

**1 Short characterization:** The **Yearbook/Test Yearbook Trucks** is the most comprehensive compendium relating to lorries. It contains detailed information about trucks from light-duty 7.5-ton distributors to heavy-duty distribution and construction vehicles and classical articulated lorries, vans, bodies and trailers. We also give information about specialized vehicles for municipal or heavy-duty applications. Detailed tables are completed by short characteristics to give an overview of the vehicles. In addition, the Yearbook for the first time summarizes the most important tests of the year in a test yearbook. The market overview and tests are completed by topics such as cost calculation, renting & leasing, cargo securing, telematics, repair services, and petrol credit cards.

**2 Circulation:**  
Printed copies: 24,000 copies

**3 Magazine format:** 207 mm wide x 279 mm high trimmed  
**Type area:** 185 mm wide x 250 mm high

**4 Printing and binding procedures, artwork:** Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket (as an attachment to the order confirmation). The creation of artwork will be invoiced.

**5 Dates:**  
**Frequency:** yearly  
**Publication date:** Sep 16 2011  
**Copy date:** Jul 15, 2011  
**Printing material:** Jul 25, 2011

**6 Publishing house:** Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
**House address:** Aschauer Str. 30, 81549 Munich, Germany  
**Postal address:** P. O. Box 80 20 20, 81664 Munich, Germany

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**7 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  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

**8 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 4-col.
		type area	truncate		
2/1 page	8 columns	393 x 250	414 x 279	9,100.-	17,650.-
1/1 page	4 columns	185 x 250	207 x 279	4,465.-	8,740.-
2/3 page	4 columns	185 x 170	207 x 192	2,970.-	5,835.-
1/2 page	2 columns	90 x 250	102 x 279	2,235.-	4,380.-
	4 columns	185 x 125	207 x 140		
1/3 page	high	60 x 250	72 x 279	1,515.-	3,015.-
	4 columns	185 x 85	207 x 98		
1/4 page	4 columns	185 x 65	207 x 82	1,140.-	2,340.-
1/8 page	4 columns	185 x 33	207 x 49	585.-	1,485.-
2., 4. cover page			207 x 279		9,485.-

**9 Surcharges (discountable)**

**9.1. Colours:**

Normal colours from Euro-scale DIN 16539, charged by colour  
Colour adjustments reserved for technical reasons.  
each normal colour

**9.2 Preferential positions**

Fixed positions

695.00 €

**9.3 Ad formats**

Bleeding across the gutter

-

Bleeding advertisement over type area

-

Truncated pages (1/1 only)

-

**10 Special ad forms:**

on request

**11 Discounts:** acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Yearbook.

The insertion in the Yearbook doesn't add to the fulfilment of the discounts of VerkehrsRundschau

**12 Bound inserts:**

2 pages	4,465.- €
4 pages	8,930.- €
6 pages	13,395.- €
8 pages	17,860.- €

(Discount: 1 page insert = 1 full-page ad)

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed format the bound inserts must concur with the magazine format (207 mm wide x 279 mm high). Delivery of the bound inserts in untrimmed format and folded. Please contact the publisher about format details.

**13 Loose-leaf inserts (not discountable):**

loose inserted, max. format 203 mm x 275 mm, on request

**14 Delivery address for the positions 12 to 13:**

Stürtz GmbH  
Warenannahme  
Alfred-Nobel-Straße 33  
97080 Würzburg, Germany

Delivery notice: for "Nutzfahrzeugkatalog"

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

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

# Your competent advertising team

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## Please contact us for further information!

**Your contact persons for transport & logistics:**

### Advertising Sales Manager

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### Advertising Administration

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**Your contact persons for trade, renting, leasing as well as trailers and trailer parts:**

### Regional Representatives

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