



Member of
Logistics Alliance Germany



**BEST
BKF**
DER AZUBI
WEITBEREICH

Hallo,
Zukunft!

2017

MEDIA KIT 2017

The magazine for
truck drivers

www.trucker.de



For further media information please visit vhv.mediacentrum.de

TRUCKER – closer to the action

The trade and special interest magazine TRUCKER was first published in 1979 and is one of the most established magazines in Europe in the transport and logistics sector. TRUCKER still sets the bar for many other publications with its proficient test & technology reports. As a rapporteur in the field of politics and trade, it is regarded as an opinion maker in the sector. According to the latest surveys, around 20 percent of the readers are self-driving operators or owners of a transport company with multiple trucks. The majority of the readers are employed truck drivers in long-haul, distribution, municipal and works transport, most of whom play a key role in the company. In addition to the stated core target group, TRUCKER is also read by truck enthusiasts. Regardless of the reason for the interest in the publication, there is a high level of identification with the magazine.

TRUCKER – different from all the rest

The motto of the magazine is: „TRUCKER – closer to the action“. Unlike many other publications, TRUCKER mainly works with salaried journalists, some of whom have long-standing hands-on experience in the sector, as well as employees with experience in the everyday transport business. That creates authenticity. With a permanent presence at transport companies, sector events, festivals, motorway rest stops, and, above all, in the everyday life of the readers, TRUCKER is closely linked to the sector. This in turn creates particularly close proximity to readers. A high proportion of the readers are decision-makers or are closely involved in the decision-making process for important investments and value the magazine's proximity to the sector. In a time of acute driver shortage, the core readership acts as advisers and co-decision-makers for new additions to the fleet, specific products and in all aspects of the vehicle equipment.

TRUCKER – more than just a magazine

The TRUCKER Facebook community currently has over 280,000 followers and is by far the largest platform of its kind in the sector. The followers mainly work in the sector. On the one hand, they form a key basis for the editorial work. On the other hand, they also appreciate the up-to-date information provided by their magazine. We also have two bloggers working for TRUCKER, both active truck drivers who report from the heart of the action, carry out practice tests and explain topics from the point of view of the drivers. The website trucker.de forms part of the TRUCKER online presence and enables a permanent exchange within the target group wherever they are in the world.

With the TRUCKER E-paper, TRUCKER is reflecting the current user habits of the younger target group segment. The E-paper expands on the print version with animated media, picture galleries and other additional media-specific content.



Gerhard Grünig
Editor-in-Chief TRUCKER



Frequency of publication: monthly

Year of publication: 38th year 2017

Web address (URL): www.trucker.de

ISSN: 0946-3216

Subscription cost: Annual subscription
 Inland: € 40.09 incl. packing/postage plus statutory VAT
 European countries: € 47.57 incl. packing/postage plus statutory VAT
 Single copy: € 3.64 incl. packing/postage plus statutory VAT

Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Straße 30, 81549 Munich, Germany
 Phone: +49 89 203043-0, Fax: +49 89 203043-2398
 E-mail: anzeigen-vhv@springer.com
 hvh.mediacentrum.de

Editor: Editor-in-Chief: Gerhard Grünig
 E-mail: trucker@springer.com

Advertisements: Head of Sales Transport & Logistics: Andrea Volz

Distribution: Subscription Service, Verlag Heinrich Vogel
 Phone: +49 89 203043-1100
 E-mail: vertriebsservice@springer.com

Circulation monitoring: 

Circulation analysis:

Average number of copies per issue
in one year (July 1st 2015–June 30th 2016)

Print run*:	60,000	
Actual distributed circulation (ADC):	35,138	therefrom abroad: 2,707
Sold copies:	27,742	therefrom abroad: 2,632
▪ Subscription copies:	8,517	therefrom member copies: –
▪ Sale by retail:	14,055	
▪ Other sales:	5,170	
Complimentary copies:	7,396	
Reminder, archive and records copies:	978	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation copies	
	%	
Inland	92.3	32,431
Foreign Countries	7.7	2,707
Actual distributed circulation (ADC):	100.0	35,138

* Print run as of 10/2016: 47,000 copies

How extensively is TRUCKER used?²⁾

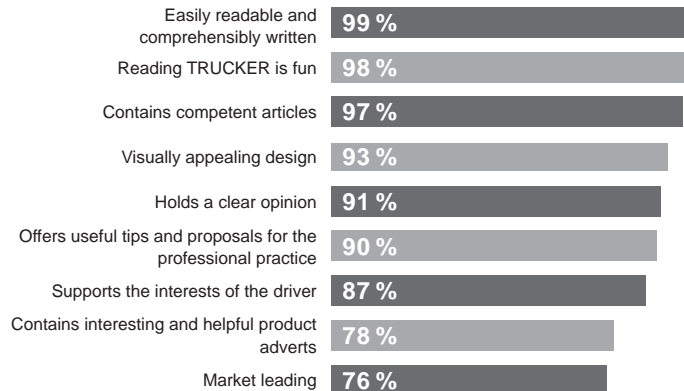
Average reading time:	62 Minutes
Estimated number of additional readers:	1.8 additional readers per copy
Coverage per issue (readers x printed circulation):	97,359 readers¹⁾
Average period of use:	more than 12 years

The numbers prove: interesting articles as well as high authenticity are well received by the readers. The magazine is extensively read and a strong reader-magazine relationship develops.

TRUCKER is appreciated

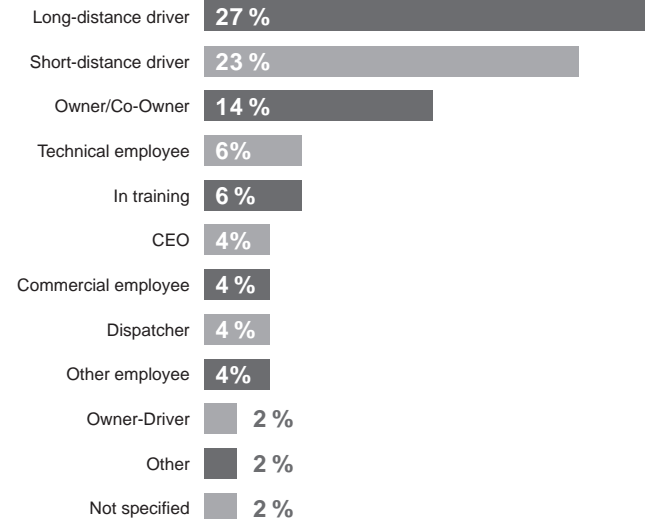
The readers relate to the TRUCKER and appreciate the editorial tips for their professional practice. Moreover, approx. 80 % of the readers use the product adverts for their purchase decisions.

Magazine profile²⁾:



Who are the readers?

Position in the company:



TECHNIQUE

FAIRS

ISSUE 1
DA: 07.11.16
PM: 08.11.16
PD: 05.12.16

Shop items/Christmas presents
 Truck accessories
 Health

Rallye Dakar, 02.01.-14.01.2017

ISSUE 2
DA: 02.12.16
PM: 05.12.16
PD: 02.01.17

Navigation systems
 Fuel credit cards

European Motor Show, Brussels, 14.01.-22.01.2017
Spielwarenmesse (Toy Fair), Nuremberg, 01.02.-06.02.2017

ISSUE 3
DA: 09.01.17
PM: 10.01.17
PD: 06.02.17

Special „Education and further training“
 Heavy-duty transport
 Truck care

Transpotec & Logitec, Verona, 22.02.-25.02.2017

ISSUE 4
DA: 06.02.17
PM: 07.02.17
PD: 06.03.17

Scale model vehicles
 Start Supertruck 2017

ISSUE 5
DA: 06.03.17
PM: 07.03.17
PD: 03.04.17

Airconditioning of cabins

ISSUE 6
DA: 30.03.17
PM: 31.03.17
PD: 02.05.17

Communication – from CB radio to telematics
 Preview transport logistic
 Super Truck Special

transport logistic, Munich, 09.05.-12.05.2017

ISSUE 7
DA: 05.05.17
PM: 08.05.17
PD: 06.06.17

Occupational/fan and western clothing
 Preview Truck-Grand-Prix

Trucker & Country Festival, Interlaken, 23.06.-25.06.2017
Truck-Grand-Prix, Nürburgring, 30.06.-02.07.2017

TECHNIQUE

FAIRS

ISSUE 8
DA: 01.06.17
PM: 02.06.17
PD: 03.07.17

Fuel credit cards
 Resting and staying overnight

ISSUE 9
DA: 10.07.17
PM: 11.07.17
PD: 07.08.17

Review Truck-Grand-Prix
 Special „Cargo securing“

ISSUE 10
DA: 04.08.17
PM: 07.08.17
PD: 04.09.17

Truck and tank cleaning
 Cabin interiors

NUFAM Commercial Vehicles Fair, Karlsruhe,
 28.09.-01.10.2017

ISSUE 11
DA: 04.09.17
PM: 05.09.17
PD: 02.10.17

Winter accessories/preparation
 Auxiliary heating
 Winter tires

BedrijfsautoRAI, Amsterdam, 17.10.-21.10.2017

ISSUE 12
DA: 05.10.17
PM: 06.10.17
PD: 06.11.17

Exotics and special vehicles
 Super Truck Special

ISSUE 1/18
DA: 06.11.17
PM: 07.11.17
PD: 04.12.17

Loading aids
 Loading cranes

ISSUE 2/18
DA: 30.11.17
PM: 01.12.17
PD: 02.01.18

Health
 Annual review

This overview of planned topics for 2017 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



2/1 Pages across gutter

Type area (width x height)
428 x 268 mm
Trim size (width x height)
460 x 300 mm*



1/1 Page

199 x 268 mm
230 x 300 mm*



1/2 Page upright

97 x 268 mm
115 x 300 mm*



1/2 Page horizontal

199 x 134 mm
230 x 152 mm*



1/3 Page upright

63 x 268 mm
81 x 300 mm*

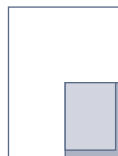


1/3 Page horizontal

199 x 90 mm
230 x 108 mm*

Main magazine

Type area (width x height)
Trim size (width x height)



1/4 Seite bloc

97 x 134 mm
115 x 152 mm



1/4 Page upright

268 mm
64 X 300 mm



1/4 Page horizontal

199 x 67 mm
230 x 85 mm



1/8 Seite bloc

97 x 67 mm
–



1/8 Page upright

46 x 134 mm
–



1/8 Page horizontal

199 x 34 mm
230 x 51 mm

Main magazine

Type area (width x height)
Trim size (width x height)

* +3 mm bleed on all outer edges



Circulation in annual average:

Print run*: 60,000 copies
 Actual distributed circulation: 35,138 copies

Magazine size:

Type area: 230 mm width x 300 mm height
 199 mm width x 268 mm height
Columns 4: Column width 46 mm
Columns 3: Column width 63 mm

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 you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colors, in €
2/1 Page	19,660.00
2./3./4. Cover Page	10,550.00
1/1 Page	9,830.00
1/2 Page	4,940.00
1/3 Page	3,295.00
1/4 Page	2,470.00
1/8 Page	1,245.00

Classified adverts:

Price classified advert b/w: each mm (1-column, 43 mm wide) € 3.21
 Price classified advert colored: each mm (1-column, 43 mm wide) € 6.17
 Situations wanted b/w: each mm (1-column, 43 mm wide) € 2.05
 Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times 3%
 6 times 5%
 12 times 10%

By number of pages

3 pages 3%
 6 pages 5%
 9 pages 10%
 12 pages 12%
 15 pages 15%

All surcharges do qualify for discounts.

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:

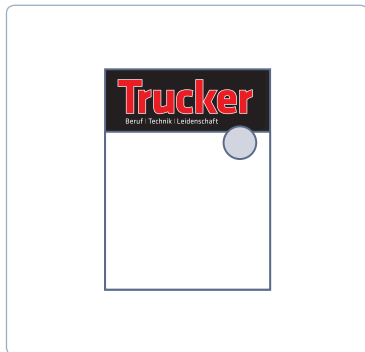
HypoVereinsbank, Munich, Germany
 IBAN: DE02 7002 0270 1830 2092 00,
 BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

* Print run as of 10/2016: 47,000 copies

Title promoter

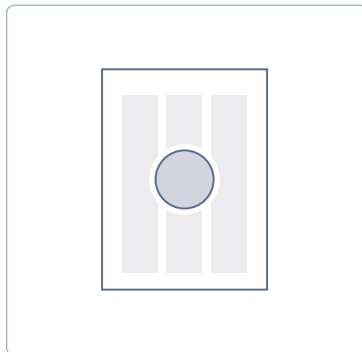


in combination with a 1/1 page, 4c

Format:
45 mm x 45 mm
(circular and square possible)

Total price:
€ 13,330.00

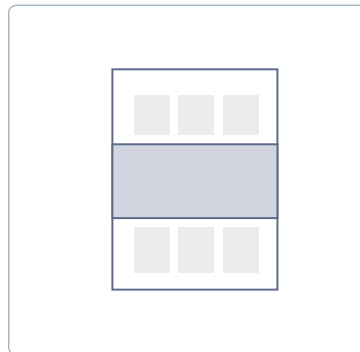
Circular Advert



Format:
max. Ø 80 mm

Price:
€ 3,211.00

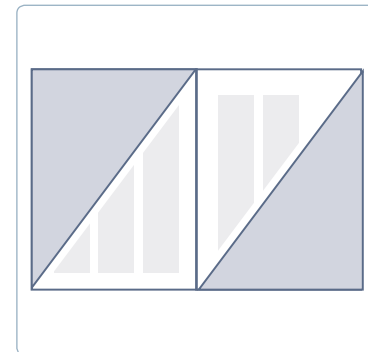
Banderole



Format:
230 mm width x 110 mm height

Price:
€ 7,908.00

2 x ½ Page Diagonal Version 1*



Format:
230 mm width x 300 mm height

Price:
€ 12,844.00

* only in coordination with the editorial department

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

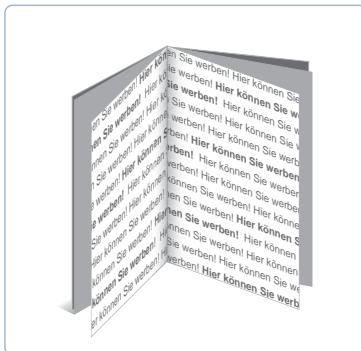
Format:

- Max. 210 mm width x 280 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

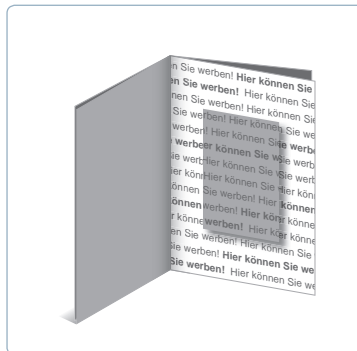
Format:

- Please supply the inbound insert in the untrimmed format of 235 mm width x 310 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Head trim: 4 mm

Price: (no discounts available)

- 2 pages: € 6,510.00
- 4 pages: € 13,020.00
- 6 pages: € 19,530.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of special ad forms - we'll be pleased to advise you!

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

Delivery address for loose-leaf and inbound inserts:

Oberndorfer Druckerei GmbH
Mittergöming 12
A-5110 Oberndorf

Attention: from issue 08/2017 on

L.N. Schaffrath DruckMedien GmbH & Co.KG
Marktweg 42-50
47608 Geldern

Delivery note: „TRUCKER issue no. ...“
Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

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

Nürburgring, 30. June to 02. July 2017

Organizer: ADAC Mittelrhein e. V.
 Print run: 15,000 copies
 Printing process: Offset, 175 line screen
 Publication date: June 29th, 2017
 Deadline display adverts: May 29th, 2017
 Deadline printing materials: June 02nd, 2017



The **ADAC program magazine TRUCK-GRAND-PRIX** gives a comprehensive and up-to-date report about the annual highlight of the Truck Race Championship series on the Nürburgring. On approx. 92 pages the race visitors can find short profiles of the racing teams, complete starting lists and competently written coverage around the fascinating sport of fast trucks.

Furthermore included are reports about the comprehensive supporting program as well as insider stories about the legendary music festival at the „Ring“. Through **ADAC TRUCK-GRAND-PRIX program magazine** you reach directly and without wastage all Truck Race fans at the huge event at the Nürburgring, from the truck driver to the sports-enthusiastic company owner.

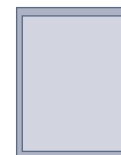
In the **ADAC TRUCK-GRAND-PRIX program magazine** advertising partners can present themselves optimally in the relaxed and positive environment of the biggest sector party of the year.

Formats:

Type area
 Trim size
 (Width x Height)



2/1 Seiten across gutter
 385 x 236 mm
 420 x 279 mm*



1/1 Page
 175 x 236 mm
 210 x 279 mm*



1/2 Page upright
 85 x 236 mm
 101 x 279 mm*



1/2 Page horizontal
 175 x 117 mm
 210 x 137 mm*



1/4 Seite bloc
 85 x 117 mm
 101 x 137 mm*



1/4 Page upright
 40 x 236 mm
 56 x 279 mm*



1/4 Page horizontal
 175 x 56 mm
 210 x 71 mm*

Type area
 Trim size
 (Width x Height)

* +3 mm bleed on all outer edges

Ad types and rates TRUCK-GRAND-PRIX/Nürburgring:

Format	4-colors, in €
2/1 Page	7,870.00
2./3./4. Cover Page	4,545.00
1/1 Page	3,935.00
1/2 Page	2,015.00
1/4 Page	1,020.00

Preferential placements:

Fixed positions 285.00

Data creating:

- Please send printable PDF files only (preferably PDF X3) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 300 percent.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

Data transfer:

- Use Winzip (.ZIP) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer.
- (journal_issue_customer_motive.zip).

Support on:

- Creating PDF X3
- Distiller job options
- Pitstop settings etc.

are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfelsers Straße 84

04229 Leipzig, Germany

Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.

Standard Ad Forms:

trucker.de is one of the highest-reach news portals for professional drivers in short and long-distance traffic as well as for truck fans in the German speaking area. The portal provides extensive test results of all truck and transporter brands, daily news updates and offers for TRUCKER club members.

Visits: 36,820 (July 2016)
Page Impressions: 67,719 (July 2016)



Standard Medium Rectangle
Size: 300 x 250 px
CPM*: €50.00



Expandable Medium Rectangle small
Size: 300 x 250 px or
630 x 250 px
CPM*: €75.00



Flash Layer und Medium Rectangle Reminder (Tandem Ad)
Size: 400 x 400 px and
300 x 250 px
CPM*: €125.00



Half Page
Size: 300 x 600 px
CPM*: €125.00



Expandable Half Page
Size: 300 x 600 px and
630 x 600 px
Price: on request



Skyscraper
Size: 120 x 600 px or
160 x 600 px
CPM*: €50.00



Superbanner
Size: 728 x 90 px
CPM*: €50.00

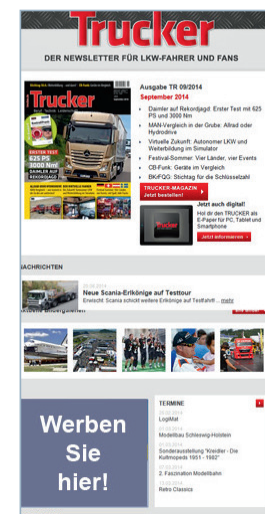


Wallpaper
Size: Superbanner and
Skyscraper
CPM*: €125.00

Back-ground coloring possible

Newsletter:

TRUCKER informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.



Medium Rectangle
Size: 300 x 250 px
Fixed price: €199.00

Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- Sound: generally permitted, provided that following conditions are fulfilled: as default, the sound of advertising media must be in OFF position. it can only be user-activated (e. g. by pushing a „Sound on“ button or a distinctive symbol like a loudspeaker). The user must always have the possibility to deactivate or to pause the sound. The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form.
Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Display Large

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

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, Germany
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



Andrea Volz

Head of Sales Transport & Logistics

andrea.volz@springer.com

Phone +49 89 203043-2124

Fax +49 89 203043-2398



Hanna Sturm

Media Consultant

hanna.sturm@springer.com

Phone +49 89 203043-2570

Fax +49 89 203043-2398



Ralf Schmidt

Media Consultant

ralf.schmidt@springer.com

Phone +49 8742 9199-94

Fax +49 8742 9199-95



Sophia Wimmer

Media Consultant

sophia.wimmer@springer.com

Phone +49 89 203043-2226

Fax +49 89 203043-2398



Christina Wagner

Media Consultant

christina.wagner@springer.com

Phone +49 89 203043-2221

Fax +49 89 203043-2398



Petra Wenninger

Advertising Service Print

anzeigen.trucker@springer.com

Phone +49 89 203043-2119

Fax +49 89 203043-2100



Veronika Eisele

Advertising Service Online

veronika.eisele@springer.com

Phone +49 89 203043-2312

Fax +49 89 203043-2100