

# Trucker

# MEDIA KIT 2022

TRUCKER  
The magazine for truck drivers

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



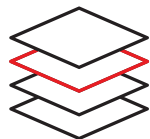
**PUBLISHING HOUSE:**

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
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: € 27.94 incl. packing/posting plus statutory VAT.

European countries: € 37.29 incl. packing/posting plus statutory VAT.

Single copy: € 3.64 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](mailto:vertriebsservice@springernature.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

## 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

**Transpotec & Logitec**, Milan, 18.03.-21.03.2021

**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 05.08.22  
CD 08.08.22  
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

### 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

Follow-up report 9. Deutscher Fahrlehrerkongress (German Driving

Instructors' Congress)

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

## FAIRS

**9. Deutscher Fahrlehrerkongress (German Driving Instructors' Congress), Berlin, November 2022**

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



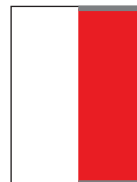
**2/1 PAGES ACROSS GUTTER**

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\*



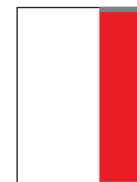
**1/2 PAGE UPRIGHT**

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



**1/2 PAGE HORIZONTAL**

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



**1/3 PAGE UPRIGHT**

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

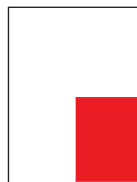


**1/3 PAGE HORIZONTAL**

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

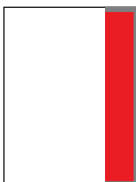
### MAIN MAGAZINE

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



**1/4 PAGE BLOC**

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



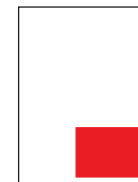
**1/4 PAGE UPRIGHT**

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



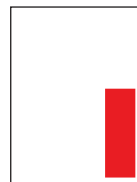
**1/4 PAGE HORIZONTAL**

Type area  
175 x 56 mm  
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 UPRIGHT**

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



**1/8 PAGE HORIZONTAL**

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



<b>FORMAT</b>	<b>4-COLOURS IN €</b>
2./3./4. cover page	<b>11,085.00</b>
2/1 page	<b>20,665.00</b>
1/1 page	<b>10,330.00</b>
1/2 page	<b>5,190.00</b>
1/3 page	<b>3,460.00</b>
1/4 page	<b>2,590.00</b>
1/8 page	<b>1,310.00</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.

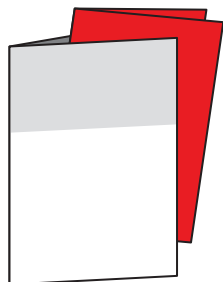
### CLASSIFIED ADS

	<b>FORMAT</b>	<b>PRICE PER COLUMN AND MM IN €</b>
Price classified advert b/w:	1 column 43 mm wide	<b>3.30</b>
Price classified advert coloured:	1 column 43 mm wide	<b>6.35</b>
Job-wanted b/w:	1 column 43 mm wide	<b>2.15</b>
Box number fee		<b>13.00</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.

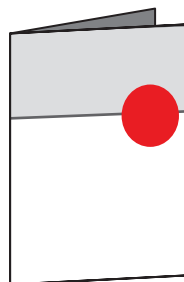
#### FORMAT

- Max. 203 mm width x 275 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. € 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

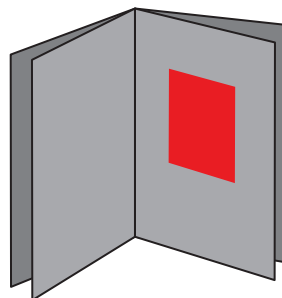
#### FORMAT

- 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

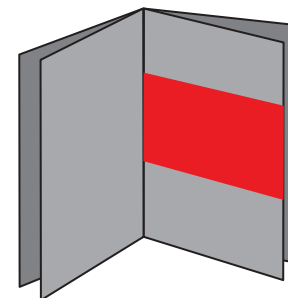
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

#### 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.

<b>AD FORMAT</b>	<b>PLACEMENT</b>	<b>SIZE IN PX</b>	<b>PRICE IN €</b>
Cross/Full-Size Banner	1	650 x 150	<b>250.00</b>
TextAd**	2	650 x 366	<b>250.00</b>
Medium Rectangle**	3	300 x 250	<b>250.00</b>

\* 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.



## DIGITAL

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

### **PRESENTATION:**

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 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 a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



#### AD FORMAT

Online Advertorial

#### PLACEMENT

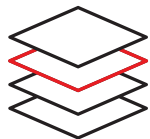
www.trucker.de

#### 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

	<b>ULTIMATE</b> <b>PRINT &amp; ONLINE</b>	<b>PREMIUM</b> <b>PRINT &amp; ONLINE</b>	<b>BASIC+</b> <b>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 € 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.

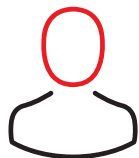
**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <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		
	€ 9,900.00	€ 5,950.00	€ 3,000.00





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