

For readers we create issues,
for your business we create opportunities

www.trucker.cz



PRICE LIST

2014



Doprava a silnice is a specialized magazine for business people and upper management in the field of transportation. The magazine was first published in March 1994. Transportation companies, consignment departments, and other companies interested in this field, benefit from this magazine. The editors include information about economic and technical spectrums of running companies and other business data that is important for buying or selling cars. They also give their opinions on new legislation and other useful information in this field.

PERIODICAL

Monthly, published on the first Monday of every month in a minimum range of 68–100 coloured pages

EDITION

8 000 prints are sent to business owners and executives and to other experts in the field of transportation

READERSHIP

21 000

SALES AND DISTRIBUTION

Subscribers, distributors, fairs, driving seminars, with an order for an advertisement over 2 000 EUR: annual subscription free

Doprava a silnice

PRICE OF AREA ADVERTISING

(Price in EUR with no VAT)

Format /part of page/	Price monochrome	Price 4 colors
2/1		4 590,-
1/1	1 850,-	2 700,-
2/3	1 500,-	2 020,-
1/2	1 100,-	1 600,-
1/3	800,-	1 090,-
1/4	600,-	900,-

COVER OF THE MAGAZINE

(Price in EUR with no VAT)

2 nd page of cover:	3 450,-
3 rd page of cover:	3 450,-
4 th page of cover:	3 990,-

ADVERTISEMENT SUPPLEMENT OF THE MAGAZINE

Area advertising {amplitude of one column = 43 mm, four column rate}
 1 mm high of advertisement 2,30 EUR
 extra cost for 1 color 15 % 2 colors 20 % 3 colors 30 %

DISCOUNTS

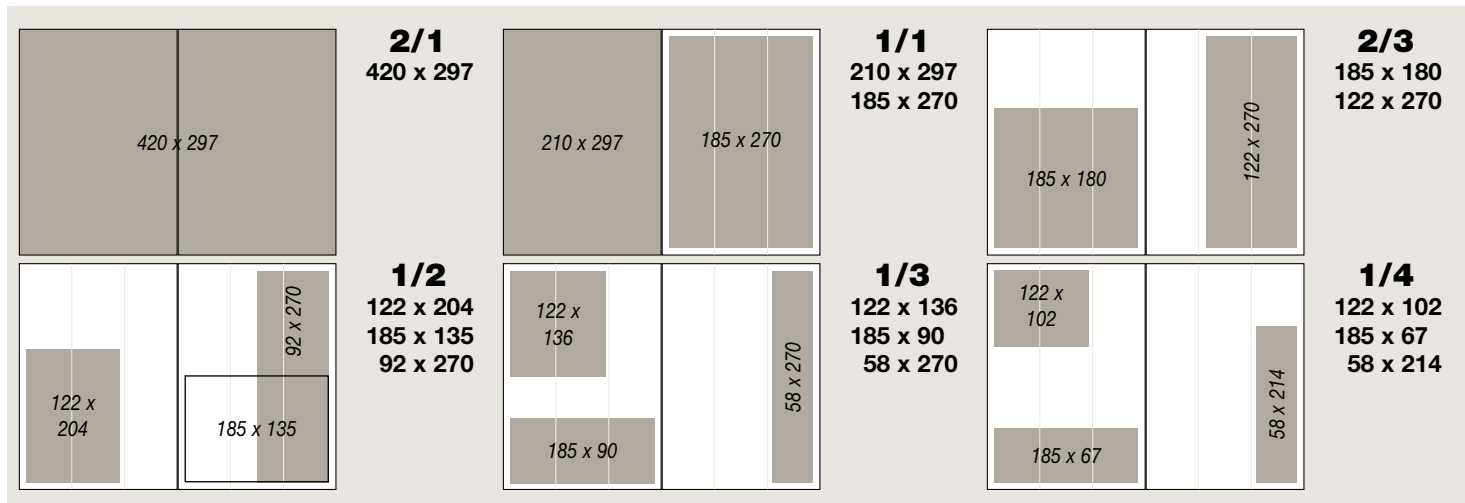
A. Repetition of the same advertisement in several issues {the same format, same motive – the motive can be changed by delivering of completed advertising}

3–5 times	6 %
6–8 times	9 %
9–11 times	15 %
12–15 times	17 %
16 times and more	20 %

B. For publishing of larger numbers of advertisements {size and motive can be changed, any order from advertising agency has to do with the same client}

3–5 advertisements	3 %
6–8 advertisements	5 %
9–11 advertisements	9 %
12–15 advertisements	15 %
16–24 advertisements	17 %
25– and more	20 %

FORMATS OF ADVERTISEMENTS



ENCLOSURES

Insert: maximum size 210 x 297 mm

Client assures print of annexes.

When requested the publisher gives favourable prices for the print of leaflets.

Note: Neither discounts nor bonuses are offered for annexes.

One page leaflet in the amount of 1000 pcs 210 EUR

Two pages in the amount of 1000 pcs 250 EUR

{Client is responsible for excess weight costs.}

NOTICE

All prices include the standard graphical process. Advertisements published in Trucker and Do-prava a silnice are counted together.

EXTRA COSTS

Placement according the request 10%

Non typical format 10%

TERMS AND THEMES

Number	Date of edition of magazine	Closing date of advertising	Basic themes
DaS 1-2/14	10. 2. 14	20. 1. 14	Manipulation technique and logistics, lifting fronts, hydraulic elevatory means / Services for forwarding agents
DaS 3/14	10. 3. 14	17. 2. 14	Transportation technique in building industry, building machines
DaS 4/14	7. 4. 14	17. 3. 14	Cooling and freezing superstructures and semitrailors
DaS 5/14	5. 5. 14	14. 4. 14	City buses and buses for long distance routes
DaS 6/14	9. 6. 14	19. 5. 14	Service and garage technique / Spare parts, oils, tires
DaS 7-8/14	28. 7. 14	7. 7. 14	Utility, agriculture and forest technique
DaS 9/14	8. 9. 14	18. 8. 14	Transportation tanks and silos / Financing
DaS 10/14	6. 10. 14	15. 9. 14	Special superstructures, sleep cabs
DaS 11/14	3. 11. 14	13. 10. 14	Winter operations (winter tires, fuel for winter operations, etc.)
DaS 12/14	8. 12. 14	18. 11. 14	Superstructures and semitrailors

Term of delivering prepared advertisements: week after closing date of advertising

Term of delivering inserted annexes: two weeks after closing date of advertising



Czech and Slovak magazine for professionals in truck transportation and all fans of light and heavy trucks. Trucker is published since 1991.

The best selling magazine on the field of transportation. The only Truck Magazine included in ABC audit (www.abccr.cz).

General editor of Trucker, Ing. Milan Olšanský, is the only representative of Czech Republic in the international jury Truck of the Year and Van of the Year.

CONTENT

- detailed tests of the newest heavy trucks
- tests of the light commercial vehicles
- interesting reports from the life of the professional drivers abroad
- the newest information from the development departments of the truck producers
- reports from the Truck Races
- big poster of the interesting truck
- columns Your letters and Model Club

PERIODICAL

Monthly, published in a minimum range of 76 coloured pages

EDITION

20 000 prints

READERSHIP

27 530

SALES AND DISTRIBUTION

Subscribers, distributors in Czech and Slovak Republic, with an order for an advertisement over 2 000 EUR: annual subscription free

Fernfahrer Magazin Trucker

PRICE OF AREA ADVERTISING (Price in EUR with no VAT)

Format /part of page/	Price monochrome	Price 4 colors
2/1		4 590,-
1/1	1 850,-	2 700,-
2/3	1 500,-	2 020,-
1/2	1 100,-	1 600,-
1/3	800,-	1 090,-
1/4	600,-	900,-

COVER OF THE MAGAZINE (Price in EUR with no VAT)

2 nd page of cover:	4 050,-
3 rd page of cover:	4 050,-
4 th page of cover:	5 380,-

ADVERTISEMENT SUPPLEMENT OF THE MAGAZINE

Area advertising {amplitude of one column = 43 mm, four column rate}
 1 mm high of advertisement 2,30 EUR
 extra cost for 1 color 15 % 2 colors 20 % 3 colors 30 %
 Advertising with the key + 15 EUR

POSTER (Price in EUR with no VAT)

One-sided poster (stapled in the middle of the magazine)	3 750,-
Double-sided poster (stapled in the middle of the magazine)	6 380,-
Motive of the poster is under the editors controle.	

DISCOUNTS

A. Repetition of the same advertisement in several issues {the same format, same motive – the motive can be changed by delivering of completed advertising}

3–5 times	6 %
6–8 times	9 %
9–11 times	15 %
12–15 times	17 %
16 times and more	20 %

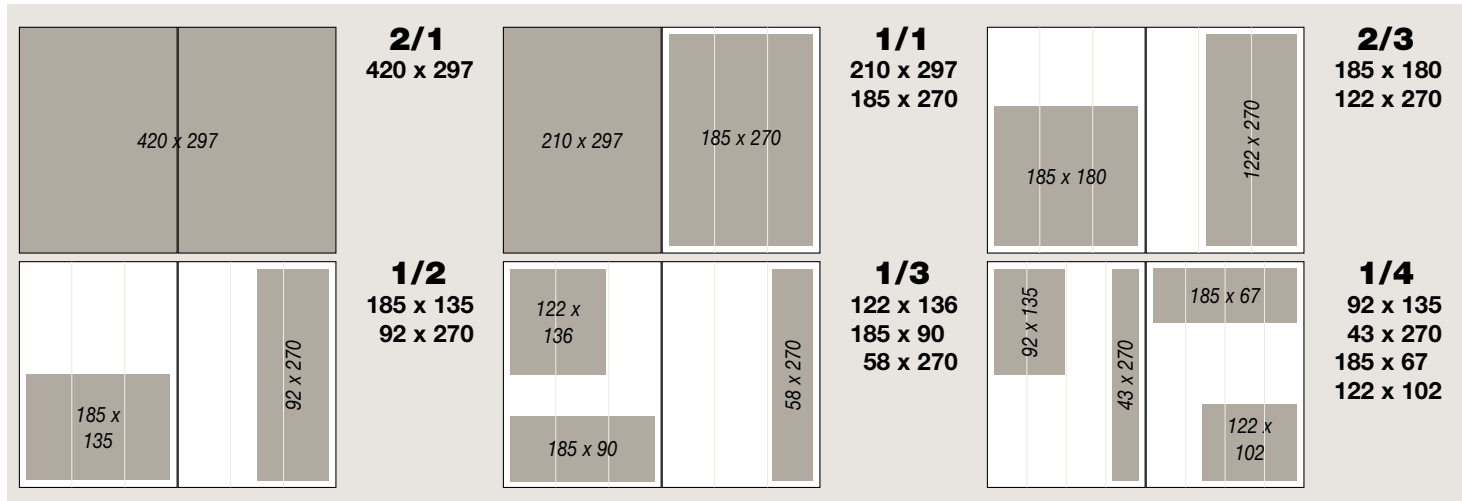
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9–11 advertisements	9 %
12–15 advertisements	15 %
16–24 advertisements	17 %
25– and more	20 %

EXTRA COSTS

Placement according the request	10%
Non typical format	10%

FORMATS OF ADVERTISEMENTS



ENCLOSURES

Insert: maximum size 210 x 297 mm

Client assures print of annexes.

When requested the publisher gives favourable prices for the print of leaflets.

Note: Neither discounts nor bonuses are offered for annexes.

One page leaflet in the amount of 1000 pcs 90 EUR

{Client is responsible for excess weight costs.}

NOTICE

All prices include the standard graphical process.

Advertisements published in Trucker and Doprava a silnice are counted together.

TERMS AND THEMES

Number	Date of edition of magazine	Closing date of advertising	Due date for ready adverts	Basic themes
Trucker 2/14	30. 1. 14	6. 1. 14	15. 1. 14	City buses
Trucker 3/14	27. 2. 14	3. 2. 14	12. 2. 14	Tanks and dry-bulk tanks
Trucker 4/14	27. 3. 14	3. 3. 14	12. 3. 14	Transport technology in construction industry, construction machines
Trucker 5/14	24. 4. 14	1. 4. 14	9. 4. 14	Spare parts
Trucker 6/14	29. 5. 14	5. 5. 14	14. 5. 14	Tires and tyre retreading
Trucker 7/14	26. 6. 14	2. 6. 14	11. 6. 14	Leasing, rent a car
Trucker 8/14	24. 7. 14	30. 6. 14	8. 7. 14	Semitrailer and superstructures
Trucker 9/14	28. 8. 14	4. 8. 14	13. 8. 14	Utility technique
Trucker 10/14	25. 9. 14	1. 9. 14	10. 9. 14	Transport information system (fleet monitoring)
Trucker 11/14	23. 10. 14	29. 9. 14	8. 10. 14	Winter traffic
Trucker 12/14	27. 11. 14	3. 11. 14	12. 11. 14	Credit cards
Trucker 1/15	23. 12. 14	1. 12. 14	9. 12. 14	Drivers comfort



We are entering the market as a perspective internet medium whose versatility and primary expertise appeal to fans of all branches of the automotive industry. The quality of the web content is guaranteed by our team of editors and test drivers who not only have mastered the art of driving and understand its technology, but are also able to write about it.

The www.automobilrevue.cz web site (including the links from www.trucker.cz and www.trucker.sk) offers information and reviews of passenger cars, trucks as well as buses and coaches. It presents the latest motor technology, but also historical excursions.

We are no beginners in the world of media. We have been publishing the Doprava a silnice (Transport and Roads) professional journal for 20 years, and Trucker, the best selling magazine dealing with the domain of freight transport, for 15 years, and the Automobil Revue, a magazine with more than fifty years of tradition, for 14 years. All of our magazines have earned a good reputation among thousands of readers in the Czech Republic as well as Slovakia. The content of the portal is loosely linked to the printed magazines and provides new opportunities for addressing end customers. Join the group of content clients and make use of all advantages offered by the Internet portal. An individual approach towards your promotion campaign is simply commonplace with us: if you have your own ideas about the style of your presentation and you do not find anything suitable in our existing portfolio, do not hesitate to contact our sales team. We will satisfy your requirements.

PRESENTATION OF SERVER WWW.TRUCKER.CZ

BANNERS ON HOME PAGE (Price in EUR with no VAT)

Type of banner	Format	Price EUR/month	
		Location: section Truck/Bus	Location: home page + entire web site
Leaderboard	970 x 100	1 000,-	1 600,-
Rectangle	300 x 300	800,-	1 400,-
Skyscraper	120 x 600	680,-	1 120,-
Banner	any format, max. width 600 px	360,-	640,-

PR ARTICLE

- Presented in the Truck/Bus section for 28 days, then archived
- Up to 10 photographs, max. 600x600 px/*.jpg
- Heading up to 45 characters
- Lead paragraph up to 450 characters, 150 characters displayed in the trailer
- Text up to 3,000 characters
- Text format / *.doc, *.txt
- Hypertext link address

Price: 1 000 EUR + bonus	Bonus <ul style="list-style-type: none"> ■ Partner of section for 2 months (section presents Company logo and a link to the Company website) ■ PR article included in the newsletter
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TECHNICAL REQUIREMENTS

Creations in bitmap format (*.gif, *.png, *.jpg)
Flash animations / *.swf
Max. banner size 50 kB

TECHNICAL REQUIREMENTS FOR ADVERTISING

MATERIAL TEMPLATES:

- high quality photographs in electronic form as tif, jpg, eps files, CMYK colour mode, resolution 300 dpi
- templates for scanning: photos, photographic slides

DATA INTAKE:

e-mail (text), CD, DVD, USB drive, FTP server

ELECTRONIC DATA FORMAT

1. PDF ACCORDING TO PDF/X-1A OR PDF VERSION 1.3. STANDARD (COMPATIBILITY WITH ADOBE ACROBAT 4.0)

The document must be created by converting the postscript file by Adobe Distiller, printing to PDF, exporting (e.g. from Adobe InDesign, Illustrator), but only under conditions set in PDF/X-1a standard or version 1.3 standard. It must also (if the advertisement is for the trim size) contain at least 5 mm bleed, crop marks of at least 4 mm from the trim size. PDF file must not contain objects in RGB colour space and spot colours, embedded ICC profiles, OPI information.

2. BITMAP FILES TIFF, JPEG, PSD, EPS

Data must be in CMYK colour space and, in case of TIFF and PSD must be combined in a single layer, if the advertisement is for the trim size, it must contain at least 5 mm bleed, it may contain crop marks of at least 4 mm from the trim size. Recommended resolution is 300 dpi (200 dpi minimum) at 100% size.

3. VECTOR EPS FILES AND INDESIGN FILES

Data must be in CMYK colour space, text must be converted into curves, or fonts used must be provided (if permitted by the license agreement).

If the advertisement is for the trim size, bleed must be set at minimum of 5 mm and crop marks at minimum of 4 mm from the trim size. The data must not contain objects in the RGB colour space and spot colours, links to external files (if not supplied with the document).

4. OTHER FORMATS BY AGREEMENT

For checking the colour scheme it is appropriate to supply a colour design, which has been created according to the ISO-12647-2:2004 (FOGRA) standard. In the event that ISO 12647-2:2004 is not adhered to, we shall be not liable for the required colour scheme and for errors that arise during the processing of the advertisement.

For the colour transfer of used bitmap files from various colour spaces to a CMYK colour space, we recommend using profiles of the following standard: ISO-12647-2:2004 (Europe ISOcoated v2 FOGRA39, PSO LWC Improved (ECI) FOGRA45). This standard is used in creating the content of the periodical, for creating a certified proof copy and for printing. We shall not be liable for the required colour scheme in the event that other ICC profiles or other methods for transferring into CMYK are used.

Adobe Creative Suite 5 and 6 are used for processing.

It is possible to supply data on the following media: CD, DVD, on portable USB and FireWire (IEEE 1394) disks, via electronic mail, via an FTP server, via www.uschovna.cz. Other transfer possibilities can be arranged by agreement.

SV, spol. s r. o., Smíchov branch, phone.: 225 351 156, e-mail: smichov@sv-studio.cz ftp://w26013_svstudio:jsFHC9Wj@ftp.sv-studio.cz

GENERAL CONDITIONS

1. Payment conditions

The advertisements are invoiced to the submitter up to seven days after their publishing. The invoice is send together with the evidence issue and it's payable until up to 14 days, if not agreed otherwise by contract. If the submitter is late with the payment than the penalty will be charged in the amount of 0,1 % per day. The editor may ask deposit payment in case of repeating payment disorder of the submitter.

2. Observance of the order

The submitter has the right to a discount in the case of publishing of the advertisement in non-agreed form caused by the publisher. The submitter has the right to claim colour difference only if the advertisement was delivered together with colour print and materials correspondent with technical conditions of the publisher.

If the submitter will not provide the materials needed for construction of the advertisement in adequate quality until the closing date than the delivered materials will be used with no right to claim the quality of the print. In case of multiple insertions all changes of the advertisement must be announced in writing the day of the closing date the latest. If the changes or new materials will not be delivered the advertisement will be published in the form as in the latest issue.

NOTE:

All prices include standard graphical processing. Advertisements published in DaS and Trucker are counted together.

EXTRA COSTS

Placement according the request	10%
Non typical format	10%
Formats smaller than 1/1	10%

CANCELLATION FEES

The cancellation fees listed below are counted in the magazines Doprava a silnice and Trucker. The cancellation of the order must be sent in writing. In case of cancellation of the advertisements from the yearly order the discounts the customer lost the right to will be charged.

40-18 work days before the publishing	50%
17-13 work days before the publishing	75%
12-0 work days before the publishing	100%

PUBLISHER

Business Media CZ, s.r.o.
Nádražní 32, 150 00 Prague 5
Phone no.: +420 225 351 410, 102,
Fax: +420 225 351 102
www.trucker.cz, www.bmczech.cz

CONTACTS

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Fax no.: +420 225 351 404
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Phone no.: +420 225 351 417
Fax no.: +420 225 351 404
E-mail: lenka.simackova@bmczech.cz

Sale of advertising in Slovak rep.:

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Fax no.: +421 249 104 380
E-mail: zdena.ochabova@bmczech.cz

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