

## 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, 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](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)

## 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. 12, valid from Oct 1, 2010

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 <sup>nd</sup> /3 <sup>rd</sup> cover page	190 x 270 mm 210 x 279 mm bleeded		1,615.00 €		1,895.00 €
4 <sup>th</sup> 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
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(+ 3 mm bleed, please apply design layout elements for 221 x 289 mm)

### Modules

<b>Module 1:</b>	1 small photo b/w, incl. 4 lines of text, ca. 47 mm high, 1 column b/w	40.00 €
	4-colours	60.00 €
<b>Module 2:</b>	1 large photo b/w, incl. 4 lines of text, ca. 47 mm high, 2 columns b/w	73.00 €
	4-colours	115.00 €
<b>Text module:</b>	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:	285.00 € per o/oo
Loose-leaf inserts up to 50g:	460.00 € 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.

## Short characteristics

**VerkehrsRundschau A** is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

**VerkehrsRundschau B** is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

**VerkehrsRundschau C** is published 12x per year as the newsletter of the Technical Inspection Authority as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a daily newsletter, the event academy, special publications, and a literature program.

## Circulation analysis

Copies per issue in annual average  
(IVW 01/07/2009 – 30/06/2010)

	VR A	VR B	VR C
Printed copies:	19,948	206,566	31,334
Paid copies:	13,001	201,135	24,137
Subscribed copies	8,936	199,253	9,316

## Specifications

Magazine format: 210 mm wide, 279 mm high  
 Type area: 185 mm wide, 250 mm high  
 No. of columns: 4 columns, column width 43 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		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

Ads in A-, B- and C-Edition do qualify for discount together.

## Publishing house

Verlag Heinrich Vogel  
 Springer Transport Media GmbH  
 Aschauer Straße 30, 81549 Munich, Germany

## Advertising office

Phone: +49 89/ 20 30 43 – 22 94 or 22 96  
 Fax: +49 89/ 20 30 43 – 21 00  
[www.verkehrsrundschau.de](http://www.verkehrsrundschau.de)  
 E-mail: [anzeigen.verkehrsrundschau@springer.com](mailto:anzeigen.verkehrsrundschau@springer.com)

## Excerpt of the adverts price list No. 54, valid from Oct 1, 2010

	VR A and C	VR B
<b>Price for commercial ads, each mm</b>		
1 column, 43 mm wide, b/w	3.78 €	8,12 €
1 column, 43 mm wide, coloured	5.46 €	11,18 €
<b>Price for private ads, each mm</b>		
1 column, 43 mm wide, b/w	3.21 €	6.90 €
1 column, 43 mm wide, coloured	4.64 €	9.50 €
<b>Price for situations wanted ads, each mm</b>		
1 column, 43 mm wide, b/w	1.94 €	3.72 €
<b>Box number fee</b>	11.00 €	11.00 €

	Issue VR	Issue Truck-Market	Publication Date	Copy date Classified ads (12.00 h)	Topics of the week	Trade fairs
January	A 1	1	Jan 8, 2011	Dec 22, 2010	Tires CO <sub>2</sub> -optimised transport	
	C 2		Jan 14, 2011	Jan 7, 2011	Hall building, ramps Heavy haulage for wind power	
	B 3	2	Jan 21, 2011	Jan 14, 2011	Special bodies for vans Pick-ups	
	A 4		Jan 28, 2011	Jan 21, 2011	Contract logistics Fleet management Basic and advanced training Start of "Logistics Masters"	
February	A 5	3	Feb 4, 2011	Jan 28, 2011	Refrigerated trucks Fork- lifts, storage equipment Load restraint Barcodes, Auto-ID	<b>LogiMAT</b> , Stuttgart, Feb 8 to 10, 2011 <b>Fruit Logistica</b> , Berlin, Feb 9 to 11, 2011
	A 6		Feb 11, 2011	Feb 4, 2011	Electrical mobility Green logistics	
	A7	4	Feb 18, 2011	Feb 11, 2011	Intermodal transport Sea cargo, ports	<b>Euro rail</b> , Berlin, Feb 23 to 25, 2011 <b>CeBIT</b> , Hanover, Mar 1 to 5, 2011
	C 8		Feb 25, 2011	Feb 18, 2011	Telematics, navigation, telecommunication Imageranking survey: Commercial vehicles & equipment	
March	B 9	5	Mar 4, 2011	Feb 25, 2011	Loading cranes Building material logistics	
	A10		Mar 11, 2011	Mar 2, 2011	Tanks and dry-bulks	
	A 11	6	Mar 18, 2011	Mar 11, 2011	Freight exchange	
	C 12		Mar 25, 2011	Mar 18, 2011	Focus point: Tippers	
April	A 13	7	Apr 1, 2011	Mar 25, 2011	Skiploader	<b>Hanover Trade Fair</b> , Apr 4 to 8, 2011 <b>NUFAM</b> , Karlsruhe, Apr 14 to 17, 2011
	A 14		Apr 8, 2011	Apr 1, 2011	Innovative load restraint systems Renting, leasing, buying	
	C 15	8	Apr 15, 2011	Apr 8, 2011	Vans Fork-lifts, lift trucks	
	B 16		Apr 23, 2011	Apr 14, 2011	Washing facilities for trucks Workshops, equipment	
	A 17	9	Apr 29, 2011	Apr 20, 2011	Intralogistics, fork-lifts, storage equipment, packaging, storage software, Auto-ID, barcode, cranes, rail logistics	<b>CeMAT</b> , Hanover, May 2 to 6, 2011

	Issue VR	Issue TruckMarket	Publication Date	Copy date Classified ads (12.00 h)	Topics of the week	Trade fairs
May	A 18		May 6, 2011	Apr 29, 2011	Preview "transport logistic" trade fair Logistics services, port logistics, air cargo Logistics real estate Packaging, telematics	<b>transport logistic</b> , Munich, May 10 to 13, 2011 <b>Interpack</b> , Düsseldorf May 12 to 18, 2011
	A 19	10	May 13, 2011	May 6, 2011	Soot particle filters Lubricants and oils	
	C 20		May 20, 2011	May 13, 2011	Review "transport logistic" trade fair Banks und insurances	
	A 21	11	May 27, 2011	May 20, 2011	Heavy haulage Load restraint	
June	A 22		Jun 4, 2011	May 27, 2011	Tank cards Tires	
	C 23	12	Jun 10, 2011	Jun 3, 2011	Electrical mobility	
	B 24		Jun 17, 2011	Jun 9, 2011	Tail lifts	
	A 25	13	Jun 25, 2011	Jun 17, 2011	Hall building, gates, ramps	
July	A 26		Jul 1, 2011	Jun 24, 2011	Freight exchange	<b>Truck-Grand-Prix</b> , Nürburgring Jul 8 to 10, 2011
	A 27	14	Jul 8, 2011	Jul 1, 2011	Intermodal transport Sea cargo, port logistics	
	C 28		Jul 15, 2011	Jul 8, 2011	Racking systems, storage equipment	
	A 29	15	Jul 22, 2011	Jul 15, 2011	Semitrailers with extending floors	
August	A 30		Jul 29, 2011	Jul 22, 2011	Forklifts, lift trucks	
	B 31/32	16	Aug 5, 2011	Jul 29, 2011	Van bodies and van trailers	
September	C 33/34	17	Aug 19, 2011	Aug 11, 2011	Focus point: Aerodynamics	<b>Int. Holzmesse</b> , Klagenfurt, Sep 10 to 18, 2011
	A 35	18	Sep 2, 2011	Aug 26, 2011	Auto-ID, barcode, printers Start of "Best Azubi" (Best Trainee)	
	A 36		Sep 9, 2011	Sep 2, 2011	Timber transport and logistics Basic and advanced training	
	B 37	19	Sep 16, 2011	Sep 9, 2011	Banks, insurances	

	Issue VR	Issue TruckMarket	Publication Date	Copy date Classified ads (12.00 h)	Topics of the week	Trade fairs
Sept.	C 38		Sep 23, 2011	Sep 16, 2011	Winter equipment	
October	A 39	20	Sep 30, 2011	Sep 23, 2011	Logistics centers and logistics real estates	<b>Expo Real</b> , Munich Oct 4 to 6, 2011
	A 40		Oct 7, 2011	Sep 29, 2011	Axles, brakes Pallets, packaging	
	A41	21	Oct 14, 2011	Oct 7, 2011	Logistics services Outsourcing Contract logistics	<b>Pack &amp; Move</b> , Basel Oct 18 to 21, 2011
	C42		Oct 21, 2011	Oct 14, 2011	Municipal vehicles Telematics	<b>Deutscher Logistik-Kongress</b> , Berlin Oct 19 to 21, 2011
	A 43	22	Oct 28, 2011	Oct 21, 2011	CEP-vehicles (courier, express and parcel services)	
November	B 44		Nov 4, 2011	Oct 27, 2011	Beverages vehicles	<b>BRAU</b> , Nuremberg, Nov 9 to 11, 2011
	A 45	23	Nov 11, 2011	Nov 4, 2011	Fork-lifts, storage technology	
	C 46		Nov 18, 2011	Nov 11, 2011	Review: BRAU Trade fair Renting, leasing, buying	
	A 47	24	Nov 25, 2011	Nov 18, 2011	CO <sub>2</sub> -optimised transport Green logistics	
December	A 48		Dec 2, 2011	Nov 25, 2011	Load restraint Driver assistance systems	
	A 49	25	Dec 9, 2011	Dec 2, 2011	Fleet management	
	B 50		Dec 16, 2011	Dec 9, 2011	Alternative gears	
	C 51/52	26	Dec 23, 2011	Dec 16, 2011	Review of the year's events	



## 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: up to 5 vehicles per dealer cost-free

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

#### 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 25 vehicles per dealer	29.00 €
26 up to 200 vehicles per dealer	59.00 €
201 up to 500 vehicles per dealer	99.00 €
More than 501 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, 2010; 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 €	2,660.00 €
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 €
7 News	850.00 €	1,535.00 €
8 Vehicle search	650.00 €	1,235.00 €
9 Dealers search	250.00 €	475.00 €

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

### 3. Top offers for interface customers

Vehicle trading platform [www.truckmarket.de](http://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 €
Booked for 1 month	315.00 €
Booked for half a year	1,669.00 €

### 4. TruckMarket Newsletter Advertising

- Every Thursday the latest vehicle offers and news from the commercial vehicle trade
- Newsletter subscribers: 15,691 /August 2010 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.





### Short characteristics:

Target-group-specific internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, photo galleries, job markets and further information pertaining to the industry sector.

<p><b>Target group:</b> Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.</p>	<p><b>Numbers of hits:</b> Visits: 177,243 / August 2010 Page impressions: 551,772 / August 2010</p> <p><b>Access control:</b>  certified online service since August 2007</p>
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### Banner advertisements

Ad form	Pixel-Format	CPM €*
Rectangle	300 x 250	75.-€
Others		On Request

\*valid from Oct 1th, 2010. CPM = cost per thousand impressions



### Newsletter advertisements

#### Short characteristics:

VerkehrsRundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

#### Newsletter subscribers:

11,057 / August 2010

#### 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



See [www.mediacentrum.de](http://www.mediacentrum.de) for our technical requirements for online-advertisements.

Types of ads		Pixel size	€
1	Rectangle	300 x 250	499.-
2	Horizontal/Fullsizebanner, text ad plus logo/picture	650 x 150	499.-
3	Classified add		On request

\* Current prices from Oct 1, 2010

All prices are plus VAT.

# Your competent advertising team

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## 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 Pevak**

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

### Advertising Director

**Katrin Buchard**

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

### Regional Representatives

**Gunnar Schmidt**

Postal code regions  
Germany: 01-19, 37, 39, 95-96, 98-99  
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  
Germany: 20-29, 49  
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 30-34, 38, 40-48, 50  
Germany: 52, 59  
Other countries: Belgium, Netherlands  
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  
Germany: 35-36, 51, 53-58, 60-79  
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

**Ralf Schmidt**

Postal code regions  
Germany: 80-94, 97  
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