

1 Short characterization: TAXI is the only federal German specialized magazine for taxi and car-rental companies tested by the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern, Information Society for Testing the Distribution of Advertising Media). For years, TAXI has had the highest number of sold copies in the market – which is the best proof of its success in meeting the information demands of the market. Carefully researched information, a wide range of topics, independent reporting, and 8 publications per year guarantee in-depth information used by taxi and car-rental owners for their decisions.

2 Frequency of publication: eight times a year

3 Year of publication: 14th year 2007

4 Web-address (URL): www.taxi-zeitschrift.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
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: Dietmar Fund
dietmar.fund@springer.com

10 Advertising office:

General Advertisement Director: Michaela Lenz
Advertising director: Michael Harms
michael.harms@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.14 €/min.)
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate

Inland: 27.30 € plus 9.60 € packing/postage, incl. 7% VAT
Foreign Countries: 27.30 € plus 18.20 € packing/postage, incl. 7% VAT
Single copy: 5.10 € plus 1.90 € packing/postage, incl. 7% VAT

13 ISSN-No: 1437-0336

14 Scope analysis:

2005 = 8 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 332 pages = 100.0 %
Editorial section: 208 pages = 62.7 %
Advertising section: 123 pages = 37.3 %

of them are

Classified advertisements: 8 pages = 6.5 %
Image advertisements: 94 pages = 76.4 %
Bound insert: - pages = - %
One's own advertisements: 21 pages = 17.1 %

Supplements (Loose-leaf inserts): 4 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2005 until June 30th 2006)

Printed copies:	36,225		
Total circulation	36,037	therefrom abroad:	35
Total net paid circulation:	35,487	therefrom abroad:	14
- subscribed copies	35,477	therefrom copies for members	35,410
- Sale by retail	-		
- Other sale	-		
Free copies:	550		
Remainer, file and checking copies	188		

18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run	
	%	copies
Inland	99.9	36,002
Foreign Country	0.1	35
Total circulation	100.0	36,037

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

	%	copies	
Nielsen geographical sector 1	16	5,782	
Hamburg / Bremen			1,888
Schleswig-Holstein			1,425
Lower Saxony			2,469
Nielsen geographical sector 2	19	6,832	
North Rhine-Westphalia			6,832
Nielsen geographical sector 3a	13	4,718	
Hesse			2,529
Rhineland-Palatinate			1,795
Saarland			394
Nielsen geographical sector 3b	9	3,181	
Baden-Wuerttemberg			3,181
Nielsen geographical sector 4	17	6,094	
Bavaria			6,094
Nielsen geographical sector 5	9	3,353	
Berlin			3,353
Nielsen geographical sector 6	8	2,962	
Mecklenburg-Western Pomerania			828
Brandenburg			981
Saxony-Anhalt			1,153
Nielsen geographical sector 7	9	3,080	
Thuringia			1,314
Saxony			1,766
Total circulation inland	100	36,002	

TAXI

Media- Information 2007

Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2007
1	Feb 9, 2007	Jan 4, 2007	Jan 23, 2007	Working clothes for taxi driver	Int. Automobil-Salon , Geneva, Mar 8 to 18, 2007
2	Mar 23, 2007	Feb 13, 2007	Mar 7, 2007	Market survey: taxi conditions and taxi contact persons of the passenger car-manufacturers	Preview of Taxi-Day of AMI Auto Mobil International in Leipzig, Apr 17, 2007
3	May 4, 2007	Mar 26, 2007	Apr 16, 2007	Market survey: compact mini-vans rides for pupils or wheel chair-driver	Report on AMI Auto Mobil International , Leipzig, Apr 14 to 22, 2007
4	Jun 22, 2007	May 14, 2007	Jun 4, 2007	Mobile navigation systems for deployment in taxis	
5	Aug 10, 2007	Jul 5, 2007	Jul 24, 2007	Market survey: central techniques	
6	Sep 21, 2007	Aug 16, 2007	Sep 4, 2007	New models with mineral gas und automobile gas of the passenger-car-manufacturers	Preview of REHACare , Düsseldorf, Oct 3 to 6, 2007
7	Nov 9, 2007	Oct 2, 2007	Oct 22, 2007	News offers of the supplier industries and interesting car studies	Taxi-Epilogue of IAA -passenger-car Report on REHACare , Düsseldorf
8	Dec 14, 2007	Nov 8, 2007	Nov 27, 2007	Advertising strategies for the taxi and car-rent-industries	



1 Circulation:

Printed copies: 36,225 copies
Total circulation in annual average 36,037 copies

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 columns, 60 mm

3 Printing process, artworks:

Offset printing, perfect binding. 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: eight times a year
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

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: Elisabeth Huber
phone: +49-89 / 43 72-23 52
fax: +49-89 / 43 72-23 98
e-mail: anzeigen-vhv@springer.com

6 Payment terms:

- direct debit 3% prompt payment discount
- within 8 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

7 Ads and rates:

All prices are plus VAT.

2/1 page:	W 393 x H 253
2/1 page truncate:*	W 420 x H 280
Basic rate b/w	10,700.00 €
2-coloured	12,635.00 €
3-coloured	14,570.00 €
4-coloured	16,505.00 €

1/1 page:	W 185 x H 253
1/1 page truncate:*	W 210 x H 280
Basic rate b/w	5,265.00 €
2-coloured	6,235.00 €
3-coloured	7,205.00 €
4-coloured	8,175.00 €

2/3 page (upright):	W 124 x H 253
2/3 page truncate:*	W 144 x H 280
2/3 page (landscape):	W 185 x H 170
2/3 page truncate:*	W 210 x H 192
Basic rate b/w	3,490.00 €
2-coloured	4,170.00 €
3-coloured	4,850.00 €
4-coloured	5,530.00 €

1/2 page (upright):	W 90 x H 253
1/2 page truncate:*	W 102 x H 280
1/2 page (landscape):	W 185 x H 125
1/2 page truncate:*	W 210 x H 140
Basic rate b/w	2,690.00 €
2-coloured	3,175.00 €
3-coloured	3,660.00 €
4-coloured	4,145.00 €

*Truncate additional charge: 520.- €
+ 4 mm bleed at all edges to be truncated

1/3 page (upright):	W 60 x H 253
1/3 page truncate:*	W 72 x H 280
1/3 page (landscape):	W 185 x H 85
1/3 page truncate:*	W 210 x H 98
Basic rate b/w	1,800.00 €
2-coloured	2,125.00 €
3-coloured	2,450.00 €
4-coloured	2,775.00 €

1/4 page (upright, 1-column):	W 45 x H 253
1/4 page truncate:*	W 57 x H 280
1/4 page, 2-column:	W 90 x H 125
1/4 page (landscape):	W 185 x H 65
1/4 page truncate:*	W 210 x H 82
Basic rate b/w	1,410.00 €
2-coloured	1,645.00 €
3-coloured	1,880.00 €
4-coloured	2,115.00 €

1/8 page (upright, 1-column):	W 45 x H 125
1/8 page, 2-column:	W 90 x H 65
1/8 page (landscape):	W 185 x H 33
Basic rate b/w	720.00 €

Front cover page

Basic rate, 4-coloured 11,240.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 9,955.00 €

TAXI

Media-
Information
2007

Surcharges
Classified ads
Discounts
Loose and bound inserts

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 710.00 €

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area 520.00 €

9 Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads (1 column, 43 mm wide) 3.27 €

Private ads (1 column, 43 mm wide) 2.78 €

Situations wanted (1 column, 43 mm wide) 1.72 €

Colour surcharge (per mm and colour/1 column) 0.83 €

Box number fee 10.00 €

10 Special ad forms:

on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	3%	3 pages	10%
4 insertions	5%	6 pages	15%
6 insertions	10%	8 pages	20%
8 insertions	15%		

All surcharges qualify for discount.

Front pages do not qualify for discounts.

12 Combinations:

-

13 Bound inserts:

2 pages 5,265.00 €

4 pages 10,530.00 €

6 pages 15,795.00 €

8 pages 21,060.00 €

(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 €
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over 50 g	on request
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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:

L.N. Schaffrath GmbH & Co. KG

Marktweg 42-50

47608 Geldern

Delivery notice: for TAXI no. ...)

Please send in advance 10 samples to advertising sales department.

1. Web-Adresse (URL):

www.taxi-zeitschrift.de

2. Short characterization:

At www.taxi-zeitschrift.de, the editors of the specialized magazine TAXI offer current news, product information, and short judgements for taxi and rental-car companies. The central news of the week is sent in a newsletter each Friday.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

* valid from Oct, 1 2006; Prices are subject to VAT.

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)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

* valid from Oct, 1 2006; Prices are subject to VAT.

Number of Newsletter-Subscribers August 2006: 816

Data delivery:

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

5. Online Special ad forms:

Infoclines, sponsoring, cooperations on request.

6. Data delivery:

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

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 (approx.)
60.22.0	Company of taxis and hired cars with driver	86	30,960
85.14.5	Conveyance of patients and handicapped	4	1,440
60.23.1	Conveyance of passengers in the omnibus occasional services	3	1,080
60.21	Conveyance of passengers in the line operation	2	720
	Other	4	1,440
	Not specified	1	360
	Rounding difference		2
	Total circulation inland	100	36,002
	Foreign countries (unlevied)		35
	Total circulation inland and foreign countries		36,037

Data Ticket



Status quo: February 2006

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](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 / Anja Eichelbrönner
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-3 32

Modifications and printer's errors excepted