

KRAFTHAND *Truck*

Media-Information
2017

Technical. Practise. Opinion



► Media service:



Klaus P. Lang

Head of Media Sales Print/Digital

☎ +49 (0) 82 47/30 07-62
✉ klaus.lang@krafthand.de



Christoph Schluifelder

Media Sales Print/Digital

☎ +49 (0) 82 47/30 07-160
✉ christoph.schluifelder@krafthand.de

► Editorial team



Klaus Kuss

Chief editor

☎ +49 (0) 82 47/30 07-177
✉ klaus.kuss@krafthand.de



Ralf Lanzinger

Online editorial

☎ +49 (0) 82 47/30 07-47
✉ ralf.lanzinger@krafthand.de



Sebastian Hoffmann

Media Sales Print/Digital,
Project support digital

☎ +49 (0) 82 47/30 07-61
✉ sebastian.hoffmann@krafthand.de



Sabrina Bader

Processing manager

☎ +49 (0) 82 47/30 07-63
✉ sabrina.bader@krafthand.de

Krafthand Medien GmbH

Walter-Schulz-Straße 1 • 86825 Bad Wörishofen/Germany
Telephone +49 (0) 82 47/30 07-63 • Telefax +49 (0) 82 47/30 07-76

anzeigen.truck@krafthand.de

www.krafthand-truck.de • www.krafthand-medien.de

The editorial deadline for press releases, publications etc. is 4 weeks before the publication date

PD = publication date · CD = copy deadline · DD = Print documents deadline

Month	Issue magazine no.	Deadline	Topics	Trade fairs/exhibitions
March	1	PD: March 22 th CD + DD: March 1 th	<ul style="list-style-type: none"> • Servicing brakes and brake technology • Filter systems • Oil and lubricants, additives • Environment and waste disposal • Vehicle manufacturers + vehicle devices 	<ul style="list-style-type: none"> • Frame and body repairs, varnishing • Turbochargers • Air conditioning: service and systems
June	2	PD: June 21 th CD + DD: April 31 ^h	<ul style="list-style-type: none"> • Truck and trailer diagnostics • Engine repair • Axle and chassis servicing • Workshop concepts 	<ul style="list-style-type: none"> • Servicing tyres and tyre technology • Commercial vehicle hydraulics • Accessories and retrofitting • Lighting systems
September	3	PD: Sept. 20 st CD + DD: Aug. 30 th	<ul style="list-style-type: none"> • Exhaust gas technology • Diesel systems • Turbochargers • Bodywork and chassis • Drive technology/powertrain ▶ Special:Telematics – a networked future 	<ul style="list-style-type: none"> • Tools special • Battery technology and battery servicing • Washing + cleaning • Parts trade special <p>NUFAM, Karlsruhe, 28. 9. – 1. 10. 2017</p> <p>CARAT Leistungsmesse, Kassel, 13. 10. – 15. 10. 2017</p>
November	4	PD: Nov. 23 th CD + DD: Nov. 2 nd	<ul style="list-style-type: none"> • Truck + trailer diagnostics • Trailer and train technology • Lifting technology • Trailer special • Driver assistance and safety systems 	<ul style="list-style-type: none"> • Compressed air in the workshop • EDP and IT systems • Winter service • Navigation

1 Magazine profile and target groups of readers:

KRAFTHAND-Truck is a trade journal and an advisor for practitioners who are specialized in the commercial vehicles and transportation vehicle sector of 3,5 tonnes or more. Editorial topics are among others workshop practice, parts and systems, commercial vehicle technology and vehicle fleet management.

Target groups of the trade journal are workshop managers, technicians, craftsmen, mechanics or mechatronics who are working in commercial vehicle workshops or workshop managers or vehicle fleet managers. KRAFTHAND-Truck delivers important information to independent as well as brand-related workshops specialized in commercial vehicles, system operations, companies with connected agency garages, forwarding agencies, bus companies, managers of the parts and accessories industry, workshop equipment suppliers and the commercial vehicle industry.

2 Publications frequency: 4 times annually

3 Magazine format: DIN A4

4 Year of publication: 3rd year 2017

5 Subscription costs: please see impress

6 Organ: –

7 Membership: IVW

8 Publishing house: Kraftand Medien GmbH

P.O. Box 14 62, 86817 Bad Wörishofen/Germany

Walter-Schulz-Straße 1, 86825 Bad Wörishofen/Germany

Tel. +49 82 47/30 07-0, Fax +49 82 47/30 07-70

www.kraftand-truck.de, www.kraftand-medien.de

9 Editor: –

10 Advertising office: Head of media sales print/digital:

Klaus P. Lang

11 Editorial department: Klaus Kuss, Chief editor

12 Advertisement formats and prices: All prices are exclusive the applicable VAT rate.

Format	inside type area width × height in mm	bleed size width × height in mm (+ 3 mm cutting range at each side)	basic price b/w €	4 colours €
1/1	187 × 270	210 × 297	4,400.–	5,200.–
Junior page	139 × 190	150 × 211	2,550.–	3,050.–
1/2 (vertical)	91 × 270	102 × 297	2,250.–	2,750.–
(horizontal)	187 × 134	210 × 154		
1/3 (vertical)	59 × 270	70 × 297	1,540.–	1,890.–
(horizontal)	187 × 90	210 × 110		
1/4 2-columned (vertical)	91 × 134	102 × 154	1,165.–	1,415.–
(horizontal)	43 × 270	54 × 297		
(horizontal)	187 × 65	210 × 82		
1/8 2-column (vertical)	91 × 65		590.–	740.–
(horizontal)	43 × 134			
(horizontal)	187 × 32			

13 Preferential position:

- Front page** (four colours) € 5,600.–
Format: 150 mm × 220 mm, plus 3 mm bleed on all sides.
No right of rescission.
- 2nd cover page** (four colours) € 5,400.–
4th cover page (four colours) € 5,400.–

Surcharges:

- Colour** All prices only for Euroscale colours.
For every special colour 590.–€.
- Format** Trimmed pages or format outside the type area:
10 % of b/w gross amount.

Surcharges are discountable.

14 Discounts:

within 12 months:

Frequency scale		Quantity scale	
2 adverts	5 %	1 page	5 %
3 adverts	10 %	2 pages	10 %
4 adverts	15 %	3 pages	15 %
		4 pages	20 %

15 Special kinds of advertisements:

Inserts	discountable:		
	1 sheet = 1 advertisement page	1 sheet = 2 pages	€ 4,400.–
	2 sheets = 1.5 advertisement pages	2 sheets = 4 pages	€ 6,400.–

Supplement	Prices per 1,000 pieces, incl. postal charges	
	weight	price
	up to 25 g	€ 225.–
	up to 30 g	€ 240.–
	up to 35 g	€ 255.–
		each additional 5 g: € 15.–

Glued-on postcards, samples etc. please call

Delivery address

Holzmann Druck GmbH & Co. KG, Gewerbestraße 2, 86825 Bad Wörishofen/Germany
Mark deliveries: KRAFTHAND-Truck, Issue ____

16 Contact: Consulting, booking

Klaus P. Lang, Head of media sales print/digital
Sebastian Hoffmann, media sales print/digital, project support digital
Christoph Schluifelder, media sales print/digital
Telephone, telefax, e-mail see **Your Contacts**

17 Payment terms:

Payment within 30 days. Payment within 8 days: 2 % discount.
Direct debit and prepayment: 3 % discount.

Bank accounts:

- Sparkasse Memmingen-Lindau-Mindelheim
IBAN: DE92 7315 0000 0000 1031 84, SWIFT (BIC): BYLADEM1MLM
- Postbank München
IBAN: DE44 7001 0080 0047 9398 07, SWIFT (BIC): PBNKDEFF
- HypoVereinsbank Bad Wörishofen
IBAN: DE86 7312 0075 2080 1616 65, SWIFT (BIC): HYVEDEMM436

1 Magazine format:

210 mm wide × 297 mm high, DIN A4
uncut: 216 mm wide × 303 mm high

Type area: 187 mm wide × 270 mm high,
4 columns, each 43 mm wide

2 Printing and binding method:

sheet offset printing, adhesive binding
paper – inside part: 90 g, matt
cover: 200 g, glossy

3 Data transfer:

E-mail transfer to anzeigen.truck@krafthand.de

• Please mind the amount of data, maximum size by e-mail: 7 MB

FTP transfer

• **We can download your file from your FTP server.**

Please send us your login data by e-mail.

• **You can upload your file on our FTP server.**

You will get our login data on demand by e-mail.

4 File format:

Printable PDF with at least 300 dpi resolution.
All used fonts need to be embedded.

5 Colours:

Cyan, magenta, yellow and black, ISO 12647-2 (PSO),
special colour (Pantone and HKS) upon consultation possible.
Used ICC profile: ISO Coated v2 (ECI).

6 Proof:

The colour-proof has to be 1:1 copy of your delivered file and should contain
the Ugra/Fogra media wedge.
Colour copies from a colour printer are not liable concerning the printing and
the colour.

7 Data archiving:

Advertisement data is archived, thus unmodified repetition is usually possible.

8 Performance guarantee:

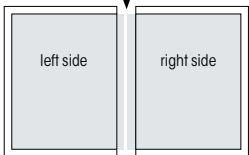
If the print data is incomplete or deviate from the proof we do not assume liability
for the print result. For deviations in manuscript, pictures and especially in colours
the publishing house does not assume liability. The printing of coloured advertise-
ments without a liable proof print is without guarantee.

9 Contact:

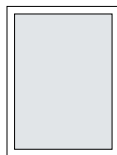
Martin Dörfler, graphics and production department
Telephone +49 82 47/3007-84

Formats inside type area

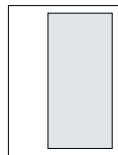
Bleed in the middle 3 mm,
if the motif leads over,
add 5 mm overlapping per page.



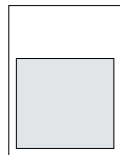
2/1 over gutter
198 × 270 mm
(per page + 3 mm bleed)



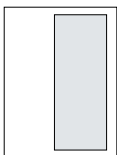
1/1
187 × 270



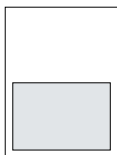
2/3 vertical
123 × 270



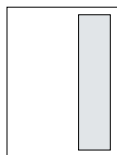
2/3 horizontal
187 × 180



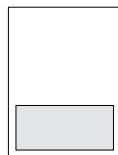
1/2 vertical
91 × 270



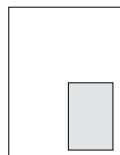
1/2 horizontal
187 × 134



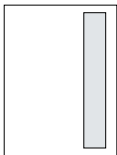
1/3 vertical
59 × 270



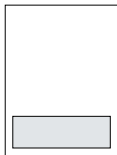
1/3 horizontal
187 × 90



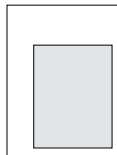
1/4 2-columns
91 × 134



1/4 vertical
43 × 270



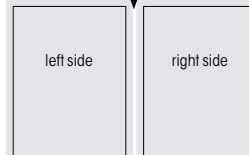
1/4 horizontal
187 × 65



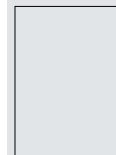
Junior page
139 × 190

Formate outside type area

Bleed in the middle 3 mm,
if the motif leads over,
add 5 mm overlapping per page.



2/1 over gutter, trimmed:
210 × 297 mm (+ bleed)



1/1 trimmed
210 × 297
(+ bleed)



2/3 vertical
135 × 297
(+ bleed)



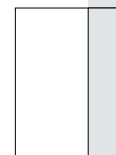
2/3 horizontal
210 × 200
(+ bleed)



1/2 vertical
102 × 297
(+ bleed)



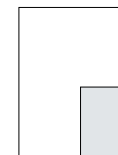
1/2 horizontal
210 × 154
(+ bleed)



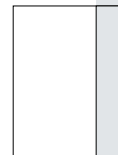
1/3 vertical
70 × 297
(+ bleed)



1/3 horizontal
210 × 110
(+ bleed)



1/4 2-columns
102 × 154
(+ bleed)



1/4 vertical
54 × 297
(+ bleed)



1/4 horizontal
210 × 82
(+ bleed)



Junior page
150 × 211
(+ bleed)

additional amount for bleed:

3 mm per trimmed edge (for trim edges see sketches)

1 Circulation control:



2 Analysis of circulation: Average circulation per issue within one year (July 1st, 2015 until June 30th, 2016)

printed copies	18,130	therefrom abroad	14
Total circulation (Npc*)	17,926		
Total net paid circulation	489		
Free copies	17,437		
Remainer, file and checking copies	204		

3 Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Germany	99.9	17,912
Foreign country	0.1	14
Total circulation (Npc*)	100.0	17,926

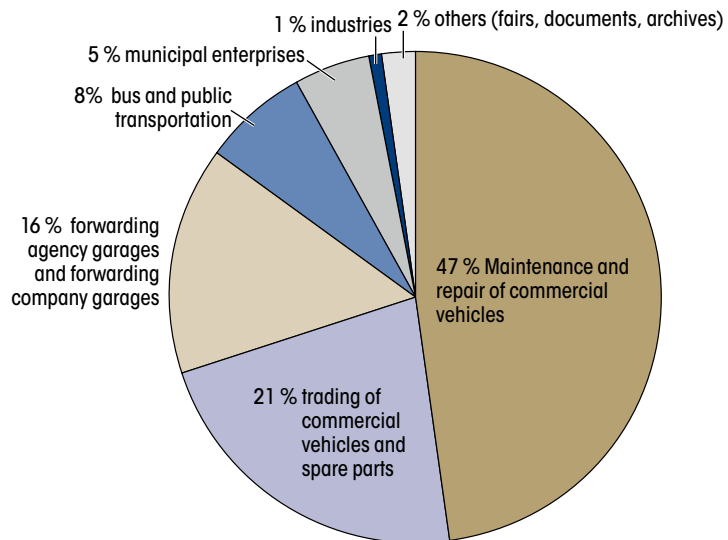
3.1 Regions by postal code:

Postal code region	Quote of real circulated press run	
	%	copies
Postal code region 0	6.3	1,129
Postal code region 1	4.7	842
Postal code region 2	9.1	1,630
Postal code region 3	8.8	1,576
Postal code region 4	8.6	1,540
Postal code region 5	8.2	1,469
Postal code region 6	6.1	1,093
Postal code region 7	14.3	2,561
Postal code region 8	20.4	3,654
Postal code region 9	13.5	2,418
Total circulation (Npc*) Germany	100.0	17,912

* Npc = Net paid circulation

4 Receiver structure:

Branches/business sectors/specialisations/ professional groups	Quote of real circulated press run	
	%	copies
Maintenance and repair of commercial vehicles	47	8,425
Trading of commercial vehicles and spare parts	21	3,764
Forwarding agency garages and forwarding company garages	16	2,868
Bus and public transport companies	8	1,434
Municipal enterprises	5	896
Industries	1	180
Others (Fairs, documents, archives)	2	360
Total	100	17,926



Web address: www.kraffhand-truck.de

Advertisement formats and prices:

format	placement	format/size in pixel	price per month
head banner	left or right	468 × 60	290.– €
news banner 1, 2, 3, 4	news section	468 × 60	230.– €
skyscraper		120 × 600	335.– €
rectangle		300 × 250	345.– €
video		300 × 250	375.– €

all prices plus VAT (value added tax)

File formats: GIF, JPG, HTML, Flash, file size max. 60 kb

Delivery address/date: Send your advertisement data at the latest 3 days before the beginning of the campaign to this e-mail address: anzeigen.truck@kraffhand.de

Whitepage: **price: 3,000 € (minimum term: 3 months)**

The whitepage on kraffhand-truck.de is an instrument of digital communication and advertisement to brand your campaign on a digital decider channel. Take advantage of the look & feel of the KRAFTHAND-Truck online portal and present your enterprise, your products and services on a sector relevant topic channel.

Special forms of digital advertising:

Contact us about your promotional strategy, we find the best way to implement your ideas.



Target group marketing with Krafthand-Truck

„The decision makers of B2B are always on for business: they are permanently searching for news, at home or at work. They are always reachable and accessible for B2B advertisement. It is based on studies, that B2B decision makers are especially receptive when they are online as consumers.“

Stefan Hentschel, Google Industry Leader Technology & Mobile Advertising

Source: Marconomy January 2015.

Target group marketing: How it works

- 1 We mark every visitor of krafthand-truck.de with a cookie and save his special interest in branches and products.
- 2 This is how the visitors can be identified when they surf the internet the next time.
- 3 Then we can present exactly your banner to the targeted person.
- 4 The interested persons can look at your banner in real time.
Your banner comes now as close as possible to your target group and the performance of the banner campaign is at its best.

You can book target group marketing only together with banner advertising on krafthand-truck.de

Offers and prices:

Display Ad contacts (per banner):

- 20,000 playouts per user and per month
- on all page segments of krafthand-truck.de
- If your booking time is longer than 3 months, you get for free social media advertisement on facebook, determined for user of krafthand-truck.de

Price: 250 Euro per month additionally to the banner price

Social media campaign:

After we have clarified the data of size, frequency and range of distribution we can offer you the right deal.

Price: depends on size and range of distribution

Videos on YouTube:

We are looking forward to discuss fundamental details with you to make your campaign successful.

Price: depends on size and range of distribution

Technical informations:

- playout for every banner format we offer is possible
- accepted formats: GIF, JPG, PNG, SWF, FLASH
- maximum data size: 200 kb
- please send us your target URL that should be linked to the banner

Krafthand-Truck
target group marketing online:

1.
MARK
THE USER

2.
IDENTIFY
THE USER

3.
FIND
THE USER

On these websites
we can identify our users:



Strong media brands

Mobile applications

Magazines

Books

Brochures

Training sessions

Film production

Workshop and office supplies

media
services

360°



Web design
and development

Social media

Client magazines

Product photography

Krafthand Medien GmbH

Walter-Schulz-Straße 1 | 86825 Bad Wörishofen | Telephone: +49 8247 3007 -10 | Fax: +49 8247 3007 -70
www.krafthand-medien.de, E-Mail: info@krafthand.de

www.krafthand-medien.de