

## Basic data

### Frequency:

quarterly

### Distribution:

Subscription and direct mailing

### Issue cost:

139 CZK

### Yearly subscription:

499 CZK [CZ]/39 EUR [abroad]

### Cost of electronic issue:

90 CZK

## Contacts

Publisher:

Club 91, s.r.o.

5. května 1323/9

140 00 Praha 4

Czech Republic

Tel.: +420 261 221 953

+420 241 409 318

Fax: +420 241 403 333

info@truck-business.cz

www.truck-business.cz

## Subscription orders

www.periodik.cz or

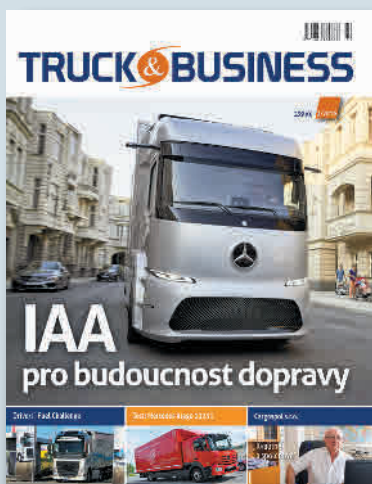
www.truck-business.cz

Tel.: 800 30 03 02

[free call from Czech R.]

## Electronic formats

Available from [www.truck-business.cz](http://www.truck-business.cz)



# Magazine for business strategy in road transport and logistics

**Truck & business™** is a specialized „business-to-business“ magazine for business strategy in the sector of road transport and logistics. It targets mainly at owners, associates and managing staff of road transportation companies which solve the tasks of cost effective operating in long haul and regional transport and decide about future aiming and development of their companies. The suppliers to the transportation sector make the other major group of readers.

Truck & business is to help the decision makers both on supply and demand side of the sector to orientate in the new trends of the industry, to seek for the reserves in effectiveness and to bring new ideas and inspirations for their work. It works also as a communication platform between suppliers and customers, e.g. transport companies.

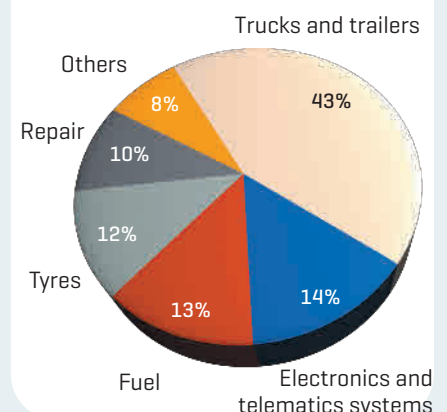
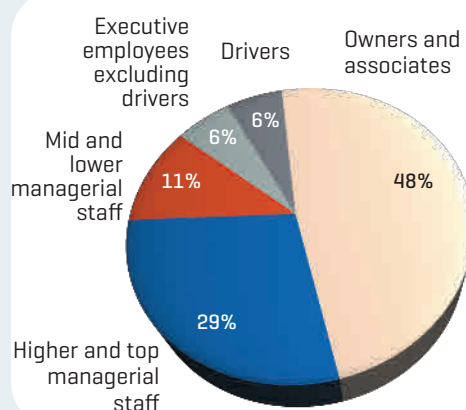
Truck & business is Czech edition of a renowned publication with more than 30 years tradition published by Belgium's MMM Business Media company. The print magazine is supported by internet portal [www.truck-business.cz](http://www.truck-business.cz), electronic newsletters and business events (Truck Business Day). The representatives of Czech Truck & business magazine sit on the jury of the European Transport Company of the Year (ITCY) contest.

## Target groups

- ▶ Company managers of transport companies
- ▶ Company managers of forwarding and logistics companies
- ▶ Supplier companies of all kind (trucks, trailers, fuel, telematics, software, etc.)
- ▶ Financial institutions and insurance companies
- ▶ Public service, associations, universities

## Reader structure

- ▶ Providers of transport, forwarding and logistics services [79 %]
- ▶ Suppliers to transport, forwarding and logistics companies [21 %]



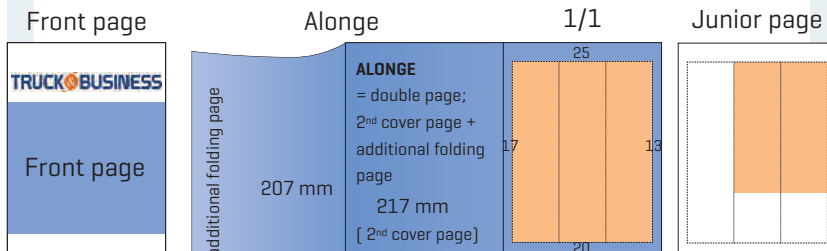
## 2017 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/17	10.3.2017	17.3.2017	31.3.2017
2/17	2.5.2017	9.5.2017	22.5.2017
3/17	8.9.2017	15.9.2017	29.9.2017
4/17	3.11.2017	10.11.2017	24.11.2017

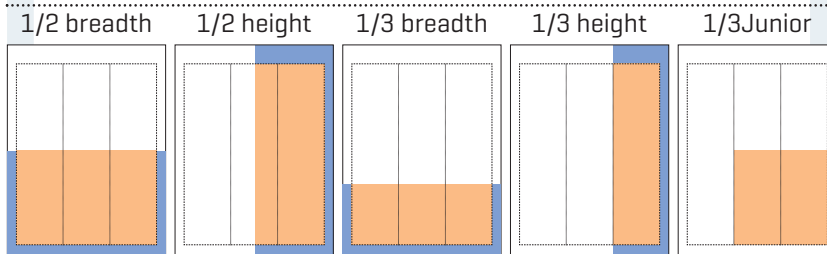
## Advertising formats

[breadth x height] in mm  
Bleed format 220x285 mm  
Clean size format 190x240

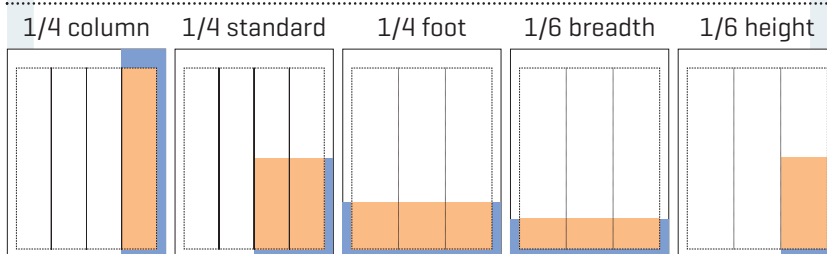
Size of clean format  
Size of bleed format  
[necessary to add 3 mm for bleed]



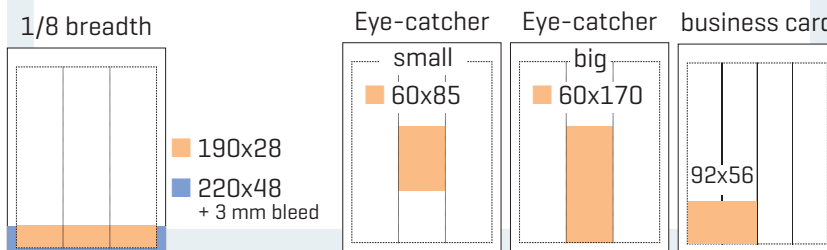
- 220x184
- [217x184 - by Alonge] + 3 mm bleed
- 424x285
- [217+207]x285 + 3 mm bleed
- 190x240
- 220x285 + 3 mm bleed
- 125x182



- 190x118
- 220x138 + 3 mm bleed
- 92x240
- 105x285 + 3 mm bleed
- 190x77
- 220x97 + 3 mm bleed
- 60x240
- 73x285 + 3 mm bleed
- 125x117



- 44x240
- 57x285 + 3 mm bleed
- 92x124
- 105x144 + 3 mm bleed
- 190x60
- 220x80 + 3 mm bleed
- 190x38
- 220x58 + 3 mm bleed
- 60x121
- 73x141 + 3 mm bleed



## Technical conditions for print ads

### Ready-to-print material:

Standard **composite PDF file** (Acrobat 8/PDF 1,6; resolution **300 dpi**, colour matching C = 15° M = 75° Y = 90° K = 45°), types in curves, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 3 mm minimum, **ICC profiles to be switched-off**, crop and matching marks 3 mm from crop minimum. Format 1:1

### Material for further processing by the magazine:

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

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

info@truck-business.cz

Contact: +420 261 221 953, +420 724 183 891

## General terms for print advertising

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. in current version published on the company Internet site [www.club91.cz](http://www.club91.cz)

## Price list

Prices in € excluding VAT (no VAT charged within EU)

### General price list

Alonge	4 692
1/1	2 769
Junior page	2 115
1/2	1 654
1/3	1 269
1/4	961
Eye-catcher big	885
1/6	769
1/8	577
Eye-catcher small	500
Business card	231

### Obálkové strany

Front page [220x184]*	+ 70%
Back cover page*	+ 50%
2 <sup>nd</sup> cover page	+ 30%
3 <sup>rd</sup> cover page	+ 10%

\*] including option of partial UV painting up to 60 % of advert. size

### Advertorial (PR article)

1/1	2 962
2/1	5 115

### Inserts

A4 Leaflet	2 769
Additional page	+50%

Large brochures and non-standard formats Upon agreement

### Discounts [From gross financial amount in calendar year]

2 200 - 5 800 EUR	- 3 %
5 801 - 9 600 EUR	- 5 %
9 601 - 13 000 EUR	- 8 %
Over 13 000 EUR	- 12 %

15 % agency discount [upon delivery of ready-to-print material]