

Trucker

MEDIA KIT 2022

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

43. year

2022

www.trucker.de

WEB ADDRESS (URL)

Member of Logistics Alliance Germany

MEMBERSHIP

83 % use specialist media to stay up-to-date on the current developments of the industry.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



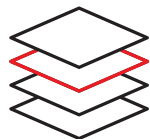
PUBLISHING HOUSE:

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E-mail sales.vhv@springernature.com
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40,000

PRINT RUN TRUCKER*

PRINT

19,248

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

17,475

PAID CIRCULATION*



DIGITAL

28,503

VISITS**

(average of three months, April to June 2021)



59,136

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



2,670

NEWSLETTER SUBSCRIBERS***

(July 2021)

304,545

FACEBOOK FOLLOWERS

(October 2021)

69 % of the professional decision-makers use specialist media both in printed and digital form (crossmedial).

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



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.

96 % of the B2B deciders are oriented towards specialist media.

Specialist media are the perfect advertising media.

78 % consider advertisements in specialist media as beneficial.

Anyone advertising in specialist media confirms his relevance in the market and enhances it.

Source: B2B decision-maker analysis 2017/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.

Single copy: € 3.08 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

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

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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

TOPICS

ISSUE 1

AD 01.12.21

CD 02.12.21

PD 03.01.22

Apps for drivers
Navigation devices
Driver assistance systems

ISSUE 2

AD 05.01.22

CD 07.01.22

PD 07.02.22

Construction season: tipper and special vehicles
Expenses and labour law

ISSUE 3

AD 07.02.22

CD 08.02.22

PD 07.03.22

Follow-up report Spielwarenmesse (Toy Fair)
Spring care
Tyres and air conditioning
Special: Alternative drives

ISSUE 4

AD 07.03.22

CD 08.03.22

PD 04.04.22

Fuel cards
Special: Accessories and tuning

ISSUE 5

AD 30.03.22

CD 31.03.22

PD 02.05.22

Truck interiors and decoration
Multimedia
Truck Race Saison 2022
Special: Municipal vehicles

FAIRS

Rallye Dakar, 02.01.-14.01.2022

Brussels Motor Show, Brussels, 14.01.-23.01.2022

Transpotec & Logitec, Milan, 27.01.-30.01.2022

Spielwarenmesse (Toy Fair), Nuremberg, 02.02.-06.02.2022

AGRITECHNICA, Hanover, 27.02.-05.03.2022

Techno Classica, Essen, 23.03.-27.03.2022

Hanover Fair, 25.04.-29.04.2022

UNITI expo, Stuttgart, 17.05.-19.05.2022

IFAT, Munich, 30.05.-03.06.2022

TOPICS

FAIRS

ISSUE 6

AD 06.05.22
CD 09.05.22
PD 07.06.22

Driver's health, safety and fitness
Truck Trial Saison 2022

Special: Truck oldtimer, restoration

Trucker & Country Festival, Interlaken, 24.06.-26.06.2022

ISSUE 7

AD 02.06.22
CD 03.06.22
PD 04.07.22

Preview report Truck-Grand-Prix

Special: Load securing – aids, regulations

Truck-Grand-Prix, Nürburgring, 15.07.-17.07.2022

ISSUE 8

AD 04.07.22
CD 05.07.22
PD 01.08.22

Follow-up report Truck-Grand-Prix

Update driving and resting periods/labour law
Truck stop and service station

ISSUE 9

AD 04.08.22
CD 05.08.22
PD 05.09.22

Preview report IAA Commercial Vehicles
Truck and trailer

IAA Commercial Vehicles, Hanover, 20.09.-25.09.2022

ISSUE 10

AD 05.09.22
CD 06.09.22
PD 04.10.22

New vehicles part 1 (follow-up report IAA Commercial Vehicles)
Fit for the winter: care and maintenance
Washing facilities
Tyres
Special: Construction vehicles

bauma, Munich, 24.10.-30.10.2022

TOPICS**FAIRS****ISSUE 11**

AD 06.10.22

CD 07.10.22

PD 07.11.22

New vehicles part 2 (follow-up report IAA Commercial Vehicles)

Calendars and books 2023

Clothing and accessories

Special: Legislation and social conditions**ISSUE 12**

AD 07.11.22

CD 08.11.22

PD 05.12.22

Model construction

Christmas gifts

ISSUE 1/23

AD 02.12.22

CD 05.12.22

PD 02.01.23

The best driver apps

Elektronics and navigation

Driver assistance systems

This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT 210 X 279 MM



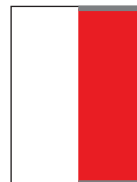
2/1 PAGES ACROSS GUTTER

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



1/1 PAGE

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



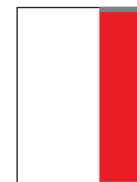
1/2 PAGE PORTRAIT

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



**1/2 PAGE LAND-
SCAPE**

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



1/3 PAGE PORTRAIT

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

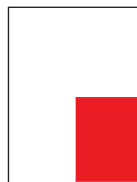


**1/3 PAGE LAND-
SCAPE**

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

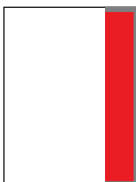
MAIN MAGAZINE

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



1/4 PAGE BLOC

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



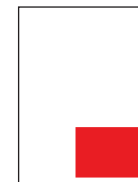
1/4 PAGE PORTRAIT

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Bleed size (w x h)
56 x 279 mm*



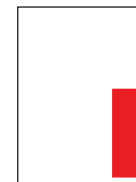
**1/4 PAGE LAND-
SCAPE**

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



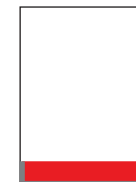
1/8 PAGE BLOC

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



1/8 PAGE PORTRAIT

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



**1/8 PAGE LAND-
SCAPE**

Type area
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	11,085.00
2/1 page	20,665.00
1/1 page	10,330.00
1/2 page	5,190.00
1/3 page	3,460.00
1/4 page	2,590.00
1/8 page	1,310.00

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

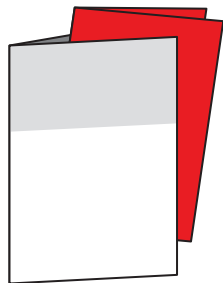
PRICE PER COLUMN AND MM IN €

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.

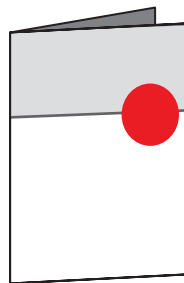
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 820.00
- 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

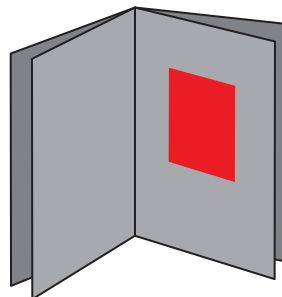
FORMAT

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

TOTAL PRICE

- € 13,465.00

ISLAND AD



SPECIAL FEATURE

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

FORMAT

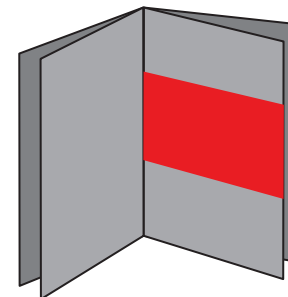
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: € 1,500.00
- Format 2: € 2,100.00

Varying formats on request

BANDEROLE AD



SPECIAL FEATURE

- Central placement
- High attention

FORMAT

- 210 mm width x 98 mm height

PRICE (not discountable)

- € 7,985.00



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 100.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 55.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 55.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 125.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 55.00

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	250.00
TextAd**	2	650 x 366	250.00
Medium Rectangle**	3	300 x 250	250.00

* 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. above 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

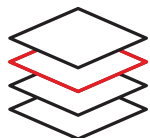
www.trucker.de

DURATION

1 week

PRICE IN €

1,400.00



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 € 22,000.00	1/1 € 11,780.00 2/1 € 21,700.00	1/1 € 10,500.00 2/1 € 21,000.00



DIGITAL





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

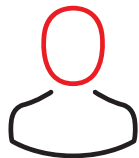
An online advertorial places your message in the style of native advertising, with the layout of an online article.

**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		
	€ 9,900.00	€ 5,950.00	€ 3,000.00



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