

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

 **BusinessMedia**  
CZECH REPUBLIC



# PRICE LIST 2023



## 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	4 780
1/1	2 800
2/3	2 100
1/2	1 700
1/3	1 130
1/4	940

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	3 600
3 <sup>rd</sup> page of cover	3 600
4 <sup>th</sup> page of cover	4 190

EXTRA COSTS	
Placement according to 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
1/2023	13. 3. 2023	20. 2. 2023	28. 2. 2023	Transportation technique in building industry, building machines / Manipulation technique and logistics, lifting fronts, hydraulic elevatory means
2/2023	2. 5. 2023	11. 4. 2023	18. 4. 2023	Cooling and freezing superstructures and semitrailors / City buses and buses for long distance routes
3/2023	5. 6. 2023	15. 5. 2023	23. 5. 2023	Service and garage technique / Spare parts, oils, tires / Utility, agriculture and forest technique
4/2023	24. 7. 2023	3. 7. 2023	11. 7. 2023	Services for forwarding agents / Transportation tanks and silos / Financing
5/2023	25. 9. 2023	4. 9. 2023	12. 9. 2023	Logistic / Special superstructures, sleep cabs / Alternative drives
6/2023	27. 11. 2023	6. 11. 2023	14. 11. 2023	Winter operations (winter tires, fuel for winter operations, etc.) / Superstructures and semitrailors

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

**PERIODICAL**

It is published 6 times a year in the range of about 54 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	4 780
1/1	2 800
2/3	2 100
1/2	1 700
1/3	1 130
1/4	940

**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	4 200
3 <sup>rd</sup> page of cover	4 200
4 <sup>th</sup> page of cover	5 600

**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)	3 900
Double-sided poster (stapled in the middle of the magazine)	6 600

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**

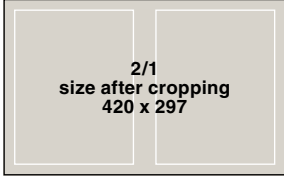
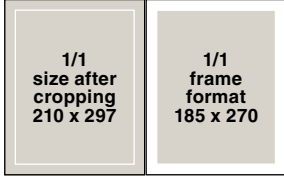
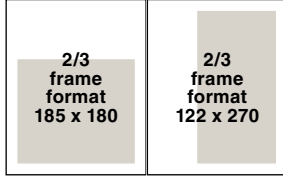
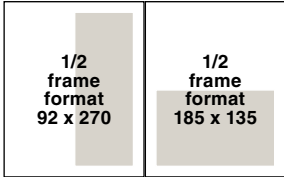
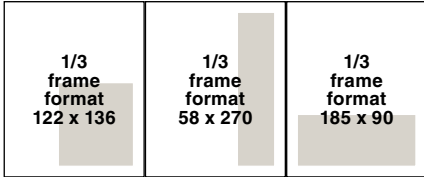
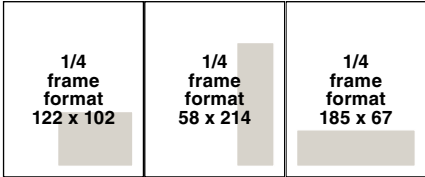
Insert: maximum size 210 x 297 mm. Client assures print of annexes. When requested the publisher gives favourable prices for the print of leaflets. Note: Neither discounts nor bonuses are offered for annexes.

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



### 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 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
Trucker 1–2	23. 2. 2023	30. 1. 2023	9. 2. 2023	Drivers comfort / Tires and tyre retreading
Trucker 3–4	13. 4. 2023	20. 3. 2023	30. 3. 2023	Transport technology in construction industry, construction machines / Alternative drives
Trucker 5–6	15. 6. 2023	22. 5. 2023	1. 6. 2023	Leasing, rent a car / City buses
Trucker 7–8	10. 8. 2023	17. 7. 2023	27. 7. 2023	Semitrailer and superstructures
Trucker 9	14. 9. 2023	21. 8. 2023	31. 8. 2023	Spare parts / Transport information system (fleet monitoring)
Trucker 10	12. 10. 2023	18. 9. 2023	27. 9. 2023	Utility technique / Alternative drives
Trucker 11	16. 11. 2023	23. 10. 2023	2. 11. 2023	Winter traffic / Autonomous driving
Trucker 12	14. 12. 2023	20. 11. 2023	30. 11. 2023	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 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	420	250	210
Rectangel	300 x 300 px	370	210	185
Skyscraper	120 x 600 px	300	170	150
Banner	728 x 90 px 480 x 90 px 468 x 60 px	170	105	85

## 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:  
1 050  
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: Petr Pučelík, e-mail: [petr.pucelik@bmczech.cz](mailto:petr.pucelik@bmczech.cz)

## GENERAL CONDITIONS

### 1. Payment conditions

The advertisements are invoiced to the submitter up to seven days after their publishing. The invoice is sent 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  
[www.trucker.cz](http://www.trucker.cz), [www.trucker.sk](http://www.trucker.sk),  
[www.bmczech.cz](http://www.bmczech.cz)

### Advertising manager:

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