

# Trucks & Construction

Advertising list 2022

Models of trucks, construction machines, cranes and heavy haulage

## Advertising list 2022

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

In print 1600, readers about 2,000 because many pass the magazine on to others (status as of end of 2021). Over 20,000 fans on Facebook (total for German and English issues) where we show exclusively contributions from our advertising clients. Place an advertisement now and receive the total package for print, digital and social media.

## 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%

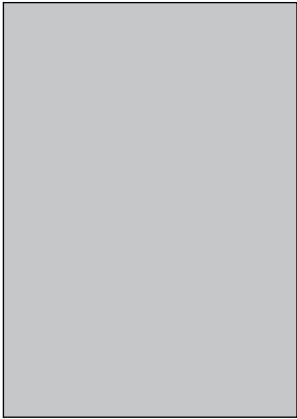
Discount for 6 ads per year 20%

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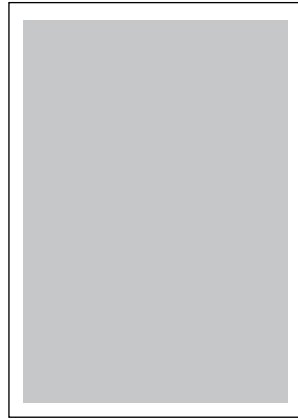
Advertising list 2021

Models of trucks, construction machines, cranes and heavy haulage

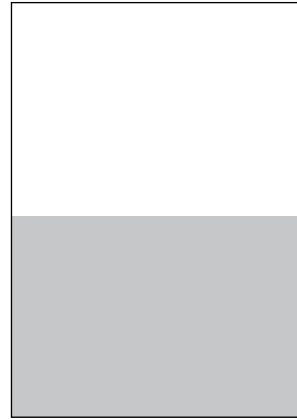
## Advertising dimensions



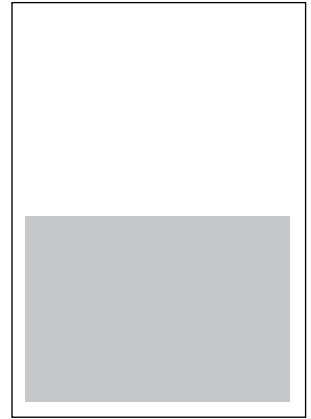
**1/1 page**  
210 x 297 mm



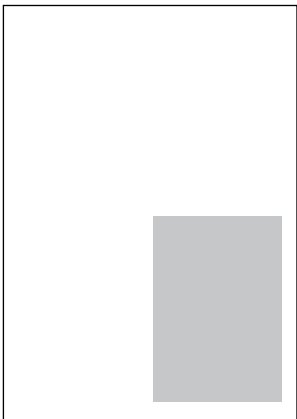
**1/1 page**  
170 x 259 mm



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



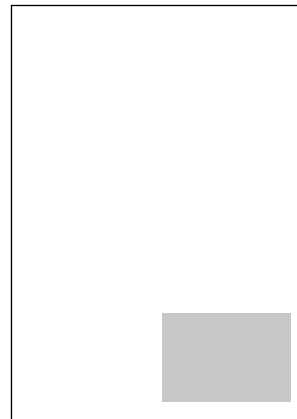
**1/2 page**  
170 x 128 mm



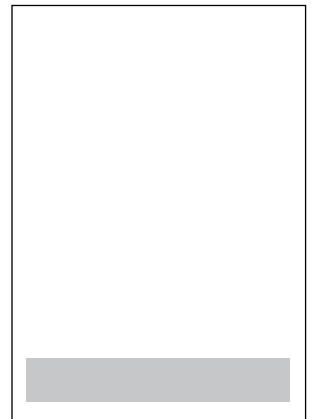
**1/4 page**  
83 x 128 mm



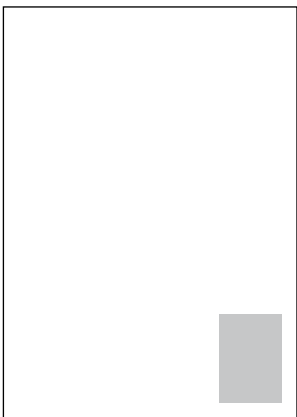
**1/4 page**  
170 x 62 mm



**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
1-2022	January 14th 2022	Dezember 21th 2021
2-2022	March 11th 2022	February 15th 2022
3-2022	Mai 13th 2022	April 19th 2022
4-2022	July 8th 2022	June 14th 2022
5-2022	September 16th 2022	August 23th 2022
6-2022	November 11th 2022	October 18th 2022
1-2023	January 13th 2023	Dezember 20th 2022