

**1 Short characterization:** BUSFahrer, the only title in this market segment, meets the target group's information demands perfectly with its highly interesting topic range covering vehicle tests, driving reports, reports and portraits of industry sector experts, and entertaining stories. Adverts and their message are thus targeted directly at the opinion makers in the companies.

**2 Frequency of publication:** quarterly

**3 Year of publication:** 4<sup>th</sup> year 2007

**4 Web-adress (URL):** www.busfahrer-magazin.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Springer Transport Media GmbH  
 Postal address: Post-office box 80 20 20, 81620 Munich, Germany  
 House address: Neumarkter Str. 18, 81673 Munich, Germany  
 Telephone: +49-89 / 43 72-21 86  
 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: Birgit Bauer  
 Birgit.Bauer@springer.com

**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
 Advertiment Director: Vivica Schendel  
 vivica.schendel@springer.com

**11 Distribution Director:**

Jutta Rethmann  
 Phone: 0180 / 5 26 26 18 (€ 0,14/min.)  
 E-Mail: vertriebsservice@springer.com

**12 Subscription cost:**

Annual subscription rate

Inland: 13.70 € plus 3.20 € packing/postage, incl. 7% VAT  
 Foreign Countries: 13.70 € plus 5.30 € packing/postage, incl. 7% VAT  
 Single copy: 3.90 € plus 1.90 € packing/postage, incl. 7% VAT

**13 ISSN-No:** 1614-0656

**14 Publishing dates 2006:**

No.	PD	CD	PM
01/06	Feb 27, 2007	Jan 25, 2007	Feb 7, 2007
02/06	May 29, 2007	Apr 25, 2007	May 8, 2007
03/06	Aug 28, 2007	Jul 27, 2007	Aug 9, 2007
04/06	Nov 11, 2007	Oct 26, 2007	Nov 9, 2007

PD = Publishing date, CD = Copy date, PM = Printing material

#### 1 Circulation:

Printed copies: 30,000 copies

#### 2 Magazine size:

210 x 280 mm  
213 x 286 mm untrimmed

#### Type area:

185 mm wide, 250 mm high  
4 columns, 43 mm  
3 columns, 60 mm

#### 3 Printing process, artworks:

Offset printing, wire-stitching. 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.

## 7 Ads and rates:

All prices are plus VAT.

#### 4 Publication:

Frequency of publication: quarterly  
Publications dates, closings dates and dates for submission:  
see timetable

#### 5 Publisher:

Springer Transport Media GmbH  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising department:  
phone: +49-89 / 43 72-21 86  
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 152942001

#### Bank accounts:

HypoVereinsbank, Munich  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

<b>2/1 page:</b>	<b>W 397 x H 250</b>
<b>2/1 page truncate:*</b>	<b>W 420 x H 280</b>
Basic rate b/w	5,410.00 €
coloured	7,730.00 €

<b>1/1 page:</b>	<b>W 185 x H 250</b>
<b>1/1 page truncate:*</b>	<b>W 210 x H 280</b>
Basic rate b/w	2,705.00 €
coloured	3,865.00 €

<b>1/2 page (upright):</b>	<b>W 90 x H 250</b>
<b>1/2 page truncate:*</b>	<b>W 102 x H 280</b>
<b>1/2 page (landscape):</b>	<b>W 185 x H 125</b>
<b>1/2 page truncate:*</b>	<b>W 210 x H 140</b>
Basic rate b/w	1,615.00 €
coloured	2,275.00 €

<b>1/3 page (upright):</b>	<b>W 60 x H 250</b>
<b>1/3 page truncate:*</b>	<b>W 72 x H 280</b>
<b>1/3 page (landscape):</b>	<b>W 185 x H 85</b>
<b>1/3 page truncate:*</b>	<b>W 210 x H 98</b>
Basic rate b/w	1,040.00 €
coloured	1,490.00 €

<b>1/4 page (upright, 1-column):</b>	<b>W 43 x H 250</b>
<b>1/4 page truncate:*</b>	<b>W 57 x H 280</b>
<b>1/4 page (landscape):</b>	<b>W 185 x H 65</b>
<b>1/4 page truncate:*</b>	<b>W 210 x H 82</b>
<b>1/4 page, 2-column:</b>	<b>W 90 x H 125</b>

Basic rate b/w	820.00 €
coloured	1,175.00 €

<b>1/8 page (upright, 1-column):</b>	<b>W 43 x H 125</b>
<b>1/8 page, 2-column:</b>	<b>W 90 x H 65</b>
<b>1/8 page (landscape):</b>	<b>W 185 x H 33</b>

Basic rate b/w	420.00 €
coloured	595.00 €

#### Island ads

mm-price, 4-coloured, 1-col, 43 mm wide 19.00 €

#### 2., 3., 4. cover page

Basic rate, 4-coloured 4,640.00 €

\* + 4 mm bleed at all edges to be truncated



**8 Surcharges:** (discount possible)

**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 590.00 €

**8.3 Ad formats**

Bleeding across the gutter -

Bleeding advertisement over type area -

**9 Prices for classified ads/situations wanted:**

1 column millimetre rate for

b/w 2.90 €

coloured 4.00 €

Situations wanted 1.58 €

Box number fee 10.00 €

**10 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

**Frequency discount**

2 insertions 3%

3 insertions 5%

4 insertions 10%

**Quantity discount**

2 pages 5%

3 pages 10%

4 pages 15%

All surcharges qualify for discount.

**11 Bound inserts:**

2 pages 2,705.00 €

4 pages 5,410.00 €

6 pages 8,115.00 €

8 pages 10,820.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

**12 Loose-leaf inserts:**

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 120.00 €

up to 50 g 190.00 €

over 50 g on request

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

**13 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.

**14 Special ad forms:**

Gatefolder, booklets and other ad forms: on request

**15 Delivery address for the positions 11 to 14:**

L.N.Schaffrath GmbH & Co. KG

Marktweg 42-50

47608 Geldern

**Delivery notice:** for BUSFahrer no. ...)

Please send in advance 10 samples to advertising sales department.

**Contact persons:**

- General Advertising director: **Michaela Lenz**  
phone: +49-89 / 43 72-22 25
- Advertising director: **Vivica Schendel**  
phone: +49-89 / 43 72-22 21
- Advertising Sales Manager  
Technique: **Elisabeth Huber**  
phone: +49-89 / 43 72-23 52  
elisabeth.leibmann@springer.com
- Advertising Sales Manager  
Tourism: **Meike Swoboda**  
phone: +49-89 / 43 72-27 75  
meike.swoboda@springer.com
- Advertising Sales Manager  
Germany: Postcode 01000 – 29999, 40000 - 49999  
Austria: Postcode 1000 - 5799, 8000 - 8999  
**Ursula Winterer**  
phone: +49-89 / 43 72-22 08  
ursula.winterer@springer.com
- Advertising Sales Manager  
Germany: Postcode 30000 – 39999, 50000 - 99999  
Austria: Postcode 6000 - 7599, 9000 - 9800  
South Tirol  
**Heike Zeiler**  
phone: +49-89 / 43 72-28 96  
heike.zeiler@springer.com
- Advertising Processing: **Annika Gradelewski**  
phone: +49-89 / 43 72-22 72  
fax: +49-89 / 43 72-21 58  
anzeigen-vhv@springer.com

The current media information on all our specialized titles can also be found at:  
[www.mediacentrum.de](http://www.mediacentrum.de)

**Region representation foreign countries:**

**France**

Sylvia Fournier  
Le Bioley  
C.P. 26  
CH-1922 Salvan  
phone: +41 (0)2 77 / 61 12 49  
fax: +41 (0)2 77 / 61 12 49  
mobile: +41 (0)7 94 / 06 75 84  
sylvia.fournier@netplus.ch

**Italy**

euromedia s.r.l.  
Alessandro Fussi  
phone: +39 05 44 / 97 73 34  
fax: +39 05 44 / 91 32 87  
mobile: +39 (0)33 56 / 35 64 77  
alessandro@euromediaweb.info

**Croatia, Kroatien, Slovakia,  
Slovenia, Czechia, Hungary**

Veronika Kizsel  
phone  
and fax: +36 (0)27 / 30 31 55  
mobile: +36 (0)3 09 / 62 10 43  
omnibusz@vnet.hu

**Poland**

AKADEM Sp.z o.o.  
Andrzej Malinowski  
ul. Wita Stwosza 44/37  
P – 02-661 Warszawa  
phone: +48 (0)22 / 8 25 41 52  
fax: +48 (0)22 / 8 47 19 48  
akadem@akadem.pl

**Switzerland, Liechtenstein**

Semadeni Tourismus Marketing  
Vreni and Toni Semadeni  
Säntisstraße 19  
CH-8134 Adliswil  
phone: +41 (0)44 / 7 10 20 02  
fax: +41 (0)44 / 7 10 24 03  
vreni.semadeni@swisspartner.ch

**Scandinavia**

Scanconcepts Stockholm HB  
Jan Liljegren  
Floragatan 11/III  
S-11431 Stockholm  
phone: +46 (0)8 / 20 11 46  
fax: +46 (0)8 / 22 54 11  
mobile: +46 (0)70 / 8 26 45 93  
scanconcepts@swipnet.se

**Springer Transport Media GmbH**

Neumarkter Straße 18 • 81664 Munich  
phone: +49-89 / 43 72-22 24  
fax +49-89 / 43 72-23 98  
anzeigen-vhv@springer.com  
[www.busfahrer-magazin.de](http://www.busfahrer-magazin.de)