

**1 Short characterization:** TRUCKER – the magazine for long-distance truck drivers. For 28 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:** 28<sup>th</sup> year 2007

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

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** 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.verlag-heinrich-vogel.de  
E-mail: anzeigen-vhv@springer.com

**9 Editorial department:**  
Editor in chief: Oliver Willms  
oliver.willms@springer.com

**10 Advertising office:**  
General Advertisement Director: Michaela Lenz  
Advertising director: Thomas Merz  
thomas.merz@springer.com

**11 Distribution director:** Jutta Rethmann  
Phone: 01 80/5 26 26 18 (0.14 €/min.)  
E-mail: vertriebsservice@springer.com

**12 Subscription cost:**  
Annual subscription rate  
Inland: 38.40 €, free delivery, incl. 7% VAT  
Foreign Countries: 38.40 € plus 6.00 packing/postage, incl. 7% VAT  
Single copy: 3.50 € plus 1.90 packing/postage, incl. 7% VAT

**13 ISSN-No:** 0946-3216

**14 Scope analysis:** 2005 = 12 editions  
**Magazine format:** 230 mm (wide), 300 mm (high)  
**Total size:** 1,497 pages = 100.0 %  
**Editorial section:** 1,210 pages = 80.8 %  
**Advertising section:** 287 pages = 19.2 %

of them are

Classified advertisements: 61 pages = 21.3 %  
Image advertisements: 141 pages = 49.1 %  
Bound insert: 2 pages = 0.7 %  
One's own advertisements: 83 pages = 28.9 %

**Supplements (Loose-leaf inserts):** 5 pieces

**15 Content analysis:** Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2005 until June 30<sup>th</sup> 2006)

<b>Printed copies:</b>	<b>98,941</b>
<b>Total circulation</b> therefrom abroad:	<b>54,306</b> 6,512
<b>Total net paid circulation:</b> therefrom abroad:	<b>51,827</b> 6,354
Subscribed copies therefrom copies for members	11,240 -
Sale by retail Other sale	- 5,108

**18 Geographical circulation analysis:**

<b>Economic area</b>	<b>Quote of real circulated press run</b> %	<b>copies</b>
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Inland	88.0	47,794
Foreign Country	12.0	6,512

<b>Total circulation</b>	100.0	54,306
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Issue	Publication Date	Closing Dates Ads	Closing Dates Printing material	Themes	Trade fairs
2	Jan 9, 2007	Dec 5, 2006	Dec 14, 2006	Survey: Novelties 2007	
3	Feb 13, 2007	Jan 16, 2007	Jan 25, 2007	Van-Test	
4	Mar 13, 2007	Feb 9, 2007	Feb 22, 2007	Arctic-Truck-Test	<b>CeBIT</b> , Hanover, Mar 15 to 21, 2007
5	Apr 10, 2007	Mar 12, 2007	Mar 21, 2007	Arctic-Van-Test • TRUCKER chooses the SuperTruck	
6	May 8, 2007	Apr 5, 2007	Apr 18, 2007	Euro Truck Test	
7	Jun 12, 2007	May 10, 2007	May 18, 2007	Trailer-Novelties in comparison	
8	Jul 10, 2007	Jun 12, 2007	Jun 21, 2007	Preview Nürburgring	<b>Truck Grand Prix</b> , Nürburgring, July 6 to 8, 2007
9	Aug 14, 2007	Jul 18, 2007	Jul 27, 2007	Nürburgring Special	
10	Sep 11, 2007	Aug 13, 2007	Aug 23, 2007	Tires • TRUCKER chooses the SuperTruck	
11	Oct 9, 2007	Sep 10, 2007	Sep 19, 2007	Winter accessories	<b>Nutzfahrzeug (Commercial vehicles)-RAI</b> , Amsterdam, Oct 25 to Nov 3, 2007
12	Nov 13, 2007	Oct 15, 2007	Oct 24, 2007	Comparison-Test Commercial vehicles trade fair RAI	
01/08	Dec 11, 2007	Nov 13, 2007	Nov 22, 2007	Truck/Van of the Year	
02/08	Jan 8, 2008	Nov 30, 2007	Dec 7, 2007	Novelties 2008	



**1 Circulation:**

Printed copies: 98,941 copies  
 Total circulation in annual average 54,306 copies

**2 Magazine size:**

230 x 300 mm  
 235 x 310 mm untrimmed

**Type area:**

200 mm wide, 268 mm high  
 4 columns, 47 mm

**3 Printing process, artworks:**

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

**7 Ads and rates:**

All prices are plus VAT

**4 Publication:**

Frequenzy of publication: monthly  
 Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

**5 Editorial Board:**

Springer Transport Media GmbH  
 House address: Neumarkter Str. 18, 81673 Munich  
 Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising sales Jürgen Kathke  
department: 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  
 from date of invoice net  
 VAT no. DE 152942001

**Bank accounts:**

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

**2/1 page:** W 430 x H 268  
**2/1 page truncate:\*** W 460 x H 300  
 Basic rate b/w and 2-coloured 9,850.00 €  
 3- and 4-coloured 17,665.00 €

**1/1 page:** W 200 x H 268  
**1/1 page truncate:\*** W 230 x H 300  
 Basic rate b/w and 2-coloured 4,850.00 €  
 3- and 4-coloured 8,705.00 €

**1/2 page (upright):** W 98 x H 268  
**1/2 page truncate:\*** W 113 x H 300  
**1/2 page (landscape):** W 200 x H 134  
**1/2 page truncate:\*** W 230 x H 150  
 Basic rate b/w and 2-coloured 2,525.00 €  
 3- and 4-coloured 4,385.00 €

**1/3 page (upright):** W 64 x H 268  
**1/3 page truncate:\*** W 79 x H 300  
**1/3 page (landscape):** W 200 x H 90  
**1/3 page truncate:\*** W 230 x H 100  
 Basic rate b/w and 2-coloured 1,670.00 €  
 3- and 4-coloured 2,475.00 €

**1/4 page (upright, 1-column):** W 47 x H 268  
**1/4 page, 2-columns:** W 98 x H 134  
**1/4 page (landscape):** W 200 x H 67  
 Basic rate b/w and 2-coloured 1,315.00 €  
 3- and 4-coloured 2,190.00 €

**1/8 page (upright, 1-column):** W 47 x H 134  
**1/8 page, 2-columns:** W 98 x H 67  
**1/8 page (landscape):** W 200 x H 33  
 Basic rate b/w and 2-coloured 590.00 €

**2., 3., 4. cover page**  
 Basic rate 3- and 4-coloured 8,995.00 €

Booklets on front page  
 Themes and prices on request  
 Gatefolder on request  
 Calenders on request

\*Truncate additional charge: = 475,- €  
 + 4 mm bleed at all edges to be truncated

**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 475.00 €

**9 Prices for classified ads:**

Classified ads 1-column, 43 mm width, b/w 2.73 €

Classified ads 1-column, 43 mm width, coloured 5.70 €

Situations wanted 1-column, 43 mm width 1.00 €

Box number fee 10.00 €

**10 Special ad forms:** reprints, other ad forms on request

**11 Discounts:** acceptance within a year

(Starting with publication of the first advertisement)

**Frequency discount**

3 insertions 3 %

6 insertions 5 %

12 insertions 10 %

**Quantity discount**

3 pages 3 %

6 pages 5 %

9 pages 10 %

12 pages 12 %

15 pages 15 %

All surcharges qualify for discount.

**12 Combinations:** -

**13 Bound inserts:**

2 pages 4,850.00 €

4 pages 9,700.00 €

6 pages 14,550.00 €

8 pages 19,400.00 €

(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 8 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:**

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

Weight of loose-leaf inserts	Price/thousand
up to 25 g	120.00 €

up to 50 g	190.00 €
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over 50 g	on request
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Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands	82.00 €
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Prospect/commercial sample on request, after sight of a sample.

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

Loose inserts and glued-in postcards do not qualify for discounts.

**16 Delivery address for the positions 13 to 15:**

Oberndorfer Druckerei

Mittergöming 12

A – 5110 Oberdorf

**Delivery notice:** for TRUCKER no. ...)

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



Media-  
Information  
2007

Official Program Journal

## Truck Grand Prix Nürburgring 2007

July 6 to 8, 2007

Organizer: ADAC Mittelrhein  
 Co-Organizer: TRUCKER Fernfahrer Magazin  
 Neumarkter Straße 18  
 81664 Munich  
 Printed copies: 20,000 copies  
 Printing process: Offset printing, 133-line screen  
 Publication date: July 6, 2007  
 Closing date ads: June 6, 2007  
 Closing date printing material: June 11, 2007

### Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate	Basic price b/w	Coloured
2/1 page	396	252	420	280	5,050.00	7,070.00
1/1 page	185	252	210	280	2,525.00	3,535.00
1/2 page, upright, 2-columns	90	252	102	280	1,415.00	1,820.00
1/2 page, landscape, 4-columns	185	126	210	140	1,415.00	1,820.00
1/4 page, upright, 1-column	45	252	57	280	760.00	910.00
1/4 page, landscape	185	63	210	76	760.00	910.00
1/4 page, 2-columns	90	126	102	139	760.00	910.00
2., 3., 4. cover page						4,040.00
Bleeding surcharge					253.00	
Surcharge for fixed position					253.00	

**1. Web-Adresse (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. Ads and rates:**

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

\* valid from Oct, 1 2006; Prices are subject to VAT.

Other formats on request.

**4. Online Special ad forms:**

Infolines, sponsoring, cooperations on request.

**5. Data delivery:**

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

# Data Ticket



Please send the filled-out form per Fax to +49 / (0) 911-32 00 22 69  
NUREG NEUE MEDIEN, Dorfäckerstraße 31, 90427 Nuremberg

All delivered advertisements have to be marked with folder, customer's name, magazine title, and edition and must be sent additionally to NUREG NEUE MEDIEN by fax!

Questions to: Mr. Bülow

Sender/Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone: \_\_\_\_\_

Folder name: \_\_\_\_\_

## Advertisement published in:

Trucker

Telephon +49 / (0) 89-4372-2119 Petra Wenninger

Telephone

Telephone

## Transfer of data

Date of transfer:

## Data medium:

CD

ZIP

Disk

## Online:

e-mail buelow@nureg.de

ISDN + 49 / (0) 911-32 00 21 21

(Grand Central Pro, Leonardo transfer rate 128 KBit/s)

## Data description:

Program	MAC	PC	Version
Acrobat PDF	<input type="checkbox"/>	<input type="checkbox"/>	
QuarkXPress	<input type="checkbox"/>	<input type="checkbox"/>	3.32/4.43
PageMaker	<input type="checkbox"/>	<input type="checkbox"/>	up to 6.5
FreeHand	<input type="checkbox"/>	<input type="checkbox"/>	up to 10.0
Illustrator	<input type="checkbox"/>	<input type="checkbox"/>	up to 9.0
Photoshop	<input type="checkbox"/>	<input type="checkbox"/>	up to 6.0
Corel Draw	<input type="checkbox"/>	<input type="checkbox"/>	

## Fonts

provided  altered into paths

## Sample

Proof

colour print-out

b/w print-out

## Sender date:

## Assignment, data medium, print-out to:

Springer Transport Media GmbH

Advertising department

Neumarkter Str. 18, 81664 Munich, Germany

**Data type:** To avoid problems, advertisements should be sent as a closed file format (colour ads have to be sent in the CMYK colour space; special colours and data in the RGB colour space cannot be processed). The customer has the responsibility for the repro quality and correct data transfer. In the delivered data, no corrections will be carried out by the printers.

## Production data:

All common design applications such as QuarkXPress, FreeHand, CorelDraw... offer the possibility to save a file composed of single objects in one complete file!

**Word and Excel files cannot be used!**

**TIFF:** Line masters with a minimum resolution of 1000 dpi, grayscale data with a minimum resolution of 300 dpi, 4c data (CMYK mode!) with a minimum resolution of 300 dpi.

**JPG or JPEG:** Here, the same requirements as for TIFF apply. In addition, due to the format (lossy compression), no quality guarantee can be granted in cases of strong compression.

**DCS:** Ideally, save your data in the DCS 2.0 format (with higher JPEG quality as a "Colour Composite Single file with 72 dpi"). Recommended only for 4c data and for current Adobe Photoshop versions 5.0 or later!

**EPS:** When creating EPSs, enclose all fonts in the EPS file, or convert the fonts into vector paths. Images as hi-res data! They must not contain JPEG compression (no JPEGs, Photoshop EPSs with JPEG compression, DCS 1.0 or 2.0)

**PDF:** When creating images, do not downsample the image to 72 dpi with Distiller or compress JPEG. All fonts must be sampled into the PDF. For 4c advertisements, separate the PDF according to the CMYK standard. Follow the print sequence of the colours (cyan, magenta, yellow, black).

**PostScript:** Use Post-Script Level2 data. Embed fonts, images as hi-res data!