

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 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

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Information retrieval:

www.mediacentrum.de or
E-mail: 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 17, 2009 | Feb 3, 2009 | |
| 5 | Mar 3, 2009 | Feb 13, 2009 | |
| 6 | Mar 17, 2009 | Mar 3, 2009 | |
| 7 | Mar 31, 2009 | Mar 17, 2009 | |
| 8 | Apr 14, 2009 | Mar 27, 2009 | |
| 9 | Apr 28, 2009 | Apr 14, 2009 | Resale, Karlsruhe Apr 22 - Apr 24, 2009 |
| 10 | May 12, 2009 | Apr 27, 2009 | |
| 11 | May 26, 2009 | May 11, 2009 | |
| 12 | Jun 2, 2009 | May 15, 2009 | |
| 13 | Jun 16, 2009 | May 29, 2009 | |
| 14 | Jun 30, 2009 | Jun 16, 2009 | Truck Grand-Prix, Nürburgring Jul 10 - Jul 12, 2009 |
| 15 | Jul 14, 2009 | Jun 30, 2009 | |
| 16 | Jul 28, 2009 | Jul 14, 2009 | |
| 17 | Aug 11, 2009 | Jul 28, 2009 | |
| 18 | Aug 25, 2009 | Aug 11, 2009 | |
| 19 | Sep 8, 2009 | Aug 25, 2009 | Nordbau (Building branch), Neumünster Sep 10 - Sep 15, 2009 |
| 20 | Sep 22, 2009 | Sep 8, 2009 | |
| 21 | Oct 6, 2009 | Sep 22, 2009 | |
| 22 | Oct 20, 2009 | Oct 6, 2009 | European Road Transport Show RAI, Amsterdam Oct 30 - Nov 7, 2009 |
| 23 | Nov 3, 2009 | Oct 20, 2009 | |
| 24 | Nov 17, 2009 | Nov 3, 2009 | |
| 25 | Dec 1, 2009 | Nov 17, 2009 | |
| 26 | Dec 15, 2009 | Dec 1, 2009 | |
| 1/10 | Jan 5, 2010 | Dec 15, 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 nd /3 rd cover page | 200 x 285 mm | | 1,615.00 € | | 1,895.00 € |
| 4 th 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 | | | |
|------------------------|--------------|-------------------|--|--|--|

(+ 4 mm bleed, please apply design layout elements for 215 x 298 mm)

Modules

| | | |
|---------------------------------------|---|---------------------|
| Module 1: | 1 small photo b/w, incl. 4 lines of text, ca. 48 mm high, 1 column b/w 4-colours | 40.00 € 60.00 € |
| Module 2: | 1 large photo b/w, incl. 4 lines of text, ca. 48 mm high, 2 columns b/w 4-colours | 73.00 € 115.00 € |
| Text module: | 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

Please contact us for further information!

Advertising administration TruckMarket, VerkehrsRundschau

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