

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.

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+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



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.

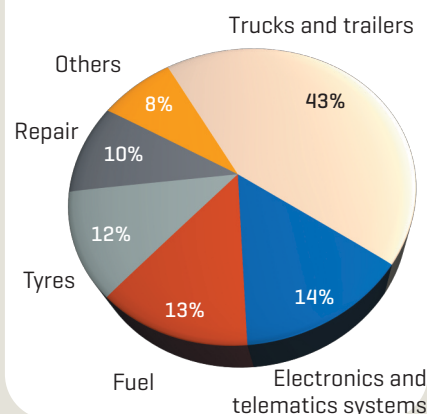
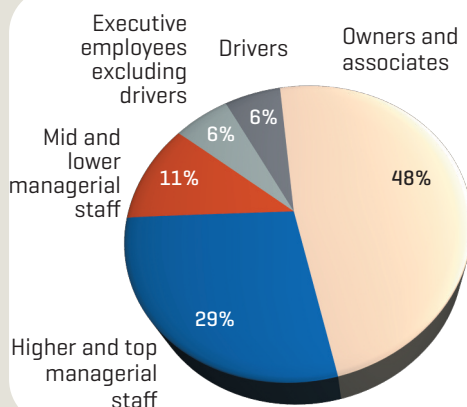
Truck & business is Czech edition of a renowned publication with more than 30 years tradition published by Belgium's Transportmedia company. The print magazine is supported by internet portal www.truck-business.cz, electronic newsletters and business events [Truck Business Day]. The representatives of 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 %]



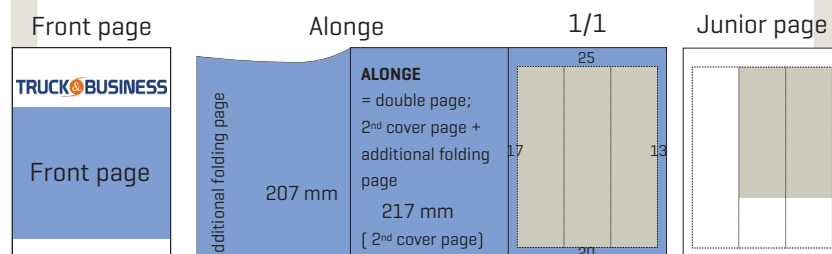
2018 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/18	15.3.	19.3.	28.3.
3/18	10.5.	14.5.	23.5.
3/18	13.9.	17.9.	26.9.
4/18	15.11.	19.11.	28.11.

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

1/2 breadth	1/2 height	1/3 breadth	1/3 height	1/3 Junior
190x118	92x240	190x77	60x240	125x117
220x138 + 3 mm bleed	105x285 + 3 mm bleed	220x97 + 3 mm bleed	73x285 + 3 mm bleed	

1/4 column	1/4 standard	1/4 foot	1/6 breadth	1/6 height
44x240	92x124	190x60	190x38	60x121
57x285 + 3 mm bleed	105x144 + 3 mm bleed	220x80 + 3 mm bleed	220x58 + 3 mm bleed	73x141 + 3 mm bleed

1/8 breadth	Eye-catcher small	Eye-catcher big	business card
190x28	60x85	60x170	92x56
220x48 + 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**

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%
2nd cover page	+ 30%
3rd 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)