

1 Short characterization: The target group of "Gefahr/gut" includes hazardous-material commissioners, commissioned persons and businessmen in transport companies of long-distance and goods transport, in company traffic firms of the chemical-pharmaceutical and mineral industry, of chemistry wholesalers, and of the manufacturing industry. The topics are close to every-day life and include all areas relevant for hazardous materials, from production to disposal, in particular the transport of hazardous material. With up-to-date examples, "Gefahr/gut" illustrates and facilitates the implementation of legal regulations and decrees within the company.

2 Frequency of publication: monthly

3 Year of publication: 16th year 2008

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
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12 Subscription cost:
Annual subscription rate
Inland: 124.90 € plus 12.00 € packing/postage, incl. 7% VAT
Foreign Countries: 124.90 € plus 20.40 € packing/postage, incl. 7% VAT
Single copy: 11.50 € plus 1.90 € packing/postage, incl. 7% VAT

13 ISSN-No: 0944-6117


14 Scope analysis: 2006 = 12 editions
Magazine format: 210 mm (wide), 279 mm (high)
Total size: 548 pages = 100.0 %
Editorial section: 385 pages = 70.3 %
Advertising section: 163 pages = 29.7%

of them are

Classified advertisements:	23 pages =	14.3 %
Bound insert:	1 pages =	0.6 %
One's own advertisements:	63 pages =	38.1 %

Supplements (Loose-leaf inserts): 7 pieces

15 Content analysis: Not surveyed

16 Circulation control: 

17 Analysis of circulation: Average circulation within one year
(from July 1st 2006 until June 30th 2007)

Printed copies:	6,375		
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Total circulation	6,146	therefrom abroad:	200
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Total net paid circulation:	2,715	therefrom abroad:	111
- subscribed copies	2,440	therefrom copies for members	-
- Sale by retail	-		
- Other sale	111		

Free copies:	3,432		
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Remainer, file and checking copies	229		
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18.2 Structure of home circulation according to 'Nielsen'-geographical sectors

	copies
Nielsen geographical sector 1	941
Nielsen geographical sector 2	1,131
Nielsen geographical sector 3a	865
Nielsen geographical sector 3b	913
Nielsen geographical sector 4	1,409
Nielsen geographical sector 5	136
Nielsen geographical sector 6	240
Nielsen geographical sector 7	311
Total circulation inland	5,946

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	96.8	5,946
Foreign Country	3.2	200
Total circulation	100.0	6,146

Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Trade fairs/Congresses 2008
1 January	Dec 28, 2007	CD: Nov 22, 2007 PM: Dec 5, 2007	<ul style="list-style-type: none"> Combinations-packaging 	<ul style="list-style-type: none"> Tank cleaning (international) <i>Special: Booklet + Tank cleaning-card</i> 	<ul style="list-style-type: none"> Hazardous cargo education and improving ADR-bag by comparison 	Internat. commercial vehicle-show , Brussels Jan 17 to 27 2008
2 February	Jan 25, 2008	CD: Dec 14, 2007 PM: Jan 3, 2008	<ul style="list-style-type: none"> Gas pressure equipments (safe transporting!) steel and plastic barrels 	<ul style="list-style-type: none"> Hazardous cargo by railway Fork lifts Techniques and security by commercial vehicles 	<ul style="list-style-type: none"> Load restraint Education and workshop in occupational safety Gas monitor 	Eurorail , Milan, Feb. 25 to 28, 2008 LogiMAT , Stuttgart, Feb 19 to 27, 2008 EuroCIS , Düsseldorf, Feb 23 to 27 2008 IHM , Munich, Feb 28 to Mar 3 2008
3 March	Feb 29, 2008	CD: Jan 25, 2008 PM: Feb 7, 2008	<ul style="list-style-type: none"> IBC / Big Bags 	<ul style="list-style-type: none"> Chemical logistics Materials handling Telematics Freight exchanges 	<ul style="list-style-type: none"> Hazardous cargo software Hazardous cargo literature Chemicals suits 	CeBIT , Hanover, Mar 4 to 9, 2008 SITL , Paris, Mar 11 to 14, 2008
4 April	Mar 28, 2008	CD: Feb 22, 2008 PM: Mar 4, 2008	<ul style="list-style-type: none"> Special packing to Interpack 	<ul style="list-style-type: none"> KEP-service provider Air freight Combined traffic 	<ul style="list-style-type: none"> Hazardous cargo offices Emergency call numbers Risk assessment 	Hanover Messe , Hanover, Apr 21 to 25, 2008 StocExpo , Rotterdam, Apr 1 to 3, 2008 Intertraffic , Amsterdam, Apr, 1 to 4, 2008 Second Lake-harbour-congress , Hamburg Apr 16 to 18, 2008 Interpack , Düsseldorf, Apr 24 to 30, 2008 METPACK , Essen, Apr 22 to 26, 2008 Münchner Gefahrgut-Tage (Hazardous cargo days), Munich, Apr 28 to 30, 2008
5 May	Apr 25, 2008	CD: Mar 25, 2008 PM: Apr 3, 2008	<ul style="list-style-type: none"> Corrugated board and wooden package Combinations-packaging Tank container 	<ul style="list-style-type: none"> Waste disposal logistic Tank container transporting <i>Special Tank container depots Europe</i> 	<ul style="list-style-type: none"> Education/Improving PSA (personal protective equipment) Acid protective clothes 	IFAT , Munich, May 5 to 9, 2008 CeMAT , Hanover, May 27 to 31, 2008
6 June	May 21, 2008	CD: Apr 16, 2008 PM: Apr 25, 2008	<ul style="list-style-type: none"> Canisters/Tins/Inliners Plastic packing materials 	<ul style="list-style-type: none"> Inland- and tank navigation Chemical engineering and tank conveyance 	<ul style="list-style-type: none"> Environment protection Fire simulation/ extinction techniques Breathing apparatus 	10th Gefahrguttag Schweiz (Hazardous cargo day), Basel, Jun 4. 2008 EuroCARGO , Köln, Jun 17 to 19, 2008

Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Trade fairs/Congresses 2008	
7 July	Jun 27, 2008	CD: May 27, 2008 PM: Jun 5, 2008	<ul style="list-style-type: none"> • Reconditioning <i>Special: card + overview</i> 	<ul style="list-style-type: none"> • Hazardous cargo logistics: multimodal traffic 	<ul style="list-style-type: none"> • Hazardous cargo on the internet • Affirmations 		
8 August	Jul 25, 2008	<i>Company portraits:</i> CD: Jun 12, 2008 PM: Jun 13, 2008 <i>Advertisements:</i> CD: Jun 27, 2008 PM: Jul 3, 2008	Who is Who The trade directory for the hazardous cargo industry - bilingual issue -				
9 September	Aug 29, 2008	CD: Jul 26, 2008 PM: Aug 6, 2008	<ul style="list-style-type: none"> • Fill and drain techniques • Bags (materials) 	<ul style="list-style-type: none"> • Tank vehicles • Suction and rinsing vehicle • Pumps, fittings, tubes 	<ul style="list-style-type: none"> • Cargo safety • Transport control • Safety shoes/gloves 	IAA-passenger cars , Hanover, Sep 25 to Oct 2, 2008 InnoTrans Int. Fachmesse , Berlin, Sep 23 to 26, 2008 Expo Petrotrans , Kassel, Sep 25 to 27, 2008 Easyfairs , Dortmund, Sep 16 to 17, 2008 PowTech , Nürnberg, Sep 30 to Oct 2, 2008	
10 October	Sep 26, 2008	CD: Aug 26 2008 PM: Sep 4, 2008	<ul style="list-style-type: none"> • Container for waste • Barrel handling 	<ul style="list-style-type: none"> • Gas transport • Tank plants 	<ul style="list-style-type: none"> • <i>Special Employment protection</i> to the employment protection active 	Lasi-Messe , October 2008 Employment protection , Hamburg, Oct 8 to 10, 2008 German Logistics Congress , Berlin, Oct 22 to 24, 2008 Security , Essen, Oct 7 to 10, 2008	
11 November	Oct 31, 2008	CD: Sep 29, 2008 PM: Oct 9, 2008	<ul style="list-style-type: none"> • Solution for 6.2-materials 	<ul style="list-style-type: none"> • Storage provider <i>Special: card and overview</i> • Transponder techniques 	<ul style="list-style-type: none"> • Dangerous substance handling • Goggles 	Pack & Move , Basel, Nov 18 to 21, 2008 Medica , Düsseldorf, Nov 19 to 22, 2008 Gefahrstoff-Tage (Hazardous cargo days), Munich, Nov 26 to 28, 2008	
12 December	Nov28, 2008	CD: Oct 28, 2008 PM: Nov 6, 2008	<ul style="list-style-type: none"> • IBC / Big Bags 	<ul style="list-style-type: none"> • Logistics provider • Rails and commercial transport logistics 	<ul style="list-style-type: none"> • Accident management • Hazardous cargo and dangerous substance databases 		
01/09 January	Dec 29, 2008	CD: Nov 21, 2008 PM: Dec 2, 2008	<ul style="list-style-type: none"> • Packing solutions for radioactive materials 	<ul style="list-style-type: none"> • Tank cleaning (international) <i>Special: booklet + tank cleaning card</i> 	<ul style="list-style-type: none"> • Hazardous cargo education and improving • Hazardous cargo literature (Education literature) 		



1 Circulation:

Printed copies: 6,375 copies
Total circulation in annual average: 6,146 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 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.

4 Publication:

Frequency of publication: monthly
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Editorial Board:

Springer Transport Media GmbH
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Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising sales department: Melanie Heinrich
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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

7 Ads and rates:

All prices are plus VAT

2/1 page:	W 393 x H 250
2/1 page truncate:*	W 420 x H 279
Basic rate b/w	4,385.00 €
2-coloured	4,990.00 €
3-coloured	5,595.00 €
4-coloured	6,200.00 €

1/1 page:	W 185 x H 250
1/1 page truncate:*	W 210 x H 279
Basic rate b/w	2,105.00 €
2-coloured	2,415.00 €
3-coloured	2,725.00 €
4-coloured	3,035.00 €

2/3 page (landscape):	W 185 x H 170
2/3 page truncate:*	W 210 x H 192
Basic rate b/w	1,560.00 €
2-coloured	1,795.00 €
3-coloured	2,030.00 €
4-coloured	2,265.00 €

1/2 page (upright):	W 90 x H 250
1/2 page truncate:*	W 102 x H 279
1/2 page (landscape):	W 185 x H 125
1/2 page truncate:*	W 210 x H 140
Basic rate b/w	1,220.00 €
2-coloured	1,390.00 €
3-coloured	1,560.00 €
4-coloured	1,730.00 €

1/3 page (upright):	W 60 x H 250
1/3 page truncate:*	W 72 x H 279
1/3 page (landscape):	W 185 x H 85
1/3 page truncate:*	W 210 x H 98
Basic rate b/w	850.00 €
2-coloured	960.00 €
3-coloured	1,070.00 €
4-coloured	1,180.00 €

1/4 page (upright, 1-column):	W 43 x H 250
1/4 page truncate:*	W 57 x H 279
1/4 page, 2-columns:	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	675.00 €
2-coloured	755.00 €
3-coloured	835.00 €
4-coloured	915.00 €

1/8 page (upright, 1-column):	W 43 x H 125
1/8 page, 2-columns:	W 90 x H 65
1/8 page (landscape):	W 185 x H 33
Basic rate b/w	425.00 €
2-coloured	495.00 €
3-coloured	565.00 €
4-coloured	635.00 €

Front cover page

Basic rate, 4-coloured 4,810.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 3,675.00 €

*Truncate additional charge: 220.00 €
+ 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 Sources of supply:

Classified advertisement (1 column, 43 mm wide) 2.21 €

Situation wanted (1 column, 43 mm wide) 1.61 €

Box number fee 10.00 €

Source of supply listing per issue, 1 column, per printed line 10.70 €

with photo (43 mm x 30 mm) plus 50.50 €

with ad box (43 mm x 9 mm) plus 25.25 €

It can be booked for 6 or more editions. 10 percent discount when

12 editions are booked.

10 Special ad forms: on request

11 Discounts: acceptance within a year

(Starting with publication 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.

Cover pages don't qualify for discount.

12 Combinations: -

13 Bound inserts:

2 pages 2,105.00 €

4 pages 4,210.00 €

6 pages 6,315.00 €

8 pages 8,420.00 €

(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). 2-page inserts must be provided with a printed rim 8 cm wide. 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 GEFAHR/GUT no. ...)

Please send in advance 10 samples to the advertising sales departement.

The Who is Who offers an overview of the **entire hazardous cargo industry**, thus providing important impulses for decisions on future purchases. Companies have the opportunity to present themselves to international readers in **two languages, German and English**. Topics include all areas from training to transport, from storage establishment to packaging.

Your company portrait will appear both in the trade directory and at the online-portal www.gefahrgut-online.de

Ad prices:

Front cover page, 4-coloured:	3,960.00 €
2., 3., 4. cover page:	3,440.00 €
Full page, 4-coloured:	3,110.00 €
Company portrait (1 page):	840.00 €
Company portrait (2 page):	1,480.00 €

Company portrait don't qualify for discount.

The Who is Who trade directory for the hazardous cargo industry belongs to the most recognized products of the Gefahr/gut-family.

Advantage for you: Increased contact chances for your advertisements.

Magazine size: 210 wide x 279 mm high

Publication date: July 25, 2008

Copy date:

Company portraits:	June 12, 2008
Advertisements:	June 27, 2008

Printing material dates:

Company portraits:	June 13, 2008
Advertisements:	July 03, 2008

Printed copies: 10,000 copies

Printing materials:

Company portraits: Photos: 8 cm wide, 6 cm high, tif or eps,
300 dpi resolution, colour chart: CMYK

**Please send us your information by e-mail to
who-is-who@springer.com**

Advertisements: Offset printing. 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.

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1. Web-Adresse (URL):

www.gefahrgut-online.de

2. Short characterization:

Comprehensive Internet offer for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. Current legal information and commented legal decisions, news and background reports. Seminar and industrial-fair agenda, classified directory, and material database.

3. Numbers of hits:

visits:	10,610 / month July 2007
page impressions:	32,563 / month July 2007

4. 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 €
Kombi-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 €
Rectangle	300 x 250	62.00 €

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

5. 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)	38.00 € (per workday)	28.00 € (per workday)

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

Number of Newsletter-Subscribers July 2007: 2,777

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)

6. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

7. 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
61.1, 60.24.5, 63.1, 63.4, 62, 64.12	Rail traffic, subject to autorisation of long-distance transports on the road (without move transports), freight handling and warehousing, freight carriers, other transportation brokers, air cargo, private postal and courier services	37	2,200
24, 24.4	Manufacturing of chemical and pharmaceutical products	14	830
37, 90	Recycling, sewage and waste disposal, other disposal	9	540
74.14.1, 74.3, 80.4, 80.41	Consulting, technical, physical and chemical examination, adult education and other education, driving schools	7	420
75.1, 91.1	Public administration, Trade and employers associations, professional organisations	6	360
60.24.5,	Subject to autorisation of local traffic(without move transports)	5	300
51.12.1, 23.20.0	Procurement of fuel and mineral oil trade and petroleum processing	4	240
29, DM	Engine and vehicle construction	3	180
51.12.3, 51.3	Procurement of trade with technical chemicals, raw drugs, caoutchouc, plastics and fertilisers, wholesaling of foods, drinks and tobaccos	2	120
74.87.2	Adjusters	2	120
21.21.0, 25.22.0, 74.82	Manufacturing of corrugated papers and pasteboards, packing materials of paper, carton and pasteboard, manufacturing of plastic packing materials, industry of bottling and packing	2	120
	Other	9	540
	Rounding difference		-24
	Total circulation inland	100	5,946
	Foreign countries (unlevied)		200
	Total circulation inland and foreign countries		6,146

Data Ticket

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)

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E-mail: gecont@stuertz.de

Fax: +49-9 31/385-383

Contact to:

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