

[www.asiantrucker.com](http://www.asiantrucker.com)



**ASIAN  
TRUCKER**

AD SALES HOTLINE +60 12 207 2344

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TRUCKER**

RATECARD 2020/2021





The Asian Trucker is a bi-monthly publication aimed primarily at fleet operators in South East Asia. As the unique heavy truck publication in the region, it also appeals to anyone associated with the transportation. A premier business and product magazine, Asian Trucker features and deals with issues around from drivers enthusiasts through to logistics and infrastructure executives.

The publication covers the latest in fleet management and operations as well as a specific focus on people in the industry and of course the trucks themselves with technical and engineering performances, launch of new models and upgrades, etc... This publication is a must read for the astute business man, operating trucks in Asia as well as any truck enthusiast in the region.

Insights into the industry allow readers to keep abreast of the latest development, never missing out on a trend or important development. Contributors are recruited from the top-tier in their fields. This publication offers the highest quality.

## Who should advertise?

### Truck manufacturers

Who wish to reach out to fleet owners, operators & truck drivers.

### OEM Manufacturers

Asian Trucker reaches your client's purchasing department and major service centres.

### Service Centers

Fast servicing is crucial for any fleet owner. Let them know where you are and what you can do for them.

### Logistic Companies

Anyone wishing to reaching Singapore's Trucking Industry.

### Readership profile

The readers of Asian Trucker are senior managers, top executives and business owners as well as business unit heads of Multinational companies. In addition, government agencies and ministries are reading this publication. Our typical reader is male, with a high disposable income and in a "C" level position.

### Distribution

Asian Trucker is available in Malaysia in selected bookstores and kiosks. Our controlled circulation reaches ministries, authorities, trade organizations and important clients in counstruction and transportation.

Print run: 8,000 Copies  
Readership: 48,000

## ADVERTISING RATES

### FULL COLOUR

ROP Full Page	RM 7,500
Double Page Spread (DPS)	13,000
Outside Back Cover (OBC)	11,000
Inside Front Cover DPS	12,000
Inside Back Cover	9,000

### Classified 1/4 Page

1,800

### Classified 1/2 Page

3,700

In Malaysia Ringgit, excluding prevailing government taxes.

### PREMIUM POSITIONING

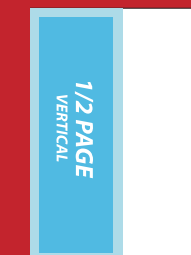
Front half	15%
Facing editorial	15%
Right-hand page	15%
Front half right-hand, facing editorial	15%

### FREQUENCY DISCOUNT

(Within 12 months, subject to a signed master contract)

2 Insertions	5%
4 insertions	10%

For other configurations and positions, please call our ad sales hotline.



### Technical specifications

SIZE	TRIMMED SIZE (in mm)	BLEED SIZE (in mm)	TEXT SIZE (in mm)
Full Page	275 x 205	281 x 211	255 x 185
DPS	275 x 410	281 x 416	255 x 390
1/4 Page Vertical	100 x 135	106 x 141	90 x 125
1/2 Page Vertical	275 x 100	281 x 106	255 x 90
1/2 Page Horizontal	135 x 205	141 x 211	125 x 185

Copy and illustration must be kept at least 5mm from spine and trim lines. For DPS ad, a gutter allowance of 5mm per page is recommended.

## MANDATORY MATERIAL REQUIREMENTS

### FORMAT

Print-optimised with font embedded PDF or TIFF/EPS files. File should be in CMYK mode. Material is preferred to be in soft copy on a CD-Rom.

### RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

### PROOFS

A copy of colour digital proof complete with standard trim and bleed marks.

## AD SALES HOTLINE

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## EMAIL

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