



Member of
Logistics Alliance Germany



**BEST
BKF
DER AZUBI
WETTBEWERB**

Hallo,
Zukunft!

2019

MEDIA KIT 2019

The magazine for
truck drivers

www.trucker.de



Seite 71
**BEST
BKF
DER AZUBI
WETTBEWERB
2018**
3,90 €

3,90 €
Trucker
Beruf | Technik | Leidenschaft



VERGLEICH: DAIMLER-TRUCKS
Amerika vs. Deutschland



REKORDFAHRT
Scania R 500 im Test Seite 28



PINK POWER
V8-Testfahrt anno 1991 Seite 28



NORD-SPEDITION Seite 66
Eine junge Tanker-Truppe

- **FAHRBERICHT** Volvo FM und FH in der „Light“-Version Seite 22
- **LKW-MAUT** Was sich ab 1. Juli auf deutschen Bundesstraßen ändert Seite 66
- **SHOWTRUCK** Scania „Dark Ride“ – zwei Truck-Verrückte geben Gas Seite 48



Status as of: April 3rd, 2019

For further media information please visit vhv.mediacentrum.de

TRUCKER – is cult

The specialist and special interest magazine TRUCKER, due to celebrate its 40-year anniversary with the 1/2019 issue, is one of the most well-known and popular magazines in the field of transport and logistics in Europe.

For decades, TRUCKER has been setting the benchmark, including 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 lorry drivers in long-haul, distribution, municipal and works transport, most of whom play an ever increasing role in the company in light of the shortage of drivers and staff.

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 – profession, technology, passion" and the focus of the editorial team is on proximity to the reader. In contrast to many other editorial teams, TRUCKER therefore works mainly with salaried editors, who all have extensive experience working in the sector, as well as the everyday transportation business – some even have a background in the commercial sector with experience working as drivers, for example. 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 290,000 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. 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: 40th year 2019

Web address (URL): www.trucker.de

ISSN: 0946-3216

Subscription cost: Jahresabonnement
 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
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 E-mail: vertriebsservice@springernature.com



Circulation monitoring:

Circulation analysis: Average number of copies per issue in one year (July 1st 2017–June 30th 2018)

Print run:	43,142	
Actual distributed circulation (ADC):	22,533	therefrom abroad: 2,333
Sold copies:	19,782	therefrom abroad: 2,298
▪ Subscription copies:	7,377	therefrom member copies: –
▪ Sale by retail:	11,411	
▪ Other sales:	994	
Complimentary copies:	2,752	
Reminder, archive and records copies:	759	

Geographical circulation analysis:

Economic area	Share of actual distributed circulation	
	%	copies
Inland	89.6	20,200
Foreign Countries	10.4	2,333
Actual distributed circulation (ADC):	100.0	22,533

How extensively is TRUCKER used? ²⁾

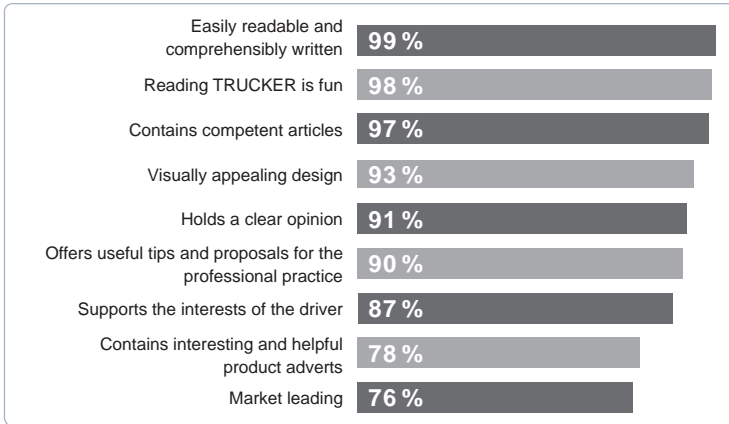
Average reading time: **62 minutes**
 Estimated number of additional readers: **1.8 additional readers per copy**
 Coverage per issue (readers x printed circulation): **65,831 readers ¹⁾**
 Average period of use: **more than 12 years**

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

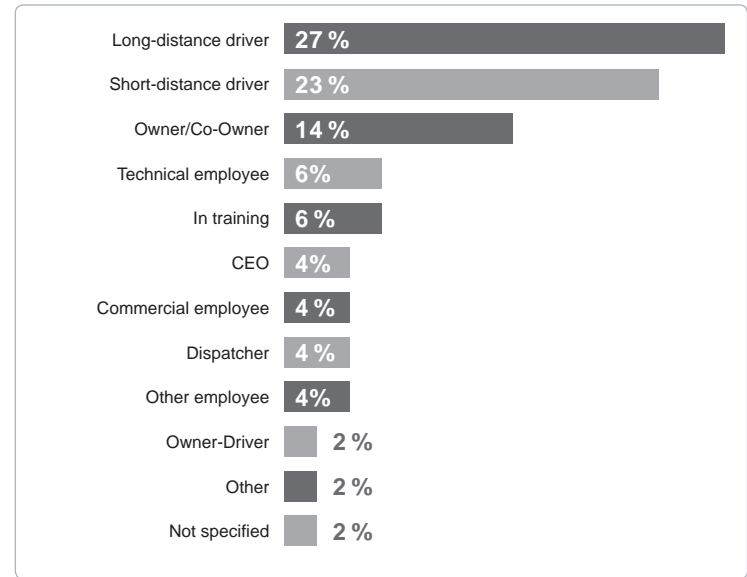
The readers relate to the TRUCKER and appreciate the editorial tips for their professional practice. Moreover, approx. 80 % of the readers use the product adverts for their purchase decisions.

Magazine profile ²⁾:





Who are the readers?

Position in the company:



	TECHNOLOGY	FAIRS
ISSUE 1 DA: 05.11.18 PM: 06.11.18 PD: 03.12.18	Anniversary edition „40 years TRUCKER“ Loading aids Loading cranes Christmas	Rallye Dakar , 06.01.-17.01.2019
ISSUE 2 DA: 29.11.18 PM: 30.11.18 PD: 07.01.19	Annual review Health, e. g. seats, mattresses, nutrition Special insurances e. g. disability, supplementary pension, legal expense, liability	European Motor Show , Brussels, 19.01.-27.01.2019 Spielwarenmesse (Toy Fair) , Nuremberg, 30.01.-03.02.2019
ISSUE 3 DA: 07.01.19 PM: 08.01.19 PD: 04.02.19	Apps for drivers Navigation devices Driver assistance systems	Transpotec & Logitec , Verona, 21.02.-24.02.2019
ISSUE 4 DA: 04.02.19 PM: 05.02.19 PD: 04.03.19	NEW! „Truck in TRUCKER“ Truck of the Year Follow-up review Spielwarenmesse (Toy Fair)	
ISSUE 5 DA: 28.02.19 PM: 01.03.19 PD: 01.04.19	Preview bauma Spring care Tires and air conditioning	bauma , Munich, 08.04.-14.04.2019
ISSUE 6 DA: 03.04.19 PM: 04.04.19 PD: 06.05.19	Accessories and tuning Fuel cards	
ISSUE 7 DA: 03.05.19 PM: 06.05.19 PD: 03.06.19	Preview transport logistic Cabin interiors	transport logistic , Munich, 04.06.-07.06.2019 Trucker & Country Festival , Interlaken, 28.06.-30.06.2019

This overview of planned topics for 2019 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TECHNOLOGY	FAIRS
<p>ISSUE 8 DA: 29.05.19 PM: 31.05.19 PD: 01.07.19</p> <p>Preview Truck-Grand-Prix Follow-up review transport logistic Education and further training Work equipment for drivers from gloves to first aid kits</p>	<p>Truck-Grand-Prix, Nürburgring, 19.07.-21.07.2019</p>
<p>ISSUE 9 DA: 08.07.19 PM: 09.07.19 PD: 05.08.19</p> <p>Results from „Truck in TRUCKER“ New trucks and trailer</p>	
<p>ISSUE 10 DA: 02.08.19 PM: 05.08.19 PD: 02.09.19</p> <p>Follow-up review Truck-Grand-Prix Preview NUFAM</p>	<p>NUFAM, Karlsruhe, 26.09.-29.09.2019</p>
<p>ISSUE 11 DA: 06.09.19 PM: 09.09.19 PD: 07.10.19</p> <p>Fit for the winter – tires – truck wash Special „Municipal“</p>	<p>Symposium Fahrer.Weiter.Bilden – Berufskraftfahrerqualifikation im digitalen Zeitalter (Professional Driver Qualification in the Digital Age), Dortmund, 08.10.-09.10.2019 Kommunale, Nuremberg, 16.10.-17.10.2019 BedrijfsautoRAI, Amsterdam, October 2019</p> 
<p>ISSUE 12 DA: 07.10.19 PM: 08.10.19 PD: 04.11.19</p> <p>Results from Symposium Driver Education and Further Training Load securing</p>	<p>„Digitizing Logistics“, Autumn 2019</p> 
<p>ISSUE 1/20 DA: 04.11.19 PM: 05.11.19 PD: 02.12.19</p> <p>The best gifts for Christmas</p>	
<p>ISSUE 2/20 DA: 28.11.19 PM: 29.11.19 PD: 07.01.20</p> <p>Annual review</p>	

This overview of planned topics for 2019 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)
385 x 236 mm
Trim size (width x height)
420 x 279 mm*



1/1 Page
Type area (width x height)
175 x 236 mm
Trim size (width x height)
210 x 279 mm*



1/2 Page upright
Type area (width x height)
85 x 236 mm
Trim size (width x height)
101 x 279 mm*



1/2 Page horizontal
Type area (width x height)
175 x 117 mm
Trim size (width x height)
210 x 137 mm*

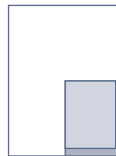
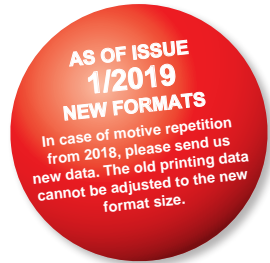


1/3 Page upright
Type area (width x height)
55 x 236 mm
Trim size (width x height)
71 x 279 mm*



1/3 Page horizontal
Type area (width x height)
175 x 76 mm
Trim size (width x height)
210 x 91 mm*

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



1/4 Page bloc
Type area (width x height)
85 x 117 mm
Trim size (width x height)
101 x 137 mm*



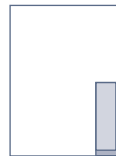
1/4 Page upright
Type area (width x height)
40 x 236 mm
Trim size (width x height)
56 x 279 mm*



1/4 Page horizontal
Type area (width x height)
175 x 56 mm
Trim size (width x height)
210 x 71 mm*



1/8 Page bloc
Type area (width x height)
85 x 56 mm
Trim size (width x height)
–



1/8 Page upright
Type area (width x height)
40 x 117 mm
Trim size (width x height)
–



1/8 Page horizontal
Type area (width x height)
175 x 31 mm
Trim size (width x height)
210 x 49 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: 43,142 copies
Actual distributed circulation: 22,533 copies

Magazine size: 210 mm width x 279 mm height
Satzspiegel: 175 mm width x 236 mm height
Spaltenzahl 4: Column width 40 mm
Spaltenzahl 3: Column width 55 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	20,260.00
2./3./4. Cover Page	10,870.00
1/1 Page	10,130.00
1/2 Page	5,090.00
1/3 Page	3,395.00
1/4 Page	2,540.00
1/8 Page	1,285.00

Classified adverts:

Price classified advert b/w: each mm (1-column, 43 mm wide, b/w) € 3.25
Price classified advert colored: each mm (1-column, 43 mm wide, colored) € 6.30
Situations wanted b/w: each mm (1-column, 43 mm wide, b/w) € 2.10
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

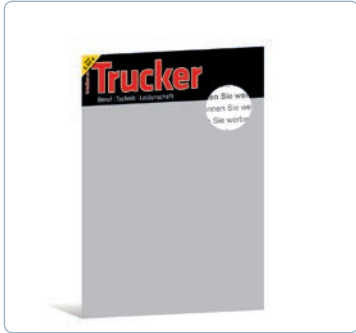
Bank account:

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.

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

Island Advert



Characteristics:

- Placed prominently in the middle in the running text

Format:

Format 1: 43 x 43 mm, 4c

Format 2: 60 x 60 mm, 4c

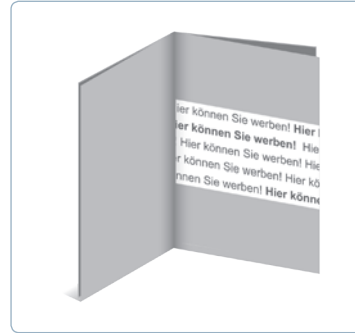
Price:

Format 1: € 688.00

Format 2: € 1,080.00

Varying formats on request.

Banderole Advert



Characteristics:

- Central placement
- High attention

Format:

210 mm width x 98 mm height

Price:

€ 7,985.00

2 x ½ Page Diagonal Version 1*



Characteristics:

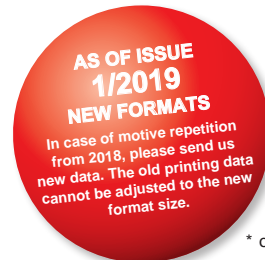
- Noticable special format with recognition value

Format:

210 mm width x 279 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

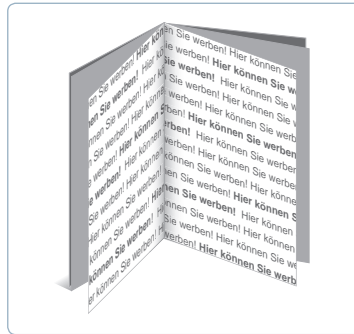
Format:

- Max. 203 mm width x 275 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
- Option of inserting an existing flyer/prospect

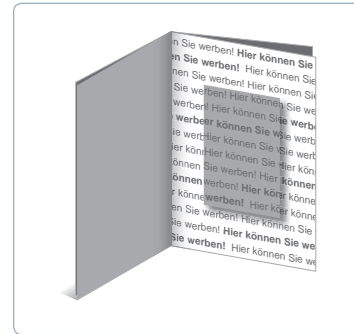
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- Bleed: gutter 0 mm each
- Bleed: head 4 mm

Price: (no discounts available)

- 2 pages: € 6,700.00
- 4 pages: € 13,400.00
- 6 pages: € 20,100.00

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 happy 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
July 19th to 21st, 2019

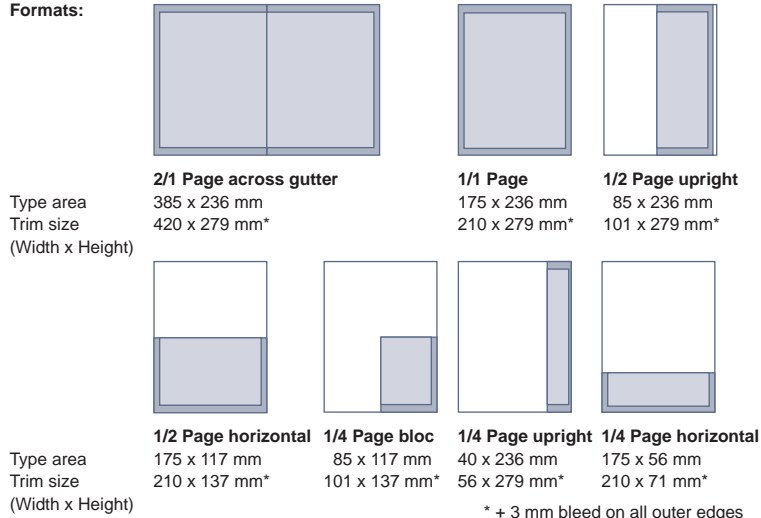
Organizer: ADAC Mittelrhein e. V.
Print run: 15,000 copies
Printing process: Offset,
175 line screen
Publication date: July 18th, 2019
Deadline adverts: June 18th, 2019
Deadline printing materials: June 21st, 2019

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 legendar 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:



Ad types and rates TRUCK-GRAND-PRIX:

Format	4-colors, in €
2/1 Page	8,100.00
2./3./4. Cover Page	4,680.00
1/1 Page	4,055.00
1/2 Page	2,075.00
1/4 Page	1,050.00

Preferential placements:

Fixed positions 295.00

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.

Connections:

- E-mail: anzeigen@le-tex.de
- FTP: on request

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfelder Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

You can find the downloadable data ticket at 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: 38,377 (June 2018)
Page Impressions: 84,613 (June 2018)



Standard Medium Rectangle
Size: 300 x 250 px
CPM*: €55.00



Expandable Medium Rectangle small
Size: 300 x 250 px and
630 x 250 px
CPM*: €85.00



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
CPM*: auf Anfrage



Skyscraper
Size: 120 x 600 px or
160 x 600 px
CPM*: €55.00



Superbanner
Size: 728 x 90 px
CPM*: €55.00



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

We'll be happy to advise you!



Andrea Volz

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Fax +49 89 203043-2398



Petra Wenninger

Advertising Service Print

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Fax +49 89 203043-2100



Veronika Eisele

Advertising Service Online

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