

### Basic data

Circulation: 10 000 pc  
Number of pages: 80 + cover (total 84)  
Frequency: quarterly  
Distribution: subscription, direct mailing  
and retail network of PNS a.s.  
Price per issue: 120 CZK  
Annual subscription: 450 CZK / 35 EUR  
(incl. postage within Europe)

### Contacts

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### Subscription contact:

www.periodik.cz  
or contact the editorial office

**Truck & Business™** is a specialized business-to-business magazine covering business strategy in road transport. It is particularly targeted at the executive and top managers of transportation companies and haulage contractors who face the challenge of managing their companies efficiently and those who decide future development. Suppliers to the transport companies make up the other major target group of the magazine.

Trucks & Business aims to help the managerial staff of both the transport and supply sector to orientate themselves around new trends in the industry, to seek out new reserves in efficiency, to inspire and focus on new topics in their business and, finally, to establish a communication platform between customers and their suppliers. Trucks & Business is a Czech edition of the European magazine of the same name published by Multi Media Management Business Media company (MMM Business Media) of Belgium.

MMM Business Media is a respected company with pan-European activities dealing with print and e-zine publishing, training & education and corporate communication in the field of passenger car and truck fleets. MMM Business Media publishes the prestigious Fleet Europe and Truck Europe magazines within its portfolio. Club 91, s.r.o., the publishing company of the Czech edition of Truck & Business, is highly regarded for other B2B publications, such as AutoBusiness, Pneu revue and FLEET Company Cars.

### Target Groups

- ▶ executive and top management of transportation companies
- ▶ executive and top management of haulage contractors
- ▶ supplier companies of all kinds (vehicles, trailers, parts, fuels, electronic device, software...)
- ▶ banks, leasing and insurance companies
- ▶ public administration, associations, schools



### 2011 Topical digest

#### No.1/2011 - March

**Legislation:** Tollage agreed  
**Technology:** Cost effective semitrailers  
**Economy:** Rental of LCV's

#### No.2/2011 - May

**Legislation:** EU is not sleeping  
**Technology:** Transmission development still on  
**Management:** Combined transport advantages

#### No.3/2011 - September

**Legislation:** New standards at the horizon  
**Technology:** Truck engines  
**Economy:** Car insurance

#### No.4/2011 - November

**Company:** Strong companies survived  
**Technology:** Alternative drives  
**Economy:** Advantageous financing

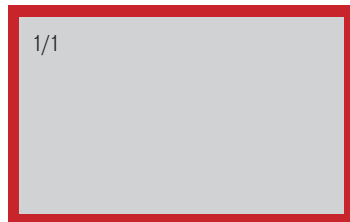
### 2011 time schedule

| Issue | Deadline for ad orders | Deadline for printing material | Distribution |
|-------|------------------------|--------------------------------|--------------|
| 1/11  | 11.3.                  | 18.3.                          | 31.3.        |
| 2/11  | 10.5.                  | 17.5.                          | 31.5.        |
| 3/11  | 2.9.                   | 9.9.                           | 23.9.        |
| 4/11  | 11.11.                 | 18.11.                         | 30.11.       |

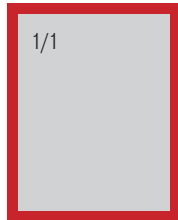
### Formats



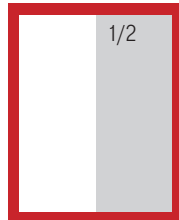
■ Clean size (w x h)  
**207 x 178 mm**



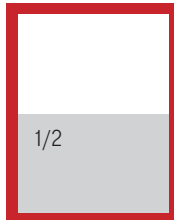
■ Clean size (w x h) ■ Bleed format (w x h)  
**398 x 257 mm 420 x 297 mm**



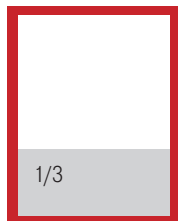
■ Clean size (w x h)  
**188 x 257 mm**  
 ■ Bleed format (w x h)  
**210 x 297 mm**



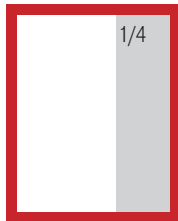
■ Clean size (w x h)  
**92 x 257 mm**  
 ■ Bleed format (w x h)  
**103 x 297 mm**



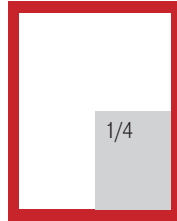
■ Clean size (w x h)  
**188 x 126 mm**  
 ■ Bleed format (w x h)  
**210 x 139 mm**



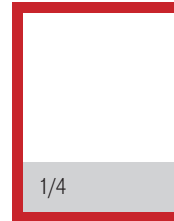
■ Clean size (w x h)  
**188 x 83 mm**  
 ■ Bleed format (w x h)  
**210 x 95 mm**



■ Clean size (w x h)  
**44 x 257 mm**  
 ■ Bleed format (w x h)  
**55 x 297 mm**



■ Clean size (w x h)  
**92 x 126 mm**  
 ■ Bleed format (w x h)  
**103 x 139 mm**



■ Clean size (w x h)  
**188 x 63 mm**  
 ■ Bleed format (w x h)  
**210 x 76 mm**

■ For all **Bleed formats** an extra **5 mm** must be **added for cut!**

### Price

#### Cover pages

|     |          |
|-----|----------|
| 2/1 | 4400 EUR |
| 1/1 | 2600 EUR |
| 1/2 | 1560 EUR |
| 1/3 | 1160 EUR |
| 1/4 | 920 EUR  |

#### Cover pages

|                                  |         |
|----------------------------------|---------|
| Back cover page                  | + 50 %  |
| 2 <sup>nd</sup> cover page       | + 30 %  |
| 3 <sup>rd</sup> cover page       | + 20 %  |
| Front page (format 210 x 220 mm) | + 100 % |

#### PR articles\*

|         |          |
|---------|----------|
| 1 page  | 2760 EUR |
| 2 pages | 4800 EUR |

#### Inserts\*

|                 |          |
|-----------------|----------|
| A4 leaflet      |          |
| double-sided    | 2760 EUR |
| Additional page | + 50 %   |

More voluminous prints and non-standard formats up to negotiation.

**\*) all the prices are without VAT**

#### Discounts

|   |       |
|---|-------|
| Based on financial turnover per one calendar year |       |
| 1900 – 3800 EUR                                   | -3 %  |
| 3801 – 7600 EUR                                   | -5 %  |
| 7601 – 13 500 EUR                                 | -8 %  |
| 13 501 – 19 000 EUR                               | -12 % |
| 19 001 EUR and more                               | -15 % |

15 % agency commission

(applicable on delivery of ready - for - print ad material only)

### General conditions for print advertising

#### Cancellation terms:

- cancellation 22 days and more prior to publishing date:  
 30 % of the price  
 - 21 – 15 days: 60 %  
 - less than 15 days: 100 %.

For full version of General Conditions please refer to [www.club91.cz](http://www.club91.cz)

### Technical conditions for print advertisements

#### Ready for print material:

**Standard composite PDF file** (Acrobat 4/PDF 1,3; resolution 300 lpi, colour matching C = 15° M = 75° Y = 90° K = 45°), **types in curves**, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 5 mm, crop and matching marks minimum **3 mm from crop**. Format 1:1

#### Material for further processing by Truck & Business:

Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

#### Please e-mail your printing material to:

E-mail: [info@truck-business.cz](mailto:info@truck-business.cz)