

# Trucks & Construction

Advertising list

Models of trucks, construction machines, cranes and heavy haulage

## Advertising list

60 full-color pages , bi-monthly schedule, (6 editions per year)

Main focus on modelling and scale models.

**Since 2015:** Digital version with our own App and links to our customers (without any additional cost to our advertising customers for this service).

## Readership

Collectors of high-quality Trucks, construction machines, crane and heavy duty transportation models. The articles and the advertisements get almost equal attention from our readership. Often this information is crucial to collectors when they consider purchasing a model for their collection.

## Circulation

We have 1800 subscribers with readership estimated at 2000 as many subscribers pass the magazine on to their friends to read.

Trucks & Construction currently has more than 9350 fans on Facebook where we show the models of our advertisers before they are featured in our publication.

## Prices

1/1 Page b/w	500.— Euro	\$ 680.—
1/1 Page full color	650.— Euro	\$ 870.—
2nd or 3rd Cover Page full color	700.— Euro	\$ 960.—
4th Cover Page full color	850.— Euro	\$ 1170.—
1/2 Page b/w	300.— Euro	\$ 410.—
1/2 Page full color	400.— Euro	\$ 540.—
1/4 Page b/w	150.— Euro	\$ 210.—
1/4 Page full color	250.— Euro	\$ 330.—
1/8 Page b/w	100.— Euro	\$ 130.—
1/8 Page full color	150.— Euro	\$ 210.—
1/16 Page b/w	70.— Euro	\$ 90.—
1/16 Page full color	90.— Euro	\$ 125.—

Discount for 3 ads per year 10%

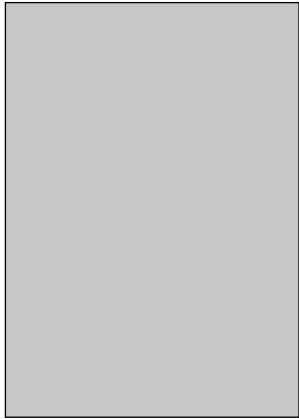
Discount for 6 ads per year 20%

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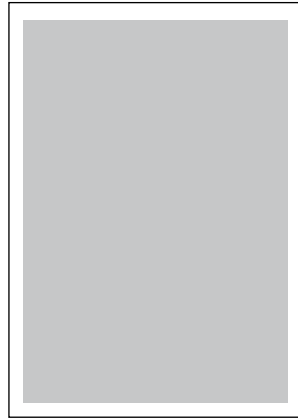
Advertising list

Models of trucks, construction machines, cranes and heavy haulage

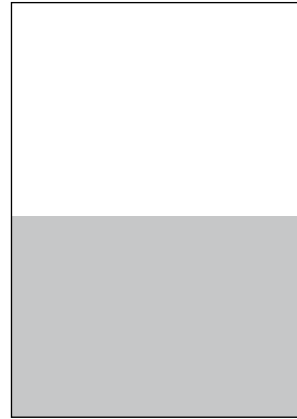
## Advertising dimensions



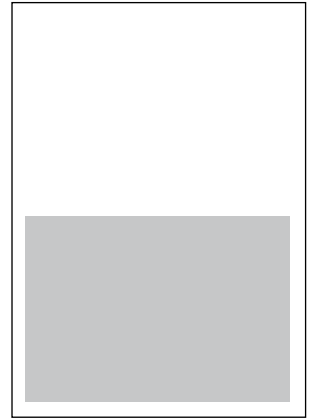
**1/1 page**  
210 x 297 mm



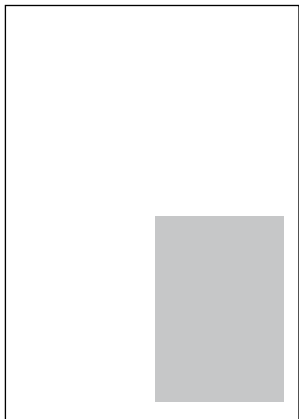
**1/1 page**  
170 x 259 mm



**1/2 page**  
210 x 147 mm



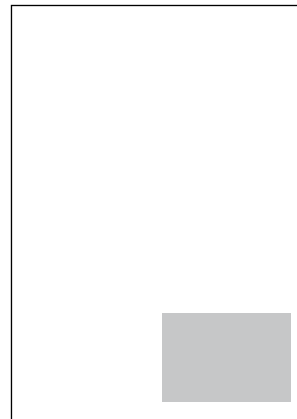
**1/2 page**  
170 x 128 mm



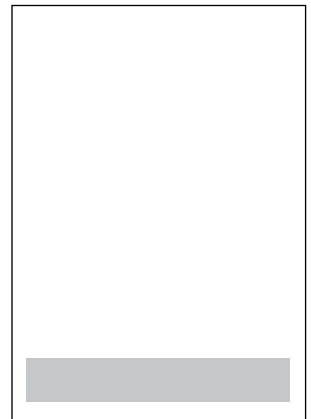
**1/4 page**  
83 x 128 mm



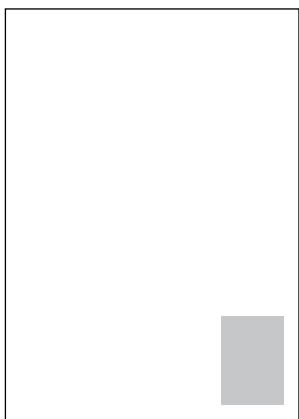
**1/4 page**  
170 x 62 mm



**1/8 page**  
83 x 62 mm



**1/8 page**  
170 x 29 mm



**1/16 page**  
40 x 62 mm

## Publication schedule / dead lines

Issue	publication date	dead line
6-2017	—	—
1-2018	January 19th 2018	Dezember 19th 2017
2-2018	March 16th 2018	February 20th 2018
3-2018	Mai 18th 2018	April 24th 2018
4-2018	July 13th 2018	June 19th 2018
5-2018	September 14th 2018	August 21th 2018
6-2018	November 16th 2018	October 23th 2018
1-2019	January 18th 2019	Dezember 18th 2018