

truckstar





truckstar

For over 40 years, *Truckstar* has been the one and only truck drivers magazine of The Netherlands and Belgium. *Truckstar* focuses on transport and logistics in general and particularly on the profession and lifestyle of drivers, entrepreneurs and decision makers.

Every 4 weeks a new *Truckstar* issue appears, containing a fresh mix of news, driving reports, truck tests, backgrounds from the transport world, photography and human interest.

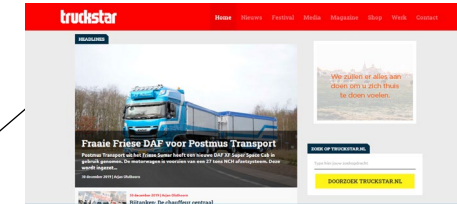
Truckstar has a unique editorial mix: it is both consumer and trade magazine. The magazine is the mouthpiece of truck drivers everywhere, being close to their lifestyle and mentality. Surveys show that this approach works: drivers indeed regard *Truckstar* as their trusted companion who takes their work seriously.

The main focus is reporting about drivers, their trucks and preferably during their daily work. News from the transport sector and the truck industry receives prominent attention. The Truckstar Practice Test, in which new trucks are extensively tested, has a major attention value among readers, the transport sector and truck brands. In short: *Truckstar* gives road transport a stage.





Truckstar magazine
Reach: 150,000



Truckstar.nl
200,000 pageviews
monthly

Truckstar festival



Truckstar Specials



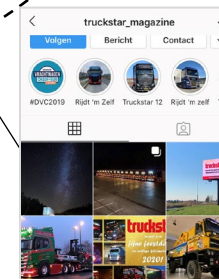
Truckstar Pinterest



Truckstar on X
4,500+ followers



Truckstar newsletter
24,000 subscribers



Truckstar Instagram
88,000+ followers



Truckstar Facebook
135,000+ followers

This is
truckstar

Benelux's largest media platform

With four major channels, magazine, social, online and festival, *Truckstar* is the largest media platform for transport workers in the Benelux. *Truckstar* has a strong position in the entire sector.



Truckstar Festival

The Truckstar Festival is the largest transport event in Europe. Every year, it is entirely prepared and organized by the editorial *Truckstar* team. Among the many thousands of visitors are drivers, their families and decision makers. The Truckstar Festival is the perfect environment to showcase new products or services.





Truckstar readers

Remarkably, Truckstar is read by both drivers and decision-makers (47% of all business decision-makers in road transport) in road transport, including many owners of small and medium-sized transport companies. In addition to drivers and company decision-makers, mostly family members also read Truckstar.

Besides transportation, the Truckstar reader is also interested in cars, motorcycles and (car and motorcycle) sports. The majority of readers have a family with children.

Gender: male

Social class: B1, B2, C

Age: 25-50 years

Household: households with children

Truckstar magazine

Frequency: 13 issues a jaar + 4 special editions

Print reach: 150,000



Truckstar.nl

200,000 pageviews monthly

Google Analytics



Truckstar newsletter

24,000 newsletter subscribers

CTO: 17%, CTR: 8%, Open Rate: 47%

Frequency: every two weeks on Friday (odd week numbers)



Truckstar Facebook

135,000+ followers



Truckstar Instagram

88,000+ followers



Truckstar on X

4,500+ volgers



Truckstar Pinterest

Base rate
in euro's excl. VAT

1/1 page € 4,170

Format index

1/2 page 63
2/1 page 187

Position index

Preferred position 110
Spread in center 110
1st page right 110
Cover 2 or 3 120
Opening spread 120
Cover 4 130
Fold out cover* 280

*excl. production cost –
upon request

Formats and measurements (mm)
Format width x height

Trim size
1/1 230 x 285
½ horizontal 230 x 140
2/1 230 x 285 – 230 x 285

+ 5 mm bleed on all sides

Technical specifications

Trim size: 230 x 285 mm

Advertisement material:
Please submit your digital ad files as
Certified PDF

Digital
Product Rate

NBA – Newsletter Item € 1,275
FBB – Facebook Post € 800
Native-in-Article (Cost p. Quality View – QV) € 1.25

Production cost*¹
Newsletter Item € 175
Facebook Post € 225

Banners
Billboard (970*250) € 36 cpm
Halfpage (300*600) € 36 cpm
Rectangle (300*250) € 22 cpm
Leaderboard (728*90) € 15 cpm
Large Leaderboard (970*90/70) € 36 cpm
Wide Skyscraper (160*600) € 18 cpm

Mobile banners
Banner (320*100) € 15 cpm
Interscroller (320*480) € 36 cpm

*¹ Based on 2 correction rounds (no discount available)

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