

# TRUCK & BUSINESS + ekonom

## Basic data

### Frequency:

quarterly

Pagination range: 20 – 44 pages

### Distribution:

Subscription and direct mailing

### Issue cost:

59 CZK

### Yearly subscription:

200 CZK [CZ]/39 EUR [abroad]

### Cost of electronic issue:

90 CZK

## Contacts

Publisher:

Club 91, s.r.o.

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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

periodik.cz

předplatit.cz

or directly from truck-business.cz

## Electronic formats

Available from www.truck-business.cz



**New! Additional distribution with Ekonom business weekly**

# 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.

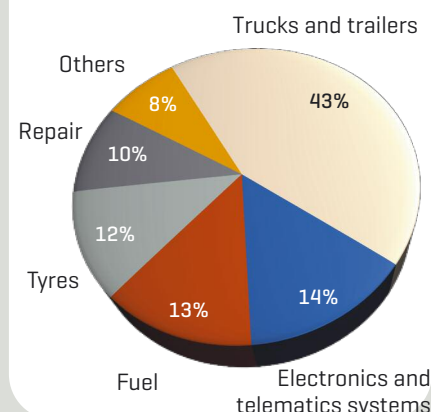
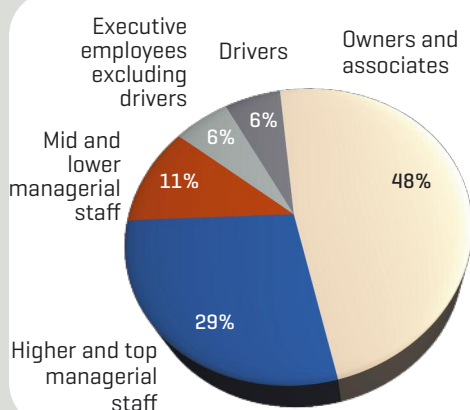
Truck & business is Czech edition of a renowned publication with more than 30 years tradition published by Belgium's Transportmedia company. The print magazine is supported by internet portal [www.truck-business.cz](http://www.truck-business.cz), electronic newsletters and business events (Truck Business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



## 2021 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/21	5.3.	12.3.	25.3.
3/21	4.6.	11.6.	24.6.
3/21	3.9.	10.9.	23.9.
4/21	5.11.	12.11.	25.11.

## 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, +420 602 339 089

## 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

1/1	2 769
1/2	1 654
1/3	1 269
1/4	961

### Cover Pages

Front page [200x165]*	+ 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	1 654
2/1	2 769

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

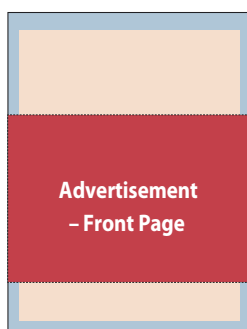
### Frequency discount

2 issues	- 30%
3 issues	- 40%
4 issues	- 50%



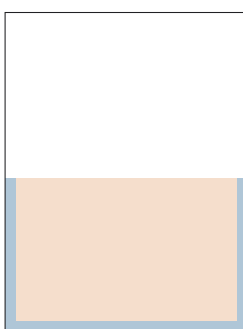
## Advertising formats

1/1



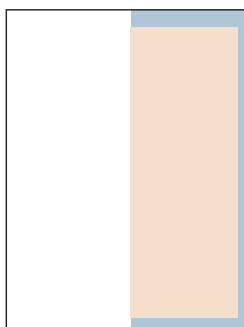
- 182x240
- 200x265 + 4 mm bleed
- 200x165 + 4 mm bleed

1/2 (horizontal)



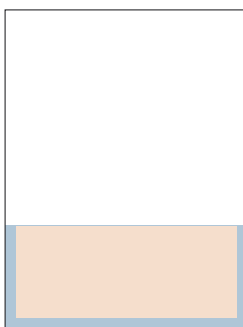
- 182x117
- 200x127 + 4 mm bleed

1/2 (vertical)



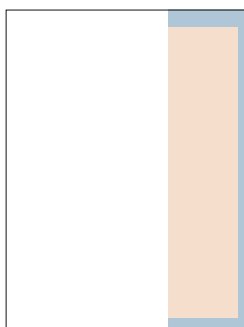
- 88x240
- 96x265 + 4 mm bleed

1/3 (horizontal)



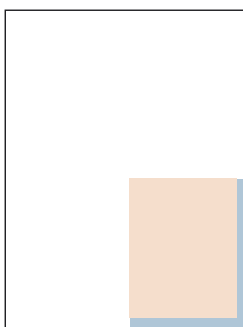
- 182x76
- 200x86 + 4 mm bleed

1/3 (vertical)



- 57x240
- 65x265 + 4 mm bleed

1/4



- 88x115
- 96x125 + 4 mm bleed