

TITLE
PRESENTATION



YOUR SOURCE OF KNOWLEDGE

ABOUT US

All-Polish magazine „Ciężarówki” is a specialised periodical devoted to road transport subject area. It has been on the press market since 1999.

In our magazine we present trucks, transit vans, buses, specialised vehicles, semitrailers, trailers, load security arrangements and other equipment used in transport activity. We devote a lot of attention to hauler's matters, vehicle exploitation, new law rules, transport economy, transport infrastructure. We write about technical novelties, run trade fair news, car exchange markings, service advice; one can also find articles about the history of commercial vehicles.

OUR READERS:

- owners and senior staff of transport business, drivers;
- producers, importers, sellers and users of trucks, transit vans, buses, trailers, semitrailers and specialised coachworks;
- producers and distributors of spare parts, car accessories and garage equipment;
- employees and owners of garages and service centres
- car enthusiasts

SALES:

retail sales: distribution network: Ruch, Pol Perfect; during trade fairs, exhibitions, conferences

electronic edition: directly on the computer, tablet, smartphone you can buy on:

ekiosk.PL **NEXTO.PL** **eGazety.pl**

subscription by: sales representatives; subscription department, phone +48/52 584 17 47; call centre department and also during trade fairs, exhibitions, conferences, etc.

promotional consignment: by our marketing department, rotationally to firms of transport business

circulation: 9000 copies



THE SUBJECT AREAS ARE AS FOLLOWING

- presentation of heavy vehicles, delivery vans and buses
- semitrailers, trailers, load security, transport equipment
- technical vehicles
- spare parts and works equipment, service counsels
- oil, grease, filters
- tires
- fuel cards
- law
- finances
- events



ADVERTISING PRICE LIST - MAGAZINE

surface	dimension	price (PLN)
II, III cover page	204 mm x 284 mm + with bleed	7.700,00
IV cover page	204 mm x 284 mm + with bleed	8.300,00
foldout	408 mm x 284 mm + with bleed	12.000,00
1/1 page	204 mm x 284 mm + with bleed	7.200,00
1/1 page (frame)	184 mm x 252 mm	
junior page	140 mm x 190 mm	4.200,00
1/2 page (vertically)	100 mm x 284 mm + with bleed	
1/2 page (vertically, frame)	90 mm x 252 mm	3.800,00
1/2 page (horizontally)	204 mm x 138 mm + with bleed	
1/2 page (horizontally, frame)	184 mm x 124 mm	
1/3 page (vertically)	68 mm x 284 mm + with bleed	
1/3 page (vertically, frame)	58 mm x 252 mm	2.700,00
1/3 page (horizontally)	204 mm x 95 mm + with bleed	
1/3 page (horizontally, frame)	184 mm x 81 mm	
1/4 page (vertically, frame)	90 mm x 124 mm	2.100,00
1/4 page (vertically, frame)	184 mm x 60 mm	
1/8 page (vertically, frame)	90 mm x 60 mm	
1/8 page (horizontally, frame)	184 mm x 28 mm	1.100,00
module classified ads	44 mm x 34 mm	150,00

Do podanych cen należy doliczyć stawkę VAT obowiązującą w chwili emisji reklamy.

ISSUE SCHEDULE

Insert - individual pricing. **Advertising article** - 100% price of the same surface advert. **Discounts** - depend on number of emissions (5-25%)

issue	delivery time of materials	date of issue
January/February	17.01.2019	28.01.2019
March	26.02.2019	06.03.2019
April	26.03.2019	08.04.2019
May	25.04.2019	07.05.2019
June	24.05.2019	05.06.2019
July/August	24.06.2019	05.07.2019
September	26.08.2019	05.09.2019
October	24.09.2019	07.10.2019
November	23.10.2019	06.11.2019
December	25.11.2019	05.12.2019

Billboard, Doublebillboard, Triboard
1170x200

Banner
850x130

Medium box
300x320

Medium box
300x320

NEWSLETTER

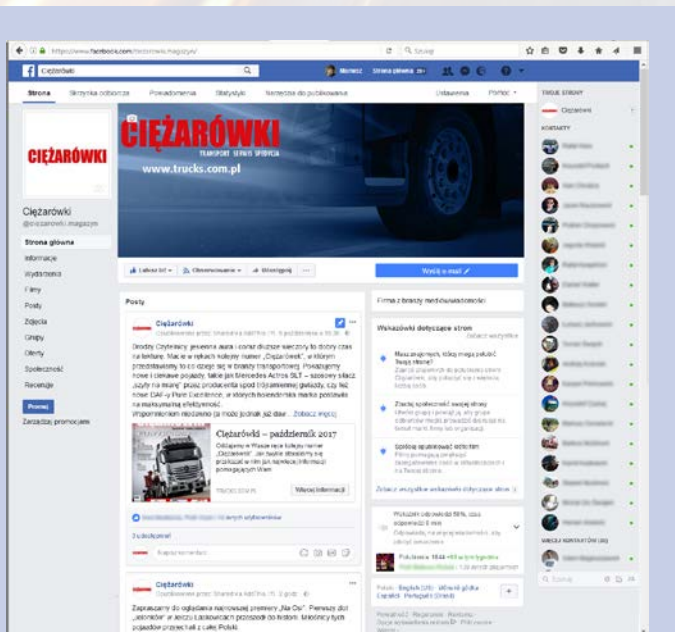
When you sign up for a NEWSLETTER you will get - for free - to your e-mail box:

- hosen articles from „Ciężarówki”
- information about events in transport business
- information about market novelties
- presentations of trucks, transit vans, buses, trailers, specialised equipment used for transporting
- service news
- bargain offers
- business adverts



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Editing office address:
85-738 Bydgoszcz,
ul. Szajnochy 2
e-mail: redakcja@trucks.com.pl

Editor in chief:
Sławomir Rummel
tel. 784 529 361
Editorial office:
tel. 784 545 960

Advertising:
Robert Busz
tel. kom. 784 544 692
e-mail: reklama@trucks.com.pl
marketing@trucks.com.pl
busz@trucks.com.pl

Subscription:
tel. 52 584 17 47, 584 17 57

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„APRA” sp. z o.o.
86-031 Osielsko k/Bydgoszczy,
ul. Bażancia 1
tel./fax 52 584 17 40
e-mail: apra@apra.pl

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welcome to cooperation