

Trucker

MEDIA DATA 2024

TRUCKER
The magazine for truck drivers

www.trucker.de



Status as of: March 4th, 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



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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

General conditions:

Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

UniCreditBank AG, Munich, Germany

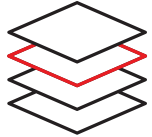
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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)

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

330,377

FACEBOOK-FOLLOWERS

(September 2023)



3,940

INSTAGRAM-FOLLOWERS

(September 2023)



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 07.10.24

CD 08.10.24

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



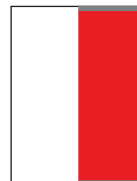
2/1 PAGES ACROSS GUTTER

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*



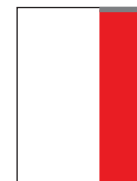
1/2 PAGE PORTRAIT

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



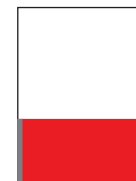
**1/2 PAGE LAND-
SCAPE**

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*



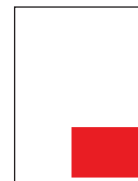
1/4 PAGE PORTRAIT

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



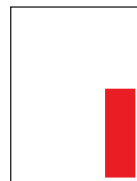
**1/4 PAGE LAND-
SCAPE**

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



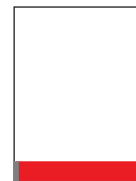
1/8 PAGE BLOC

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



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

DISCOUNTS:

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

FREQUENCY SCALE

| | |
|----------|-------------|
| 3 times | 3 % |
| 6 times | 5 % |
| 12 times | 10 % |

QUANTITY SCALE

| | |
|----------|-------------|
| 3 pages | 3 % |
| 6 pages | 5 % |
| 9 pages | 10 % |
| 12 pages | 12 % |
| 15 pages | 15 % |

All surcharges do qualify for discounts.

CLASSIFIED ADS

FORMAT

PRICE PER COLUMN AND MM IN €

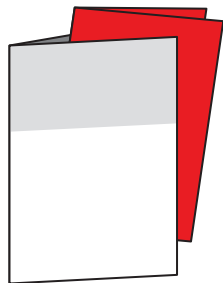
| | | |
|----------------------------------|---------------------|--------------|
| Price classified advert b/w: | 1 column 43 mm wide | 3.47 |
| Price classified advert colored: | 1 column 43 mm wide | 6.67 |
| Job-wanted b/w: | 1 column 43 mm wide | 2.26 |
| Box number fee | | 14.00 |

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.

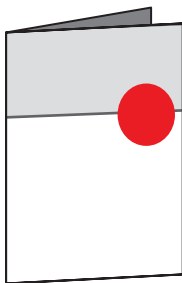
FORMAT

- 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

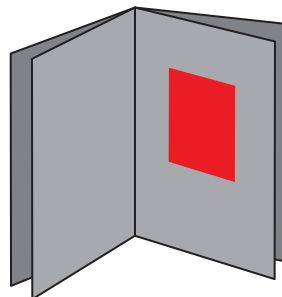
FORMAT

- 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

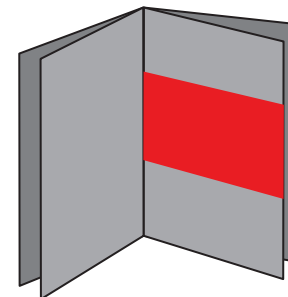
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

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

Varying formats on request

BANDEROLE AD



SPECIAL FEATURE

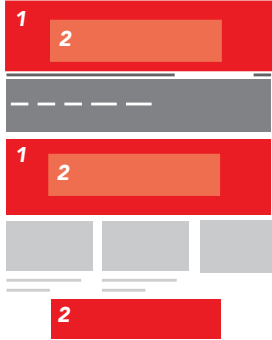
- Central placement
- High attention

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

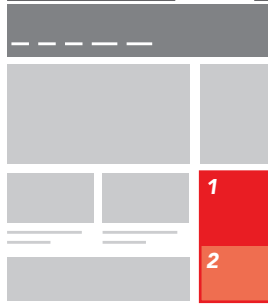
2 SUPERBANNER

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

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.

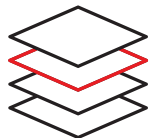
| AD FORMAT | PLACEMENT | FORMAT IN PX | PRICE IN € |
|------------------------|-----------|--------------|------------|
| Cross/Full-Size Banner | 1 | 650 x 150 | 610.00 |
| TextAd** | 2 | 650 x 366 | 610.00 |
| Medium Rectangle** | 3 | 300 x 250 | 610.00 |

* on all placements possible
 ** starting from the 2nd 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 | ✗ | ✗ | ✓ |
| Price | - | 10,000.00 | 22,000.00 |



DIGITAL

The online advertorial appears among the current news on the portal of 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

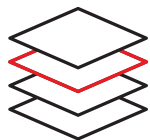
www.trucker.de

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

| | ULTIMATE PRINT & ONLINE | PREMIUM PRINT & ONLINE | BASIC+ PRINT & ONLINE |
|--|--|--|--------------------------------------|
| Publikation magazine Print | ✓ 1 x | ✓ 1 x | ✓ 1 x |
| PDF for your own use Online-PDF | ✓ Web-PDF | ✓ Web-PDF | ✓ Web-PDF |
| Publication as Online Advertorial |  1 week |  1 week | |
| Newsletter placement TextAd |  3 x |  2 x | |
| 4 pages digital print Special print | ✓ 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**

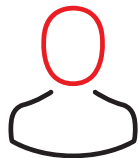
An online advertorial places your message in the style of native advertising, with the layout of an online article.

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

MEDIA PACKAGES

ADVERTISING MEANS

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



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Fax +49 8742 9199-95



PETRA WENNINGER

Advertising Service Print

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Campaign Manager

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Phone +49 89 203043-1623