

Trucker

# MEDIA DATA 2024

TRUCKER  
The magazine for truck drivers

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



Status as of: March 26<sup>th</sup>, 2024



### **WHAT DOES TRUCKER OFFER?**

The trade and special-interest magazine TRUCKER has been one of the best known and most popular magazines in the transport and logistics field in Europe for over 40 years. TRUCKER has been setting the benchmark for more than four decades, including with its expert test and technical features reports. As an expert reporting resource in relation to policy and practice, it is regarded as an opinion-former in the sector.

The motto of the magazine is: “TRUCKER – Profession, Technology, Passion” and the focus of the editorial team is on proximity to the reader. In contrast to many other editorial teams, TRUCKER therefore works mainly with salaried editors, who all have extensive experience working in the sector, as well as the everyday transportation business – some even have a background in the commercial sector with experience working as drivers, for example. That creates authenticity.

### **THE BRAND TRUCKER COMPRISES**

- Magazine
- Online portal
- Newsletter
- Facebook
- Instagram
- Books





**monthly**

12 ISSUES

**45. year**

2024

**www.trucker.de**

WEB ADDRESS (URL)



**PUBLISHING HOUSE:**

TECVIA GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30  
81549 Munich, Germany  
Phone +49 89 203043-0  
sales.vhv@tecvia.com  
www.tecvia.com



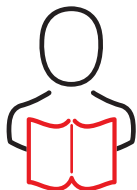
**CHIEF EDITOR:**

Gerhard Grünig  
Phone +49 89 203043-2184  
gerhard.gruenig@tecvia.com

**88.8 %** of B2B decision-makers use regularly or occasionally one or more trade magazines.

**52.6 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



### WHO ARE THE READERS OF TRUCKER?

The majority of the readers are employed truck drivers in long distance transport, distribution transport, municipal transport and in transport on own account. The target group is complemented by owner-drivers and owners of a transport company with several trucks. In addition, TRUCKER meets the needs of truck enthusiasts.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

### SUBSCRIPTION

ISSN 0946-3216

#### Annual subscription price

Inland: € 35.00 incl. packing/posting plus statutory VAT.

European countries: € 47.00 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

#### General conditions:

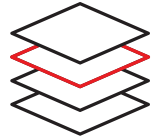
Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

#### Bank account:

UniCreditBank AG, Munich, Germany  
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

#### Payment terms:

within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net  
VAT no. DE 152942001



**15,000**  
*PRINT RUN TRUCKER\**

PRINT

**13,817**  
*ACTUAL DISTRIBUTED CIRCULATION (ADC):\**

**12,382**  
*PAID CIRCULATION\**



DIGITAL

**23,643**  
*SESSIONS\*\**  
(average of three months, January to March 2023)

**55,043**  
*PAGE IMPRESSIONS\*\**  
(average of three months, January to March 2023)

**3,039**  
*NEWSLETTER-SUBSCRIBERS\*\**  
(July 2023)

**330,377**  
*FACEBOOK-FOLLOWERS*  
(September 2023)



**3,940**  
*INSTAGRAM-FOLLOWERS*  
(September 2023)



Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

**78 %** agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Association of Business Media) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

\* Circulation figures: own data collection

\*\* Online access control Google Analytics 4, correct figures on request

## TOPICS

### ISSUE 1

AD	30.11.23	Navigation devices
CD	01.12.23	Driver assistance systems
PD	05.01.24	Tax tips
		Current vehicle test

### ISSUE 2

AD	05.01.24	Expenses and labour law
CD	08.01.24	Comparison test container chassis
PD	02.02.24	Test + technology: trailers

### ISSUE 3

AD	01.02.24	Follow-up report Spielwarenmesse (Toy Fair)
CD	02.02.24	Spring care
PD	01.03.24	Tires and air conditioning
		Alternative drives

### ISSUE 4

AD	07.03.24	Fuel cards
CD	08.03.24	Accessories and truck tuning
PD	05.04.24	Tires
		Test + technology: trailers

### ISSUE 5

AD	04.04.24	Truck interiors and decorations
CD	05.04.24	Multimedia
PD	03.05.24	Truck Race Season 2024
		Municipal vehicles

## FAIRS

**Rallye Dakar**, Saudi Arabia, 05.01.-19.01.2024  
**Brussels Motor Show**, Brussels, 12.01.-21.01.2024  
**Spielwarenmesse** (Toy Fair), Nuremberg, 30.01.-03.02.2024

**Techno Classica**, Essen, 03.04.-07.04.2024  
**Hanover Fair + Logistics 4.0**, Hanover, 22.04.-26.04.2024

**UNITI Expo**, Stuttgart, 14.05.-16.05.2024  
**Transpotec & Logitec**, Milan, 08.-11.05.2024

## TOPICS

## FAIRS

### ISSUE 6

AD 08.05.24  
CD 10.05.24  
PD **07.06.24**

Driver's health, safety and fitness  
Truck classics, restoration  
Truck seats  
Test + technology: trailers

**Trucker & Country Festival**, Interlaken, 28.06.-30.06.2024

### ISSUE 7

AD 10.06.24  
CD 11.06.24  
PD **05.07.24**

Preview report Truck-Grand-Prix  
Load securing – aids, regulations  
Current vehicle test

**Truck-Grand-Prix**, Nürburgring, 11.07.-14.07.2024

### ISSUE 8

AD 08.07.24  
CD 09.07.24  
PD **02.08.24**

Follow-up report Truck-Grand-Prix  
Update driving times and rest periods/labour law  
Truck stop and motorway service stations  
Test + technology: trailers

### ISSUE 9

AD 08.08.24  
CD 09.08.24  
PD **06.09.24**

Preview report IAA Transportation  
Trucks and trailers

**IAA Transportation**, Hanover 17.09.-22.09.2024

### ISSUE 10

AD 06.09.24  
CD 09.09.24  
PD **04.10.24**

Vehicle novelties 2024 - part 1 (follow-up report IAA Transportation)  
Fit for the winter: care and maintenance  
Washing facilities  
Tires  
Construction vehicles

## TOPICS

### ISSUE 11

AD 04.10.24

CD 07.10.24

PD 04.11.24

Vehicle novelties 2024 - part 2 (follow-up report IAA Transportation)

Calenders and books 2025

Clothing and accessories

Legislation and social legislations

### ISSUE 12

AD 11.11.24

CD 12.11.24

PD 06.12.24

Model making

Christmas gifts

Education and training

Test + technology: trailers

### ISSUE 1/25

AD 03.12.24

CD 04.12.24

PD 03.01.24

The best driver apps

Elektronics and navigation

Driver assistance systems

## FAIRS

**AGRITECHNICA**, Hanover, 12.11.-18.11.2024



**MAGAZINE  
FORMAT**  
210 X 279 MM



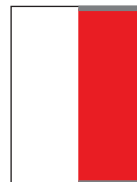
**2/1 PAGES ACROSS GUTTER**

Type area (w x h)  
385 x 236 mm  
Bleed size (w x h)  
420 x 279 mm\*



**1/1 PAGE**

Type area (w x h)  
175 x 236 mm  
Bleed size (w x h)  
210 x 279 mm\*



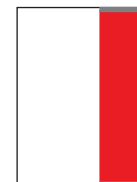
**1/2 PAGE PORTRAIT**

Type area (w x h)  
85 x 236 mm  
Bleed size (w x h)  
101 x 279 mm\*



**1/2 PAGE LAND-  
SCAPE**

Type area (w x h)  
175 x 117 mm  
Bleed size (w x h)  
210 x 137 mm\*



**1/3 PAGE PORTRAIT**

Type area (w x h)  
55 x 236 mm  
Bleed size (w x h)  
71 x 279 mm\*



**1/3 PAGE LAND-  
SCAPE**

Type area (w x h)  
175 x 76 mm  
Bleed size (w x h)  
210 x 91 mm\*

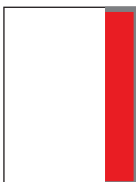
**MAIN MAGAZINE**

Type area (w x h)  
Bleed size (w x h)



**1/4 PAGE BLOC**

Type area (w x h)  
85 x 117 mm  
Bleed size (w x h)  
101 x 137 mm\*



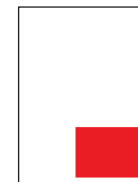
**1/4 PAGE PORTRAIT**

Type area (w x h)  
40 x 236 mm  
Bleed size (w x h)  
56 x 279 mm\*



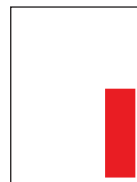
**1/4 PAGE LAND-  
SCAPE**

Type area (w x h)  
175 x 56 mm  
Bleed size (w x h)  
210 x 71 mm\*



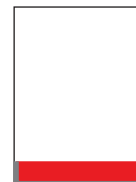
**1/8 PAGE BLOC**

Type area (w x h)  
85 x 56 mm  
Bleed size (w x h)  
-



**1/8 PAGE PORTRAIT**

Type area (w x h)  
40 x 117 mm  
Bleed size (w x h)  
-



**1/8 PAGE LAND-  
SCAPE**

Type area (w x h)  
175 x 31 mm  
Bleed size (w x h)  
210 x 49 mm\*

**MAIN MAGAZINE**

Type area (w x h)  
Bleed size (w x h)

\* + 3 mm bleed



<b>FORMAT</b>	<b>4-COLORS IN €</b>
2./3./4. cover page	<b>9,370.00</b>
2/1 page	<b>15,960.00</b>
1/1 page	<b>7,980.00</b>
1/2 page	<b>4,350.00</b>
1/3 page	<b>3,340.00</b>
1/4 page	<b>2,920.00</b>
1/8 page	<b>2,080.00</b>

### DISCOUNTS:

For insertions within one insertion year (begins with the publication of the first ad)

### FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
12 times	<b>10 %</b>

### QUANTITY SCALE

3 pages	<b>3 %</b>
6 pages	<b>5 %</b>
9 pages	<b>10 %</b>
12 pages	<b>12 %</b>
15 pages	<b>15 %</b>

All surcharges do qualify for discounts.

### CLASSIFIED ADS

### FORMAT

### PRICE PER COLUMN AND MM IN €

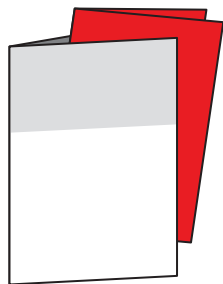
Price classified advert b/w:	1 column 43 mm wide	<b>3.47</b>
Price classified advert colored:	1 column 43 mm wide	<b>6.67</b>
Job-wanted b/w:	1 column 43 mm wide	<b>2.26</b>
Box number fee		<b>14.00</b>

### TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

## LOOSE INSERT



### SPECIAL FEATURE

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose inserts possible.

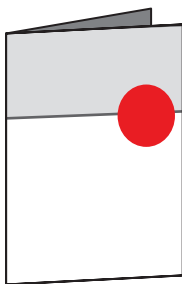
### FORMAT

- Max. 203 mm width x 275 mm height

### PRICE (not discountable)

- Up to 25 g total weight per thou. € 325.00
- Up to 50 g total weight per thou. € 520.00
- Up to 75 g total weight per thou. € 710.00
- Up to 100 g total weight per thou. € 910.00
- Per further 5 g total weight per thou. € 39.00

## TITLE PROMOTER



### SPECIAL FEATURE

- Only in combination with a 1/1 page (full-page ad), 4c, within the magazine

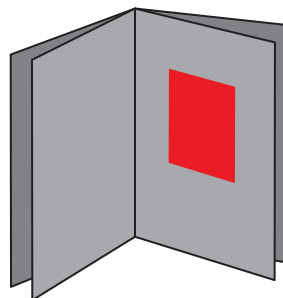
### FORMAT

- 45 mm x 45 mm (circular or square possible)

### TOTAL PRICE

- € 11,130.00

## ISLAND AD



### SPECIAL FEATURE

- Eye-catcher through prominent placement in the middle of editorial content

### FORMAT

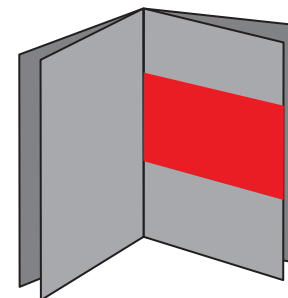
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

### PRICE

- Format 1: € 1,670.00
- Format 2: € 2,340.00

Varying formats on request

## BANDEROLE AD



### SPECIAL FEATURE

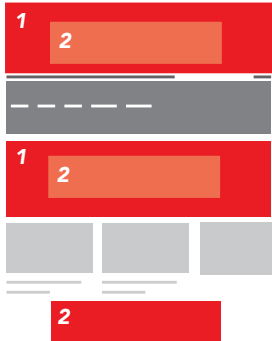
- Central placement
- High attention

### FORMAT

- 210 mm width x 98 mm height

### PRICE

- € 7,780.00



## 1 BILLBOARD

### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

### FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

### CPM\*

- € 170.00

## 2 SUPERBANNER

### FORMAT

- 728 x 90 px (max. 120 KB)

### CPM\*

- € 105.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 120 KB)

### CPM\*

- € 105.00

## 1 + 2 HALF PAGE

### FORMAT

- 300 x 600 px (max. 120 KB)

### CPM\*

- € 170.00



## 1 SKYSCRAPER

### FORMAT

- 160 x 600 px (max. 120 KB)

### CPM\*

- € 105.00

**FURTHER FORMATS ON REQUEST.**

We'll be happy to advise you!

### TECHNICAL SPECIFICATIONS

#### ONLINE

You can find all information summarized [here](#) in a PDF.



## DIGITAL

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

### REGISTRATION:

[newsletter.tecvia.com/tr](https://newsletter.tecvia.com/tr)

### DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

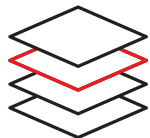
AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	610.00
TextAd**	2	650 x 366	610.00
Medium Rectangle**	3	300 x 250	610.00

\* on all placements possible  
 \*\* starting from the 2<sup>nd</sup> spot



### TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



PRINT

**EXTENSIVE TRUCK  
COMPARISON TEST:  
YOUR PRODUCT IS FOCUSED  
UPON!**

Comparable single tests of heavy trucks exist only in the magazines VerkehrsRundschau and TRUCKER.

Through the extensive procedure with the use of a reference truck a comparison can be ensured!



DIGITAL



## Features

	Basic	Silver	Gold
Test of the vehicle on known test tracks, consumption test with the accompaniment of the editorial-owned reference vehicle, extensive reporting in TRUCKER and VerkehrsRundschau	✓	✓	✓
Multi-paged web-PDF of the comparison test out of TRUCKER for usage on own social media channels	✗	✓	✓
Social media accompaniment to the test on TRUCKER and VerkehrsRundschau channels	✗	✓	✓
Production of an accompanying film to the test which will be played out on TRUCKER and VerkehrsRundschau channels	✗	✓	✓
Title picture TRUCKER – Test edition	✗	✗	✓
Verkehrs-Rundschau podcast to the test and to the test result	✗	✗	✓
<b>Price</b>	-	10,000.00	22,000.00



## DIGITAL

The online advertorial appears among the current news on the portal of [www.trucker.de](http://www.trucker.de) as an editorially designed article.

### **PRESENTATION:**

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 characters incl. all blanks  
Teaser: ca. 400 characters incl. all blanks
- Body text: appr. 3,000 characters incl. all blanks
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



#### AD FORMAT

Online advertorial

#### PLACEMENT

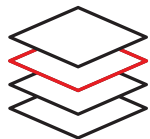
www.trucker.de

#### DURATION

1 week

#### PRICE IN €

1,730.00



## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is accompanying publication of the content as a digital advertorial on the trade magazine portal.







## DIGITAL

**In addition to your advertorial, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	<b>ULTIMATE PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online Advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 18,750.00	1/1 € 10,740.00 2/1 € 17,800.00	1/1 € 8,170.00 2/1 € 15,380.00





**DIGITAL**





## NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

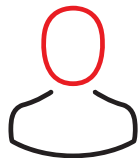
An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	€ 10,800.00	€ 7,280.00	€ 3,790.00



**ANDREA VOLZ**

Head of Sales  
TECVIA GmbH

andrea.volz@tecvia.com  
Phone +49 89 203043-2124  
Mobile phone +49 151 14054007



**SABRINA PEVAK**

Account Manager

sabrina.pevak@tecvia.com  
Phone +49 89 203043-2204  
Mobile phone +49 151 62921553



**CATHERINE CARLOWITZ**

Junior Account Managerin

catherine.carlowitz@tecvia.com  
Phone +49 89 203043-1040  
Mobil +49 151 14151266



**ANDREAS MICHAELIS**

Account Manager

andreas.michaelis@tecvia.com  
Phone +49 89 203043-2226  
Mobile phone +49 171 5501733



**RALF SCHMIDT**

Account Manager

ralf.schmidt@tecvia.com  
Phone +49 8742 9199-94  
Mobile phone +49 160 8869867  
Fax +49 8742 9199-95



**PETRA WENNINGER**

Advertising Service Print

anzeigen.trucker@tecvia.com  
Phone +49 89 203043-2119



**ULRIKE VOLK**

Campaign Manager

ulrike.volk@tecvia.com  
Phone +49 89 203043-1623