 2009	Special Edition "30 Years of TRUCKER" Preview Nürburgring	Truck Grand Prix, Nürburgring, July 10 to 12, 2009
August	9	Aug 11, 2009	Jul 14, 2009	Jul 15, 2009	Nürburgring special	
September	10	Sep 8, 2009	Aug 11, 2009	Aug 12, 2009	Tires 2	
October	11	Oct 13, 2009	Sep 15, 2009	Sep 16, 2009	Preparation for winter time, winter accessories	
November	12	Nov 10, 2009	Oct 13, 2009	Oct 14, 2009	Euro-truck-test	
December	01/10	Dec 8, 2009	Nov 10, 2009	Nov 11, 2009	Aerodynamic attached parts, sleeper cab underneath the roof	
January	02/10	Jan 13, 2009	Dec 3, 2008	Dec 5, 2009	News 2010	



1 Circulation:

Printed copies: 96,728 copies
 Total circulation in annual average 55,989 copies

2 Magazine size:

230 x 300 mm
 235 x 310 mm untrimmed

Type area:

199 mm wide, 268 mm high
 4 columns, 46 mm

3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket.

(see Data Ticket tab or as an attachment to the order confirmation).

The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: monthly

Publications dates, closings dates and dates for submission:

see timetable "Subjects and Dates"

5 Publishing house:

Springer Transport Media GmbH
 House address: Neumarkter Str. 18, 81673 Munich
 Postal address: P. O. Box 80 20 20, 81620 Munich
 Advertising department:

Jürgen Kathke
 Phone: +49-89 / 43 72-29 27
 Fax: +49-89 / 43 72-23 98
 E-mail: anzeigen-vhv@springer.com

6 Payment terms:

- direct debit 3% prompt payment discount
 - within 10 days 2% prompt payment discount
 - within 30 days net
 from date of invoice

VAT no. DE 152942001

Bank accounts:

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

7 Ads and rates:

All prices are plus VAT

2/1 page: W 428 x H 268

2/1 page truncate:* W 460 x H 300

Basic rate b/w and 2-coloured € 10,650.00

3- and 4-coloured € 18,020.00

1/1 page: W 199 x H 268

1/1 page truncate:* W 230 x H 300

Basic rate b/w and 2-coloured € 5,240.00

3- and 4-coloured € 8,880.00

1/2 page (upright): W 97 x H 268

1/2 page truncate:* W 113 x H 300

1/2 page (landscape): W 199 x H 134

1/2 page truncate:* W 230 x H 150

Basic rate b/w and 2-coloured € 2,730.00

3- and 4-coloured € 4,475.00

1/3 page (upright): W 63 x H 268

1/3 page truncate:* W 79 x H 300

1/3 page (landscape): W 199 x H 90

1/3 page truncate:* W 230 x H 100

Basic rate b/w and 2-coloured € 1,805.00

3- and 4-coloured € 2,525.00

1/4 page (upright, 1-column):

W 46 x H 268

1/4 page, 2-columns:

W 97 x H 134

1/4 page (landscape):

W 199 x H 67

Basic rate b/w and 2-coloured € 1,420.00

3- and 4-coloured € 2,230.00

1/8 page (upright, 1-column):

W 46 x H 134

1/8 page, 2-columns:

W 97 x H 67

1/8 page (landscape):

W 199 x H 33

Basic rate b/w and 2-coloured € 715.00

3- and 4-coloured € 1,120.00

2., 3., 4. cover page

W 230 x H 300

Basic rate 3- and 4-coloured € 9,535.00

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

8.2 Preferential positions

Fixed positions -

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area -

9 Prices for classified ads:

Classified ads	1-column, 43 mm width, b/w	€ 2.81
Classified ads	1-column, 43 mm width, coloured	€ 5.75
Situations wanted	1-column, 43 mm width	€ 1.03
Box number fee		€ 11.00

10 Special ad forms: Trucker –Poster

Trucker poster (double sided prints, tacked in the booklet center) € 19.695

Format: 550 W x H 418 mm , plus 4 mm trimming

reprints, on request

Booklets onto the front page, topics and prices on request

Gatefolder on request

Annual calendar on request

Other on request

11 Discounts: acceptance within a year

(Starting with publication 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.

12 Combinations: -

13 Bound inserts:

2 pages	€ 5,240.00
4 pages	€ 10,480.00
6 pages	€ 15,720.00
8 pages	€ 20,960.00

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 235 x wide x 310 high (folded). 2-page inserts must be provided with a printed rim 11 cm wide. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).

14 Loose-leaf inserts: (no discount possible)

loose inserted, max. format: 228 mm x 295 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	€ 140.00
up to 50 g	€ 210.00
up to 75 g	€ 280.00
up to 100 g	€ 350.00
over 100 g	on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

15 Glued-in postcards: (no discount possible)

Glued-in postcards/thousands € 90.00

Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for TRUCKER no. ...)

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

See www.mediacentrum.de for our terms and conditions

Truck Grand Prix Nürburgring 2009
July 10 to 12, 2009

Organizer: ADAC Mittelrhein
 Printed copies: 20,000 copies
 Printing process: Offset printing, 133 line screen
 Publication date: July 10, 2009
 Closing date ads: June 04, 2009
 Closing date printing material: June 08, 2009

Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate	Basic price b/w	Coloured
2/1 page	396	250	420	279	€ 5,255.00	€ 7,210.00
1/1 page	185	250	210	279	€ 2,625.00	€ 3,605.00
1/2 page, upright, 2-columns	90	250	102	279	€ 1,470.00	€ 1,860.00
1/2 page, landscape, 4-columns	185	125	210	140	€ 1,470.00	€ 1,860.00
1/4 page, upright, 1-column	45	250	57	279	€ 795.00	€ 930.00
1/4 page, landscape	185	65	210	82	€ 795.00	€ 930.00
1/4 page, 2-columns	90	125	102	140	€ 795.00	€ 930.00
2., 3., 4. cover page						€4,120.00
Bleeding surcharge						-
Surcharge for fixed position						€ 260.00

+ 3 mm bleed at all edges to be truncated
 See www.mediacentrum.de for our terms and conditions

1 Web-Address (URL): www.trucker.de

2 Short characterization:

Up-to-date contents – comprehensive interactivity.
 www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

3 Target group: Trucker in long- and short distance traffic

4 Publishing house: Springer Transport Media GmbH
 Neumarkter Str. 18, 81673 Munich, Germany
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5 Contact person: Andrea Volz
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certified online service since August 2007

6 Access control:

7 Numbers of hits: visits: 55,987 (July 2008)
 page impressions: 795,243 (July 2008)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	35.00
2 Rectangle	300 x 250	50.00
3 Video Rectangle (polite streaming)	300 x 250	50.00
4 Expandable Rectangle (to the left side)	630 x 250	75.00
5 Expandable Rectangle (at the bottom left)	630 x 350	100.00
6 Layer Ad + Rectangle Reminder	on request	125.00
7 Half Page	300 x 600	125.00
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	125.00
10 Corner Ad Large	on request	

*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications banner:

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

8.2 Newsletter advertisements

Newsletter subscribers:

946 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	50.00
2 Horizontal/Fullsizebanner	650 x 150	50.00
3 Text ad large plus logo/picture	650 x 150	50.00
4 Text ad small plus logo/picture	300 x 115	35.00

*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications newsletter:

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

Text advertisement small:

Headline: max. 30 characters
 Text: max. 240 characters incl. all blank lines and paragraphs
 Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters
 Text: max. 700 characters incl. all blank lines and paragraphs
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

9 eShop:

Product advertising with link; advert box 300 x 115 px

Pricing example:

- when booking 12 months:

- when booking more than 4 boxes:

€ 199.00 per month

15 % discount

10 % discount

10 Job market

Job advertisement

Pricing example 1:	Pricing example 2:
<ul style="list-style-type: none"> • Advert on corporate portal • 495.00 € • Duration: 4 weeks 	<ul style="list-style-type: none"> • Printed job advert => At an additional charge of 200.- €, this will be included in our corporate online portal

For more information visit www.mediacentrum.de

Please contact us for further information

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