

TRUCK & BUSINESS + ekonom

Basic data

Frequency:

quarterly

Pagination range: 20 – 44 pages

Distribution:

Subscription and direct mailing

Issue cost:

59 CZK / 2,40 EUR

Yearly subscription incl. postage:

200 CZK [CZ] / 39 EUR [EU]

Cost of electronic issue:

40 CZK / 1,50 EUR

Contacts

Publisher:

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Subscription orders

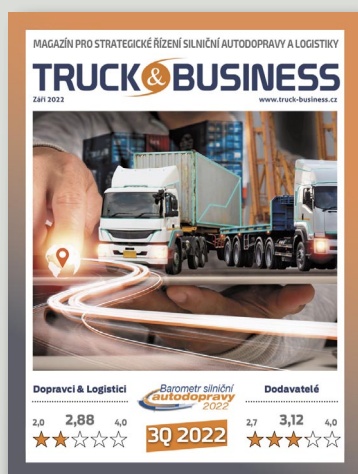
periodik.cz

předplatit.cz

or directly from truck-business.cz

Electronic formats

Available from www.truck-business.cz



**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, 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.

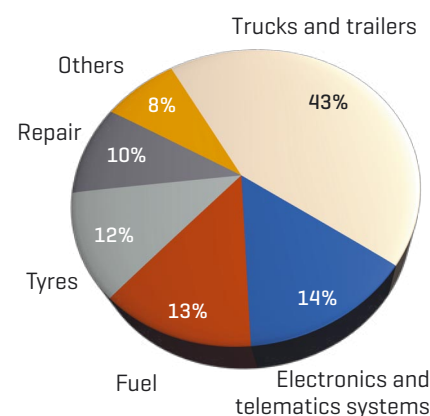
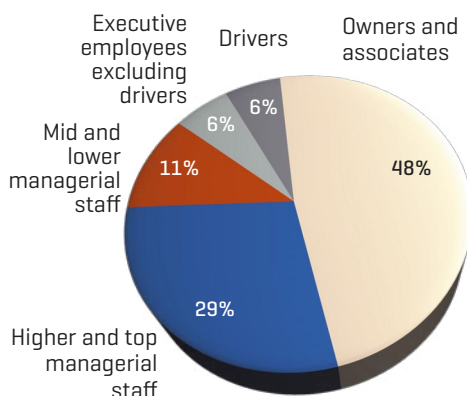
Truck & business appears in one publication together with its sister magazine FLEET Company Cars: a 50/50 split, with each title having its own cover, oppositely oriented. Years of working in both industries have taught us that the two share a number of common issues and points of convergence that may be of interest to readers of the other group. Thus, from 2023 FLEET and Truck & business "under one roof", each with its own industry "Barometer" [Czech Fleet Barometer and Road Transport Barometer], all in their own distribution and all as a supplement to the weekly Ekonom!

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 %]



2023 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/23	22.2.	1.3.	16.3.
2/23	31.5.	7.6.	22.6.
3/23 GREEN *	6.9.	13.9.	29.9.
4/23	22.11.	29.11	14.12.

*) thematic issue focused on alternative means of traction in road transportation

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**

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 nd cover page	+ 30%
3 rd cover page	+ 10%

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%

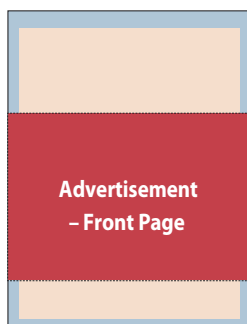


In each issue:



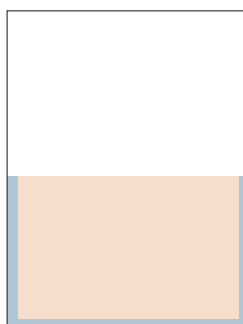
Advertising formats

1/1



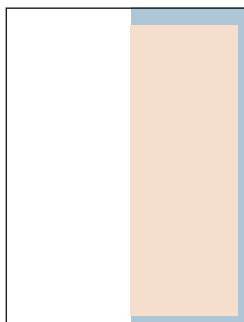
- 182x240
- 200x265 + 4 mm bleed
- 200x165 + 4 mm bleed

1/2 (horizontal)



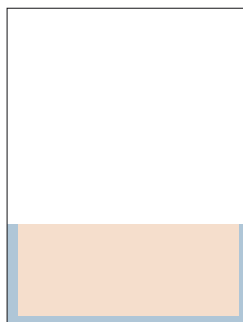
- 182x117
- 200x127 + 4 mm bleed

1/2 (vertical)



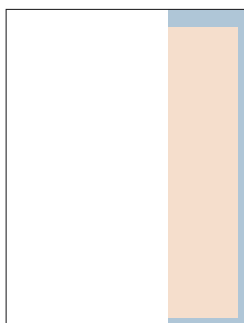
- 88x240
- 96x265 + 4 mm bleed

1/3 (horizontal)



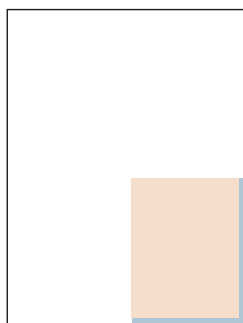
- 182x76
- 200x86 + 4 mm bleed

1/3 (vertical)



- 57x240
- 65x265 + 4 mm bleed

1/4



- 88x115
- 96x125 + 4 mm bleed