

Truck & Van **OFFER**

Every month
for all hauliers and road transport
managers

Truck & Van
MONTHLY MAGAZINE
the best way to
get to road transport professionals

KMGmedia

**MEDIA-INFORMATION
ADVERTISING RATE CARD**

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 professional sconsidering 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 an deficiency 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 rate card and sizes

Full Page 1/1 210 × 297 mm (+3 mm bleed) Special offer: Double Page 2550 €	Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1800 €	1/2 horizontal 210 × 150 mm (+3 mm bleed)	1/2 horizontal 170 × 132 mm (without bleed)	Junior Page 128 × 180 mm scaled A4 (+3 mm bleed)	1/2 vertical 105 × 297 mm (+3 mm bleed)	1/2 vertical 90 × 245 mm (without bleed)
Price: 1750 €	Price: 1250 €	Price: 990 €	Price: 990 €	Price: 990 €	Price: 990 €	Price: 990 €
1/3 vertical 65 × 245 mm (without bleed)	1/3 horizontal 170 × 95 mm (without bleed)	1/3 horizontal bleed 210 × 100 mm (+3 mm bleed)	1/4 horizontal 170 × 70 mm (without bleed)	1/4 vertical bleed 105 × 150 mm (+3 mm bleed)	1/4 vertical 90 × 132 mm (without bleed)	Module 90 × 45 mm (without bleed)
Price: 750 €	Price: 750 €	Price: 750 €	Price: 590 €	Price: 590 €	Price: 590 €	Price: 150 €

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 €**

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%

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

- 1000×150 pix
1a) rotational ratio (max 1:3), price **350 €**
1b) exclusive ratio 1:1, price **650 €**



2. Top banner

- 2a) 750×100 pix rotational ratio (max 1:4), price **290 €**
2b) 750×200 pix rotational ratio (max 1:4), price **400 €**



3. Sideway rectangle banner

- 250×200 pix
3a) first from the top, 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

- 750×100 pix rotational ratio max 1:4, price **185 €**



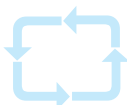
5. Slider 750×300 pix only on the start page, rotational ratio max 1:4, additionally article on the start page, price, **290 €**



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 €**

Banner w newsletterze

górný 650×200 pix price **400 €**
śródkowy 450×200 pix price **250 €**
boczny 200×200 pix price **150 €**

Advertising mailing

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

The issues plan 2019

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, titbits...

Issue No.	Booking deadline	Publishing date	Editorial topics
Truck&Van 1/2019	21-12-2018	14-01-2019	Distribution vehicles, bodies and accessories. Loading lifts. Refrigeration units Van in the city.
	Meetings of Road Hauliers – Spotkania Transportowe		
Truck&Van 2/2019	25-01-2019	15-02-2019	Electronics in transport. Vehicle equipment and accessories. Automotive lighting.
	Meetings of Road Hauliers – Spotkania Transportowe		
Truck&Van 3/2019	22-02-2019	15-03-2019	Engine oils. Alternative drive in commercial vehicles. Buses and coaches. Rescue and roadside assistance.
	Meetings of Road Hauliers – Spotkania Transportowe Fair MT TSL – Warszawa Fair GasShow – Warszawa Fair Silesia Komunikacja – Sosnowiec		
Truck&Van 4/2019	25-03-2019	13-04-2019	Tankers for transporting liquid fuels and gas. Air conditioning for commercial vehicles. Market of delivery vehicles and development directions.
	Targi Logistyki, Magazynowania i Transportu – Sosnowiec		
Truck&Van 5/2019	26-04-2019	11-05-2019	Construction transport. Overview of loading solutions. Low-floor semi-trailers. Heavy tractors.
	Fair Autostrada Polska – Kielce		
Truck&Van 6/2019	24-05-2019	14-06-2019	Long-distance transport. Multimodal transport. Swap bodies.
	Master Truck – Opole		
Truck&Van 7-8/2019	08-07-2019	19-07-2019	Refrigerated vehicles, tankers and silos in food transport. Loading lifts. Commercial vehicles market and development directions.
	Fair Polagra – Poznań		
Truck&Van 9/2019	30-08-2019	13-09-2019	Transmission oil. Buses and coaches. Alternative drive on buses. Air conditioning and heating systems.
	Meetings of Road Hauliers – Spotkania Transportowe		
Truck&Van 10/2019	27-09-2019	14-10-2019	Chassis for municipal construction. New solutions in municipal vehicles. Alternative drives for commercial vehicles.
	Meetings of Road Hauliers – Spotkania Transportowe Pol-Eco-System – Poznań		
Truck&Van 11/2019	25-10-2019	14-11-2019	Special bodies. Light and heavy chassis. Delivery vehicles market and development directions.
	Meetings of Road Hauliers – Spotkania Transportowe Fair TransLogistica – Warszawa		
Truck&Van 12/2019	27-11-2019	13-12-2019	Trailers, semi-trailers, bodies. New suspension systems. Couplings, fifth wheels and support legs.
	Meetings of Road Hauliers – Spotkania Transportowe		