



Member of  
Logistics Alliance Germany



**BEST  
BKF**  
DER AZUBI  
WETTBEWERB

Hallo,  
Zukunft!

# 2018

## MEDIA KIT 2018

The magazine for  
truck drivers

[www.trucker.de](http://www.trucker.de)



Status as of: Sep 27<sup>th</sup> 2018

For further media information please visit [vhv.mediacentrum.de](http://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 285,000 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.

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:** 39<sup>th</sup> year 2018

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

**ISSN:** 0946-3216

**Subscription cost:** Annual subscription  
 Inland: € 42,06 incl. packing/postage plus statutory VAT  
 European countries: € 49,53 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@springernature.com  
 vhv.mediacentrum.de

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 E-mail: andrea.volz@springernature.com

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

**Circulation monitoring:** 

**Circulation analysis:** Average number of copies per issue  
 in one year (July 1<sup>st</sup> 2016–June 30<sup>th</sup> 2017)

<b>Print run*:</b>	47,969	
<b>Actual distributed circulation (ADC):</b>	26,509	therefrom abroad: 2,718
<b>Sold copies:</b>	22,883	therefrom abroad: 2,613
▪ Subscription copies:	7,966	therefrom member copies: –
▪ Sale by retail:	13,337	
▪ Other sales:	1,580	
<b>Complimentary copies:</b>	3,627	
<b>Reminder, archive and records copies:</b>	811	

**Geographical circulation analysis:**

<b>Economic area</b>	<b>Share of actual distributed circulation copies</b>	
	<b>%</b>	
Inland	89.7	23,791
Foreign Countries	10.3	2,718
<b>Actual distributed circulation (ADC):</b>	<b>100.0</b>	<b>26,509</b>

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

## How extensively is TRUCKER used?<sup>2)</sup>

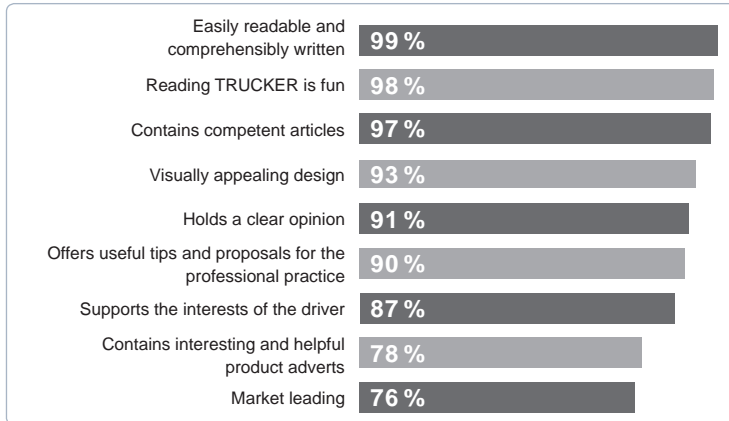
Average reading time:	<b>62 minutes</b>
Estimated number of additional readers:	<b>1.8 additional readers per copy</b>
Coverage per issue (readers x printed circulation):	<b>71,812 readers<sup>1)</sup></b>
Average period of use:	<b>more than 12 years</b>

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

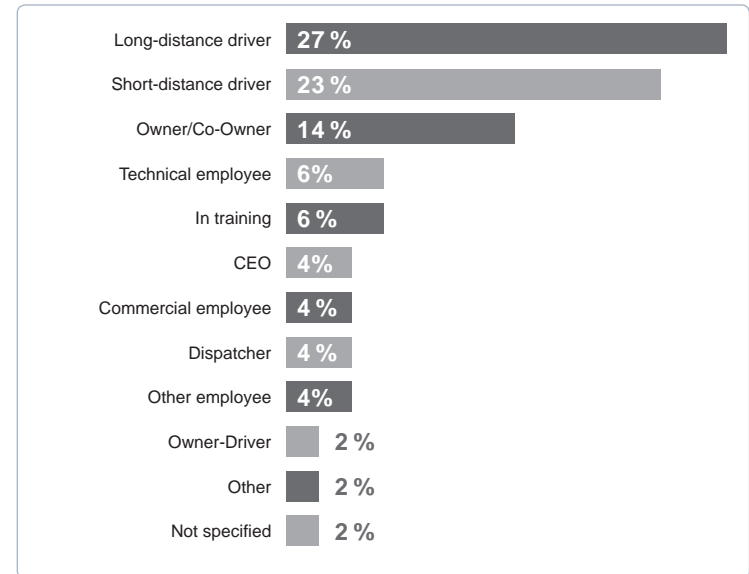
The readers relate to the TRUCKER and appreciate the editorial tips for their professional practice. Moreover, approx. 80 % of the readers use the product adverts for their purchase decisions.

## Magazine profile<sup>2)</sup>:



## Who are the readers?

### Position in the company:



**TECHNIQUE**

**FAIRS**

**ISSUE 1**  
**DA: 07.11.17**  
**PM: 08.11.17**  
**PD: 04.12.17**

Loading aids  
 Loading cranes  
 Christmas

**ISSUE 2**  
**DA: 30.11.17**  
**PM: 01.12.17**  
**PD: 02.01.18**

Health, e. g. seats, mattresses, nutrition  
 Annual review

**Rallye Dakar**, 06.01.-20.01.2018  
**European Motor Show**, Brussels, 12.01.-21.01.2018  
**Spielwarenmesse (Toy Fair)**, Nuremberg, 31.01.-04.02.2018

**ISSUE 3**  
**DA: 08.01.18**  
**DU: 09.01.18**  
**PD: 05.02.18**

Apps for drivers  
 Navigation devices

**ISSUE 4**  
**DA: 01.02.18**  
**PM: 02.02.18**  
**PD: 05.03.18**

Start Election Super Truck 2018  
 Review Spielwarenmesse (Toy Fair)

**ISSUE 5**  
**DA: 02.03.18**  
**PM: 05.03.18**  
**PD: 03.04.18**

Spring-care  
 Tires and air conditioning

**Fachkonferenz Lkw und Fuhrpark (Trade conference „Truck and Vehicle Fleet“)**, Darmstadt, 17.04.2018



**ISSUE 6**  
**DA: 06.04.18**  
**PM: 09.04.18**  
**PD: 07.05.18**

Accessories and tuning  
 Election poster Super Truck 2018

**ISSUE 7**  
**DA: 02.05.18**  
**PM: 03.05.18**  
**PD: 04.06.18**

Preview Truck-Grand-Prix  
 Cabin interiors  
 Fuel cards

**Trucker & Country Festival**, Interlaken, 22.06.-24.06.2018  
**Truck-Grand-Prix**, Nürburgring, 29.06.-01.07.2018

## TECHNIQUE

## FAIRS

**ISSUE 8** Education and training  
**DA: 04.06.18** Work equipment for drivers from gloves to first aid kits  
**PM: 05.06.18**  
**PD: 02.07.18**

**ISSUE 9** Review Truck-Grand-Prix  
**DA: 09.07.18**  
**PM: 10.07.18**  
**PD: 06.08.18**

**ISSUE 10** Preview IAA Commercial Vehicles  
**DA: 03.08.18**  
**PM: 06.08.18**  
**PD: 03.09.18**

**IAA Commercial Vehicles**, Hanover, 20.09.-27.09.2018

**ISSUE 11** Review IAA Commercial Vehicles – Part 1  
**DA: 07.09.18** Fit for the winter – tires – truck wash  
**PM: 10.09.18**  
**PD: 08.10.18**

**ISSUE 12** Review IAA Commercial Vehicles – Part 2  
**DA: 05.10.18** Load securing  
**PM: 08.10.18**  
**PD: 05.11.18**

**User's days „Digitizing Logistics“**,  
 Bad Homburg, 27.11.-28.11.2018

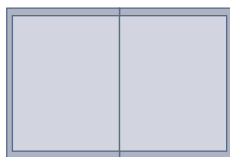


**ISSUE 1/19** Anniversary edition – 40 years TRUCKER  
**DA: 05.11.18** The best gifts for Christmas  
**PM: 06.11.18**  
**PD: 03.12.18**

**ISSUE 2/19** Annual review  
**DA: 29.11.18**  
**PM: 30.11.18**  
**PD: 07.01.19**

This overview of planned topics for 2018 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

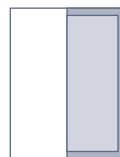
Trim size (width x height)  
460 x 300 mm\*



**1/1 Page**

Type area (width x height)  
199 x 268 mm

Trim size (width x height)  
230 x 300 mm\*



**1/2 Page upright**

Type area (width x height)  
97 x 268 mm

Trim size (width x height)  
115 x 300 mm\*



**1/2 Page horizontal**

Type area (width x height)  
199 x 134 mm

Trim size (width x height)  
230 x 152 mm\*



**1/3 Page upright**

Type area (width x height)  
63 x 268 mm

Trim size (width x height)  
81 x 300 mm\*



**1/3 Page horizontal**

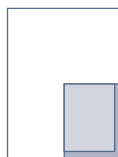
Type area (width x height)  
199 x 90 mm

Trim size (width x height)  
230 x 108 mm\*

**Main magazine**

Type area (width x height)

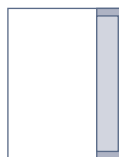
Trim size (width x height)



**1/4 Page bloc**

Type area (width x height)  
97 x 134 mm

Trim size (width x height)  
115 x 152 mm



**1/4 Page upright**

Type area (width x height)  
46 x 268 mm

Trim size (width x height)  
64 X 300 mm



**1/4 Page horizontal**

Type area (width x height)  
199 x 67 mm

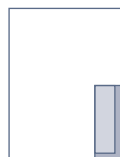
Trim size (width x height)  
230 x 85 mm



**1/8 Page bloc**

Type area (width x height)  
97 x 67 mm

Trim size (width x height)  
–



**1/8 Page upright**

Type area (width x height)  
46 x 134 mm

Trim size (width x height)  
–



**1/8 Page horizontal**

Type area (width x height)  
199 x 34 mm

Trim size (width x height)  
230 x 51 mm

\* + 3 mm bleed on all outer edges



### Circulation in annual average:

Print run:	47,969 copies
Actual distributed circulation:	26,509 copies

### Magazine size:

Type area:	230 mm width x 300 mm height
Columns 4:	199 mm width x 268 mm height
Columns 3:	Column width 46 mm
	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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Ad types and rates:

Format	4-colors, in €
2/1 Page	19,860.00
2/3./4. Cover Page	10,655.00
1/1 Page	9,930.00
1/2 Page	4,990.00
1/3 Page	3,330.00
1/4 Page	2,490.00
1/8 Page	1,260.00

### Classified adverts:

Price classified advert b/w:	each mm (1-column, 43 mm wide, b/w)	€ 3.21
Price classified advert colored:	each mm (1-column, 43 mm wide, colored)	€ 6.17
Situations wanted b/w:	each mm (1-column, 43 mm wide, b/w)	€ 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 account:

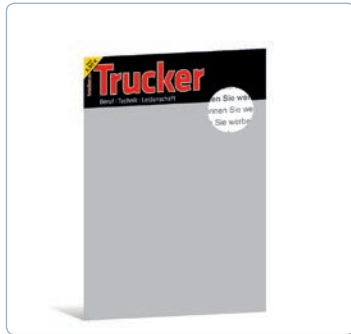
HypoVereinsbank Munich, Germany  
 IBAN DE02 7002 0270 1830 2092 00  
 BIC HYVEDEMMXXX

### General conditions:

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).



### Title promoter



**Characteristics:**

- Only in combination with a 1/1 page, 4c, within the magazine

**Format:**

45 mm x 45 mm

(circular and square possible)

**Total price:**

€ 13,465.00

### Circular Advert



**Characteristics:**

- Placed prominently in the middle in the running text

**Format:**

max. Ø 80 mm

**Price:**

€ 3,240.00

### Banderole Advert



**Characteristics:**

- Central placement
- High attention

**Format:**

230 mm width x 110 mm height

**Price:**

€ 7,985.00

### 2 x 1/2 Page Diagonal Version 1\*



**Characteristics:**

- Noticable special format with recognition value

**Format:**

230 mm width x 300 mm height

**Price:**

€ 12,970.00

\* 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

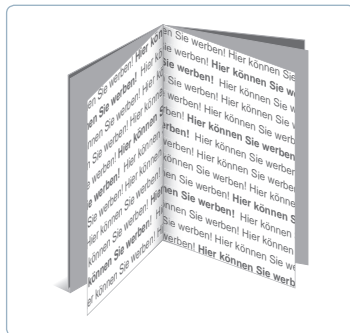
### Format:

- 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
- Option of inserting an existing flyer/prospect

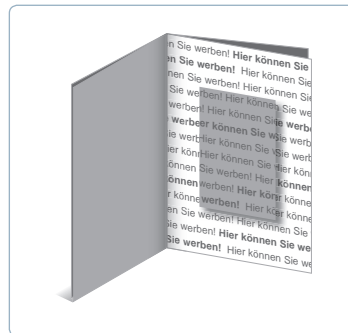
### Format:

- 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: € 6,575.00
- 4 pages: € 13,150.00
- 6 pages: € 19,725.00

## Adhesive Adverts



### Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- High 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 ads - 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:

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

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**  
**29. June to 01. July 2018**

Organizer: ADAC Mittelrhein e. V.  
 Print run: 15,000 copies  
 Printing process: Offset,  
 175 line screen  
 Publication date: 28. June 2018  
 Deadline display adverts: 28. May 2018  
 Deadline printing materials: 01. June 2018

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.

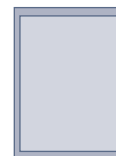
In the **ADAC TRUCK-GRAND-PRIX program magazine** advertising partners can present themselves optimally in the relaxed and positive environment of the biggest sector party of the year.

**Formats:**



**2/1 Page across gutter**

Type area  
 Trim size  
 (Width x Height)  
 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 upright**

175 x 117 mm  
 210 x 137 mm\*



**1/4 Page 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:**

Format	4-colors, in €
<b>2/1 Page</b>	<b>7,950.00</b>
<b>2./3./4. Cover Page</b>	<b>4,590.00</b>
<b>1/1 Page</b>	<b>3,975.00</b>
<b>1/2 Page</b>	<b>2,035.00</b>
<b>1/4 Page</b>	<b>1,030.00</b>

**Preferential placements:**

Fixed positions 290.00

**Data creating:**

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- 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.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100 % black.
- Color application should not exceed 300 %. We recommend profile ISOcoated\_v2\_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

**Data transfer:**

Your data file should be named after the respective journal, followed by issue, customer and format (journal\_issue\_customer\_motive\_210x279.pdf).

**Support:**

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via e-mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de).

**Connections:**

- E-mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)
- FTP: on request

**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](http://vhv.mediacentrum.de).

### Standard ad types:

**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 readers.

Visits: 35,760 (June 2017)  
Page Impressions: 91,863 (June 2017)



### Standard Medium Rectangle

Size: 300 x 250 px  
CPM\*: €50.00



### Expandable Medium Rectangle small

Size: 300 x 250 px and  
630 x 250 px  
CPM\*: €75.00



### Flash Layer and 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



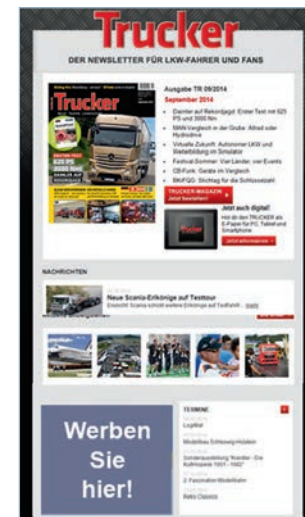
### Wallpaper

Size: Superbanner and  
Skyscraper  
CPM\*: €125.00

Hintergrundfärbung möglich

### 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 types

- 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 blanks 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 account:

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](http://vhv.mediacentrum.de).

**We'll be pleased to advise you!**



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**Petra Wenninger**  
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Fax +49 89 203043-2100



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Phone +49 89 203043-2312  
Fax +49 89 203043-2100