



Member of
Logistics Alliance Germany



Hallo,
Zukunft!

2021



MEDIA KIT 2021

The magazine for
truck drivers

www.trucker.de

TRUCKER – Cult. Information. Passion

The trade and special-interest magazine TRUCKER was first published in January 1979, and has been one of the best known and most popular magazines in the transport and logistics field in Europe for over 41 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. According to the latest surveys, around 20 percent of its readers are owner-operators or proprietors of transport companies with multiple trucks. Most readers are truck drivers employed in the long-haul, distribution, municipal and works transport sectors, who are playing an ever increasing role in their businesses in light of the shortages of drivers and other staff.

In addition to the stated core target group, TRUCKER is also read by truck enthusiasts. Regardless of the reason for the interest in the publication, there is a high level of identification with the magazine.

TRUCKER – different from all the rest

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.

With a permanent presence at transport companies, sector events, festivals and other industry get-togethers, in the everyday life of the readers, TRUCKER is closely linked to the target group. This - together with regular events such as the Truck Challenge knowledge and skills contest, and a range of reader polls - has created an especially close relationship with its readers. A high proportion of the readers are decision-makers or are closely involved in the decision-making process for important investments and value the magazine's proximity to the sector.

The main readers in companies are consultants and co-decision-makers regarding new vehicle acquisitions for their vehicle fleet, specific products and vehicle features.

TRUCKER – more than just a magazine

The TRUCKER Facebook community currently has almost 300,000 followers and is by far the largest platform of its kind in the sector. The followers mainly work in the sector. On the one hand, they form a key basis for the editorial work. On the other hand, they also appreciate the up-to-date information provided by their magazine. The website trucker.de forms part of the TRUCKER online presence and enables a permanent exchange within the target group wherever they are.

With the TRUCKER E-paper, TRUCKER is reflecting the current user habits of the younger target group segment. The E-paper expands on the print version with animated media, picture galleries and other additional media-specific content.



Gerhard Grünig
Editor-in-Chief TRUCKER

Frequency of publication: monthly

Year of publication: 42nd year 2021

Web address (URL): www.trucker.de

ISSN: 0946-3216

Subscription cost: Annual subscription
 Inland: € 27.94 incl. packing/posting plus statutory VAT.
 European countries: € 37.29 incl. packing/posting plus statutory VAT.
 Single copy: € 2.62 incl. packing/posting plus statutory VAT.

Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Straße 30, 81549 Munich, Germany
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 E-mail: vertriebsservice@springernature.com

Circulation monitoring*:

Circulation:	Average number of copies per issue in the third quarter of 2020	
Print run:	40,000	
Actual distributed circulation (ADC):	19,871	therefrom abroad: 1,850
Sold copies:	17,475	therefrom abroad: 1,791
▪ Subscription copies:	6,831	therefrom member copies: –
▪ Sale by retail:	9,667	
▪ Other sales:	977	
Complimentary copies:	2,396	
Reminder, archive and records copies:	661	

Geographical distribution analysis:

Economic area	Share of actual distributed circulation copies	
	%	
Inland	90.7	18,021
Foreign Countries	9.3	1,850
Actual distributed circulation (ADC):	100.0	19,871

* Publisher's Information

TECHNOLOGY

FAIRS

ISSUE 1

DA: 01.12.20
PM: 02.12.20
PD: 04.01.21

Apps for drivers
Navigation devices
Driver assistance systems

Rallye Dakar, 03.01.-15.01.2021

ISSUE 2

DA: 21.12.20
PM: 22.12.20
PD: 01.02.21

Construction season: tipper and special vehicles
Expenses and labour law

Special: Construction vehicles

ISSUE 3

DA: 28.01.21
PM: 29.01.21
PD: 01.03.21

Spring care
Tyres and air conditioning

Special: Alternative gears

ISSUE 4

DA: 05.03.21
PM: 08.03.21
PD: 06.04.21

Preview digital transport logistic event
Fuel cards

Special: Accessories and tuning

ISSUE 5

DA: 31.03.21
PM: 01.04.21
PD: 03.05.21

Truck interiors and decoration
Multimedia
Truck Race Season 2021

Digital transport logistic event, 04.05.-07.05.2021

ISSUE 6

DA: 05.05.21
PM: 06.05.21
PD: 07.06.21

Driver's health, safety and fitness
Truck Trial Season 2021

Special: Truck oldtimer, restoration

Transpotec & Logitec, Milan, 10.06.-13.06.2021

ISSUE 7

DA: 07.06.21
PM: 08.06.21
PD: 05.07.21

Preview Truck-Grand-Prix
Special: Load securing – aids, regulations

Truck-Grand-Prix, Nürburgring, 16.07.-18.07.2021
Spielwarenmesse (Toy Fair), Nuremberg, 20.07.-24.07.2021

TECHNOLOGY

FAIRS

ISSUE 8
DA: 05.07.21
PM: 06.07.21
PD: 02.08.21

Follow-up review Truck Grand Prix
 Update driving and resting periods/labour law
 Truck stop and service station

ISSUE 9
DA: 09.08.21
PM: 10.08.21
PD: 06.09.21

Preview NUFAM
 Follow-up review Spielwarenmesse (Toy Fair)
 Novelties truck and trailer

ISSUE 10
DA: 03.09.21
PM: 06.09.21
PD: 04.10.21

Fit for the winter – tyres – truck wash
 Washing facilities
 Tyres

ISSUE 11
DA: 04.10.21
PM: 05.10.21
PD: 02.11.21

Calenders and books 2022
 Clothing and accessories
Special: Legislation and social conditions

ISSUE 12
DA: 08.11.21
PM: 09.11.21
PD: 06.12.21

Model construction
 Christmas gifts
Special: Municipal vehicles

ISSUE 1/22
DA: 01.12.21
PM: 02.12.21
PD: 03.01.22

The best driver apps
 Electronics and navigation
 Driver assistance systems

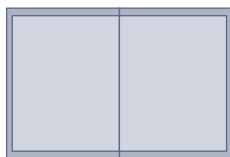
NUFAM, Karlsruhe, 30.09.-03.10.2021

**Symposium Fahrer.Weiter.Bilden – Berufskraftfahrer-
 qualifikation im digitalen Zeitalter** (Driver.Further.Education
 – Professional Driver Qualification in Digital Age), Autumn 2021



This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



2/1 pages across gutter

Type area (width x height)
385 x 236 mm

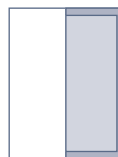
Bleed size (width x height)
420 x 279 mm*



1/1 page

Type area (width x height)
175 x 236 mm

Bleed size (width x height)
210 x 279 mm*



1/2 page upright

Type area (width x height)
85 x 236 mm

Bleed size (width x height)
101 x 279 mm*



1/2 page horizontal

Type area (width x height)
175 x 117 mm

Bleed size (width x height)
210 x 137 mm*



1/3 page upright

Type area (width x height)
55 x 236 mm

Bleed size (width x height)
71 x 279 mm*



1/3 page horizontal

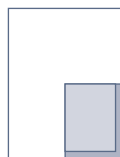
Type area (width x height)
175 x 76 mm

Bleed size (width x height)
210 x 91 mm*

Main magazine

Type area (width x height)

Bleed size (width x height)



1/4 page bloc

Type area (width x height)
85 x 117 mm

Bleed size (width x height)
101 x 137 mm*



1/4 page upright

Type area (width x height)
40 x 236 mm

Bleed size (width x height)
56 x 279 mm*



1/4 page horizontal

Type area (width x height)
175 x 56 mm

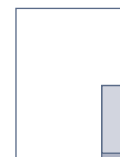
Bleed size (width x height)
210 x 71 mm*



1/8 page bloc

Type area (width x height)
85 x 56 mm

Bleed size (width x height)
–



1/8 page upright

Type area (width x height)
40 x 117 mm

Bleed size (width x height)
–



1/8 page horizontal

Type area (width x height)
175 x 31 mm

Bleed size (width x height)
210 x 49 mm*

* + 3 mm trim on all outer edges

Circulation in average in the third quarter of 2020:

Print run:	40,000 copies
Actual distributed circulation:	19,871 copies

Magazine size:

Type area:	210 mm width x 279 mm height
Columns 4:	175 mm width x 236 mm height
Columns 3:	Column width 40 mm
	Column width 55 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. The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colours, in €
2/1 page	20,665.00
2./3./4. cover page	11,085.00
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

Classified adverts:

Price classified advert b/w:	each mm (1-column, 43 mm wide, b/w)	€ 3.25
Price classified advert coloured:	each mm (1-column, 43 mm wide, coloured)	€ 6.30
Situations wanted b/w:	each mm (1-column, 43 mm wide, b/w)	€ 2.10
Box number fee:		€ 13.00

Discounts:

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

Frequency scale

3 times	3%
6 times	5%
12 times	15%

Quantity scale

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

All surcharges do qualify for discounts.

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	

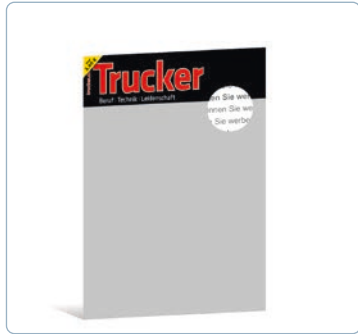
Bank account:

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

General conditions:

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

Title Promoter



Special feature:

- Only in combination with a 1/1 page, 4c, within the magazine

Format:

45 mm x 45 mm

(circular and square possible)

Total price:

€ 13,465.00

Island Advert



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

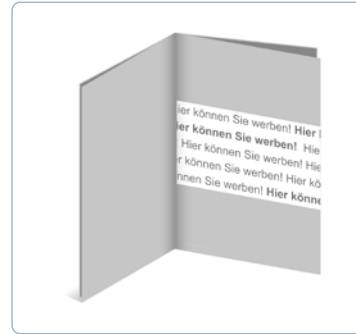
Price:

Format 1: € 1,500.00

Format 2: € 2,100.00

Varying formats on request.

Banderole Advert



Special feature:

- Central placement
- High attention

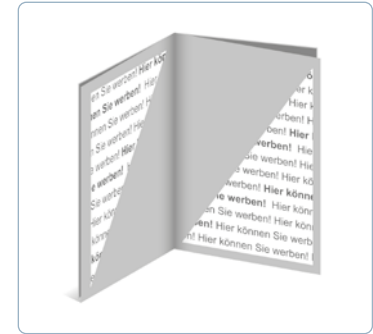
Format:

210 mm width x 98 mm height

Price:

€ 7,985.00

2 x ½ Page Diagonal Version 1*



Special feature:

- Prominent special format with recognition value

Format:

210 mm width x 279 mm height

Price:

€ 12,970.00

* only in coordination with the editorial department

Loose Insert



Special feature:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

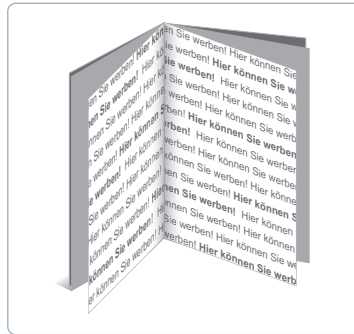
Format:

- 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. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Special feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- Option of inserting an existing flyer/prospect

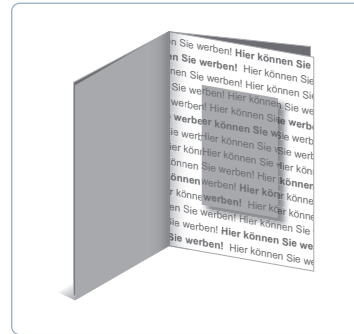
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Trim: gutter 0 mm
- Trim: head 4 mm

Price: (not discountable)

- 2 pages: € 6,700.00
- 4 pages: € 13,400.00
- 6 pages: € 20,100.00

Adhesive Adverts



Special feature:

- Advertising product glued to the advert
- Readers can directly try out your product
- High attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (not discountable)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of advert specials - we'll be happy to advise you!

On request: As an additional service, printing of loose and inbound inserts possible.

Delivery address for loose and inbound inserts:

Loose and inbound inserts must be delivered 10 working days before publication date at the latest.

L. N. Schaffrath DruckMedien GmbH & Co.KG
Marktweg 42-50
47608 Geldern, Germany

Delivery note: „TRUCKER issue no. ...“
Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

Data creating:

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Colour application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer:

Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de.

Connections:

- E-mail: anzeigen@le-tex.de
- FTP: on request

Proofs direkt an:

Springer Fachmedien München, Anzeigendisposition
Aschauer Straße 30, 81549 Munich, Germany

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfeller Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.

2021

MEDIA KIT 2021

Online ad types and prices
www.trucker.de



Standard ad types:

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 readers.

On our **responsive website** you can reach your target group everywhere: Mobile. On a workstation computer. And relaxed on your tablet PC.

Visits: 44,141 (August 2020)
Page Impressions: 61,958 (August 2020)



Medium Rectangle
Size: 300 x 250 px
CPM*: € 55.00



Half Page
Size: 300 x 600 px
CPM*: € 125.00



Skyscraper
Size: 160 x 600 px
CPM*: € 55.00



Superbanner
Size: 728 x 90 px
CPM*: € 55.00



Billboard
Size: 950 x 250 px
CPM*: € 100.00



Layer and Medium Rectangle Reminder
Size: 400 x 400 px
300 x 250 px
CPM*: € 125.00

Newsletter:

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

Newsletter subscribers: 2,437 (August 2020)



- 1 **Cross/Full-Size Banner**
Size: 650 x 150 px
Fixed price: € 199,00
- 2 **Medium Rectangle**
starting with the 2nd position
Size: 300 x 250 px
Fixed price: € 199,00
- 3 **Text Ad**
starting with the 2nd position
Size: 650 x 366 px
Fixed price: € 199,00

Online Advertorial:

The online advertorial, marked as an advert, appears among the current news on the portal of trucker.de.

For this purpose, please send us an image (620 x 338 px), a headline, a short teaser/introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

Because of the scaling on the different mobile terminal devices, the image must not contain text. Important image details should be placed centrally.

Price: 1,400.00 €/weekly



Native advertising is not merely a published press release. Native advertising is not an advertorial. Native advertising tells an editorial story that informs and entertains the reader. It's subtle, and not pushing a sales message, though clearly indicated as a promotion.

Paid Content

Native advertising is online content purchased by the advertiser.

Indistinguishable (almost)

The content is indistinguishable from other editorial content in its language, appearance and effect.

Entertaining & informativ

The content is made for the target group of the publisher.

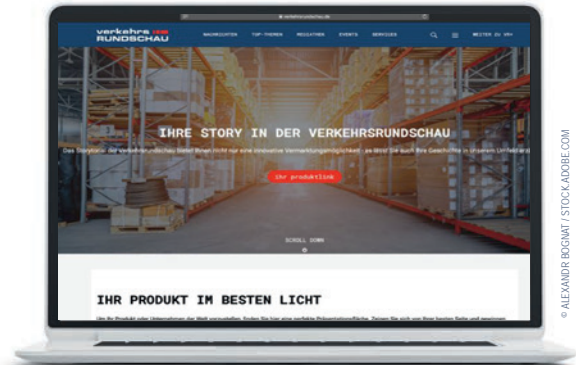
Subtle

The content draws the reader's attention to the customer's marketing line subconsciously. The customer itself is mentioned only subtly, or not at all.

Advantages:

- Ad blocker do not recognise this ad form.
- Maximal credibility through implementing in editorial context
- SEO increase for the customer
- 68 % more awareness and 133 % more engagement than classical display ads
- FTP: on demand

Price on request



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© OLEKSANDR / STOCK.ADOBE.COM

Technical specifications: Standard ad types

- File formats: gif, jpg, html5
For html-files a clicktag is necessary. (Clicktag specifications on request).
- File size: up to 80 KB.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Ad

- Image: 650 x 366 px (static gif-/jpg-Datei, max. 120 kb)
- Headline: max. 50 characters incl. all blanks
- Running text: max. 200 characters incl. all blanks
- 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 account:

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

General conditions:

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

2021

MEDIA KIT 2021

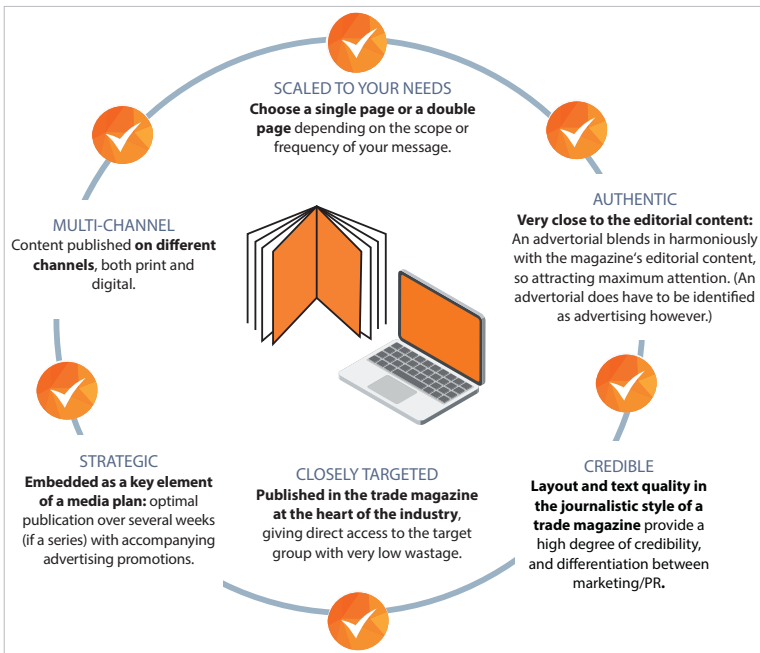


Package Offers
Special Ad Types



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.



One format, all the possibilities:

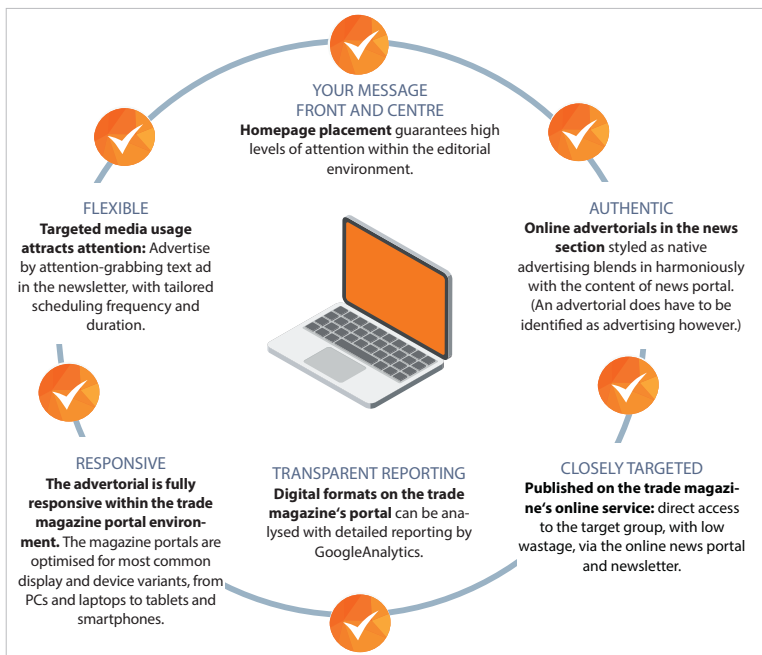
In addition to your advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE Print & Online	PREMIUM Print & Online	BASIC+ Print
Publication 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	
2 resp. 4 pages digital print Special print	✓ 1.000 copies		
	2/1 € 18,760	1/1 € 12,160 2/1 € 16,560	1/1 € 8,500 2/1 € 13,840



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.



One format, all the possibilities:

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

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Homepage placement 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-Platzierung CleverPush	✔ 2 x	✔ 1 x	
Banner placement Rectangle	✔ 30' Pl	✔ 20' Pl	
SocialMedia ad service Promotion	✔ 1,000		
	€ 15,750	€ 12,425	€ 7,000

We'll be happy to advise you!



Andrea Volz

Head of Sales
Springer Fachmedien München

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Fax +49 89 203043-2398



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ralf.schmidt@springernature.com
Phone +49 8742 9199-94
Fax +49 8742 9199-95



Petra Wenniger

Advertising Service Print

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



Yevgeniya Jaran

Advertising Service Online

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Phone +49 89 203043-1357
Fax +49 89 203043-2100