

1 Short characterization:

TRUCKER – the magazine for long-distance truck drivers. For more than 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: 32st year 2010

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
P. O. Box 80 20 20, 81620 Munich, Germany
Aschauer Str. 30, 81549 Munich, Germany
Phone: +49-89 / 20 30 43-0
Fax: +49-89 / 20 30 43-23 98
Internet: www.trucker.de
E-mail: anzeigen-vhv@springer.com

Postal address:

House address:

Phone:

Fax:

Internet:

E-mail:

9 Editorial department:

Editor in chief:

Johannes Reichel
trucker@springer.com

10 Advertising office:

General advertising director: Jutta Rethmann
Advertising director: Matthias Pioro

11 Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 /20 30 43 - 1100
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate
Inland: €38.90 incl. packing/postage and 7% VAT
European Countries: €44.40 incl. packing/postage and 7% VAT
Single copy: € 3.70 incl. 7% VAT plus €1.90 packing/postage

13 ISSN-No: 0946-3216

14 Scope analysis:

20098 = 12 editions
Magazine format: 230 mm (wide), 300 mm (high)
Total size: 1,392 pages = 100.0 %
Editorial section: 1,088 pages = 78.2 %
Advertising section: 304 pages = 21.8 %

of them are

Classified advertisements: 111 pages = 36.5 %
Bound insert: - pages = 0.0 %
One's own advertisements: 85 pages = 28.0 %

Supplements (Loose-leaf inserts): 5 pieces

15 Content analysis:

-



16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2009 until June 30th 2010)

Printed copies:	90,833
Total circulation	50,216
There from abroad:	5,887
Total net paid circulation:	40,492
there from abroad:	5,688
Subscribed copies	11,741
there from copies for members	-
Sale by retail	32,171
Other sale	3,580

18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run	
	%	copies
Inland	88,3	44,329
Foreign Country	11,7	5,887
Total circulation	100,0	50,216

	Issue	Publication Date	Closing Dates	Printing material	Themes	Trade Fairs
January	2	Jan 11, 2011	Dec 6, 2010	Dec 7, 2010	Aerodynamic mounting parts Sleeper cabs	Rallye Dakar , Jan 1 to 16, 2011
February	3	Feb 8, 2011	Jan 11, 2011	Jan 12, 2011	Novelties 2011 CB Further education	Spielwarenmesse , Nuremberg, Feb 3 to 8, 2011
March	4	Mar 8, 2011	Feb 8, 2011	Feb 9, 2011	Load restraint Report of Rally Dakar Health and food	
April	5	Apr 12, 2011	Mar 15, 2011	Mar 16, 2011	Euro Truck Test Starting of "TRUCKER searches the Supertruck" Model constructed trucks, toys	NUFAM , Karlsruhe, Apr 14 – 17, 2011
May	6	May 10, 2011	Apr 08, 2011	Apr 11, 2011	Euro Truck Test Washing facilities for trucks Telecommunication, navigation Tires	Transpotec Logitec , Milan, May 2011
June	7	Jun 07, 2011	May 9, 2011	May 10, 2011	Trailer test Cab comfort	

	Issue	Publication Date	Closing Dates	Printing material	Themes	Trade Fairs
July	8	Jul 05, 2011	Jun 03, 2011	Jun 07, 2011	Preview Nürburgring Washing facilities for trucks	Truck Grand Prix , Nürburgring, July 8 to 10, 2011
August	9	Aug 09, 2011	Jul 12, 2011	Jul 13, 2011	Nürburgring special Seats	
September	10	Sep 13, 2011	Aug 16, 2011	Aug 17, 2011	Tires and rims Tank cards	
October	11	Oct 11, 2011	Sep 12, 2011	Sep 13, 2011	Winter equipment: snow chains, auxiliary heating, Traction control	
November	12	Nov 8, 2011	Oct 10, 2011	Oct 11, 2011	Euro Truck Test	
December	01/12	Dec 13, 2011	Nov 15, 2011	Nov 16, 2011	Accessories and equipment for trucks	
January	02/12	Jan 10, 2012	Dec 6, 2011	Dec 7, 2011	Novelties 2012 Breakdown services for commercial vehicles	



1 Circulation:

Printed copies: 90,833 copies
 Total circulation in annual average 50,216 copies

2 Magazine size:

230 mm x 300 mm trimmed
 235 mm x 310 mm untrimmed

Type area:

199 mm wide, 268 mm high
 4 columns, 46 mm
 3 columns, 63 mm

3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 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:

Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Str. 30, 81549 Munich
 Postal address: P. O. Box 80 20 20, 81664 Munich, Germany
 Advertising department: Jürgen Kathke
 Phone: +49-89 / 20 30 43-29 27
 Fax: +49-89 / 20 30 43-23 98
 E-mail: juergen.kathke@springer.com

6 Payment terms:

- direct debit 3% prompt payment discount
 - within 8 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

7 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		4- coloured €
		type area	truncate	
2., 3., 4. cover page (not discountable)				9,940.-
2/1 page	8 columns	428 x 268	460 x 300	18,560.-
1/1 page	4 columns	199 x 268	230 x 300	9,260.-
1/2 page	2 columns	97 x 268	113 x 300	4,665.-
	4 columns	199 x 134	230 x 150	
1/3 page	1 column	63 x 268	79 x 300	3,110.-
	4 columns	199 x 90	230 x 100	
1/4 page	1 column	46 x 268	62 x 300	2,330.-
	2 columns	97 x 134	113 x 150	
	4 columns	199 x 67	230 x 87	
1/8 page	1 column	46 x 134	62 x 150	1,175.-
	2 columns	97 x 67	113 x 87	
	4 columns	199 x 33	230 x 52	

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	€2.94
Classified ads	1-column, 43 mm width, coloured	€5.99
Situations wanted	1-column, 43 mm width	€1.08
Box number fee		€11.00

10 Special ad forms: TRUCKER-Poster

Trucker poster (double sided prints, tacked in the booklet center	on request
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 appearance 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.

All surcharges qualify for discount.

13 Bound inserts:

on request

Please supply the bound 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: (not discountable)

loose inserted, max. format: 228 mm x 295 mm	
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €
Number of inserts available on request. Inserts possible at press run of 5,000 copies.	

15 Glued-in postcards: (not discountable)

Glued-in postcards/thousands	93.00 €
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 GmbH
Mittergöming 12
5110 Oberndorf, Austria
Delivery notice: for TRUCKER (No. ...)
Please send in advance 10 samples to advertising sales department.

See www.mediacentrum.de for our terms and conditions

12 Combinations:.

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Truck Grand Prix Nürburgring 2011

July 8 to 10, 2011

Organizer: ADAC Mittelrhein
 Printed copies: 15,000 copies
 Printing process: Offset printing, 175 line screen
 Publication date: July 7, 2011
 Closing date ads: June 6, 2011
 Closing date printing material: June 14, 2011

Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate	Coloured
2/1 page	396	250	420	279	€7,390.00
1/1 page	185	250	210	279	€3,710.00
1/2 page, upright, 2-columns	90	250	102	279	€1,900.00
1/2 page, landscape, 4-columns	185	125	210	140	€1,900.00
1/4 page, upright, 1-column	45	250	57	279	€ 960.00
1/4 page, landscape	185	65	210	82	€ 960.00
1/4 page, 2-columns	90	125	102	140	€ 960.00
2., 3., 4. cover page					€4,290.00
Surcharge for fixed position					€ 270.00

+ 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: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Str. 30, 81549 Munich, Germany
 online-inserate-hvogel@springer.com

5 Contact person: Andrea Volz
 Phone: +49 89/20 30 43 - 21 24
 Fax: +49 89/20 30 43 - 23 98
 E-mail: andrea.volz@springer.com

6 Access control:  certified online service since August 2007

7 Numbers of hits: visits: 125,686 (August 2010)
 page impressions: 1,445,343 (August 2010)

8. Ad forms and prices:

8.1 Banner advertisements

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

*Current prices from Oct 1, 2010; 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:

6,332 (August 2010)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	199.00
2 Horizontal/Fullsize banner/Text ad plus logo/picture	650 x 150	199.00

*Current prices from Oct 1, 2010; 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:

Headline: max. 60 characters
 Text: max. 500 characters incl. all blank lines and paragraphs
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

9 Marketplace (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

- **Advertising Director
Transport**

- **Advertising Sales Manager**

- **Key Account Manager Online**

- **Advertising Administration**

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