



[www.trucker.de](http://www.trucker.de)

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# MEDIA KIT 2013

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## Media- Information 2013

Publishing House  
Size Analysis

### Short characterization:

TRUCKER – the magazine for long-distance truck drivers. For more than 30 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.

**Frequency of publication:** monthly

**Year of publication:** 34<sup>th</sup> year 2013

**Web-address (URL):** [www.trucker.de](http://www.trucker.de)

**ISSN-No:** 0946-3216

### Publishing house:

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
P. O. Box 80 20 20, 81620 Munich, Germany  
Aschauer Str. 30, 81549 Munich, Germany  
+49-89 / 20 30 43-0  
+49-89 / 20 30 43-23 98  
[vhv.mediacentrum.de](http://vhv.mediacentrum.de)  
[anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

Postal address:

House address:

Phone:

Fax:

Internet:

E-mail:

### Editorial department:

Editor in chief:

Johannes Reichel  
[trucker@springer.com](mailto:trucker@springer.com)

### Advertising office:

Director Sales Logistics: Matthias Pioro

### Distribution:

Vertriebsservice, Verlag Heinrich Vogel  
Phone: +49-89 /20 30 43 - 1100  
E-mail: [vertriebsservice@springer.com](mailto:vertriebsservice@springer.com)

### Subscription cost:

Annual subscription rate

Inland: 41.90 € incl. packing/postage and 7% VAT

European Countries: 47.90 € incl. packing/postage and 7% VAT

Single copy: 3.90 € plus 1.90 € packing/postage, incl. 7% VAT



Circulation control:



Analysis of circulation:

Average circulation within one year  
(from July 1<sup>st</sup> 2011 until June 30<sup>th</sup> 2012)

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**Printed copies:** **86,866**

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**Total circulation** **48,473**  
There from abroad: 5,738

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**Total net paid circulation:** **47,311**  
there from abroad: 5,566

Subscribed copies 11,367  
there from copies for members -

Sale by retail 30,921  
Other sale 5,023

**Free copies:** 3,061

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**Remainer, file and  
checking copies** 296

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Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
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Inland	88,7	42,735
Foreign Country	11,3	5,378

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<b>Total circulation</b>	100,0	48,473
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	Issue	Publication Date	Deadline Adverts	Closing date Printing material	Topics	Trade Fairs
January	2	Jan 24, 2013	Dec 18, 2012	Dec 20, 2012	Aerodynamic mounting parts Sleeper cabs	<b>Rallye Dakar</b> , Jan 5 to 20, 2013
February	3	Feb 21, 2013	Jan 22, 2013	Jan 23, 2013	Navigation systems Scale model trucks	<b>Spielwarenmesse (Toy trade fair)</b> , Nuremberg, Jan 30 to Feb 4, 2013 <b>Transpotec Logitec</b> , Verona, Feb 28 to Mar 3, 2013
March	4	Mar 21, 2013	Feb 21, 2013	Feb 22, 2013	Construction vehicles Load restraint Occupational safety/safety equipment Start of "TRUCKER searches for the Supertruck"	
April	5	Apr 25, 2013	Mar 26, 2013	Mar 27, 2013	Tires Service & maintenance Airconditioned cabine	<b>bauma</b> , Munich, Apr 15 to 21, 2013
May	6	May 23, 2013	Apr 22, 2013	Apr 23, 2013	Ice boxes & coffee machines	
June	7	Jun 20, 2013	May 22, 2013	May 23, 2013	<b>Preview Truck Grand Prix</b>	<b>transport logistic</b> , Munich, Jun 4 to 7, 2013

	Issue	Publication Date	Deadlines Adverts	Closing date Printing material	Topics	Trade Fairs
July	8	Jul 25, 2013	Jun 27, 2013	Jun 28, 2013	Soot particle filter Truck Grand Prix Special	<b>Truck Race Trophy</b> - Red Bull Ring, Spielberg, Austria, Jul 5 to 7, 2013 <b>Truck Grand Prix</b> , Nürburgring, Jul 12 to 14, 2013
August	9	Aug 22, 2013	Jul 25, 2013	Jul 26, 2013	Heavy transports Cranes and loading aids	
September	10	Sep 19, 2013	Aug 22, 2013	Aug 23, 2013	Tires Resting and having a break Telecommunication for trucks	<b>NUFAM</b> – trade fair for commercial vehicles in southern Germany, Karlsruhe, Sep 26 to 29, 2013
October	11	Oct 24, 2013	Sep 25, 2013	Sep 26, 2013	Winter equipment Auxiliary heating	
November	12	Nov 21, 2013	Oct 23, 2013	Oct 24, 2013	Distributing transport Alternative gears CB radio	
December	01/14	Dec 19, 2013	Nov 20, 2013	Nov 21, 2013	Healthcare Accessories and equipment for trucks, tuning	
January	02/14	Jan 23, 2014	Dec 14, 2013	Dec 17, 2013		



**Circulation:**

Printed copies: 86,866 copies  
Total circulation in annual average 48,473 copies

**Magazine size:**

230 mm x 300 mm trimmed

**Type area:**

199 mm wide, 268 mm high  
4 columns, 46 mm  
3 columns, 63 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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

**Publication:**

**Frequency of publication:** monthly

**Publications dates, deadlines and dates for submission:**

see "Time Schedule and Topics"

**Payment terms:**

- direct debit 3% prompt payment discount  
- within 8 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

**Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		4-coloured €
		type area	truncate*	
2/1 page	8 columns	428 x 268	460 x 300	<b>19,660.-</b>
2., 3., 4. cover page (not discountable)				<b>10,550.-</b>
1/1 page	4 columns	199 x 268	230 x 300	<b>9,830.-</b>
1/2 page	2 columns	97 x 268	113 x 300	<b>4,940.-</b>
	4 columns	199 x 134	230 x 150	
1/3 page	1 column	63 x 268	79 x 300	<b>3,295.-</b>
	4 columns	199 x 90	230 x 100	
1/4 page	1 column	46 x 268	62 x 300	<b>2,470.-</b>
	2 columns	97 x 134	113 x 150	
	4 columns	199 x 67	230 x 87	
1/8 page	1 column	46 x 134	62 x 150	<b>1,245.-</b>
	2 columns	97 x 67	113 x 87	
	4 columns	199 x 33	230 x 52	

\*plus 3 mm trim on all outer edges.

**Prices for classified ads:**

Classified ads	1-column, 43 mm width, b/w	3.05 €
Classified ads	1-column, 43 mm width, coloured	6.17 €
Situations wanted	1-column, 43 mm width	1.10 €
Box number fee		11.00 €

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

loose inserted, max. format: 210 mm x 280 mm	
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €
Number of inserts available on request. Inserts possible at press run of 5,000 copies.	

**Discounts:** acceptance within a year

(Starting with appearance 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.

All surcharges qualify for discount.

**Glued-in postcards:** (not discountable)

Glued-in postcards/thousands	93.00 €
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.	

**Delivery address for bound and loose-leaf inserts, postcards:**

Oberndorfer Druckerei GmbH  
Mittergöming 12  
5110 Oberndorf, Austria

**Delivery notice:** for TRUCKER (No. ...)

Please send in advance 10 samples to advertising sales department.

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

**Bound inserts (not discountable):**

Price:	
2-pages	6,510.00 €
4-pages	13,020.00 €
6-pages	19,530.00 €

Please supply the bound inserts in the untrimmed format  
235 wide x 310 high (folded). 2-page bound inserts to be delivered with a  
printed latch of 110 mm width. Head trim: 4 mm.

The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for  
heavier papers on request)

**Data formats:**

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

**Data transfer:**

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal\_issue\_customer\_motive.zip).

**Support:**

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: [gecont@stuertz.de](mailto:gecont@stuertz.de).

**Connections:**

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: gecont, Password: dE41yG)  
E-Mail: [gecont@stuertz.de](mailto:gecont@stuertz.de)  
Fax: +49 931 385-11332

**Contact Print Shop:**

Stürtz GmbH Journals & Magazines  
Advertisement team  
Alfred-Nobel-Str. 33  
97080 Würzburg  
Phone: +49 931 385-332  
Fax: +49 931 385-11332

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).





## Truck Grand Prix Nürburgring 2013

July 12 to 14, 2013

Organizer:	ADAC Mittelrhein
Printed copies	15,000 copies
Printing process:	Offset printing, 175 line screen
Publication date:	July 11, 2013
Deadlines adverts:	June 10, 2013
Closing date printing material:	June 17, 2013

### Ads and rates:

Size	Width (mm)	Height (mm)	Width (mm) truncate	Height (mm) truncate*	4-colours
2/1 page	396	250	420	279	7,870.00 €
2., 3., 4. cover page					4,545.00 €
1/1 page	185	250	210	279	3,935.00 €
1/2 page, upright, 2-columns	90	250	102	279	2,015.00 €
1/2 page, landscape, 4-columns	185	125	210	140	2,015.00 €
1/4 page, upright, 1-column	45	250	57	279	1,020.00 €
1/4 page, landscape	185	65	210	82	1,020.00 €
1/4 page, 2-columns	90	125	102	140	1,020.00 €
Surcharge for fixed position					285.00 €

\*+ 3 mm bleed at all edges

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

**We'll be pleased to advise you!**



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# MEDIA KIT 2013

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Online Ad Types and Online Prices

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 club members.

Visits: 132,178 (July 2012)  
 Page Impressions: 861,829 (July 2012)



**Text Display Small**  
 Size: 300 x 115 px

CPM\*: 35.00 €



**Medium Rectangle**  
**Video Medium Rectangle**  
 Size: 300 x 250 px

CPM\*: 50.00 €



**Expandable Medium Rectangle Small**  
 Size: 300 x 250 px  
 630 x 250 px

CPM\*: 75.00 €



**Expandable Medium Rectangle Large**  
 Size: 300 x 250 px  
 630 x 350 px

CPM\*: 100.00 €



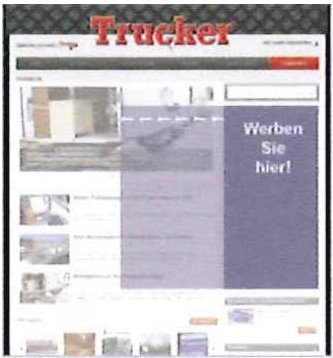
**Flash Layer and Medium Rectangle Reminder (Tandem Ad)**  
 Size: 400 x 400 px  
 300 x 250 px

CPM\*: 125.00 €



**Half Page**  
 Size: 300 x 600 px

CPM\*: 125.00 €



**Expandable Half Page**  
 Size: 300 x 600 px  
 630 x 600 px

Price on request



**Skyscraper**  
 Size: 120 x 600 px  
 160 x 600 px

CPM\*: 50.00 €



**Superbanner**  
 Size: 728 x 90 px

CPM\*: 50.00 €



**Wallpaper**  
 Size: Superbanner and Skyscraper  
 CPM\*: 125.00 €

Background colorizing possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

**Newsletter:**

TRUCKER informs on a regular basis in an up-to-date and informative online newsletter.



**Text Display Small**

Size: 300 x 115 px  
 Price: 110.00 €



**Medium Rectangle**

Size: 300 x 250 px  
 Price: 199.00 €



**Cross-/Full-size banner  
 Text display large**

Size: 650 x 150 px  
 Price: 199.00 €

**Video in editorial surrounding (Opening or ending credits)**

At **trucker.de**, we provide the opportunity to place a pre-/post-roll ad before/after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll  
 (Opening or ending credits)**

Format: 4:3 or 16:9  
 Size: max. 5 MB,  
 Duration: max. 10 sec.

**CPM\*: 75.00 €**

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

### Online Ad Types

- File formats: SWF, GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.  
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:  
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).  
The user must always have the possibility to deactivate or to pause the sound.  
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.  
Please use the following code in your Flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

### Video

#### Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

### Newsletter

#### Landscape/Full-size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

#### Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

#### Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

#### 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

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

**We'll be pleased to advise you!**



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