

1 Short characterization: When you subscribe to VerkehrsRundschau A, it will offer you the most important information about the transport and logistics industry on a weekly basis. The magazine is aimed at decision makers in transport companies, haulage contractors and logistics service companies as well as in trading and industrial companies with their own vehicle fleet.

VerkehrsRundschau B is published 8 times per year as the official notification paper of the registered vehicle keepers' professional association, providing information on the areas of security, courier services and independent vehicle tests for smaller vans. The trade magazine VerkehrsRundschau C is published 12 times per year and aimed at contractors and managers in transport companies, company traffic vehicle fleets, and commercial vehicle garages.

All three publications offer news from the areas of transport, economical and social policies, legislation, management, and logistics, as well as the latest communication solutions.

2 Frequency of publication: VR A: 30 times per year
VR B: 8 times per year
VR C: 12 times per year

3 Year of publication: 60th year 2006

4 Web-address (URL): www.verkehrsrundschau.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
Phone: +49-89 / 43 72-0
Fax: +49-89 / 43 72-23 98
Internet: www.verlag-heinrich-vogel.de
E-mail: anzeigen-vhv@springer.com

9 Editorial department:
Editor in chief: Anita Würmser
anita.wuermser@springer.com

10 Advertising office:
Advertising director: Stephanie Rinsche
stephanie.rinsche@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.12 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:
Annual subscription rate
Inland: € 109.10 plus 46.80 packing/postage incl. 7% VAT
Foreign Countries: € 109.10 plus 80.80 packing/postage incl. 7% VAT
Single copy: € 3.70 plus 1.90 packing/postage incl. 7% VAT

13 ISSN-No: VR A + B 0341-2148
VR C 1860-0409

14 Size analysis: 2004 = 51 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 3,847 pages = 100.0 %
Editorial section: 2,233 pages = 58.0 %
Advertising section: 1,614 pages = 42.0 %

of them are

Classified advertisements: 719 pages = 44.6 %
Bound insert: - pages = -
One's own advertisements: 183 pages = 11.3 %

Supplements (Loose-leaf inserts): 15 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2004 until June 30th 2005)

Printed copies:	16,727		
Total circulation	16,282	therefrom abroad:	288
Total net paid circulation:	12,286	therefrom abroad:	196
- subscribed copies	12,157	therefrom copies for members -	
- Sale by retail	-		
- Other sale	130		
Free copies:	3,996		
Remainer, file and checking copies	445		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	98.2	15,994
Foreign Country	1.8	288
Total circulation	100.0	16,282

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors

	%	copies
Nielsen geographical sector 1	15	2,431
Hamburg / Bremen		672
Schleswig-Holstein		480
Lower Saxony		1,279
Nielsen geographical sector 2	20	3,166
North Rhine-Westphalia		3,166
Nielsen geographical sector 3a	13	2,143
Hesse		1,152
Rhineland-Palatinate		639
Saarland		352
Nielsen geographical sector 3b	17	2,751
Baden-Wuerttemberg		2,751
Nielsen geographical sector 4	22	3,455
Bavaria		3,455
Nielsen geographical sector 5	2	256
Berlin		256
Nielsen geographical sector 6	5	784
Mecklenburg-Western Pomerania		192
Brandenburg		352
Saxony-Anhalt		240
Nielsen geographical sector 7	6	1,008
Thuringia		512
Saxony		496
Total circulation inland	100	15,994

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2004 until June 30th 2005)

Printed copies:	194,559		
Total circulation	192,646	therefrom abroad:	-
Total net paid circulation:	185,889	therefrom abroad:	-
- subscribed copies	185,745	therefrom copies for members	177,294
- Sale by retail	-		
- Other sale	145		
Free copies:	6,757		
Remainer, file and checking copies	1,913		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	100.0	192,646
Foreign Country	-	-
Total circulation	100.0	192,646

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors

	%	copies
Nielsen geographical sector 1	14	26,200
Hamburg / Bremen		6,165
Schleswig-Holstein		5,394
Lower Saxony		14,641
Nielsen geographical sector 2	18	35,447
North Rhine-Westphalia		35,447
Nielsen geographical sector 3a	20	38,529
Hesse		19,072
Rhineland-Palatinate		12,907
Saarland		6,550
Nielsen geographical sector 3b	11	21,769
Baden-Wuerttemberg		21,769
Nielsen geographical sector 4	16	31,594
Bavaria		31,594
Nielsen geographical sector 5	4	7,128
Berlin		7,128
Nielsen geographical sector 6	9	16,375
Mecklenburg-Western Pomerania		3,661
Brandenburg		6,935
Saxony-Anhalt		5,779
Nielsen geographical sector 7	8	15,604
Thuringia		5,394
Saxony		10,210
Total circulation inland	100	192,646

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from January 1st 2005 until June 30th 2005)

Printed copies:	33,420		
Total circulation	32,291	therefrom abroad:	314
Total net paid circulation:	28,851	therefrom abroad:	202
- subscribed copies	11,891	therefrom copies for members -	
- Sale by retail	-		
- Other sale	16,960		
Free copies:	3,440		
Remainer, file and checking copies	1,129		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.0	31,977
Foreign Country	1.0	314
Total circulation	100.0	32,291

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors

	%	copies
Nielsen geographical sector 1	16	4,984
Hamburg / Bremen		1,257
Schleswig-Holstein		1,551
Lower Saxony		2,176
Nielsen geographical sector 2	24	7,732
North Rhine-Westphalia		7,732
Nielsen geographical sector 3a	12	3,863
Hesse		1,301
Rhineland-Palatinate		1,627
Saarland		935
Nielsen geographical sector 3b	11	3,489
Baden-Wuerttemberg		3,489
Nielsen geographical sector 4	22	7,114
Bavaria		7,114
Nielsen geographical sector 5	1	331
Berlin		331
Nielsen geographical sector 6	7	2,176
Mecklenburg-Western Pomerania		917
Brandenburg		672
Saxony-Anhalt		587
Nielsen geographical sector 7	7	2,288
Thuringia		981
Saxony		1,307
Total circulation inland	100	31,977

Issue	Publication Date	Copy Date Image Ads	Management, Logistics and Markets	Test and Technology	Workshop and Service	Trade fairs 2006
A 1/2	Jan 13, 2006	Dec 22, 2005	Perspectives 2006			
C 3	Jan 20, 2006	Jan 05, 2006		Car-Transporter	Tail lifts and lifting devices	
A 4	Jan 27, 2006	Jan 13, 2006	Food logistics	Refrigerated trucks		Fruit Logistica , Berlin Feb 2 to 4, 2006
A 5	Feb 03, 2006	Jan 20, 2006		Tail lifts		
B 6	Feb 10, 2006	Jan 27, 2006	Banks, financing	Vans (platform, tipper)		
C 7	Feb 17, 2006	Feb 3, 2006	Fleet telematics	Double-decker closed truck	Washing plants, cleaning and care	
A 8	Feb 24, 2006	Feb 10, 2006	Load restraint			Int. Automobil-Salon , Geneva Mar 2 to 12, 2006
A 9	Mar 3, 2006	Feb 15, 2006	Freight carrier software CeBIT-Trade fair preview	Fork lifts, internal transport equipment		SITL , Paris, Mar 7 to 10, 2006 CeBIT , Hanover, Mar 9 to 15, 2006
A 10	Mar 10, 2006	Feb 22, 2006			Container-chassis	
C 11	Mar 17, 2006	Mar 3, 2006	Tank cards	Air conditioning system, heater	Lubricants, oils	IHM , Munich, Mar 16 to 22, 2006
B 12	Mar 24, 2006	Mar 10, 2006	Preview: LogiMAT Storage equipment	Automobile, station wagon, small KEP city transport car		LogiMAT , Stuttgart Mar 28 to 30, 2006
A 13	Mar 31, 2006	Mar 17, 2006			Driver's cab equipment	AMI Auto Mobil International , Leipzig, Apr 1 to 9, 2006
A 14	Apr 7, 2006	Mar 24, 2006	Renting/Leasing	Dry-bulk and tank vehicles		
A 15	Apr 15, 2006	Mar 31, 2006		Aerodynamics		
C 16	Apr 21, 2006	Apr 5, 2006	Special - 60 years VerkehrsRundschau	Euro 4/5	Filter techniques Workshop Special I	
A 17	Apr 28, 2006	Apr 12, 2006	Logistics center Cargo transport center			
B 18	May 5, 2006	Apr 20, 2006	Hall building	Pick-Up/All-wheel vans		
A 19	May 12, 2006	Apr 27, 2006		Construction vehicles/Loading cranes		
C 20	May 19, 2006	May 5, 2006	Fleet management CEP I (Courier, Express and Parcel Services)	Trade fair preview Tires/Essen	Tyre services	Tyres , Essen, May 23 to 26, 2006

Issue	Publication Date	Copy Date Image Ads	Management, Logistics and Markets	Test and Technology	Workshop and Service	Trade fairs 2006
A 21	May 26, 2006	May 11, 2006	Preview Eurocargo			Eurocargo , Cologne, May 30 to June 1, 2006
A 22	Jun 2, 2006	May 18, 2006	Office equipment/EDP	Trailer and fifth wheel coupling		
A 23	Jun 9, 2006	May 24, 2006		Megatrailer		
C 24	Jun 16, 2006	May 31, 2006		Skiploader	Diagnosis, efficiency test, brake test bench	
B 25	Jun 23, 2006	Jun 8, 2006	Freight exchange	Trailer up to 3,5 t		
A 26	Jun 30, 2006	Jun 16 2006	Combined transportation	Market overview of toll-free trucks, 11,99 tons		
A 27	Jul 7, 2006	Jun 23, 2006	Sea and inland port	Motors and gears		
A 28	Jul 14, 2006	Jun 30, 2006		Chassis for demount bodies		
C 29	Jul 21, 2006	Jul 7, 2006	Digital tachograph		Workshop systems	Truck Grand-Prix , Nürburgring, Jul 21 to 23, 2006
A 30	Jul 28, 2006	Jul 14, 2006		Seats		
A 31	Aug 4, 2006	Jul 21, 2006	Banks/Financing			
B 32	Aug 11, 2006	Jul 28, 2006	Renting/Leasing Market survey	CEP-extensions		
C 33	Aug 18, 2006	Aug 3, 2006	Navigation		Workshop equipment Workshop Special II	
A 34	Aug 25, 2006	Aug 10, 2006	Breakdown services			
A 35	Sep 1, 2006	Aug 18, 2006	IAA	Axes/Retarders		
A 36	Sep 8, 2006	Aug 25, 2006	IAA	Low body trailer and heavy-duty trucks		automechanika , Frankfurt/Main, Sep 12 to 17, 2006
C 37	Sep 15, 2006	Sep 1, 2006	IAA-Preview		Parts catalogue Spare parts supply	Innotrans , Berlin, Sep 19 to 22, 2006 IAA Nutzfahrzeuge (commercial vehicles), Hanover Sep 21 to 28, 2006

Issue	Publication Date	Copy Date Image Ads	Management, Logistics and Markets	Test and Technology	Workshop and Service	Trade fairs 2006
B 38	Sep 22, 2006	Sep 8, 2006	Route planning	New vans to IAA		Motek , Sinsheim, Sep 27 to 30, 2006 FachPack , Nuremberg Sep 26 to 28, 2006
A 39	Sep 29, 2006	Sep 15, 2006		IAA: trucks/vans Exhaust emission norms		InterCool , Düsseldorf Oct 3 to 6, 2006
A 40	Oct 6, 2006	Sep 21, 2006	Truck/Van of the Year	IAA: trailers/bodies		
A 41	Oct 13, 2006	Sep 28, 2006	Logistic services	IAA: components/cooling units		Deutscher Logistik Kongress (German Logistics Congress) , Berlin, Oct 18 to 20, 2006
C 42	Oct 20, 2006	Oct 6, 2006	Hall building, gates and ramps CEP II (Courier, Express and Parcel Services)	Dust-carts Semitrailer with extending floor Trade Fair Entsorga Road sweepers	Vehicle laquers	SYSTEMS , Munich, Oct 23 to 27, 2006 Entsorga , Cologne Oct 24 to 27, 2006
A 43	Oct 27, 2006	Oct 13, 2006	Renting/Leasing	Winter equipment		
A 44	Nov 3, 2006	Oct 19, 2006		Fork lifts		
A 45	Nov 10, 2006	Oct 26, 2006		Beverage vehicle		Brau , Nuremberg Nov 15 to 17, 2006
B 46	Nov 17, 2006	Nov 3, 2006	Tank cards	Vans up to 3,5 t		
C 47	Nov 24, 2006	Nov 10, 2006	Transport-Insurances		Lubricants, oils	
A 48	Dec 1, 2006	Nov 17, 2006	Telematics, Navigation	Drive train		
A 49	Dec 8, 2006	Nov 24, 2006		Load restraint		
B 50	Dec 15, 2006	Dec 1, 2006	Buying of vehicles (used/new)	Box bodies for vans		
C 51/52	Dec 22, 2006	Dec 8, 2006	Christmas greetings		Workshop systems	
A 01/07	Jan 12, 2007	Dec 21.12.06				



1 Circulation:

Printed copies:	VR-A	VR-B	VR-C
	16,727	194,559	33.420
Total circulation in annual average	16.282	192,646	32.291

2 Magazine size:

210 x 280 mm
217 x 288 mm untrimmed

Type area:

185 mm wide, 253 mm high
4 columns, 45 mm

3 Printing process, artworks:

Offset printing, perfect binding. When submitting digital data, please refer to our "Guidelines for submitting digital data".

Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

4 Publication:

Frequency of publication: weekly (alternating)
Publications dates, closings dates and dates for submission:
see timetable "Subjects and Dates"

5 Publisher:

Verlag Heinrich Vogel GmbH Fachverlag
House address: Neumarkter Str. 18, 81673 Munich, Germany
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
Advertising department: Rainer Büns
phone: +49-89 / 43 72-22 87
fax: +49-89 / 43 72-23 98
e-mail: anzeigen-vhv@springer.com

6 Payment terms:

- direct debit	3% prompt payment discount
- within 10 days	2% prompt payment discount
- within 30 days from date of invoice	net

VAT no. DE 811148881

Bank accounts:

Commerzbank Munich
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

7 Ads and rates:

All prices are plus VAT.

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

8.2 Preferential positions

Fixed positions	VR-A	VR-B	VR-C
	665.00 €	1,280.00 €	765.00 €

8.3 Ad formats

Bleeding advertisement across the gutter	-	-	-
Bleeding advertisement over type area	315.00 €	735.00 €	470.00 €

9 Prices for classified ads/situations wanted:

1 column millimetre rate for

Commercial ads (1 column, 43 mm wide, b/w)	3.62 €	7.87 €	3.62 €
Commercial ads (1 column, 43 mm wide, coloured)	5.21 €	10.80 €	5.21 €
Private ads (1 column, 43 mm wide, b/w)	3.08 €	6.70 €	3.08 €
Private ads (1 column, 43 mm wide, coloured)	4.43 €	9.18 €	4.43 €
Situations wanted (1 column, 43 mm wide)	1.80 €	3.60 €	1.80 €
Box number fee	10.00 €	10.00 €	10.00 €



		VR-A	VR-B	VR-C
2/1 Page:	W 393 x H 253			
2/1 Page truncate:*	W 420 x H 280			
Basic rate b/w		6,640.00 €	14,815.00 €	8,300.00 €
2-coloured		8,075.00 €	18,095.00 €	10,070.00 €
3-coloured		9,510.00 €	21,375.00 €	11,840.00 €
4-coloured		10,945.00 €	24,655.00 €	13,610.00 €
1/1 Page:	W 185 x H 253			
1/1 Page truncate:*	W 210 x H 280			
Basic rate b/w		3,235.00 €	7,320.00 €	4,390.00 €
2-coloured		3,955.00 €	8,965.00 €	5,330.00 €
3-coloured		4,675.00 €	10,610.00 €	6,270.00 €
4-coloured		5,395.00 €	12,255.00 €	7,210.00 €
2/3 Page:	W 185 x H 170			
2/3 Page truncate:*	W 210 x H 192			
Basic rate b/w		2,160.00 €	4,885.00 €	2,930.00 €
2-coloured		2,640.00 €	5,940.00 €	3,560.00 €
3-coloured		3,120.00 €	6,995.00 €	4,190.00 €
4-coloured		3,600.00 €	8,050.00 €	4,820.00 €
1/2 Page:	W 90 x H 253			
1/2 Page truncate:*	W 102 x H 280			
1/2 Page:	W 185 x H 125			
1/2 Page truncate:*	W 210 x H 140			
Basic rate b/w		1,620.00 €	3,660.00 €	2,195.00 €
2-coloured		2,040.00 €	4,570.00 €	2,665.00 €
3-coloured		2,460.00 €	5,480.00 €	3,135.00 €
4-coloured		2,880.00 €	6,390.00 €	3,605.00 €
1/3 Page:	W 60 x H 253			
1/3 Page truncate:*	W 72 x H 280			
1/3 Page:	W 185 x H 85			
1/3 Page truncate:*	W 210 x H 98			
Basic rate b/w		1,090.00 €	2,390.00 €	1,485.00 €
2-coloured		1,475.00 €	3,245.00 €	1,915.00 €
3-coloured		1,860.00 €	4,160.00 €	2,345.00 €
4-coloured		2,245.00 €	5,045.00 €	2,775.00 €
1/4 Page:	W 45 x H 253			
1/4 Page truncate:*	W 57 x H 280			
1/4 Page:	W 90 x H 125			
1/4 Page truncate:*	W 185 x H 65			
1/4 Page truncate:*	W 210 x H 82			
Basic rate b/w		940.00 €	2,025.00 €	1,205.00 €
2-coloured		1,285.00 €	2,905.00 €	1,595.00 €
3-coloured		1,630.00 €	3,785.00 €	1,985.00 €
4-coloured		1,975.00 €	4,665.00 €	2,375.00 €
1/8 Page:	W 45 x H 125			
1/8 Page:	W 90 x H 65			
1/8 Page:	W 185 x H 33			
Basic rate b/w		515.00 €	1,045.00 €	645.00 €
Front page:				
4-coloured		7,870.00 €	16,440.00 €	8,950.00 €
Cover page:				
4-coloured		6,295.00 €	13,600.00 €	7,965.00 €
*Truncate additional charge		315.00 €	735.00 €	470.00 €
+ 4 mm bleed at all edges to be truncated				

10 Special ad forms: on request

11 Discounts: acceptance within a insertion year
(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3%	3 pages	5%
6 insertions	5%	6 pages	10%
12 insertions	10%	9 pages	12%
18 insertions	12%	12 pages	15%
24 insertions	15%	24 pages	20%
50 insertions	20%	Ads in A -, B - and C -Edition do qualify for discount together.	

Front pages do not qualify for discounts.

12 Combinations: -

13 Bound inserts:	VR-A	VR-B	VR-C
2 pages	3,235.00 €	7,320.00 €	4,390.00 €
4 pages	6,470.00 €	14,640.00 €	8,780.00 €
6 pages	9,705.00 €	21,960.00 €	13,170.00 €
8 pages	12,940.00 €	29,280.00 €	17,560.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 217 x wide x 288 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

14 Loose-leaf inserts:

loose inserted, max. format: 203 mm x 275 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	155.00 €
up to 50 g	215.00 €

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

15 Glued-in postcards:

Glued-in postcards/thousands 82.00 €

Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

Loose inserts and glued-in postcards do not qualify for discounts.

16 Delivery address for the positions 13 to 15:

on request

Delivery notice: for VerkehrsRundschau no. ...)

Please send in advance 10 samples to advertising sales department.

1. **Web-Adresse (URL):**

www.verkehrsrundschau.de

2. **Short characterization:**

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, and background information with product databases, job markets, classified directories, and further information pertaining to the industry sector.

3. **Ads and rates:**

Banner	Format (WxH) in Pixel	Price (per thousand)
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	1) 40.00 €
Combi-Package 2)	778 x 90+200 x 400+400 x 40	60.00 €

1) only in combination with combi-package

2) up to 10 times more effective advertisements and higher click rate!
(Superbanner and Skyscraper and Contentbanner)

4. **Newsletter:**

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices (per thousand)	36,- €* (per workday)	26,- €* (per workday)

* 42.00 € for selections and daily booking

Number of Newsletter-Subscribers August 2005: 6,159

5. **Online Special ad forms:**

Infolines, sponsoring, cooperations on request.
All prices are plus VAT. Valid from 01.10.2005.

6. **Contact person:**

Christian Plagge
Tel. + 49 (0) 89 43 72-21 49
Christian.Plagge@springer.com

7. **Data delivery:**

online-inserate@springer.com

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
60.24	Transportation of goods in the road traffic:	62	9,920
	therefrom:		
	- Short-distance hauling, without move transport	23	3,680
	- Long-distance hauling, without move transport	37	5,920
	- Move transports with vehicles	2	320
63.40, 63.12.	Freight carriers/transportation agencies/warehousing/logistics	13	2,080
C/D/E/F/G	Own account operator with inhouse vehicles, shipper of industry and merchandise	10	1,600
50.1, 50.2, 50.5	Vehicle trade, maintenance and repair of vehicles, filling stations, filling stations	6	960
64.12	Private postal and courier services	2	320
75.1, 91.1	Trade and employers associations, professional organisations	2	320
	Other	5	800
	Rounding difference		-6
	Total circulation inland	100	15,994
	Foreign countries (unlevied)		288
	Total circulation inland and foreign countries		16,282

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
60.24.1/ 90	Subject to autorisation of short-distance transportation, sewage and waste disposal, other disposal	22	42,380
60.22.0	Company of taxis and rented cars with driver	17	32,750
60.24.2/60.24.3	Subject to autorisation of long-distance hauling on the road (without move transports),	13	25,040
60.24.3/60.24.4	Move transports with vehicles, transportation of goods in the road traffic	13	25,040
63.40	Freight carriers, other transportation agencies	10	19,270
64.1	Private courier services	9	17,340
C/D/E	Own account operator with short- and long-distance transportation	6	11,560
60.21.1/60.21.2/ 60.23.1, 60.23.2	Passenger conveyance in local traffic, in bus routes of neighboring places, in interurban bus routes and in non-scheduled services	4	7,710
80.41	Driving schools	1	1,930
	Other	5	9,630
	Rounding difference		-4
	Total circulation inland	100	192,646
	Foreign countries (unlevied)		
	Total circulation inland and foreign countries		192,646

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
60.24	Transportation of goods in the road traffic:	28	8,950
	therefrom:		
	- Short-distance hauling, without move transport	9	2,880
	- Long-distance hauling, without move transport	18	5,760
	- Move transports with vehicles	1	320
63.40, 63.12.	Freight carriers/transportation agencies/warehousing/logistics	19	6,080
C/D/E/F/G	Own account operator with inhouse vehicles, shipper of industry and merchandise	18	5,760
50.1, 50.2, 50.5	Vehicle trade, maintenance and repair of vehicles, filling stations, filling stations	12	3,840
64.12	Private postal and courier services	15	4,800
75.1, 90.00.3, 91.1	Trade and employers associations, professional organisations, public authority (MOT, municipal fleet, sewage and waste disposal)	7	2,240
	Other	1	320
	Rounding difference		-13
	Total circulation inland	100	31,997
	Foreign countries (unlevied)		314
	Total circulation inland and foreign countries		32,291

Data Ticket

Status quo: October 2005

Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: _____

Contact: _____

Telephone: _____ Fax: _____ ISDN: _____

Advert Information

Issue: _____ Section: _____

Advert format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-Mail Data medium by mail

Proof colour match (ISO) content match follows via mail (please tick if appropriate)

Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage www.stuertz.de in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Contact details

FTP: <ftp.stuertz.de> (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-383

Contact to:

Stürtz GmbH
Science / Martha Spanheimer
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-2 30