

**1 Short characterization:** Official cross-regional magazine of the federal driving instructors' association. The magazine focuses on issues of road safety and road safety training. Technical, economic, and traffic regulation issues are discussed in detail.

**2 Frequency of publication:** monthly

**3 Year of publication:** 59<sup>th</sup> year 2008

**4 Web-address (URL):** www.fahrschule-online.de

**5 Memberships:** -

**6 Medium:** Official organ of the Federal Association of Driving Instructor Organisations and their confederated states associations.

**7 Publisher:** Federal Association of Driving Instructor Organisations

**8 Editorial Board:** Springer Transport Media GmbH  
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Phone: +49-89 / 43 72-0  
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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  
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michael.harms@springer.com

**11 Distribution director:** Jutta Rethmann  
Phone: 01 80/5 00 92 91 (0.14 €/min., from the German landline/mobile radio deviant)  
E-mail: vertriebsservice@springer.com

**12 Subscription cost:**

Annual subscription rate

Inland: 69.70 € plus 13.20 € packing/postage, incl. 7% VAT  
Foreign Countries: 69.70 € plus 21.20 € packing/postage, incl. 7% VAT  
Single copy: 6.90 € plus 1.90 € packing/postage, incl. 7% VAT

**13 ISSN-No:** 0014-6838

**14 Scope analysis:** 2006 = 12 editions  
**Magazine format:** 210 mm (wide), 280 mm (high)  
**Total size:** 656 pages = 100.0 %  
**Editorial section:** 364 pages = 55.5 %  
**Advertising section:** 292 pages = 44.5 %

of them are

Classified advertisements: 70 pages = 24.0 %  
Bound insert: 19 pages = 0 %  
One's own advertisements: 79 pages = 27.2 %

**Supplements (Loose-leaf inserts):** 19 pieces

**15 Content analysis:** Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

<b>Printed copies:</b>	18,219		
<b>Total circulation</b>	17,942	therefrom abroad:	49
<b>Total net paid circulation:</b>	17,234	therefrom abroad:	40
- subscribed copies	17,168	therefrom copies for members:	14,681
- Sale by retail	-		
- Other sale	66		
<b>Free copies:</b>	708		
<b>Remainer, file and checking copies</b>	277		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulationed press run %	copies
Inland	99,7	17,894
Foreign Country	0.3	49
<b>Total circulation</b>	100.0	17,943

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

<b>Nielsen geographical sector 1</b>	<b>4,289</b>
<b>Nielsen geographical sector 2</b>	<b>3,764</b>
<b>Nielsen geographical sector 3a</b>	<b>2,320</b>
<b>Nielsen geographical sector 3b</b>	<b>1,795</b>
<b>Nielsen geographical sector 4</b>	<b>2,498</b>
<b>Nielsen geographical sector 5</b>	<b>543</b>
<b>Nielsen geographical sector 6</b>	<b>1,426</b>
<b>Nielsen geographical sector 7</b>	<b>1,259</b>
<b>Total circulation inland</b>	<b>17,894</b>

Issue	Closing Date Image Ads	Closing Date Printing Material	Publication Date	Themes	Trade fairs 2008
1	Nov 30, 2007	Dec 12, 2007	Jan 3, 2008	Installation of PC-exercise areas to the preparation for the PC examination.	
2	Jan 8, 2008	Jan 18, 2008	Feb 7, 2008	New car, access and mobility guarantees for driving school vehicles	
3	Feb 6, 2008	Feb 18, 2008	Mar 6, 2008	Actually trends to the motor cycle clothing	
4	Mar 3, 2008	Mar 3, 2008	Apr 3, 2008	Care products to the inside and outside cleaning from driving school vehicles	<b>AMI Automobile International</b> , Leipzig, Apr 5 to 13, 2008
5	Apr 2, 2008	Apr 14, 2008	May 2, 2008	Trends in the tires technique	<b>Tires</b> , Essen, May 20 to 23, 2008
6	May 5, 2008	May 19, 2008	Jun 5, 2008	Market survey: new hanger for education in the hanger class BE, C1E and CE accordant the 3 <sup>rd</sup> EU-driver license guide line	
7	Jun 4, 2008	Jun 16, 2008	Jul 3, 2008	Great preview about the program and the exhibitor from the 2 <sup>nd</sup> German driving instructor congress	
8	Jul 9, 2008	Jul 21, 2008	Aug 7, 2008	Advertisement material for driving schools	
9	Aug 5, 2008	Aug 18, 2008	Sep 4, 2008	New commercial vehicles and training material for the further education about professional driver	<b>IAA, Commercial Vehicles</b> , Hanover, Sep 25 to Oct 2, 2008
10	Sep 3, 2008	Sep 15, 2008	Oct 2, 2008	New office equipment and driving schools arrangement	<b>Orgatec</b> , Cologne, Oct 21 to 25, 2008 <b>Intermot</b> , cologne, Oct 8 to 12, 2008
11	Oct 8, 2008	Oct 20, 2008	Nov 6, 2008	Report about the Intermot: light motor cycles and motor cycles for the education season 2009	<b>2<sup>nd</sup> German driving instructor congress</b> , Berlin, Nov 14 to 15, 2008
12	Nov 5, 2008	Nov 17, 2008	Dec 4, 2008	Report from the 2 <sup>nd</sup> German driving instructor congress Smart ideas for the showcase creation	

**Further topics covered regularly in FAHRSCHULE:**

- New specialized literature, media and presentation techniques for driving instructors
- Offers of vocational training for driving instructors
- New products and services of car manufacturers and their suppliers
- Up-to-date information from driving-school vehicle lessors



## 1 Circulation:

Printed copies:	18,219 copies
Total circulation in annual average	17,942 copies

## 2 Magazine size:

210 x 279 mm
213 x 285 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: monthly  
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 10 days	2% prompt payment discount
- within 30 days	
from date of invoice	net

VAT no. DE 811148881

## Bank accounts:

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

<b>2/1 page:</b>	<b>W 393 x H 250</b>
<b>2/1 page truncate:*</b>	<b>W 420 x H 279</b>
Basic rate b/w	7.980,00 €
coloured	11.400,00 €

<b>1/1 page:</b>	<b>W 185 x H 250</b>
<b>1/1 page truncate:*</b>	<b>W 210 x H 279</b>
Basic rate b/w	3.920,00 €
coloured	5.620,00 €

<b>1/2 page (upright):</b>	<b>W 90 x H 250</b>
<b>1/2 page truncate:*</b>	<b>W 102 x H 279</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	2.130,00 €
coloured	3.050,00 €

<b>1/3 page (upright):</b>	<b>W 60 x H 250</b>
<b>1/3 page truncate:*</b>	<b>W 72 x H 279</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	1.430,00 €
coloured	2.110,00 €

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

<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 279</b>
<b>1/4 page, 2-column:</b>	<b>W 90 x H 125</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>
Basic rate b/w	1.150,00 €
coloured	1.690,00 €

<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	595,00 €
coloured	999,00 €

<b>1/16 page, 1-column:</b>	<b>W 44 x H 65</b>
<b>1/16 page, 2-column:</b>	<b>W 92 x H 30</b>
<b>1/16 page (landscape):</b>	<b>W 188 x H 15</b>
Basic rate b/w	335,00 €
coloured	545,00 €

## Front cover page

Basic rate, coloured	8.200,00 €
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## 2., 3., 4. cover page

Basic rate, 4-coloured	6.550,00 €
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**8 Surcharges:** (discount possible)

**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 630,00 €

**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

Commercial ads (1 column, 43 mm wide, b/w) 4,57 €

Commercial ads (1 column, 43 mm wide, coloured) 6,27 €

Private ads (1 column, 43 mm wide, b/w) 3,85 €

Private ads (1 column, 43 mm wide, coloured) 5,30 €

Situations wanted (1 column, 43 mm wide) 1,95 €

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**

3 insertions 3%

6 insertions 5%

9 insertions 10%

12 insertions 15%

**Quantity discount**

3 pages 5%

6 pages 10%

9 pages 15%

12 pages 20%

All surcharges qualify for discount.

Front pages do not qualify for discounts.

**12 Combinations:**

-

**13 Bound inserts:**

2 pages 3.920,00 €

4 pages 7.825,00 €

6 pages 11.750,00 €

8 pages 15.650,00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 285 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 160,00 €

up to 50 g 220,00 €

over 50 g on request

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

**15 Glued-in postcards:**

Glued-in postcards/thousands 85,00 €

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 FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

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

www.fahrerschule-online.de

**2. Short characterization:**

Comprehensive Internet offer for driving-school owners and driving instructors.

Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

**3. Ads and rates:**

<b>Banner</b>	<b>Format (WxH) in Pixel</b>	<b>Price* (per thousand)</b>
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) - Skycraper (200 x 400) - Contant-banner (440 x 40)	62,00 €
Pop-Up/Under/Layer Rectangle	format on request	42,00 € 62,00 €

\* valid from Oct, 1 2007; Prices are subject to VAT

**4. Newsletter:**

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

	<b>Top sponsoring</b>	<b>Second position</b>
Positioning	directly before topic overview	between topics
Prices* (per thousand)	38,00 € (per workday)	28,00 € (per workday)

\* valid from Oct, 1 2007; Prices are subject to VAT

Number of Newsletter-Subscribers August 2006: 2.607

**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:**

Infolines, 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.)
<b>80.41</b>	<b>Driving schools</b>	<b>94</b>	<b>16.820</b>
	- Owner of driving schools	83	14.850
	- Employed driving instructors	9	1.610
	- Driving schools of railway, post, fire departments, German Federal Armed Forces and police	2	360
<b>74.84/66</b>	<b>Supply of other services, Insurance industry</b>	<b>1</b>	<b>180</b>
<b>91.1</b>	<b>Trade and employers associations, professional organisations</b>	<b>1</b>	<b>180</b>
<b>75.1</b>	<b>Civil Service (administrations, District Offices, MOT)</b>	<b>1</b>	<b>180</b>
	<b>Other</b>	<b>2</b>	<b>360</b>
	<b>Not specified</b>	<b>1</b>	<b>180</b>
	<b>Rounding difference</b>		<b>-6</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>17.894</b>
	<b>Foreign countries (unlevied)</b>		<b>49</b>
	<b>Total circulation inland and foreign countries</b>		<b>17.943</b>

# Data Ticket



Status quo: August 2007

## 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

Annotation \_\_\_\_\_

## Creation of data

- 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.
- 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.
- The maximum colour application shall not exceed 320%.

## 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.

## Support too:

- PDF XC-pereparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable under [www.springer-business-media.de/anzeigendaten](http://www.springer-business-media.de/anzeigendaten) or if required under the stated contact address.

## Contact details

FTP: ftp.stuertz.de (Login:gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-11332

## Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg

Tel.: +49-9 31/3 85-3 32

*Modifications and printer's errors excepted*