

**1 Short characterization:** The **Transporter-Yearbook** concisely summarizes all new developments of the year in the area of light-duty commercial vehicles, from city van to pickup, from classical 3.5-ton lorry to 6.5-ton ladder-frame transporter. Short descriptions outline the character of each vehicle type by manufacturer, sorted by the various classes. The most important technical data and a short assessment offer a quick overview. Detailed tables supply additional information. The Transporter Yearbook also gives details about the most important tests of the year and offers an overview of related topics, such as cargo securing, specialized vehicle construction and superstructures, leasing, trends, and technology.

**2 Circulation:**  
Printed copies: 18,000 copies

**3 Magazine format:** 207 mm wide x 279 mm high trimmed  
**Type area:** 185 mm wide x 250 mm high

**4 Printing and binding procedures, artwork:** Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (as an attachment to the order confirmation).  
The creation of artwork will be invoiced.

**5 Dates:**  
**Frequency:** yearly  
**Publication date:** Apr 11, 2009  
**Copy date:** Mar 4, 2009  
**Printing material:** Mar 16, 2009

**6 Publishing house:** Springer Transport Media GmbH  
**House address:** Neumarkter Str. 18, 81673 Munich, Germany  
**Postal address:** P. O. Box 80 20 20, 81620 Munich, Germany

**Advertising department:** Susanne Nieme  
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E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

**7 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

**8 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 2-col.	Basic price 3-col.	Basic price 4-col.
		type area	truncate				
2/1 page	8 columns	393 x 250	414 x 279	7,005.-	8,520.-	10,035.-	11,550.-
1/1 page	4 columns	185 x 250	207 x 279	3,415.-	4,175.-	4,935.-	5,695.-
2/3 page	4 columns	185 x 170	207 x 192	2,280.-	2,785.-	3,290.-	3,795.-
1/2 page	2 columns	90 x 250	102 x 279	1,710.-	2,155.-	2,600.-	3,045.-
	4 columns	185 x 125	207 x 140				
1/3 page	high	60 x 250	72 x 279	1,155.-	1,560.-	1,965.-	2,370.-
	4 columns	185 x 85	207 x 98				
1/4 page	4 columns	185 x 65	207 x 82	995.-	1,360.-	1,725.-	2,090.-
1/8 page	4 columns	185 x 33	207 x 49	540.-	860.-	1,180.-	1,500.-
2., 4. cover page			207 x 279				6,650.-

**9 Surcharges (discountable)**

**9.1. Colours:**

Normal colours from Euro-scale DIN 16539, charged by colour  
 Colour adjustments reserved for technical reasons.  
 each normal colour -

**9.2 Preferential positions**

Fixed positions 690.00 €

**9.3 Ad formats**

Bleeding across the gutter -  
 Bleeding advertisement over type area -  
 Truncated pages (1/1 only) -

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Transporter-Yearbook. The insertion in the Yearbook doesn't add to the fulfillment of the discounts of VerkehrsRundschau.

**12 Bound inserts:**

2 pages 3,415.- €  
 4 pages 6,830.- €  
 6 pages 10,245.- €  
 8 pages 13,660.- €

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

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed format the bound inserts must concur with the magazine format (207 mm wide x 279 mm high). Delivery of the bound inserts in untrimmed format and folded. Please contact the publisher about format details.

**13 Loose-leaf inserts (not discountable):**

loose inserted, max. format 203 mm x 275 mm, on request

**14 Delivery address for the positions 12 to 13:**

Stürtz AG  
 Science/Anzeigenteam  
 Alfred-Nobel-Straße 33  
 97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau-Jahrbuch Transporter"  
 Please send in advance 10 samples to the advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**1 Short characterization:** The **Trailer Yearbook** offers comprehensive purchase advice, categorized by the relevant range of application, to the professional. Here, you will find not only basic information, but also helpful tips and tricks for users of every vehicle class, as well as a comprehensive directory of manufacturers. This information is completed by specialized topics dealing with equipment and cargo securing. Another area to be covered is the topic of renting/purchase/leasing. In addition, the Trailer Yearbook offers concise details of a number of tests of the latest products. The compendium is completed by a product overview of additional fixed equipment assemblies such as platform gates, telescopic cranes, cooling aggregates, and lift trucks.

**2 Circulation:**  
Printed copies: 18,000 copies

**3 Magazine format:** 207 mm wide x 279 mm high trimmed  
**Type area:** 185 mm wide x 250 mm high

**4 Printing and binding procedures, artwork:** Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket (as an attachment to the order confirmation). The creation of artwork will be invoiced.

**5 Dates:**  
**Frequency:** yearly  
**Publication date:** Aug 7, 2009  
**Copy date:** Jul 1, 2009  
**Printing material:** Jul 13, 2009

**6 Publishing house:** Springer Transport Media GmbH  
**House address:** Neumarkter Str. 18, 81673 Munich, Germany  
**Postal address:** P. O. Box 80 20 20, 81620 Munich, Germany

**Advertising department:** Susanne Nieme  
Phone: +49-89 / 43 72 - 22 17  
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Birgit Zipfel  
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E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

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- 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

**8 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 2-col.	Basic price 3-col.	Basic price 4-col.
		type area	truncate				
2/1 page	8 columns	393 x 250	414 x 279	7,005.-	8,520.-	10,035.-	11,550.-
1/1 page	4 columns	185 x 250	207 x 279	3,415.-	4,175.-	4,935.-	5,695.-
2/3 page	4 columns	185 x 170	207 x 192	2,280.-	2,785.-	3,290.-	3,795.-
1/2 page	2 columns	90 x 250	102 x 279	1,710.-	2,155.-	2,600.-	3,045.-
	4 columns	185 x 125	207 x 140				
1/3 page	high	60 x 250	72 x 279	1,155.-	1,560.-	1,965.-	2,370.-
	4 columns	185 x 85	207 x 98				
1/4 page	4 columns	185 x 65	207 x 82	995.-	1,360.-	1,725.-	2,090.-
1/8 page	4 columns	185 x 33	207 x 49	540.-	860.-	1,180.-	1,500.-
2., 4. cover page			207 x 279				6,650.-

**9 Surcharges (discountable)**

**9.1. Colours:**

Normal colours from Euro-scale DIN 16539, charged by colour  
Colour adjustments reserved for technical reasons.  
each normal colour -

**9.2 Preferential positions**

Fixed positions 690.00 €

**9.3 Ad formats**

Bleeding across the gutter -  
Bleeding advertisement over type area -  
Truncated pages (1/1 only) -

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Trailer-Yearbook. The insertion in the Yearbook doesn't add to the fulfillment of the discounts of VerkehrsRundschau

**12 Bound inserts:**

2 pages 3,415.- €  
4 pages 6,830.- €  
6 pages 10,245.- €  
8 pages 13,660.- €

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

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed format the bound inserts must concur with the magazine format (207 mm wide x 279 mm high). Delivery of the bound inserts in untrimmed format and folded. Please contact the publisher about format details.

**13 Loose-leaf inserts (not discountable):**

loose inserted, max. format 203 mm x 275 mm, on request

**14 Delivery address for the positions 12 to 13:**

Stürtz AG  
Science/Anzeigenteam  
Alfred-Nobel-Straße 33  
97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau-Jahrbuch Trailer"  
Please send in advance 10 samples to the advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**1 Short characterization:** The **Yearbook/Test Yearbook Trucks** is the most comprehensive compendium relating to lorries. It contains detailed information about trucks, from light-duty 7.5-ton distributors to heavy-duty distribution and construction vehicles and classical articulated lorries. We also give information about specialized vehicles for municipal or heavy-duty applications. Detailed tables are completed by short characteristics to give an overview of the vehicles. In addition, the Yearbook of Trucks for the first time summarizes the most important tests of the year in a test yearbook. The market overview and tests are completed by topics such as cost calculation, renting & leasing, cargo securing, telematics, repair services, and petrol credit cards.

**2 Circulation:**  
Printed copies: 24,000 copies

**3 Magazine format:** 207 mm wide x 279 mm high trimmed  
**Type area:** 185 mm wide x 250 mm high

**4 Printing and binding procedures, artwork:** Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket (as an attachment to the order confirmation). The creation of artwork will be invoiced.

**5 Dates:**  
**Frequency:** yearly  
**Publication date:** Sep 4, 2009  
**Copy date:** Jul 29, 2009  
**Printing material:** Aug 10, 2009

**6 Publishing house:** Springer Transport Media GmbH  
**House address:** Neumarkter Str. 18, 81673 Munich, Germany  
**Postal address:** P. O. Box 80 20 20, 81620 Munich, Germany

**Advertising department:** Susanne Niemc  
Phone: +49-89 / 43 72 - 22 17  
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Phone: +49-89 / 43 72 - 21 46  
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E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

**7 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

**8 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 2-col.	Basic price 3-col.	Basic price 4-col.
		type area	truncate				
2/1 page	8 columns	393 x 250	414 x 279	9,100.-	11,950.-	14,800.-	17,650.-
1/1 page	4 columns	185 x 250	207 x 279	4,465.-	5,890.-	7,315.-	8,740.-
2/3 page	4 columns	185 x 170	207 x 192	2,970.-	3,925.-	4,880.-	5,835.-
1/2 page	2 columns	90 x 250	102 x 279	2,235.-	2,950.-	3,665.-	4,380.-
	4 columns	185 x 125	207 x 140				
1/3 page	high	60 x 250	72 x 279	1,515.-	2,015.-	2,515.-	3,015.-
	4 columns	185 x 85	207 x 98				
1/4 page	4 columns	185 x 65	207 x 82	1,140.-	1,540.-	1,940.-	2,340.-
1/8 page	4 columns	185 x 33	207 x 49	585.-	885.-	1,185.-	1,485.-
2., 4. cover page			207 x 279				9,485.-

**9 Surcharges (discountable)**

**9.1. Colours:**

Normal colours from Euro-scale DIN 16539, charged by colour  
 Colour adjustments reserved for technical reasons.  
 each normal colour -

**9.2 Preferential positions**

Fixed positions 695.00 €

**9.3 Ad formats**

Bleeding across the gutter -  
 Bleeding advertisement over type area -  
 Truncated pages (1/1 only) -

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Trucks-Yearbook. The insertion in the Yearbook doesn't add to the fulfillment of the discounts of VerkehrsRundschau

**12 Bound inserts:**

2 pages 4,465.- €  
 4 pages 8,930.- €  
 6 pages 13,395.- €  
 8 pages 17,860.- €

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

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed format the bound inserts must concur with the magazine format (207 mm wide x 279 mm high). Delivery of the bound inserts in untrimmed format and folded. Please contact the publisher about format details.

**13 Loose-leaf inserts (not discountable):**

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Stürtz AG  
 Science/Anzeigenteam  
 Alfred-Nobel-Straße 33  
 97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau-Jahrbuch Trucks"

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

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

## Please contact us for further information

### Your contact persons for transport & logistics

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### Your contact persons for trade, renting, leasing as well as trailers and trailer parts

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