

Truck & Van

MEDIA-INFORMATION
ADVERTISING RATE CARD

2018

**Every month
for all hauliers
and road transport
managers**

**Truck&Van monthly magazine
the best way
to get to road transport professionals**

Modern solutions to satisfy different needs

Complex information on delivery vans, trucks, special buses, trailers, bodies, extra equipment, fuel, oils, electronic systems and all important transport topics



We get to the professionals considering transport as an important part of their business

That is why special attention is paid to the products and services of importance for the effectiveness and efficiency and above all for reducing costs in transport. These are exactly the solutions our readers are looking for.



Truck & Van is a monthly magazine discussing in a complex way all topics associated with road transport. We write about delivery vans, trucks, special buses, trailers, bodies, extra equipment, tyres, fuel, grease, oils, electronic systems and all problems of importance for transport.

Our readers

Truck & Van is dedicated to people professionally involved with road transport and equipment as well as technical solutions applied. That is why special attention is paid to the products and services which can influence effectiveness and efficiency and – above all – can reduce costs in transport. These are exactly the solutions our readers are looking for.

We get to:

- carriers and the owners of road transport companies operating in many domains of transport:
 - long-distance transport
 - distribution transport
 - building transport
 - specialized transport
 - passenger transport
- transport managers and people responsible for vehicle fleets in production and trade companies, using cars of all kind – the light and medium delivery vehicles, trucks and some specialized vehicles
- enthusiasts of transport, academic environment, scientists, researchers and all those associated with the road transport.

Wide-range reach - multiple advantages

- being a monthly magazine we can frequently reach our readers with latest information as well as with immediate presentation of recent achievements
- our low price is attractive – we know transport people well, so we are aware that they do not like wasting money, that is why we offer our magazine at the best price and quality
- circulation 11 000 copies.
- we utilize numerous distribution channels to our readers. Besides subscription and retail we are reaching dedicated groups of recipients through distribution of free trial copies and cooperation with our partners.
- there is over 35 000 transport & logistics companies as well as entrepreneurs in our contact database.
- we are present at all important business events, fairs, conferences and meetings, bringing there not only our current, but also the archive issues, so your marketing information can reach also the events you will not be personally present at
- owing to synergy with TSL Business monthly magazine we can also reach those interested in logistics and forwarding domains

What are our distinctive features

Reliability and professionalism. Moreover, we are flexible in cooperation and open to the changing needs and expectations of our readers as well as our marketing partners.

We hope to be considered as valuable partners to cooperate with. We are open to your expectations, needs and suggestions and different forms of individual cooperation. Please, do not hesitate to contact us.

Advertising 2018 rate card and sizes

Full Page 1/1 210 x 297 mm (+4 mm bleed) Special offer: Double Page 2550 €	Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1800 €	1/2 horizontal 210 x 150 mm (+4 mm bleed)	1/2 horizontal 170 x 132 mm (without bleed)	Junior Page 128 x 180 mm scaled A4 (+4 mm bleed)	1/2 vertical 105 x 297 mm (+4 mm bleed)	1/2 vertical 90 x 245 mm (without bleed)
Price: 1750 €	Price: 1250 €	Price: 990 €	Price: 990 €	Price: 990 €	Price: 990 €	Price: 990 €
1/3 vertical 65 x 245 mm (without bleed)	1/3 horizontal 170 x 95 mm (without bleed)	1/3 horizontal bleed 210 x 100 mm (+4 mm bleed)	1/4 horizontal 170 x 70 mm (without bleed)	1/4 vertical bleed 105 x 150 mm (+4 mm bleed)	1/4 vertical 90 x 132 mm (without bleed)	Module 90 x 50 mm (without bleed)
Price: 750 €	Price: 750 €	Price: 750 €	Price: 590 €	Price: 590 €	Price: 590 €	Price: 150 €

Net prices

Discounts for full page advertisements:

2 pages - 10%
4 pages - 15%
6 pages - 20%
9 pages - 25%
11 pages - 30%

Discounts for all other advertisements sizes:

2 times - 5%
4 times - 10%
6 times - 15%
8 times - 20%
11 times - 25%

Special services:

Insert (leaflets etc.): 1300 €
Glued insert (CD disk etc.): 1900 €

Additional magazine's mailing to your partners and customers: 1 € per copy

Special pages:

II cover page: 2300 €
III cover page: 2000 €
IV cover page: 2550 €

Technical Requirements:

- color palette: CMYK
- resolution 300 dpi
- bleed 4 mm (if required)

Formats:

- EPS (fonts converted to curves)
- TIFF (300 dpi, CMYK)
- PDF (Press Quality, fonts converted to curves)
- also JPG/GIF (300 dpi, CMYK)

Please send your materials no later than the 20th day of the previous month. Magazine is published in the first week of the month.



Web portal www.truck-van.pl

Banners (each price per month)

1. Super Top Banner **1000x150** pix
1a) rotational ratio max 1:3, price 350 €
1b) exclusive ratio 1:1, price 650 €
2. Top banner **750x100** pix
rotational ratio (max 1:4), price 290 €
3. Sideway rectangle banner **250x200** pix
3a) first from the top, exclusive ratio 1:1, price 400 €
3b) 2nd-3rd from the top, rotational ratio max. 1:3, price 200 €
3c) further positions, rotational ratio max. 1:3, price 150 €



4. Banner Footer **750x100** pix, rotational ratio max 1:4, price 185 €



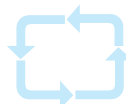
5. Slider **750x300** pix, only on the start page, rotational ratio max 1:4, additionally article on the start page, price 290 €



6. pop-up, price from 300 €



- **Advertorial (article)** in the news section (additionally emitted on the home page for at least a week), price 100 €
- **Advertorial (article)** in the section „Truck & Van recommends” (additionally emitted on the home page for at least two weeks), price 200 €



NEWSLETTER (each price for one edition)

Newsletter, distributed to 9 000 customers, twice a month

Advertorial (lead and logo/photo in the newsletter + link to the full article published on the website), price 200 €

Banners in the newsletter:

- top, price 400 €
- middle, price 250 €
- sideway, price 150 €

Advertising mailing (special newsletter), price 650 euro (incl. encoding HTML)

The issues plan 2018

Constant sections in Truck&Van every month:

- > events and news
 - > presentation of market innovations
 - > tests of vans and trucks
- > reports and market reviews
 - > commentaries, interviews and analyses
 - > documentaries, history, tidbits...

Issue No.	Booking deadline	Publishing date	Editorial topics
Truck&Van 1/2018	22-12-2018	12-01-2018	Distribution vehicles, bodies and accessories Refrigeration units for light commercial vehicles
	Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 2/2018	26-01-2018	15-02-2018	Vehicles for multimodal transport Long-distance transport
	Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 3/2018 Serwis Expert	22-02-2018	14-03-2018	Engine lubrication oils Alternative power supply for commercial vehicle Tankers to transport gas Buses and coaches
	Fair MT TSL - Warszawa Fair GasShow - Warszawa Fair SilesiaKomunikacja - Sosnowiec Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 4/2018 Construction Expert Komunal Expert	28-03-2018	13-04-2018	Heavy haul – oversized transport Low bed semitrailers Heavy tractors Construction vehicles
	Meetings of Road Hauliers - Spotkania Transportowe Fair Transportex - Sosnowiec Fair Autostrada Polska - Kielce		
Truck&Van 5/2018	27-04-2018	11-05-2018	Tankers to transport liquid fuels Vehicle's heating and air-conditioning
	Inter. Rally of Tuning Trucks Master Truck - Opole		
Truck&Van 6/2018 Serwis Expert	25-05-2018	14-06-2018	Road rescue and road assistance Vehicle accessories
	Inter. Rally of Tuning Trucks Master Truck - Opole		
Truck&Van 7-8/2018	06-07-2018	20-07-2018	Tankers to food transport Refrigeration units for light commercial vehicles Loading lifts
	Fair Polagra - Poznań Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 9/2018 Komunal Expert	31-08-2018	14-09-2018	Municipal vehicles, incl. special bodies Alternative power supply for commercial vehicle
	Fair Pol-Eco-System - Poznań Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 10/2018	28-09-2018	12-10-2018	Transmission oils Buses and coaches Vehicle's heating
	Fair TransExpo - Kielce Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 11/2018	26-10-2018	14-11-2018	New construction solutions for commercial vehicles Special bodies
	Fair TransPoland - Warszawa Meetings of Road Hauliers - Spotkania Transportowe		
Truck&Van 12/2018	30-11-2018	12-12-2018	Heavy haul – oversized transport. Trailers, semitrailers, commercial vehicle bodies. Towing hitches, fifth wheel couplings, trailer landing gears.
	Meetings of Road Hauliers - Spotkania Transportowe 2019		

The dates can be slightly changed due to some possible changes in the dates of events.

The topics presented are of general character and can be changed or extended according to your expectations.