

Truck & Van

Every month
for all hauliers and
road transport managers

Truck & Van
MONTHLY MAGAZINE

the best way to
get to road transport
professionals

MEDIA-INFORMATION
ADVERTISING RATE CARD

KMGmedia

OFFER OF COOPERATION

**Modern solutions
to satisfy different needs**

Complex information on delivery
vans, trucks, special buses, trailers, bodies,
extra equipment, fuel, oils, electronic
systems and all important transport topics.

**We get to the professional considering transport
as an important part of their business**

That is why special attention is paid to the products and
services of importance for the effectiveness and efficiency
and above all for reducing costs in transport.
These are exactly the solutions our readers are looking for.

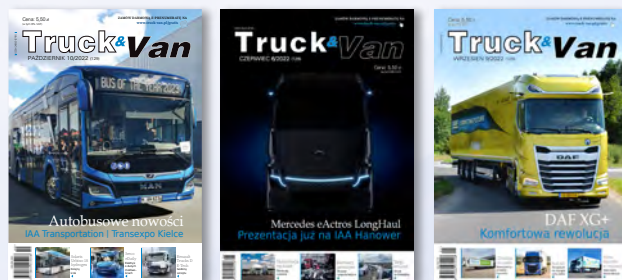
Truck&Van is a monthly magazine discussing in a complex way all topics associated with road transport. We write about delivery vans, trucks, special buses, trailers, bodies, extra equipment, tyres, fuel, grease, oils, electronic systems and all problems of importance for transport.

Our readers

Truck&Van is dedicated to people professionally involved with road transport and equipment as well as technical solutions applied. That is why special attention is paid to the products and services which can influence effectiveness and efficiency and – above all – can reduce costs in transport. These are exactly the solutions our readers are looking for.

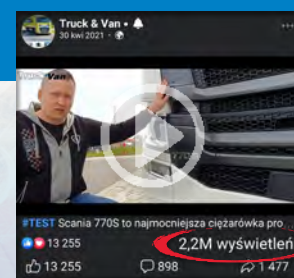
We get to:

- carriers and the owners of road transport companies operating in many domains of transport:
 - long-distance transport
 - distribution transport
 - building transport
 - specialized transport
 - passenger transport
- transport managers and people responsible for vehicle fleets in production and trade companies, using cars of all kind – the light and medium delivery vehicles, trucks and some specialized vehicles
- enthusiasts of transport, academic environment, scientists, researchers and all those associated with the road transport



Truck&Van

- ➔ Our posts have **5 million** viewers Facebook reach
- ➔ Our films with the highest viewership have up to **2 million views**
- ➔ **20 thousand** followers on Facebook
- ➔ Our tests published on two YouTube channels were watched by a total of **5 million people**



Do you know that...

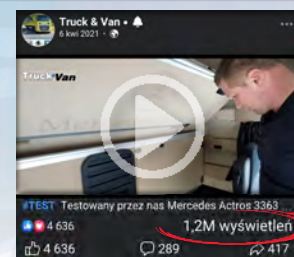
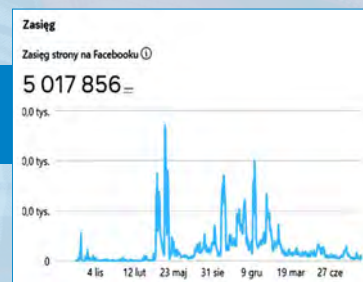
Truck&Van is the only magazine in Poland that comprehensively tests trucks, vans, passenger cars and even buses?

Each test **is filmed** and gives deep insight in the vehicle construction and **applied solutions**.

We do not only create press content, but also operate widely in social media, publishing hot news and reports on **most important transport** industry events.

Contemporary, professional and essential.

Working with us is a pure pleasure and has a noticeable **marketing effect**.



DISCOVER ALL OUR ACTIVITIES:

WATCH OUR CHANNELS:

Advertising rate card and sizes

Full Page 1/1 210 × 297 mm (+3 mm bleed) Special offer: Double Page 2750 €	Full Page 1/1 Advertorial Special offer: Advertorial Double Page 1800 €	1/2 horizontal 210 × 150 mm (+3 mm bleed)	1/2 horizontal 170 × 132 mm (without bleed)	Junior Page 128 × 180 mm scaled A4 (+3 mm bleed)	1/2 vertical 105 × 297 mm (+3 mm bleed)	1/2 vertical 90 × 245 mm (without bleed)
Price: 1880 €	Price: 1350 €	Price: 1050 €	Price: 1050 €	Price: 1050 €	Price: 1050 €	Price: 1050 €
1/3 vertical 65 × 245 mm (without bleed)	1/3 horizontal 170 × 95 mm (without bleed)	1/3 horizontal bleed 210 × 100 mm (+3 mm bleed)	1/4 horizontal 170 × 70 mm (without bleed)	1/4 vertical bleed 105 × 150 mm (+3 mm bleed)	1/4 vertical 90 × 132 mm (without bleed)	Module 90 × 45 mm (without bleed)
Price: 800 €	Price: 800 €	Price: 800 €	Price: 650 €	Price: 650 €	Price: 650 €	Price: 165 €



MEDIA OFFER

The individual offer of a comprehensive package (article in the magazine, short text on the website and short videos on Facebook and YouTube channel), thanks to various forms of communication, will allow you to reach a wide audience with information about the practical advantages of the product: both who value traditional printed media and short multimedia forms. This solution allows you to use the full message potential.

Other forms of presentation and promotion are also possible (eg advertising on envelopes, special "party" and fair inserts – we are always open to suggestions – we invite you to talk.



Special services:

insert (leaflets etc.): **1400 €**
 Glued insert (CD disk etc.): **2050 €**

Additional magazine's mailing to your partners and customers: **1,20 €** per copy.

Special pages:

II cover page: **2500 €**
 III cover page: **2150 €**
 IV cover page: **2750 €**

Technical Requirements:

- color palette: CMYK,
- resolution 300 dpi,
- bleed 4 mm (if required).

Formats:

- EPS (fonts converted to curves),
- TIFF (300 dpi, CMYK),
- PDF (Press Quality, fonts converted to curves),
- also JPG/GIF (300 dpi, CMYK).

Please send your materials no later than the 20th day of the previous month.

Magazine is published in the first week of the month.



Web portal www.tsl-biznes.pl

BANNERS

1. Billboard banner 1340×200 px

- 1a) rotational (max 1:2),
 price € 135,-/per week
 price € 540,-/per month
 1b) exclusive,
 price € 250,-/per week
 price € 1000,-/per month

2. Top banner 1000×150 px

- 2a) rotational (max 1:3),
 price € 110,-/per week
 price € 440,-/per month
 2b) exclusive,
 price € 220,-/per week
 price € 880,-/per month

3. Promo banner 480×260 px

- price € 80,-/per week
 price € 320,-/per month
 • Advertorial (article) in the „News” sectionprice € 110,-
 • Advertorial (article) in the „Recommended articles” sectionprice € 265,-

4. Side banner section

- 4a) **Square banner** 300×300 px
 price € 110,-/per week
 price € 440,-/per month

- 4b) **Half banner** 300×150 px
 price € 25,-/per week
 price € 100,-/per month

5. Bottom banner 1000×150 px

- 5a) rotational (max 1:3),
 price € 80,-/per week
 price € 320,-/per month

- 5b) exclusive,
 price € 160,-/per week
 price € 640,-/per month

- + Promotion in our monthly newsletterprice € 200,-
- + Post on Facebook with an additional promotionprice € 100,-
- + Promotion in LinkedInprice € 90,-



NEWSLETTER (price for one-time issue):

NEWSLETTER is mailed to over 11000 professional recipients 1 or 2 times a month.

Advertorial (lead and logo/photo in the newsletter + link to the full article published on the website) price € 245,-

Banners in the Newsletter

top banner 660×150 pxprice € 400,-
 middle banner 660×120 pxprice € 245,-

side banner 310×490 pxprice € 470,-
 bottom banner 700×120 pxprice € 245,-

The issues plan 2023

Constant sections in Truck&Van every month:

- events and news
- presentation of market innovations
- tests of vans and trucks
- reports and market reviews
- commentaries, interviews and analyses
- documentaries, history, tidbits...

Issue No.	Booking deadline	Publishing date	Editorial topics
Truck&Van 1/2023	30-12-2022	17-01-2023	Light commercial vehicles at IAA 2022. Alternative powertrains in delivery vehicles. Electricity, hydrogen, methane, biofuels and synthetic fuels – modern vehicle charging and refueling.
Truck&Van 2/2023	27-01-2023	14-02-2023	Truck market. Bauma 2022 – heavy duty vehicles. Alternative powertrains in commercial vehicles. Advanced electronic systems in commercial vehicles. Oils, greases and lubricants.
Truck&Van 3/2023	03-03-2023	14-03-2023	Bus market. Bus bodies. Alternative powertrains in buses. Air conditioning and heating systems (HVAC) in vehicles with alternative drive systems. Tires.
Truck&Van 4/2023	31-03-2023	14-04-2023	Oversized transport. Bauma – trailers for oversized transport. Lashings and load securing devices. Vehicle maintenance and repair.
Truck&Van 5/2023	28-04-2023	15-05-2023	Alternative powertrains in construction vehicles. Construction trucks. Bauma 2022 – trailers, semi-trailers and bodies. Tippers. Low bed semi-trailers.
Truck&Van 6/2023	02-06-2023	13-06-2023	Long-distance transport. Electronics in transport. Advanced driver-assistance system. Service and repair of heavy duty vehicles.
Truck&Van 7-8/2023	30-06-2023	14-07-2023	Aerodynamics in heavy commercial vehicles. How to increase comfort? Additional equipment for commercial vehicles. To see and to be seen – commercial vehicle lights.
Truck&Van 9/2023	01-09-2023	12-09-2023	Distribution transport. Refrigerated vehicles, cistern and silo trucks. Vehicles with alternative drive systems in distribution. Refrigeration units and lifts in vehicles with alternative powertrain. Tires.
Truck&Van 10/2023	29-09-2023	13-10-2023	Buses and bus bodies. Alternative powertrains in buses. Air conditioning and heating systems (HVAC). Oils, greases and lubricants.
Truck&Van 11/2023	03-11-2023	14-11-2023	City transport today and in the future. Innovations in urban transport. Multimodal transport. Swap bodies.
Truck&Van 12/2023	01-12-2023	12-12-2023	Semitrailers and trailers. Modern electric and electronic systems in trailers. Trailers, semitrailers and bodies market. New suspension systems.