

Media-Information 2008

Excerpt from the advertisement price list no. 9, valid as of 01/10/2007

Format	Width x Height	Local specialized stores b/w	Local specialized stores 4 colors	Agencies b/w	Agencies 4 colors
2/1 pages	418 x 265 mm	1.495,00 Euros	2.245,00 Euros	1.760,00 Euros	2.640,00 Euros
1/1 page	200 x 265 mm	750,00 Euros	1.120,00 Euros	880,00 Euros	1.315,00 Euros
3/4 page landscape	200 x 197 mm	550,00 Euros	830,00 Euros	645,00 Euros	975,00 Euros
2/3 page landscape	200 x 172 mm	495,00 Euros	740,00 Euros	580,00 Euros	870,00 Euros
2/3 page portrait	132 x 265 mm				
1/2 page landscape	200 x 130 mm	410,00 Euros	575,00 Euros	475,00 Euros	675,00 Euros
1/3 page landscape	200 x 86 mm	270,00 Euros	410,00 Euros	320,00 Euros	480,00 Euros
1/3 page portrait	64 x 265 mm				
1/4 page landscape	200 x 62 mm	195,00 Euros	295,00 Euros	230,00 Euros	345,00 Euros
Price per mm per column 64 mm width		1,07 Euros	1,61 Euros	1,26 Euros	1,89 Euros

Special positioning

Inner front/back cover p.	200 x 285 mm		1.615,00 Euros		1.895,00 Euros
Back cover page	200 x 285 mm		1.775,00 Euros		2.085,00 Euros

Insert page:

Insert size 220 x 298 mm price on request

(+ 4 mm trim, please design layout elements for a size of 215 x 298 mm)

Modules

Module 1:	1 small photo b/w, incl. 4 lines of text, approx. 48 mm high, 1 column black & white40,00 Euros 4 colors60,00 Euros
Module 2:	1 large photo b/w, inkl. 4 lines of text, approx. 48 mm high, 2 columns black & white73,00 Euros 4 colors115,00 Euros
Text module:	10 lines of text, black & white, 48 mm high, 1 column53,00 Euros Module prices for agencies on request.

Surcharges

Agreement to print adverts on certain pages: 20 % of basic price
Surcharge for colors, European color scale for offset printing per color,
excl. photos: 15 % of basic price
Costs for creating a page layout (no discounts possible): 205.00 Euros

MEGA COMBINATION

Book our mega combination – the three-in-one tuning packet for your advert. When taking out an advert, you get these three services for one price:

<input type="checkbox"/>	Print advert Top quality for more than 10 years – full service – international
<input type="checkbox"/>	Online Every vehicle advertised in the magazine will appear online free of charge
<input type="checkbox"/>	E-Paper Your advert can be accessed worldwide in the digital TruckMarket magazine on Mondays

Supplements

Supplements of up to 25 g: 160,00 Euros per o/oo

Supplements of up to 50 g: 220,00 Euros per o/oo

More than 50 g: prices on request

All prices are subject to change and exclusive of value-added tax.

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Short description

Since 1997, the advertisement magazine TruckMarket has been published on a national and international basis, offering you the latest offers of used vehicles (trailers, trucks, construction equipment, etc.)

TruckMarket Mega Combination: Every advert published in the printed magazine will automatically be published at the same time on our online database at www.truckmarket.de as well as in the digital E-Paper, free of charge. When taking out an advert, you get three services at an attractive price, and you have the perfect way of addressing your customers. TruckMarket's target audience includes self-driving contractors and all companies and persons buying second-hand commercial vehicles.

Frequency

every 2 weeks, on Tuesdays

Sellings Points

Motorway service areas, large truck service areas, petrol stations, kiosk, train station bookshops, press sale

Circulation

optimized printed circulation: 40.000 issues

Specifications

Magazine format: 220 mm width, 298 mm height
 Print space: 200 mm width, 265 mm height
 No. of columns: 1 column, column width 64 mm
 2 column, column width 132 mm
 3 column, column width 200mm
 Printing methode: Web offset printing, 4 colors, European color scale, printing screen of 54, for cover and insert printing screen of 60.

Payment terms

- Per automatic debit transfer 3 % discount
- Within 10 days 2 % discount
- Within 30 days after invoice date net payment
- Vat. no. DE152942001

Bank details

HypoVereinsbank München (Bank code 700 202 70);
 Account No. 1 830 209 200,
 IBAN: DE02 7002 02701830 2092 00
 BIC: HYVE DEMM XXX

Discounts

When buying advert space for 12 months (insertion year)

Discount grading for no. of issues per year

5 issues	5 %
10 issues	10 %
15 issues	15 %
20 issues	20 %

Modules and supplements do not qualify for discounts.

Publisher

Springer Transport Media GmbH, Neumarkter Straße 18, 81664 München

Advertising office

Phone: +49 89 / 43 72 – 22 94 or 22 96,
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anzeigen.truckmarket@springer.com
 Futher information available from:
www.mediacentrum.de or anzeigen-vhv@springer.com

Schedule

Issue No.	Publishing date	Closing date (12 o' clock, noon)	Trade fair date
01	02.01.08	12.12.07	
02	15.01.08	21.12.07	
03	29.01.08	15.01.08	
04	12.02.08	24.01.08	
05	26.02.08	12.02.08	
06	11.03.08	26.02.08	
07	25.03.08	07.03.08	
08	08.04.08	25.03.08	
09	22.04.08	08.04.08	Resale, Karlsruhe 23.04. - 25.04.2008
10	06.05.08	21.04.08	
11	20.05.08	05.05.08	
12	03.06.08	19.05.08	
13	17.06.08	03.06.08	
14	01.07.08	17.06.08	Truck Grand-Prix, Nürburgring 11.07. - 13.07.2008
15	15.07.08	01.07.08	
16	29.07.08	15.07.08	
17	12.08.08	29.07.08	
18	26.08.08	11.08.08	
19	09.09.08	26.08.08	Nordbau, Neumünster 11.09. - 16.09.2008
20	23.09.08	09.09.08	IAA-Nutzfahrzeuge, Hannover 25.09. - 02.10.2008
21	07.10.08	22.09.08	
22	21.10.08	07.10.08	
23	04.11.08	21.10.08	
24	18.11.08	04.11.08	
25	02.12.08	18.11.08	
26	16.12.08	02.12.08	
1/09	07.01.09	15.12.08	

Photoservice

Free of charge for commercial dealer's adverts (national only) –
 Deadlines on request. Abandoning a service does not qualify you for reimbursement. Adverts designed by publisher must not be used for other publications without prior written agreement.

Internet

www.truckmarket.de

the specialized market place for all kinds of second-hand commercial vehicles

Our service packet includes:

- ∅ International distribution in 15 countries
- ∅ Personal advice given by our agents
- ∅ Comprehensive range of services
- ∅ Topicality
- ∅ Basic entries free of charge



ONLINE ADVERTISEMENTS

Choose from the following offers:

<p>Basic entries:</p> <ul style="list-style-type: none"> • 1 photo + text • 2 weeks running • Easy entry via the online form 	<p>free of charge</p>
<p>Premium entry:</p> <ul style="list-style-type: none"> • Photo gallery + text + your logo • 4 weeks running • Easy entry via the online form 	<p>7,50 Euros per vehicle</p>
<p>VIP offer:</p> <ul style="list-style-type: none"> • Automatic import of your vehicles data from your management system • Personal advice • Daily updates of vehicle data • Statistical evaluations • One month running <p>= Your comprehensive carefree packet</p>	<p>up to 10 vehicles 69,00 Euros up to 30 vehicles 99,00 Euros up to 50 vehicles 129,00 Euros up to 70 vehicles 149,00 Euros up to 100 vehicles 179,00 Euros</p>

Conditions for banner ads on www.truckmarket.de available on request.

All prices for TruckMarket Online are fixed prices and do not qualify for discounts. All prices are exclusive of VAT.