



www.taxi-zeitschrift.de

MEDIA KIT 2013

Short characterization:

TAXI is the federal German specialized magazine for taxi and car-rental companies tested by the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern - Information Federation for Testing the Distribution of Advertising Media). 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.

Frequency of publication: 8 times a year

Year of publication: 20th year 2013

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

ISSN-No: 1437-0336

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
P. O. Box 80 20 20, 81620 Munich, Germany
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anzeigen-vhv@springer.com

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Distribution:

Vertriebsservice, Verlag Heinrich Vogel

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Subscription cost:

Annual subscription rate

Inland:

European countries:

Single copy:

52.90 € incl. packing/postage, incl. 7% VAT

60.90 € incl. packing/postage, incl. 7% VAT

6.90 € plus 1.90 € packing/postage, incl. 7% VAT



Circulation control:



Analysis of circulation:

Average circulation within one year
(from July 1st 2011 until June 30th 2012)

Printed copies:	36,132		
Total circulation	36,075	there from abroad:	18
Total net paid circulation:	35,599	there from abroad:	15
- subscribed copies	35,583	there from copies for members:	35,504
- Sale by retail	-		
- Other sale	16		
Free copies:	476		
Remainer, file and checking copies	57		

18 Geographical circulation analysis:

Economic area	Quote of real circulations	press run
	%	copies
Inland	99.9	36,057
Foreign Country	0.1	18
Total circulation	100.0	36,075

TAXI

Media- Information 2013

Time Schedule and Topics

Issue	Publication Date	Deadline Adverts	Closing Date Printing Material	Topics	Trade fairs
1	Jan 25, 2013	Dec 11, 2012	Jan 8, 2013	Leasing and financing	
2	Mar 8, 2013	Jan 29, 2013	Feb 19, 2013	Fuel credit cards for mobile industry	International Automobile Salon, Geneva, Mar 7 to 17, 2013
3	Apr 26, 2013	Mar 19, 2013	Apr 9, 2013	Cashless payment transaction	
4	Jun 14, 2013	May 6, 2013	May 27, 2013	Tire strategies for mobile industry	
5	Aug 2, 2013	Jun 27, 2013	Jul 16, 2013	Preview IAA Passenger Cars	
6	Sep 13, 2013	Aug 7, 2013	Aug 27, 2013	Taxi apps overview	IAA Passenger Cars, Frankfurt, Sep 12 to 22, 2013 REHACare International, Düsseldorf, Sep 25 to 28, 2013
7	Oct 31, 2013	Sep 24, 2013	Oct 14, 2013	Review IAA Passenger Cars Review REHACare International	
8	Dec 13, 2013	Nov 7, 2013	Nov 26, 2013	Alternative gears	



Circulation:

Printed copies: 36,132 copies
Total circulation in annual average 36,075 copies

Magazine size: 210 mm x 279 mm trimmed

Type area: 185 mm wide, 250 mm high
4 columns, 43 mm
3 columns, 60 mm

Printing and binding procedures, artwork:

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Publication:

Frequency of publication: 8 times a year

Publications dates, closings dates and dates for submission:
see timetable "Subjects and Dates"

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

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		coloured €
		type area	truncate*	
Front cover page				on request
2., 3., 4. cover page (not discountable)				10,550.-
1/1 page	4 columns	185 x 250	210 x 279	8,660.-
1/2 page	2 columns	90 x 250	102 x 279	4,400.-
	4 columns	185 x 125	210 x 140	
1/3 page	1 column	60 x 250	72 x 279	2,960.-
	4 columns	185 x 85	210 x 98	
1/4 page	1 column	43 x 250	57 x 279	2,250.-
	2 columns	90 x 125		
	4 columns	185 x 65	210 x 82	
1/8 page	1 column	43 x 125		1,290.-
	2 columns	90 x 65		
	4 columns	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 785.00 €

Prices for classified ads/situations wanted:

Single column millimetre rate for	
Commercial ads (1 column, 43 mm wide) b/w	3.46 €
Commercial ads (1 column, 43 mm wide) coloured	6.61 €
Private ads (1 column, 43 mm wide) b/w	2.95 €
Private ads (1 column, 43 mm wide) coloured	5.62 €
Situations wanted (1 column, 43 mm wide)	1.84 €
Box number fee	11.00 €

Special ad forms: on request

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 are not qualified for discounts.

Bound inserts: (not discountable)

Price:	
2-pages	5,585.00 €
4-pages	11,170.00 €
6-pages	16,755.00 €

Please supply the bound inserts in the untrimmed format
217 x wide x 287 high (folded).

Trim across gutter: 3 mm, on all outer edges: 4 mm.

The price applies to inserts with a paper weight up
to 170 g / sq. metre. (Rates for heavier papers on request)

Loose-leaf inserts: (not discountable)

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

Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €

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

Glued-in postcards: (not discountable)

Glued-in postcards/thousands	93.00 €
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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.

Delivery address for bound and loose-leaf inserts and postcards:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for TAXI (no...)

Please send in advance 10 samples to advertising sales department.

See www.mediacentrum.de for our terms and conditions

Data formats:

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

Data transfer:

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Support:

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: gecont@stuertz.de.

Connections:

FTP: <ftp.stuertz.de> (Log-in: User: gecont, Password: dE41yG)

E-Mail: gecont@stuertz.de

Fax: +49 931 385-11332

Contact Print Shop:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket at vhv.mediacentrum.de.

We'll be pleased to advise you!



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MEDIA KIT 2013

Online Ad Types and Online Prices

taxi-zeitschrift.de offers the latest news, product information and jurisdiction for taxi and rental car companies.

Visits:

3,781 (August 2012)

Page Impressions:

16,877 (August 2012)



Text Display Small
Size: 300 x 115 px

CPM*: 55.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 75.00 €



Expandable Medium Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 100.00 €



Expandable Medium Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 125.00 €



Flash Layer and Medium Rectangle Reminder (Tandem Ad)
Size: 400 x 400 px
300 x 250 px

CPM*: 150.00 €



Half Page
Size: 300 x 600 px

CPM*: 150.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px

Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px

CPM*: 75.00 €



Superbanner
Size: 728 x 90 px

CPM*: 75.00 €



Wallpaper
Size: Superbanner and Skyscraper

CPM*: 150.00 €

Background colorizing possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

TAXI informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 1,658 (August 2012)



Text Display Small

Size: 300 x 115 px
Price: 59.00 €



Medium Rectangle

Size: 300 x 250 px
Price: 99.00 €



**Cross-/Full-size banner
Text display large**

Size: 650 x 150 px
Price: 99.00 €

The currently valid VAT must be added to all prices.

Online Ad Types

- File formats: SWF, GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Newsletter

Landscape/Full-size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

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	

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Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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