

# Trucks & Construction

Advertising list 2021

**Models of trucks, construction machines, cranes and heavy haulage**

## Advertising list 2021

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

Main focus on modelling and scale models.

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 18600 subscribers with readership estimated at 2000 as many subscribers pass the magazine on to their friends to read.

Trucks & Construction currently has more than 10800 fans on Facebook where we show the models of our advertisers before they are featured in our publication.

## Prices

1/1 Page b/w	820.— CHF	(please ask for prices in Euros or Dollars)
1/1 Page full color	650.— CHF	
2nd or 3rd Cover Page full color	700.— CHF	
4th Cover Page full color	850.— CHF	
1/2 Page b/w	300.— CHF	
1/2 Page full color	400.— CHF	
1/4 Page b/w	150.— CHF	
1/4 Page full color	250.— CHF	
1/8 Page b/w	100.— CHF	
1/8 Page full color	150.— CHF	
1/16 Page b/w	70.— CHF	
1/16 Page full color	90.— CHF	

Discount for 3 ads per year 10%

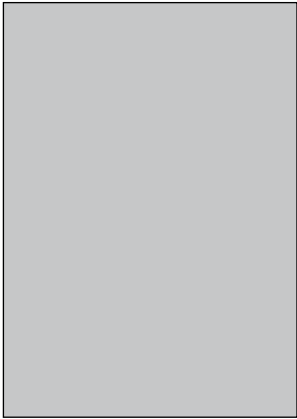
Discount for 6 ads per year 20%

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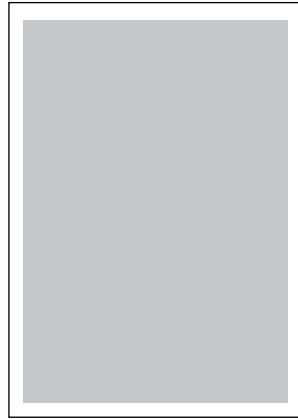
Advertising list 2021

Models of trucks, construction machines, cranes and heavy haulage

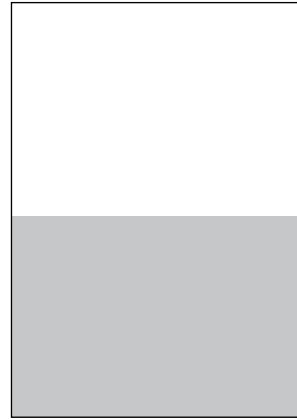
## Advertising dimensions



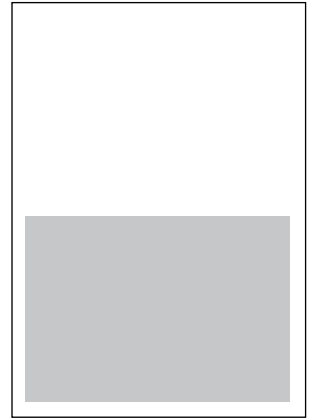
**1/1 page**  
210 x 297 mm



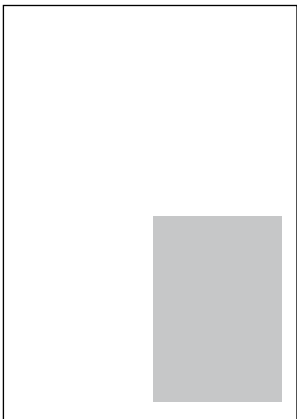
**1/1 page**  
170 x 259 mm



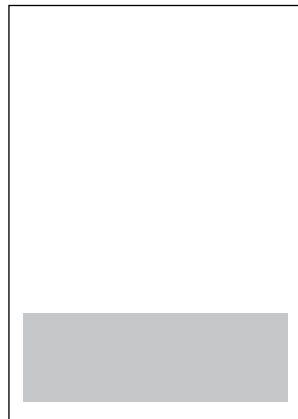
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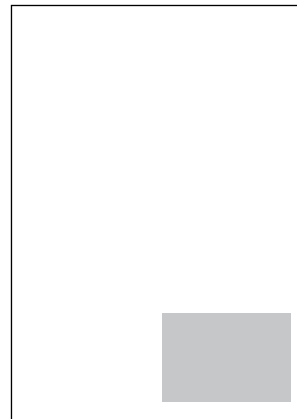
**1/2 page**  
170 x 128 mm



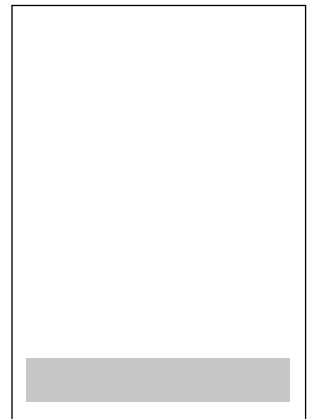
**1/4 page**  
83 x 128 mm



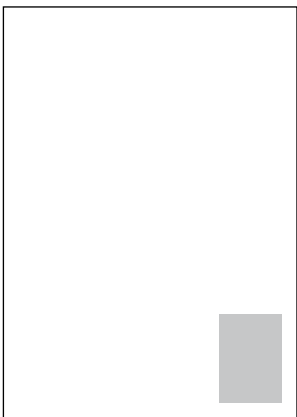
**1/4 page**  
170 x 62 mm



**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
6-2020	—	—
1-2021	January 15th 2021	Dezember 15th 2020
2-2021	March 12th 2021	February 16th 2021
3-2021	Mai 14th 2021	April 20th 2021
4-2021	July 9th 2021	June 15th 2021
5-2021	September 17th 2021	August 24th 2021
6-2021	November 12th 2021	October 19th 2021
1-2022	January 14th 2022	Dezember 21th 2021