

For readers we create issues,  
for your business we create opportunities



# PRICE LIST 2021



## Doprava a silnice

Doprava a silnice is a specialized magazine for business people and upper management in the field of transportation. The magazine was first published in March 1994. Transportation companies, consignment departments, and other companies interested in this field, benefit from this magazine. The editors include information about economic and technical spectrums of running companies and other business data that is important for buying or selling cars. They also give their opinions on new legislation and other useful information in this field.



Czech and Slovak magazine for professionals in truck transportation and all fans of light and heavy trucks. Trucker is published since 1991. The best selling magazine on the field of transportation. The only Truck Magazine included in ABC audit ([www.abccr.cz](http://www.abccr.cz)).



## PRICE OF AREA ADVERTISING (Price in EUR with no VAT)

Format /part of page/	Price 4 colors
2/1	4 590,-
1/1	2 700,-
2/3	2 020,-
1/2	1 600,-
1/3	1 090,-
1/4	900,-

## COVER OF THE MAGAZINE

2 <sup>nd</sup> page of cover	3 450,-
3 <sup>rd</sup> page of cover	3 450,-
4 <sup>th</sup> page of cover	3 990,-

## DISCOUNTS

Repetition of advertisement	Discount
3–5 times	6 %
6–8 times	9 %
9–11 times	15 %
12–15 times	17 %
16– times and more	20 %

## EXTRA COSTS

Placement according the request	10 %
Non typical format	10 %
Formats smaller than 1/1	10 %

## NOTICE

All prices include the standard graphical process.  
Advertisements published in Trucker and Doprava a silnice are counted together.

## ENCLOSURES

Insert: maximum size 210 x 297 mm

Client assures print of annexes.

When requested the publisher gives favourable prices for the print of leaflets.

Note: Neither discounts nor bonuses are offered for annexes.

One page leaflet in the amount of 1000 pcs	210 EUR
Two pages in the amount of 1000 pcs	250 EUR

{Client is responsible for excess weight costs.}



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### FORMATS OF ADVERTISEMENTS (in mm)

<p>2/1 size after cropping 420 x 297</p>			<p>1/1 size after cropping 210 x 297</p> <p>1/1 frame format 185 x 270</p>			<p>2/3 frame format 185 x 180</p> <p>2/3 frame format 122 x 270</p>		
<p>1/2 frame format 122 x 204</p>	<p>1/2 frame format 92 x 270</p>	<p>1/2 frame format 185 x 135</p>	<p>1/3 frame format 122 x 136</p>	<p>1/3 frame format 58 x 270</p>	<p>1/3 frame format 185 x 90</p>	<p>1/4 frame format 122 x 102</p>	<p>1/4 frame format 58 x 214</p>	<p>1/4 frame format 185 x 67</p>

### TERMS AND THEMES

Number	Date of edition of magazine	Closing date of advertising	Due date for ready adverts	Basic themes
1–2/2021	8. 2. 2021	18. 1. 2021	26. 1. 2021	Manipulation technique and logistics, lifting fronts, hydraulic elevatory means / Services for forwarding agents / Logistic
3–4/2021	29. 3. 2021	8. 3. 2021	16. 3. 2021	Transportation technique in building industry, building machines
5/2021	3. 5. 2021	12. 4. 2021	20. 4. 2021	Cooling and freezing superstructures and semitrailors / City buses and buses for long distance routes
6/2021	7. 6. 2021	17. 5. 2021	25. 5. 2021	Service and garage technique / Spare parts, oils, tires / Utility, agriculture and forest technique
7–8/2021	26. 7. 2021	2. 7. 2021	13. 7. 2021	Transportation tanks and silos / Financing
9–10/2021	27. 9. 2021	6. 9. 2021	14. 9. 2021	Special superstructures, sleep cabs / Alternative drives
11–12/2021	29. 11. 2021	8. 11. 2021	16. 11. 2021	Winter operations (winter tires, fuel for winter operations, etc.) / Superstructures and semitrailers

TERM OF DELIVERING PREPARED ADVERTISEMENTS: WEEK AFTER CLOSING DATE OF ADVERTISING

### PERIODICAL

It is published 7 times a year in the range of about 64 color pages

### EDITION

8 000 prints are sent to business owners and executives and to other experts in the field of transportation

### SALES AND DISTRIBUTION

Subscribers, distributors, fairs, driving seminars, with an order for an advertisement over 2 000 EUR: annual subscription free

**PRICE OF AREA ADVERTISING (Price in EUR with no VAT)**

Format /part of page/	Price 4 colors
2/1	4 590,-
1/1	2 700,-
2/3	2 020,-
1/2	1 600,-
1/3	1 090,-
1/4	900,-

**DISCOUNTS**

Repetition of advertisement	Discount
3–5 times	6 %
6–8 times	9 %
9–11 times	15 %
12–15 times	17 %
16– times and more	20 %

**COVER OF THE MAGAZINE**

2 <sup>nd</sup> page of cover	4 050,-
3 <sup>rd</sup> page of cover	4 050,-
4 <sup>th</sup> page of cover	5 380,-

**EXTRA COSTS**

Placement according the request	10 %
Non typical format	10 %
Formats smaller than 1/1	10 %

**POSTER**

One-sided poster (stapled in the middle of the magazine)	3 750,-
Double-sided poster (stapled in the middle of the magazine)	6 380,-

Motive of the poster is under the editors controle.

**NOTICE**

All prices include the standard graphical process. Advertisements published in Trucker and Doprava a silnice are counted together.

**ENCLOSURES**

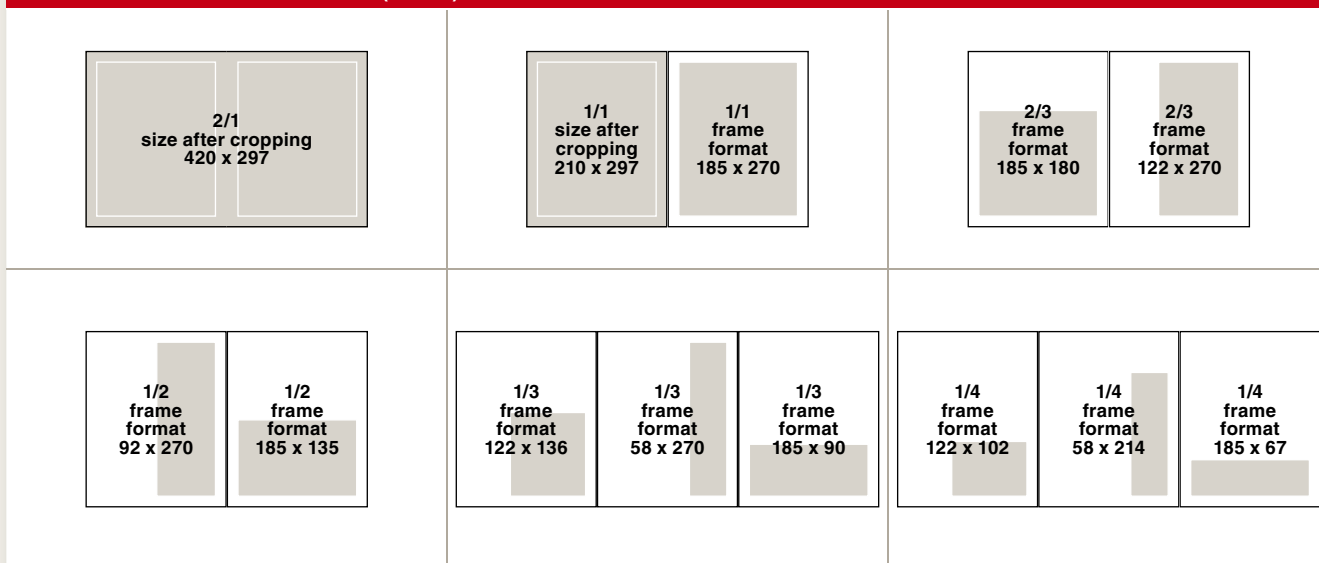
Insert: maximum size 210 x 297 mm. Client assures print of annexes. When requested the publisher gives favourable prices for the print of leaflets. Note: Neither discounts nor bonuses are offered for annexes.

One page leaflet in the amount of 1000 pcs	90 EUR
{Client is responsible for excess weight costs.}	



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**FORMATS OF ADVERTISEMENTS (in mm)**



**TERMS AND THEMES**

Number	Date of edition of magazine	Closing date of advertising	Due date for ready adverts	Basic themes
Trucker 1–2	18. 2. 2021	25. 1. 2021	4. 2. 2021	Drivers comfort / Tires and tyre retreading
Trucker 3–4	15. 4. 2021	22. 3. 2021	1. 4. 2021	Transport technology in construction industry, construction machines / Alternative drives
Trucker 5–6	17. 6. 2021	24. 5. 2021	3. 6. 2021	Leasing, rent a car / City buses
Trucker 7–8	12. 8. 2021	19. 7. 2021	29. 7. 2021	Semitrailer and superstructures
Trucker 9	16. 9. 2021	23. 8. 2021	2. 9. 2021	Spare parts / Transport information system (fleet monitoring)
Trucker 10	14. 10. 2021	20. 9. 2021	30. 9. 2021	Utility technique / Alternative drives
Trucker 11	18. 11. 2021	25. 10. 2021	4. 11. 2021	Winter traffic / Autonomous driving
Trucker 12	16. 12. 2021	22. 11. 2021	2. 12. 2021	Credit cards / Tanks and dry-bulk tanks

**CONTENT**

- detailed tests of the newest heavy trucks
- tests of the light commercial vehicles
- interesting reports from the life of the professional drivers abroad
- the newest information from the development departments of the truck producers
- reports from the Truck Races
- big poster of the interesting truck
- columns Your letters and Model Club

**PERIODICAL**

Monthly, published in a range about 64 coloured pages

**READERSHIP**

35 000 readers for issue (source: Mediaprojekt I. Q 2017)

**EDITION**

15 000 prints

**SALES AND DISTRIBUTION**

Subscribers, distributors in Czech and Slovak Republic, with an order for an advertisement over 2 000 EUR: annual subscription free

# PRESENTATION OF SERVER WWW.TRUCKER.CZ / TRUCKER.SK



Internet portal on commercial vehicles, featuring professional tests of trucks, vans and buses, and much more. Thanks to the expert editors of magazines, such as Trucker, Transport and Roads, or Automobile, the site contains an unparalleled largest database of articles - ranging from tests, news, history and sports to technology. Compared to printed versions, it allows an instant update of editorial and advertising content, as well as responding to reader feedback. It contains a steadily growing database of registered users directly at the site, but also on Facebook. Registered users are notified of hot news on [www.trucker.cz/www.trucker.sk](http://www.trucker.cz/www.trucker.sk) every Thursday by means of a newsletter. The site will be responsive, i.e. adapted to be read on smartphones and tablets.

## BRINGS

- Current information from the transport sector.
- Tests of vehicles, presentation of novelties, future trends, coverage, history.
- Sports equipment, counselling experts and news from companies.
- Magazine archives.

## COLUMN OVERVIEW

- NEWS – as first, we are bringing hot industry news.
- TRUCK – detailed information and professional tests from the world of trucks.
- BUS – articles and real tests of urban and long-distance buses and minibuses.
- VAN – professional tests and information on light commercial vehicles up to 3.5 tonnes.
- TRANSPORT – practical advice for carriers needed for economic and technical management of their companies.
- HISTORY – a number of interesting articles about the history of cars and car brands.

## BANNERS (Price in EUR with no VAT)

Type of banner	Format	Price for 7 days		
		Whole web	Main page	Section
Leaderboard	970 x 100 px	400	240	200
Rectangel	300 x 300 px	352	200	176
Skyscraper	120 x 600 px	288	160	144
Banner	728 x 90 px 480 x 90 px 468 x 60 px	160	100	80

## PR ARTICLE

- 28 days placed in a selected column, then moves into the archive.
- Size: text max. 3000 characters, up to 10 photos, max. 600x600 px/\*.jpg, title max. 45 characters, perex max. 450 characters, 150 characters is displayed in a teaser (text format /\*.doc, \*.txt, hypertext link address)

Price:  
1 000  
EUR +  
bonus

### BONUS

- Partner of the column for 2 months (logo in the column with a link to the company site). Including the PR article in the newsletter.

## TECHNICAL REQUIREMENTS

All banners can be delivered in formats .gif, .jpg, .png, .html5. Maximum banner size is 50 kB.

## SPECIAL ADVERTISING BENEFITS

- Possibility of uploading a product video in a required format in a commercial message of the client (the video is delivered by the advertiser). Recommended for vehicle tests, presentation of products, expert advice, and the like.
- Possibility of announcing an advertising video in the newsletter.

## SPECIAL ADVERTISING PROJECTS

- COMMERCIAL PRESENTATION – Commercial message with a logo in editorial sections (a text of 75 characters, logotype, 1 figure).
- INCLUSION IN THE NEWSLETTER – Classification of commercial message in the regularly distributed newsletter.
- PARTNER TO THE COLUMN – Logo on pages of the column with a link to the defined site.
- PARTNER TO THE WEBSITE – Placing client's logo on homepage with a link to the defined site.
- READERS COMPETITION – Clients can ask readers a quiz question in accordance with their marketing plans and encourage them to answer by offering a prize.
- CLIENT SURVEY – Clients can ask a poll question regarding a product carrying the logo.

## TECHNICAL REQUIREMENTS FOR ADVERTISING

### PDF ACCORDING TO PDF/X-1A OR PDF VERSION 1.3. STANDARD (COMPATIBILITY WITH ADOBE ACROBAT 4.0)

The document must be created by converting the postscript file by Adobe Distiller, printing to PDF, exporting (e.g. from Adobe InDesign, Illustrator), but only under conditions set in PDF/X-1a standard or version 1.3 standard. It must also (if the advertisement is for the trim size) contain at least 5 mm bleed, crop marks of at least 4 mm from the trim size. PDF file must not contain objects in RGB colour space and spot colours, embedded ICC profiles, OPI information.

### OTHER FORMATS BY AGREEMENT

For checking the colour scheme it is appropriate to supply a colour design, which has been created according to the ISO 12647-2:2013 (FOGRA51) standard. In the event that ISO 12647-2:2013 is not adhered to, we shall be not liable for the required colour scheme and for errors that arise during the processing of the advertisement. For the colour transfer of used bitmap files from various colour spaces to a CMYK colour space, we recommend using profiles of the following standard: ISO 12647-2:2013 (PSO Coated v3 FOGRA51). This standard is used in creating the content of the periodical, for creating a certified proof copy and for printing. We shall not be liable for the required colour scheme in the event that other ICC profiles or other methods for transferring into CMYK are used. Adobe Creative Suite 5 and 6 are used for processing. It is possible to supply data on the following media: CD, DVD, on portable USB and FireWire (IEEE 1394) disks, via electronic mail, via an FTP server (access on request), via [www.uschovna.cz](http://www.uschovna.cz). Other transfer possibilities can be arranged by agreement. DTP-Studio, Business Media CZ, phone: +420 225 351 156, e-mail: [ntp@bmczech.cz](mailto:ntp@bmczech.cz)

Printing material into Doprava a silnice  
send to [petr.pucelik@bmczech.cz](mailto:petr.pucelik@bmczech.cz)

Printing material into Trucker  
send to [maresovi5@gmail.com](mailto:maresovi5@gmail.com)

## GENERAL CONDITIONS

### 1. Payment conditions

The advertisements are invoiced to the submitter up to seven days after their publishing. The invoice is send together with the evidence issue and it's payable until up to 14 days, if not agreed otherwise by contract. If the submitter is late with the payment than the penalty will be charged in the amount of 0,1 % per day. The editor may ask deposit payment in case of repeating payment disorder of the submitter.

### 2. Observance of the order

The submitter has the right to a discount in the case of publishing of the advertisement in non-agreed form caused by the publisher. The submitter has the right to claim colour difference only if the advertisement was delivered together with colour print and materials correspondent with technical conditions of the publisher. If the submitter will not provide the materials needed for construction of the advertisement in adequate quality until the closing date than the delivered materials will be used with no right to claim the quality of the print. In case of multiple insertions all changes of the advertisement must be announced in writing the day of the closing date the latest. If the changes or new materials will not be delivered the advertisement will be published in the form as in the latest issue.

## CANCELLATION FEES

The cancellation fees listed below are counted in the magazines Doprava a silnice and Trucker. The cancellation of the order must be sent in writing. In case of cancellation of the advertisements from the yearly order the discounts the customer lost the right to will be charged.

40–18 work days before the publishing	50 %
17–13 work days before the publishing	75 %
12–0 work days before the publishing	100 %

## CONTACTS

### Publisher:

Business Media CZ s. r. o.  
Nádražní 762/32  
150 00 Prague 5  
Phone: +420 225 351 111  
Phone: +420 225 351 102  
[www.trucker.cz](http://www.trucker.cz), [www.trucker.sk](http://www.trucker.sk),  
[www.bmczech.cz](http://www.bmczech.cz)

### Advertising manager:

Sandra Křížová  
Phone: +420 602 297 870  
E-mail: [sandra.krizova@bmczech.cz](mailto:sandra.krizova@bmczech.cz)

### Sale of advertising in Czech rep.:

Lenka Šimáčková  
Phone: +420 724 145 463  
E-mail: [lenka.simackova@bmczech.cz](mailto:lenka.simackova@bmczech.cz)

### Advertising billing:

Lucie Králová  
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### Editor in chief DaS, Trucker:

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### General editor Trucker:

Ondřej Pavlůsek  
Phone: +420 737 874 684  
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