

1 Short characterization: TRUCKER – the magazine for long-distance truck drivers. For 28 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: 29th year 2008

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
 House address: Neumarkter Str. 18, 81673 Munich, Germany
 Phone: +49-89 / 43 72-0
 Fax: +49-89 / 43 72-23 98
 Internet: www.trucker.de
 E-mail: anzeigen-vhv@springer.com

9 Editorial department:
 Editor in chief: Johann Reichel
 trucker@springer.com

10 Advertising office:
 General Advertisement Director: Michaela Lenz
 Advertising director: Thomas Merz
 thomas.merz@springer.co
 Tel: +49-89-4372-21 36

11 Distribution director: Jutta Rethmann
 Phone: 01 80/5 26 26 18 (0.14 €/min. from the German landline/mobile radio deviant)
 E-mail: vertriebsservice@springer.com

12 Subscription cost:
 Annual subscription rate
 Inland: 38.40 €, free delivery, incl. 7% VAT
 Foreign Countries: 44.40 € plus 6.00 packing/postage, incl. 7% VAT
 Single copy: 3.50 € plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 0946-3216

14 Scope analysis: 2006 = 12 editions
Magazine format: 230 mm (wide), 300 mm (high)
Total size: 1,488 pages = 100.0 %
Editorial section: 1,169 pages = 78.5 %
Advertising section: 319 pages = 21.5 %

of them are

Classified advertisements:	79 pages =	24.8 %
Bound insert:	0 pages =	0.0 %
One's own advertisements:	115 pages =	36.1 %

Supplements (Loose-leaf inserts): 5 pieces

15 Content analysis: -

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2006 until June 30th 2007)

Printed copies:	95,529
Total circulation therefrom abroad:	54,738 6,621
Total net paid circulation: therefrom abroad:	51,813 6,464
Subscribed copies therefrom copies for members	11,309 -
Sale by retail Other sale	- 5,052

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
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Inland	87.9	48,117
Foreign Country	12.1	6,621

Total circulation	100.0	54,738
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Issue	Publication Date	Closing Dates Ads	Closing Dates Printing material	Themes	Trade fairs
2	Jan 8, 2008	Dec 3, 2007	Dec 5, 2007	Survey: Novelties 2008 market survey CB-Funk	
3	Feb 5, 2008	Jan 8, 2008	Jan 10, 2008	Van-Test; Reportage Rally Dakar Overview Truck washer plants	
4	Mar 4, 2008	Feb 1, 2008	Feb 6, 2008	Arctic-Truck-Test Start serial „ So I start my own business” (6 parties) TRUCKER chooses the Super truck (6 parties)	CeBIT , Hanover, Mar 4 to 9, 2008
5	Apr 8, 2008	Mar 7, 2008	Mar 10, 2008	Arctic-Van-Test Serial „ So I start my own business” (2nd part) Truck interior and equipment	
6	May 13, 2008	Apr 11, 2008	Apr 14, 2008	Euro Truck Test Serial „ So I start my own business” ” (3th part) Overview Truck washer plants	
7	Jun 10 2008	May 9, 2008	May 13, 2008	Trailer-Novelties in comparison and market overview. Serial „ So I start my own business” (4th part)	
8	Jul 8, 2008	Jun 9, 2008	Jun 11, 2008	Preview Nürburgring Special topic: Correct fit in the truck " Serial „ So I start my own business” (5th part)	Truck Grand Prix , Nürburgring, July 11 to 13, 2008

9	Aug 12, 2008	Jul 14, 2008	Jul 16, 2008	Nürburgring Special Special topic: multimedia into the truck (TV, DVD, Internet etc.)” Serial „ So I start my own business” (6th part)	
10	Sep 9, 2008	Aug 8, 2008	Aug 12, 2008	Tires & Wheels Overview of tank credit cards	Automechnika , Frankfurt / Main, September 16 to October 21, 2008 IAA Commercial vehicles , Hannover, September 25 to October 10, 2008
11	Oct 14, 2008	Sep 12, 2008	Sep 16, 2008	Preliminary report : IAA, all novelties Winter accessories: catenae, auxiliary heating systems, traction assistance	
12	Nov 11, 2008	Oct 13, 2008	Oct 15, 2008	Euro-Truck-Test Comprehesnsive IAA Fair report Equipment and Trends of Automechanika	
01/09	Dec 9, 2008	Nov 10, 2008	Nov 12, 2008	Truck/Van of the Year Truck exterior equipment and accessories	
02/09	Jan 13, 2009	Dec 3, 2008	Dec 5, 2009	Novelties 2009 Test Truck-breakdown service	



1 Circulation:

Printed copies: 95,529 copies
 Total circulation in annual average 54,738 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.

7 Ads and rates:

All prices are plus VAT

4 Publication:

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

5 Editorial Board:

Springer Transport Media GmbH
 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: juergen.kathke@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 152942001

Bank accounts:

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

2/1 page: W 430 x H 268

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

Basic rate b/w and 2-coloured 10,340.00 €

3- and 4-coloured 17,840.00 €

1/1 page: W 200 x H 268

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

Basic rate b/w and 2-coloured 5,090.00 €

3- and 4-coloured 8,790.00 €

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 2,650.00 €

3- and 4-coloured 4,430.00 €

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 1,755.00 €

3- and 4-coloured 2,500.00 €

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

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

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

Basic rate b/w and 2-coloured 1,380.00 €

3- and 4-coloured 2,210.00 €

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

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

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

Basic rate b/w and 2-coloured 695.00 €

3- and 4-coloured 1.110.00 €

2., 3., 4. cover page W 230 x H 300

Basic rate 3- and 4-coloured 9,440.00 €

Booklets on front page

Themes and prices on request

Gatefolder on request

Calenders on request

*Truncate additional charge: = 475,- €

+ 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 -

9 Prices for classified ads:

Classified ads	1-column, 43 mm width, b/w	2.73 €
Classified ads	1-column, 43 mm width, coloured	5.70 €
Situations wanted	1-column, 43 mm width	1.00 €
Box number fee		10.00 €

10 Special ad forms: Trucker –Poster

Trucker poster (double sided prints, tacked in the booklet center	19.500 €
Format: 550 W x H 418 mm , plus 4 mm trimming	
reprints,	on request
Booklets onto the front page, topics and prices	on request
Gatefolder	on request
Annual calendar	on request
Other	on request

11 Discounts: acceptance within a year

(Starting with publication of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	3 %
6 insertions	5 %	6 pages	5 %
12 insertions	10 %	9 pages	10 %
		12 pages	12 %
		15 pages	15 %

All surcharges qualify for discount.

12 Combinations: -

13 Bound inserts:

2 pages	5,090.00 €
4 pages	10,180.00 €
6 pages	15,270.00 €
8 pages	20,360.00 €

(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	130.00 €
up to 50 g	200.00 €
over 50 g	on request
Number of inserts available on request. Inserts possible at press run of 5,000 copies.	

15 Glued-in postcards:

Glued-in postcards/thousands	85.00 €
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:

On request

Delivery notice: for TRUCKER no. ...)

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



Media-
Information
2008

Official Program Journal

Truck Grand Prix Nürburgring 2008

July 11 to 13, 2008

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 11, 2008
 Closing date ads: June 11, 2008
 Closing date printing material: June 13, 2008

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	5,100.00	7,140.00
1/1 page	185	252	210	280	2,550.00	3,570.00
1/2 page, upright, 2-columns	90	252	102	280	1,430.00	1,840.00
1/2 page, landscape, 4-columns	185	126	210	140	1,430.00	1,840.00
1/4 page, upright, 1-column	45	252	57	280	770.00	920.00
1/4 page, landscape	185	63	210	76	770.00	920.00
1/4 page, 2-columns	90	126	102	139	770.00	920.00
2., 3., 4. cover page						4,080.00
Bleeding surcharge						-
Surcharge for fixed position						255.00

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. Numbers of hits:

visits: 47,424 / month October 2007
page impressions: 768,754 / month October 2007

4. Ads and rates:

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer Rectangle	format on request	42.00 € 62.00 €

5. Flexbox:

Your flexbox appears at a selected area with text and logo/picture on request

* valid from Oct, 1 2007; Prices are subject to VAT.

Other formats on request.

6. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

7. Data delivery:

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

Data Ticket



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

Annotation _____

Creation of data

- 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.
- 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.
- The maximum colour application shall not exceed 320%.

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.

Support too:

- PDF XC-pereparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable under www.springer-business-media.de/anzeigendaten or if required under the stated contact address.

Contact details

FTP: ftp.stuertz.de (Login:gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-11332

Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg

Tel.: +49-9 31/3 85-3 32

Modifications and printer's errors excepted