

Print. Digital.

KRAFTHAND *Truck*

Media-Information **2019**





Klaus Kuss
Editor in Chief

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



Klaus P. Lang

Head of Media Sales Print/Digital,
Media Sales Online WerkstattKatalog
+49 (0) 82 47/30 07-62
klaus.lang@krafthand.de

Index	page	Index	page
Media profile	03	Advertisement Rate Card	08
Publishing and circulation analysis	04	Advertisement Rate Card "website"	12
Readership analysis	05	media services	14
Key themes 2019	06		



Sebastian Hoffmann

Media Sales Print/Digital,
Projekt Support Digital
+49 (0) 82 47/30 07-61
sebastian.hoffmann@krafthand.de



Maximilian Dodl

Media Sales Print/Digital
+49 (0) 82 47/30 07-33
maximilian.dodl@krafthand.de



Tim Buttler

Processing manager
+49 (0) 82 47/30 07-63
tim.buttler@krafthand.de

Krafthand Medien GmbH

Walter-Schulz-Straße 1 · 86825 Bad Wörishofen
Phone +49 (0) 82 47 / 30 07-63 · Fax +49 (0) 82 47 / 30 07-76
anzeigen.truck@krafthand.de · www.krafthand-truck.de
www.krafthand-medien.de · www.facebook.com/KrafthandMedien

You will also find this
media information online: www.krafthand-truck.de

off to **3,5 t**

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.

Target groups

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.

4 X per annual

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.

1 Analysis of circulation

Average circulation per issue within one year
(July 1st, 2017 until June 30th, 2018)

printed copies	17.612 copies
Total circulation (Npc*)	17.364 copies
Total net paid circulation	518 copies
Free copies	16.846 copies
Remainer, file and checking copies	248 copies

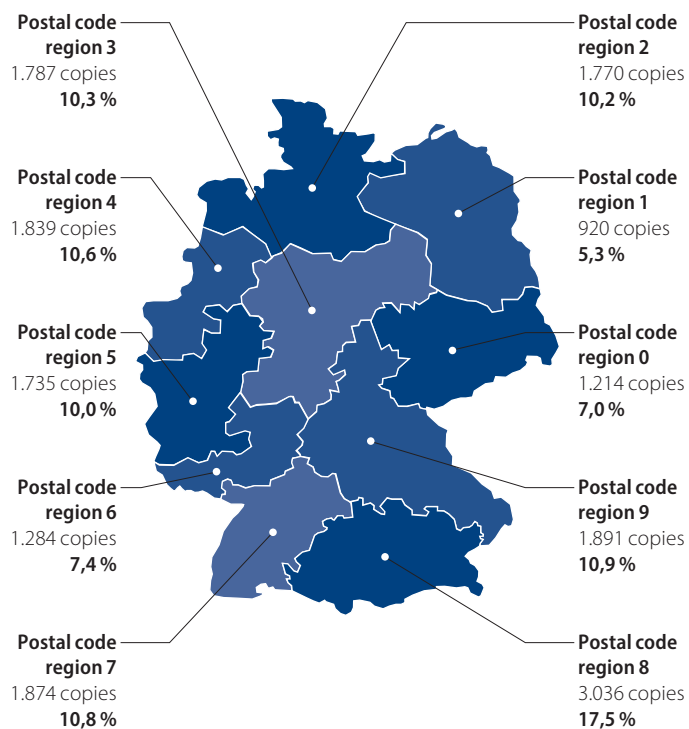
2 Circulation control

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



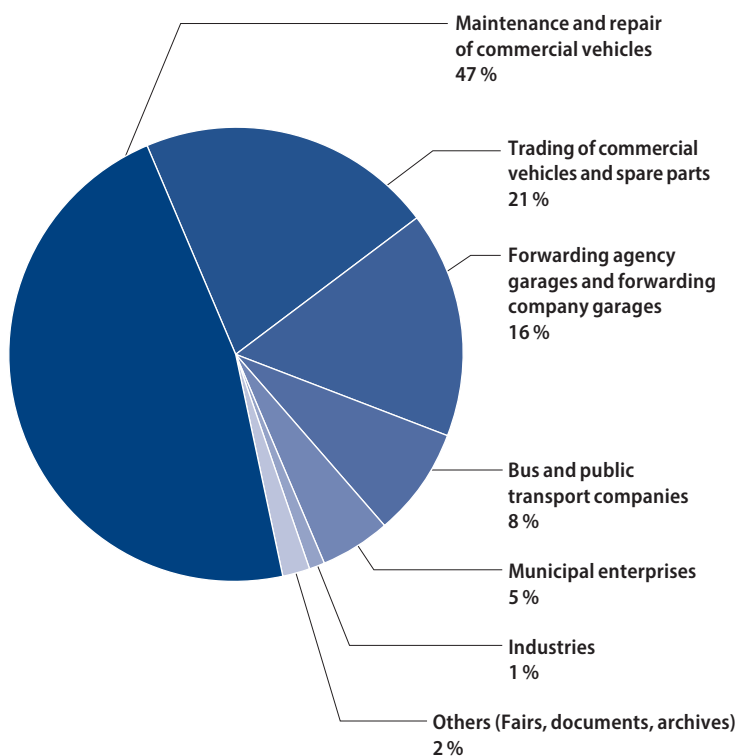
3 Regions by postal code

Average circulation per issue within one year
(July 1st, 2017 until June 30th, 2018)



4 Receiver structure

Branches/business sectors/specialisations/ Quote of real professional groups	Quote of real circulated press run
Maintenance and repair of commercial vehicles	47 %
Trading of commercial vehicles and spare parts	21 %
Forwarding agency garages and forwarding company garages	16 %
Bus and public transport companies	8 %
Municipal enterprises	5 %
Industries	1 %
Others (Fairs, documents, archives)	2 %



Issue	Dates	Themes	Trade fairs + expos
1 March	PD: 22/03/19 CD: 26/03/19	<ul style="list-style-type: none"> • Brake systems: technology, maintenance and servicing • digital service for utility vehicles • Filter systems • Turbochargers • Air conditioning: systems, servicing and maintenance • Frame and bodywork repair, paintwork • Oil and lubricants, additives • Environment and waste disposal • intelligent digital tachograph (EU-adaption 06-2019) 	
2 June	PD: 28/06/19 CD: 29/05/19	<ul style="list-style-type: none"> • Lorry and trailer diagnostics • Engine repairs • Chassis and axle servicing • Garage concepts • Wheels and tyres: servicing, technology, TPMS • Accessories and retrofitting • Lighting systems • Buses special feature • vehicle manufacturing and facility 	Truck-Grand-Prix Nurburgring 19 - 21/07/19
3 September	PD: 13/09/19 CD: 20/08/19	<ul style="list-style-type: none"> • Exhaust technology and diesel systems • turbochargers • Driver-assistance systems: technology and servicing • Chassis • Drive technology and power train • Tools special feature • Battery technology and servicing • Washing and cleaning • Spare parts trade special feature 	<p>NUFAM Karlsruhe 26 - 29/09/2019</p> <p>CARAT Leistungsmesse Essen 11 - 13/10/2019</p>
4 November	PD: 29/11/19 CD: 05/11/19	<ul style="list-style-type: none"> • Lorry and trailer diagnostics • servicing for utility vehicles in future • Trailer and towing technology • Lifting technology • Compressed air in the garage • EDP and IT systems • Winter servicing • Trailers special feature • Navigation and telematics <p>► Insert: 2019/2020 wall calender</p>	

TRADE FAIR ISSUE

TRADE FAIR REVIEWS

1 Advertisement format an prices

All prices are exclusive the applicable VAT rate.



	format	price
Cover	Preferential position cover (w × h)*	4 colour (not discountable)
portrait	150 x 220 mm	5.800,- €

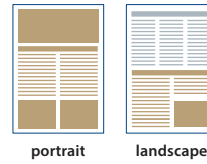
*additional amount for bleed: 3 mm per trimmed edge

Preferential position cover:



Adver- torial	bleed size (w × h)*	4 colour
1/1 page	210 x 297 mm	3.300,- €
1/2 page	210 x 154 mm	1.700,- €

Advertorial



1/1	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colour
portrait	187 x 270 mm	210 x 297 mm	4.580,- €	5.380,- €

*additional amount for bleed: 3 mm per trimmed edge

1/1 page inside type area:



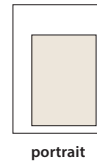
1/1 page outside type area:



Junior- page	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colour
portrait	139 x 190 mm	150 x 211 mm	2.670,- €	3.170,- €

*additional amount for bleed: 3 mm per trimmed edge

Juniorpage inside type area:



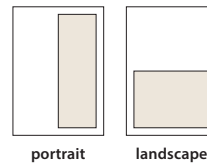
Juniorpage outside type area:



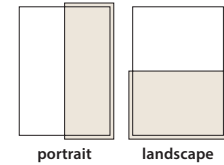
1/2	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colour
portrait	91 x 270 mm	102 x 297 mm	2.340,- €	2.840,- €
landscape	187 x 134 mm	210 x 154 mm		

*additional amount for bleed: 3 mm per trimmed edge

1/2 page inside type area:



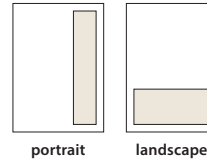
1/2 page outside type area:



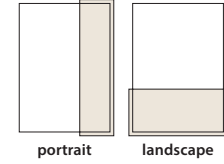
1/3	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colour
portrait	59 x 270 mm	70 x 297 mm	1.605,- €	1.955,- €
landscape	187 x 90 mm	210 x 110 mm		

*additional amount for bleed: 3 mm per trimmed edge

1/3 page inside type area:



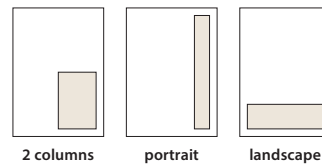
1/3 page outside type area:



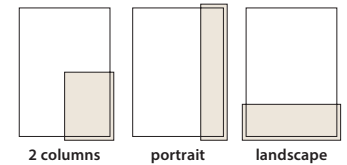
1/4	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colour
2 columns	91 x 134 mm	102 x 154 mm	1.210,- €	1.460,- €
portrait	43 x 270 mm	54 x 297 mm		
landscape	187 x 65 mm	210 x 82 mm		

*additional amount for bleed: 3 mm per trimmed edge

1/4 page inside type area:



1/4 page outside type area:

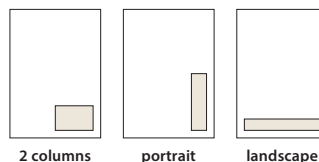


More Information on next page

1/8	inside type area (w x h)	bleed size (w x h)*	basic price b/w	4 colour
2 columns	91 x 65 mm	-	610,- €	760,-€
portrait	43 x 134 mm			
landscape	187 x 32 mm			

*additional amount for bleed: 3 mm per trimmed edge

1/8 page inside type area:



Supplements	weight	cost per 1.000 ex.
	up to 25 g	235,- €
	up to 30 g	250,- €
	up to 35 g	265,- €
	each additional 5 g	15,- €

Supplements



Inserts	amount	cost per 1.000 ex.
	1 sheet = 2 pages*	4.580,- €
	2 sheet = 4 pages*	6.870,- €

Inserts



* discountable:

1 sheet = 1 advertising page
2 sheet = 1,5 advertising page

Clued on Post-Cards	please call
---------------------	-------------

2 Discounts

within 12 months

Contract discount	frequency rate
2 adverts 5 %	1 page 5 %
3 adverts 10 %	2 pages 10 %
4 adverts 15 %	3 Seiten 15 %
	4 Seiten 20 %

3 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

4 Warranty

In case of incomplete or deviate data (texts, colors, drawings) we can not assume liability of the print product. Additional work and expense must be paid because of incomplete and incorrect data or missing specifications.

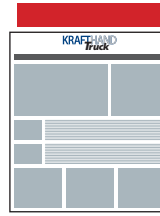


1 Advertise on website

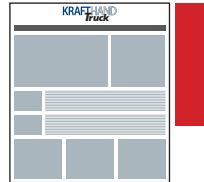
All prices are exclusive the applicable VAT rate.

Prices
for Print-
Adverts
page 08/09

Leaderboard	Format/Size (w x h)	Price per month
Head	728 x 90 px	310,- €



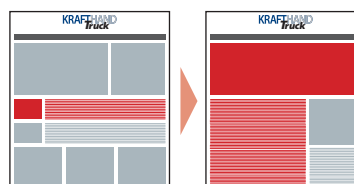
Skyscraper	Format/Size (w x h)	Price per month
right	160 x 600 px	345,- €



Rectangle	Format/Size (w x h)	Price per month
Medium Rectangle	300 x 250 px	390,- €
Video Rectangle	300 x 250 px	



Advertorial	Price per month
teaser of article in content-stream with own landing-page of KRAFTHAND.de	1.100,- €



- Data supply:**
- Possible data formats: GIF, JPG, HTML
 - The customary standards must be adhered to for HTML5 banners. It is essential that you send us a sample so that we can check in advance that it will work.
 - Animated banners must become static after 30 seconds.
 - The banners must not be larger than 150 KB.
- Supply of ad bundles:**
- Leaderboard
 - Rectangle
 - Skyscraper
- This is necessary so that we can place your campaign correctly on our partner websites.

1 Partner publications

Specialist information is more credible when it is professionally and expertly presented. Together with partners from the motor vehicle industry, the automotive supply industry and the parts trade, Krafthand Medien develops neutral or individualised specialist publications in order to present relevant topics to the market or to car dealerships and vehicle workshops. These can range from inserts in KRAFTHAND, for example, to individualised A4, "KRAFTHAND practical knowledge" workbooks or entire company brochures and complete specialist books. The customer benefits from the competence of specialist editorial staff, as well as from the strong impact of the brand KRAFTHAND, which stands for well researched, high-quality and, above all, independent content.

www.krafthand-medien.de/Verlagsprogramm/Fachliteratur/

Partner projects > Cooperation + supply on demand



2 Corporate Publishing

Take your benefits of the expertise of our editorial department. With that you are able to communicate in a very unique way your topics. You will reach car dealerships and garage professionals. This could be a simple supplement in the magazine KRAFTHAND or complete company brochure or even a complex specialist book. All that is processed in a journalistic way with the skills of our editors for your company or in your name.



3 Media services

Krafthand Medien offers you a wide range of media services. Always at the forefront with a precise knowledge of the needs and user behaviour of your target group:

- Design and realisation of your company's homepage or landing page including search engine optimisation
- Consultation, set-up and monitoring regarding your own social media channel (YouTube, Facebook, Twitter, Instagram, Snapchat etc.)
- Portrait, object or product photography. We also present your product in 360° limelight. This type of product illustration is particularly suitable for all-round digital visibility
- Design and production of your advertising spaces in terms of print and digital (classic adverts to HTML programming)
- Mailings and lettershop including editorial development, design, printing and providing qualified addresses
- Business prints, forms, individual publications
- Organisation and implementation of events and training courses
- Moderation of your event or podium discussion
- Production of commercials for TV and radio

Services can be implemented as range of packages; prices on request

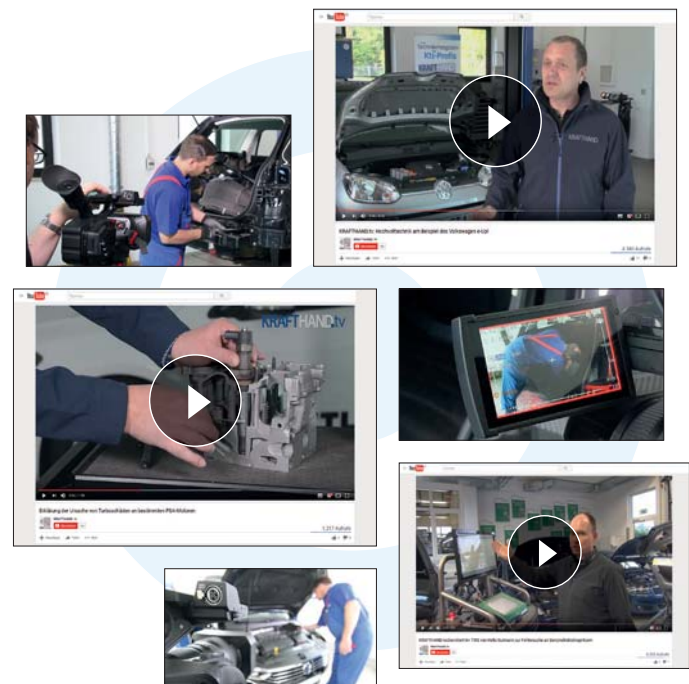
4 Film- and video production

We produce professional image and product videos for you within the setting of the KRAFTHAND workshop, in your company or in a location of your choice. We explain your products, conduct interviews, shoot any footage – where desired this can also be from the air with the help of a drone – and deliver you a film which you can publish across all channels. Also, of course, via the digital media of our specialist magazines. We export the corresponding data in the desired format.

You are a guest on your own set, for our service range includes the following:

- Consulting regarding theme selection and extensive background research
- Creation of a storybook
- Editorial support, with direction during shooting
- Design and production of introduction and credits (intro and outro)
- Moderation with professional speakers (also multilingual) and suitable licensed background music
- Advice and editorial support during editing
- Payout in the desired formats
- Set-up and deployment on publishing channels, such as your own dedicated YouTube or Facebook channel
- Transfer of the necessary rights of use

Prices readily available upon request.



Our company directly represents all of these competencies. One solution – one point of contact!



Strong media brands

Mobile applications

Training sessions

Workshop and office supplies

Magazines

Books

media services

Web design
and development

Client magazines

Product photography

Film production

Brochures

Social media