

Trucker

MEDIA KIT 2023

TRUCKER
The magazine for truck drivers

www.trucker.de





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

44. year

2023

www.trucker.de

WEB ADDRESS (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



PUBLISHING HOUSE:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
E-mail sales.vhv@springernature.com
www.springerfachmedien-muenchen.de



CHIEF EDITOR:

Gerhard Grünig
Phone +49 89 203043-2184
Fax +49 89 203043-32184
gerhard.gruenig@springernature.com



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.

Among the b2b decision makers, **63 %** of those up to the age of 39 and **55 %** of the age group 40 and above use trade magazines on a regular basis.

40 % of the age group above 39 already obtain information through digital offers.

Source: LAE 2019-2020/special analysis Deutsche Fachpresse (German Trade Press), Frankfurt am Main

SUBSCRIPTION

ISSN 0946-3216

Annual subscription price

Inland: € 33.27 incl. packing/posting plus statutory VAT.

European countries: € 42.62 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

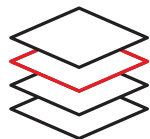
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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

14,544

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

12,765

PAID CIRCULATION*



DIGITAL

24,365

VISITS**

(average of three months, April to June 2022)



42,982

PAGE IMPRESSIONS**

(average of three months, April to June 2022)



2,974

NEWSLETTER SUBSCRIBERS***

(September 2022)

303,420

FACEBOOK FOLLOWERS

(September 2022)

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 Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

* Circulation figures: own data collection

** Online access control: IVW certified ([ausweisung.ivw-online.de](https://www.ausweisung.ivw-online.de))

*** Dispatch: own data collection, current figures on request

TOPICS

ISSUE 1

AD 06.12.22

CD 07.12.23

PD 09.01.23

Tax tips
Navigation devices
Driver assistance systems

ISSUE 2

AD 09.01.23

CD 10.01.23

PD 03.02.23

Expenses and labour law
Comparison test tipper trailer

ISSUE 3

AD 02.02.23

CD 03.02.23

PD 03.03.23

Follow-up report Spielwarenmesse (Toy Fair)
Spring care
Air conditioning
Alternative drives

ISSUE 4

AD 06.03.23

CD 07.03.23

PD 31.03.23

Fuel cards
Tyres
Truck tuning

ISSUE 5

AD 29.03.23

CD 30.03.23

PD 28.04.23

Preview report transport logistic
Truck interiors and decoration
Multimedia
Truck Race Season 2023

FAIRS

Rallye Dakar, 01.01.-15.01.2023

Brussels Motor Show, Brussels, 14.01.-22.01.2023

Spielwarenmesse (Toy Fair), Nuremberg, 01.02.-05.02.2023

Techno Classica, Essen, 12.04.-16.04.2023

Hanover Fair + Logistics 4.0, Hanover, 17.04.-21.04.2023

transport logistic, Munich, 09.05.-12.05.2023

TOPICS

FAIRS

ISSUE 6

AD 04.05.23

CD 05.05.23

PD 02.06.23

Follow-up report 1. Race of the Truck Trial Season 2023
Driver's health, safety and fitness, seats
Truck classics, restoration

Trucker & Country Festival, Interlaken, 23.06.-25.06.2023

ISSUE 7

AD 02.06.23

CD 05.06.23

PD 30.06.23

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

Truck-Grand-Prix, Nürburgring, 14.07.-16.07.2023

ISSUE 8

AD 10.07.23

CD 11.07.23

PD 04.08.23

Follow-up report Truck-Grand-Prix
Driving times and rest periods/labour law
Truck stop and motorway service station

ISSUE 9

AD 04.08.23

DU 07.08.23

PD 01.09.23

Preview report NUFAM
Truck and trailer

NUFAM, Karlsruhe, 21.09.-24.09.2023

ISSUE 10

AD 31.08.23

CD 01.09.23

PD 29.09.23

New vehicles 2024
Fit for the winter: care and maintenance
Washing facilities
Tyres
Construction vehicles

TOPICS

ISSUE 11

AD 05.10.23

CD 06.10.23

PD 03.11.23

Calenders and books 2024
Clothing and accessories
Legislation and social conditions

ISSUE 12

AD 06.11.23

CD 07.11.23

PD 01.12.23

Education and training
Model making
Christmas gifts

ISSUE 1/24

AD 30.11.23

CD 01.12.23

PD 29.12.23

What comes 2024?
Elektronics and navigation
Driver assistance systems

FAIRS

10. Fahrlehrerkongress (German Drivers' Congress),

Berlin, 09.11.-11.11.2023

AGRITECHNICA, Hanover, 12.11.-18.11.2023

This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT 210 X 279 MM



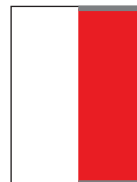
2/1 PAGES ACROSS GUTTER

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*



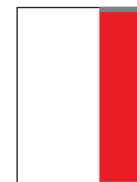
1/2 PAGE PORTRAIT

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*

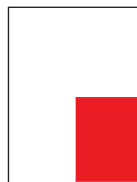


**1/3 PAGE LAND-
SCAPE**

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

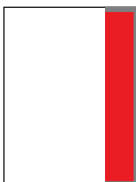
MAIN MAGAZINE

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*



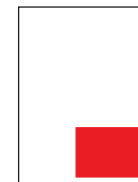
1/4 PAGE PORTRAIT

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



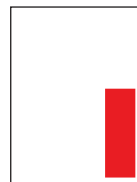
**1/4 PAGE LAND-
SCAPE**

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-COLOURS IN €
2./3./4. cover page	8,920.00
2/1 page	15,200.00
1/1 page	7,600.00
1/2 page	4,140.00
1/3 page	3,180.00
1/4 page	2,780.00
1/8 page	1,985.00

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

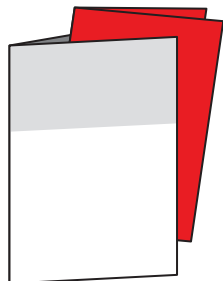
PRICE PER COLUMN AND MM IN €

Price classified advert b/w:	1 column 43 mm wide	3.30
Price classified advert coloured:	1 column 43 mm wide	6.35
Job-wanted b/w:	1 column 43 mm wide	2.15
Box number fee		13.00

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.

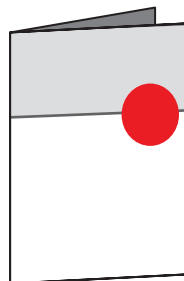
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 310.00
- Up to 50 g total weight per thou. € 485.00
- Up to 75 g total weight per thou. € 660.00
- Up to 100 g total weight per thou. € 835.00
- Per further 5 g total weight per thou. € 35.00

TITLE PROMOTER



SPECIAL FEATURE

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

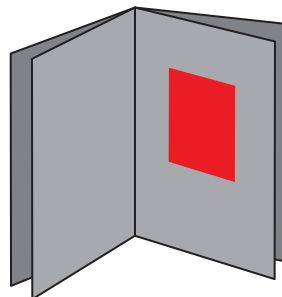
FORMAT

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

TOTAL PRICE

- € 10,600.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

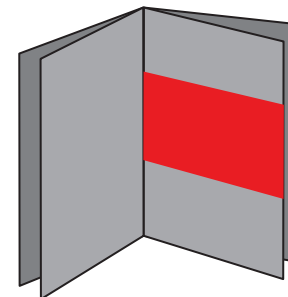
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,590.00
- Format 2: € 2,230.00

Varying formats on request

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 7,410.00



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 160.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 100.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 100.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 160.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 100.00

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.springerfachmedien-muenchen.de/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	SIZE IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	580.00
TextAd**	2	650 x 366	580.00
Medium Rectangle**	3	300 x 250	580.00

* on all placements possible
** starting from the 2nd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

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



DIGITAL

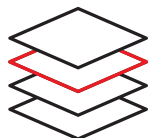
The online advertorial appears among the current news on the portal of www.trucker.de.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes
Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- **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	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	www.trucker.de	1 week	1,650.00



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 € 17,860.00	1/1 € 10,230.00 2/1 € 16,950.00	1/1 € 7,780.00 2/1 € 14,650.00



DIGITAL





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

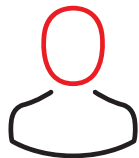
An online advertorial places your message in the style of native advertising, with the layout of an online article.

**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		
	€ 10,290.00	€ 6,930.00	€ 3,610.00



ANDREA VOLZ

Head of Sales
Springer Fachmedien München

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



SABRINA PEVAK

Account Manager

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



ANDREAS MICHAELIS

Account Manager

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



RALF SCHMIDT

Account Manager

ralf.schmidt@springernature.com
Phone +49 8742 9199-94
Mobile phone +49 160 886986
Fax +49 8742 9199-95



PETRA WENNIGER

Advertising Service Print

anzeigen.trucker@springernature.com
Phone +49 89 203043-2119
Fax +49 89 203043-2100



AMELIE BECKER

Campaign Manager

amelie.becker@springernature.com
Phone +49 89 203043-2511
Fax +49 89 203043-210000