

1 Short characterization: TRUCKER – the magazine for long-distance truck drivers. For 27 years, TRUCKER has been the specialized magazine for truck drivers. Month after month, new trucks and technologies are introduced and compared. Driving reports, service topics and exciting everyday reports complete the picture. The readers are primarily professional truck drivers covering long distances, as well as self-driving hauliers.

2 Frequency of publication: monthly

3 Year of publication: 27th year 2006

4 Web-address (URL): www.trucker.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
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Internet: www.verlag-heinrich-vogel.de
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9 Editorial department:
Editor in chief: Oliver Willms
oliver.willms@springer.com

10 Advertising office:
Advertising director: Stephanie Rinsche
stephanie.rinsche@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.12 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:
Annual subscription rate
Inland: € 38.40, free delivery, incl. 7% VAT
Foreign Countries: € 38.40 plus 5.10 packing/postage, incl. 7% VAT
Single copy: € 3.30 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 0946-3216

14 Size analysis: 2004 = 12 editions
Magazine format: 230 mm (wide), 300 mm (high)
Total size: 1,552 pages = 100.0 %
Editorial section: 1,203 pages = 77.5 %
Advertising section: 349 pages = 22.5 %

of them are

Classified advertisements:	57 pages =	16.3 %
Image advertisements:	191 pages =	54.7 %
Bound insert:	2 pages =	0.6 %
One's own advertisements:	99 pages =	28.4 %

Supplements (Loose-leaf inserts): 7 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2004 until June 30th 2005)

Printed copies: **109,814**

Total circulation **56,735**
 therefrom abroad: 6,803

Total net paid circulation: **53,761**
 therefrom abroad: 6,645

Subscribed copies 11,196
 therefrom copies for members -

Sale by retail -
 Other sale 5,193

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies

Inland	88.0	49,932
Foreign Country	12.0	6,803

Total circulation	100.0	56,735
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Issue	Publication Date	Closing Dates Ads	Closing Dates Printing material	Themes	Trade fairs
2	Jan 10, 2006	Dec 8, 2005	Dec 12, 2005	Survey: Novelties 2006	
3	Feb 14, 2006	Jan 17, 2006	Jan 23, 2006	Van-Test	
4	Mar 14, 2006	Feb 10, 2006	Feb 17, 2006	Arctic-Truck-Test	
5	Apr 11, 2006	Mar 9, 2006	Mar 20, 2006	Arctic-Van-Test	
6	May 9, 2006	Apr 7, 2006	Apr 18, 2006	Euro Truck Test	Eurocargo , Dusseldorf, May 30 to Jun 1, 2006
7	Jun 13, 2006	May 12, 2006	May 19, 2006	Trailer Comparison Test	Transpotec Logitec , Milan, Jun 26 to 30, 2006
8	Jul 11, 2006	Jun 12, 2006	Jun 19, 2006	Preview Nürburgring	Truck Grand Prix , Nürburgring, July 21 to 23, 2006
9	Aug 8, 2006	Jul 11, 2006	Jul 17, 2006	Nürburgring Special	
10	Sep 12, 2006	Aug 14, 2006	Aug 21, 2006	IAA Preview	IAA Nutzfahrzeuge , Hanover, Sep 21 to 28, 2006
11	Oct 9, 2006	Sep 11, 2006	Sep 18, 2006	IAA Highlights	
12	Nov 14, 2006	Oct 16, 2006	Oct 23, 2006	Winter accessories	
01/07	Dec 12, 2006	Nov 14, 2006	Nov 20, 2006	Truck Comparison Test	
02/07	Jan 9, 2007	Dec 5, 2006	Dec 11, 2006	Novelties 2007	



1 Circulation:

Printed copies: 109,814 copies
 Total circulation in annual average 56,735 copies

2 Magazine size:

230 x 300 mm
 235 x 310 mm untrimmed

Type area:

200 mm wide, 268 mm high
 4 columns, 47 mm

3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

4 Publication:

Frequenzy of publication: monthly
 Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag

House address: Neumarkter Str. 18, 81673 Munich
 Postal address: P. O. Box 80 20 20, 81620 Munich
 Advertising sales Jürgen Kathke
 department: Phone: +49-89 / 43 72-29 27
 Fax: +49-89 / 43 72-23 98
 E-mail: anzeigen-vhv@springer.com

6 Payment terms:

- direct debit 3% prompt payment discount
 - within 10 days 2% prompt payment discount
 - within 30 days net
 from date of invoice
 VAT no. DE 811148881

Bank accounts:

Commerzbank Munich
 IBAN DE17 7004 0041 0590 3893 00,
 BIC COBADEFF700

7 Ads and rates:

All prices are plus VAT

2/1 page: W 430 x H 268

2/1 page truncate:* W 460 x H 300

Basic rate b/w and 2-coloured 9,750.00 €

3- and 4-coloured 17,490.00 €

1/1 page: W 200 x H 268

1/1 page truncate:* W 230 x H 300

Basic rate b/w and 2-coloured 4,800.00 €

3- and 4-coloured 8,620.00 €

1/2 page (upright): W 98 x H 268

1/2 page truncate:* W 113 x H 300

1/2 page (landscape): W 200 x H 134

1/2 page truncate:* W 230 x H 150

Basic rate b/w and 2-coloured 2,500.00 €

3- and 4-coloured 4,340.00 €

1/3 page (upright): W 64 x H 268

1/3 page truncate:* W 79 x H 300

1/3 page (landscape): W 200 x H 90

1/3 page truncate:* W 230 x H 100

Basic rate b/w and 2-coloured 1,650.00 €

3- and 4-coloured 2,450.00 €

1/4 page (upright, 1-column): W 47 x H 268

1/4 page, 2-column: W 98 x H 134

1/4 page (landscape): W 200 x H 67

Basic rate b/w and 2-coloured 1,300.00 €

3- and 4-coloured 2,170.00 €

1/8 page (upright, 1-column): W 47 x H 134

1/8 page, 2-column: W 98 x H 67

1/8 page (landscape): W 200 x H 33

Basic rate b/w and 2-coloured 585.00 €

2., 3., 4. cover page

Basic rate 3- and 4-coloured 8,910.00 €

Booklets on front page

Themes and prices on request

Gatefolder on request

Calenders on request

*Truncate additional charge: = 470,- €

+ 4 mm bleed at all edges to be truncated

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

8.2 Preferential positions

Fixed positions -

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area 470.00 €

9 Prices for classified ads:

Classified ads 1 column, 43 mm width, b/w 2.70 €

Classified ads 1 column, 43 mm width, coloured 5.65 €

Situations wanted 1 column, 43 mm width 0.90 €

Box number fee 10.00 €

10 Special ad forms: reprints, other ad forms on request

11 Discounts: acceptance within a year

(Starting with publication of the first advertisement)

Frequency discount

3 insertions 3 %

6 insertions 5 %

12 insertions 10 %

Quantity discount

3 pages 3 %

6 pages 5 %

9 pages 10 %

12 pages 12 %

15 pages 15 %

All surcharges qualify for discount.

12 Combinations: -

13 Bound inserts:

2 pages 4,800.00 €

4 pages 9,600.00 €

6 pages 14,400.00 €

8 pages 19,200.00 €

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

Please supply the bound-in inserts in the untrimmed format 235 x wide x 310 high (folded). 2-page inserts must be provided with a printed rim 8 cm wide. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).

14 Loose-leaf inserts:

loose inserted, max. format: 228 mm x 295 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	120.00 €

up to 50 g	190.00 €
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over 50 g	on request
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Number of inserts available on request. Inserts possible at press run of 5,000 copies.

15 Glued-in postcards:

Glued-in postcards/thousands	82.00 €
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Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

Loose inserts and glued-in postcards do not qualify for discounts.

16 Delivery address for the positions 13 to 15:

Oberndorfer Druckerei

Mittergöming 12

A – 5110 Oberdorf

Delivery notice: for TRUCKER no. ...)

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



Media-
Information
2006

Official Program Journal

Truck Grand Prix Nürburgring 2006

July 21 to 23, 2006

Organizer: ADAC Mittelrhein
 Co-Organizer: TRUCKER Fernfahrer Magazin
 Neumarkter Straße 18
 81664 Munich
 Printed copies: 20,000 copies
 Printing process: Offset printing, 133-line screen
 Publication date: July 19, 2006
 Closing date ads: June 19, 2006
 Closing date printing material: June 26, 2006

Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate	Basic price b/w	Coloured
2/1 page	396	252	420	280	5,000.00	7,000.00
1/1 page	185	252	210	280	2,500.00	3,500.00
1/2 page, upright, 2 columns	90	252	102	280	1,400.00	1,800.00
1/2 page, landscape, 4 columns	185	126	210	140	1,400.00	1,800.00
1/4 page, upright, 1 column	45	252	57	280	750.00	900.00
1/4 page, landscape	185	63	210	76	750.00	900.00
1/4 page, 2 columns	90	126	102	139	750.00	900.00
2., 3., 4. cover page						4,000.00
Bleeding surcharge					250.00	
Surcharge for fixed position					250.00	

1. Web-Adresse (URL):

www.trucker.de

2. Short characterization:

Up-to-date contents – comprehensive interactivity.

www.trucker.de is the Internet community for 600,000 professional truck drivers covering short and long distances. Here, the user finds everything pertaining to the world of commercial vehicles.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price (per thousand)
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	1) 40.00 €
Combi-Package ²⁾	778 x 90+200 x 400+400 x 40	60.00 €

¹⁾ only in combination with combi-package

²⁾ up to 10 times more effective advertisements and higher click rate!
(Superbanner and Skyscraper and Contentbanner)

All prices are plus VAT. Valid from 01.10.2005.

4. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

5. Contact person:

Christian Plagge

Tel. + 49 (0) 89 43 72-21 49

Christian.Plagge@springer.com

6. Data delivery:

online-inserate@springer.com

Data Ticket

Status quo: October 2005

Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: _____

Contact: _____

Telephone: _____ Fax: _____ ISDN: _____

Advert Information

Issue: _____ Section: _____

Advert format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-Mail Data medium by mail

Proof colour match (ISO) content match follows via mail (please tick if appropriate)

Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage www.stuertz.de in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Contact details

FTP: ftp.stuertz.de (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-383

Contact to:

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Science / Martha Spanheimer
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-2 30