

The official information
medium of the Federal Union
of Driving Instructors' Groups

2016

MEDIA KIT 2016

FAHRSCHULE
Das Magazin für erfolgreiche Fahrlehrer

Mar 2015 | Ausgabe | www.fahrschule-online.de | www.fahrlehrerverbaende.de | ISSN 0014-6818 | 2790 | BVF | 8,90 Euro

 Das richtige Marketing für eine „bunte“ Zielgruppe

 Sachverständigentag: autonomes Fahren im Fokus

 Renault MiGane: ein „Fahr Schüler-Freund“?

**ERGEBNISSE DER UMFRAGE:
GIBT ES EINEN FAHRLEHRERMANGEL?**



The magazine for
successful driving instructors
www.fahrschule-online.de



For further media information please visit vhv.mediacentrum.de

Who are the readers of Fahrschule?

The magazine addresses driving-school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

What distinguishes the readers of Fahrschule?

Through Fahrschule, you reach the deciders in the driving schools: the entrepreneurs and the driving instructors.

What distinguishes Fahrschule?

As the official organ of the „Bundesvereinigung der Fahrlehrerverbände“ (Federal Union of Driving Instructors' Groups), Fahrschule gives timely and practice-oriented information about all things relevant to driving instructors – and so since 1951.

This includes the numerous legal changes affecting the education of learner drivers, new lesson methods, economical background information as well as interesting vehicles and products for the line of business.

What more does Fahrschule offer?

Through the website fahrschule-online.de and the weekly newsletter, Fahrschule provides current news as well as reports about products and services. A database keeps a record about under which circumstances new car models may also be used by driving schools.

Every two years Fahrschule and the Federal Union organize the „Deutscher Fahrlehrerkongress“ (German Driving Instructors' Congress) with attractive speech contributions and a big sector exhibition. The 6th German Congress will take place on November 11th and 12th, 2016.



A handwritten signature in blue ink that reads 'S. Bub'.

Sylke Bub
Editor-in-Chief Fahrschule

Frequency of publication: monthly

Year of publication: 67th year 2016

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ISSN: 0014-6838

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Circulation monitoring: 

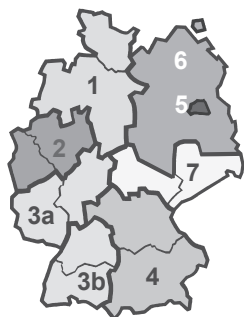
Circulation analysis: Average number of copies per issue
 in one year (July 1st 2014–June 30th 2015)

Print run:	14,148	
Actual distributed circulation (ADC):	13,839	therefrom abroad: 23
Sold copies:	13,134	therefrom abroad: 19
▪ Subscription copies:	13,112	therefrom member copies: 11,519
▪ Sale by retail:	–	
▪ Other sales:	22	
Complimentary copies:	705	
Reminder, archive and records copies:	309	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation	
	%	copies
Inland	99.8	13,816
Foreign Countries	0.2	23
Actual distributed circulation (ADC):	100.0	13,839

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	2,957
2	3,462
3 a	2,053
3 b	853
4	2,342
5	437
6	904
7	808
total	13,816

Reader Structure Analysis:

You reach 14,592 subscribers¹⁾ and an average of 2.5 readers per issue²⁾.

I read all 12 issues **95 %**

I decide and consult **95 %**

I open all/almost all pages of the issue **74 %**

The professional magazine **Fahrschule** is read extensively and on a regular basis – the page traffic score is **92 %²⁾**.

Branches/economic sectors/business types²⁾:

Dept./ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
80.41	Driving schools – Owners of driving schools – Employed driving instructors – Driving schools of railways, postal services, fire departments, German armed forces and police	94 83 9 2	12,990 11,470 1,240 280
74.84/66	Providing of other services, insurance industry	1	140
91.1	Business, employers' and professional organisations	1	140
75.1	Public administration (ministries, district offices, association for technical inspection)	1	140
–	Other	2	280
–	No information	1	140
	Rounding difference		- 14
	Actual distributed circulation in Germany (ADC):	100.0	13,816
	Foreign Countries (unlevied):		23
	Actual distributed circulation:		13,839

TOPICS	FAIRS
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ISSUE 1
DA: 02.12.15
PM: 14.12.15
PD: 07.01.16

New models, innovative techniques, more security: trends related to motorcycles

ISSUE 2
DA: 05.01.16
PM: 18.01.16
PD: 04.02.16

Refueling in driving schools: Fuel cards, apps etc. Euro Truck Test 2015 – Driving school combinations

IMOT, Munich
 19.02.-21.02.16

ISSUE 3
DA: 01.02.16
PM: 15.02.16
PD: 03.03.16

Motorcycle tours: Communications equipment, navigation devices and more

ISSUE 4
DA: 07.03.16
PM: 17.03.16
PD: 07.04.16

Handicap training

AMI, Leipzig
 09.04.-17.04.16

ISSUE 5
DA: 06.04.16
PM: 18.04.16
PD: 06.05.16

Driving school conditions and service of car manufacturers

ISSUE 6
DA: 29.04.16
PM: 12.05.16
PD: 02.06.16

Industry meeting point: What driving instructors can expect at the 6th German Driving Instructors' Congress in Berlin

TOPICS	FAIRS
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ISSUE 7
DA: 08.06.16
PM: 20.06.16
PD: 07.07.16

Healthy and productive in driving instructors' everyday life

ISSUE 8
DA: 06.07.16
PM: 18.07.16
PD: 04.08.16

Trailers for class BE training

ISSUE 9
DA: 02.08.16
PM: 12.08.16
PD: 01.09.16

Driving school room: Furnishing, equipment and design Give-aways for learner drivers

IAA Commercial Vehicles, Hanover, 22.09.-29.09.16
REHACARE International Düsseldorf, 28.09.-01.10.16

ISSUE 10
DA: 06.09.16
PM: 16.09.16
PD: 06.10.16

The countdown is ticking: all necessary information about the 6th German Driving Instructors' Congress

Intermot, Cologne, 05.10.-09.10.16

ISSUE 11
DA: 04.10.16
PM: 14.10.16
PD: 03.11.16

Driving school conditions for motorcycle manufacturers

6th German Driving Instructors' Congress, Berlin, 11.11.-12.11.16

ISSUE 12
DA: 02.11.16
PM: 14.11.16
PD: 01.12.16

Trends in truck training

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



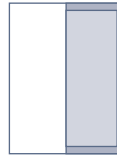
Title Display

–
210 x 134 mm*



1/1 Page

175 x 236 mm
210 x 279 mm*



1/2 Page upright

85 x 236 mm
101 x 279 mm*



1/2 Page horizontal

175 x 117 mm
210 x 137 mm*



1/3 Page upright

55 x 236 mm
71 x 279 mm*



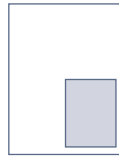
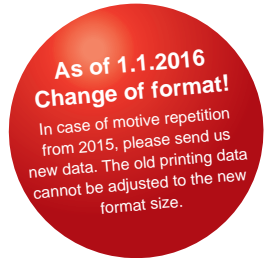
1/3 Page horizontal

175 x 76 mm
210 x 91 mm*

Main magazine

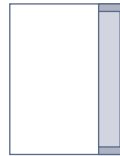
Type area (width x height)

Trim size (width x height)



1/4 Page bloc

85 x 117 mm
–



1/4 Page upright

40 x 236 mm
56 x 279 mm*



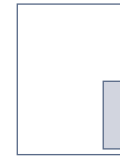
1/4 Page horizontal

175 x 56 mm
210 x 71 mm*



1/8 Page bloc

85 x 56 mm
–



1/8 Page upright

40 x 117 mm
–



1/8 Page horizontal

175 x 31 mm
–

Main magazine

Type area (width x height)

Trim size (width x height)

* +3 mm bleed on all outer edges



Circulation:
 Print run: 14,148 copies
 Actual distributed circulation in annual average: 13,839 copies

Magazine size: 210 mm width x 279 mm height
Type area: 175 mm width x 236 mm height
Columns 4: Column width 40 mm
Columns 3: Column width 55 mm

Printing and binding procedures, artwork:

Offset print, saddle stitching, 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.

Ad types and rates:

Format	4-colors, in €
Title Display (no discounts available)	9,100.00
2/3./4. Cover Page	7,800.00
1/1 Page	6,665.00
1/2 Page	3,605.00
1/3 Page	2,530.00
1/4 Page	2,035.00
1/8 Page	1,175.00

Preferential placements:

Fixed positions 750.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 5.06
 Agency price: each mm (1-column, 43 mm wide, colored) € 6.95
 Direct price: each mm (1-column, 43 mm wide, b/w) € 4.30
 Direct price: each mm (1-column, 43 mm wide, colored) € 5.91
 Situations wanted: each mm (1-column, 43 mm wide) € 2.14
 Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads		By number of pages	
3 times	3%	3 pages	5%
6 times	5%	6 pages	10%
9 times	10%	9 pages	15%
12 times	15%	12 pages	20%

All surcharges do qualify for discounts. For title displays no discounts available.

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, Germany
 IBAN: DE02 7002 0270 1830 2092 00,
 BIC: HYVEDEMMXXX

General conditions:

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

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 285.00
- Up to 50 g total weight per thou. € 460.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

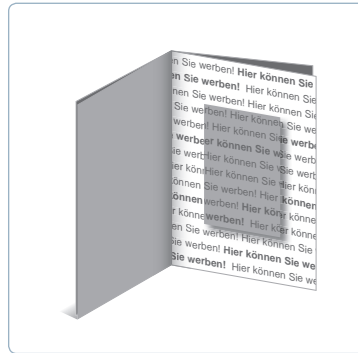
Format:

- Please supply the inbound insert in the untrimmed format of 214 mm width x 287 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Bleed: on all outer edges 4 mm, gutter 0 mm

Price: (no discounts available)

- 2 pages: € 4,690.00
- 4 pages: € 9,380.00
- 6 pages: € 14,070.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of special ad forms - we'll be pleased to advise you!

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

Delivery address for loose-leaf and inbound inserts:

PHOENIX PRINT GmbH
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg

Loose-leaf und inbound inserts must be delivered 10 working days before publication date at the latest.

Delivery note: „Object name issue no.“

Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

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

Please note that special formats/types of fold etc. require manual inserting - always coordinate your insert format with us in advance.

Data creating:

- Please send printable PDF files only (preferably PDF X3).
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 300 percent.
- We recommend profile ISOcoated_v2_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

Data transfer:

- Use Winzip (.ZIP) 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).

Further information on:

- Creating PDF X3
 - Distiller job options
 - Pitstop settings etc
- are available via E-mail: muc@phoenixprint.

Connections and Contact:

FTP: <ftp.stuertz.de> (user name: muc, password: dE41yG)

E-mail: muc@phoenixprint.de

Fax: +49 931/385-11332

Contact:

PHOENIX PRINT GmbH
Advertisement team
Alfred-Nobel-Straße 33
97080 Würzburg, Germany
Phone: +49 931/385-332

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

2016

MEDIA KIT 2016

Online ad types and prices
www.fahrschule-online.de



Standard ad forms:

Visits: 12,277 (August 2015)
Page Impressions: 32,265 (August 2015)



Back-ground coloring possible

Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: €75,00

Expandable Medium Rectangle small
Size: 300 x 250 px und
630 x 250 px
CPM*: €100,00

Expandable Medium Rectangle large
Size: 300 x 250 px and
630 x 350 px
CPM*: €125,00

Half Page
Size: 300 x 600 px
CPM*: €150,00

Expandable Half Page
Größe: 300 x 600 px and
630 x 600 px
Price: on request

Skyscraper
Size: 120 x 600 px or
160 x 600 px
CPM*: €75,00

Superbanner
Size: 728 x 90 px
CPM*: €75,00

Wallpaper
Size: Superbanner and
Skyscraper
CPM*: €150,00

Newsletter:

Every week, Fahrschule informs the decision makers and executives in an up-to-date and informative online newsletter.

Newsletter subscribers: 2,961 (August 2015)



Medium Rectangle

Size: 300 x 250 px

Fixed price: €249.00



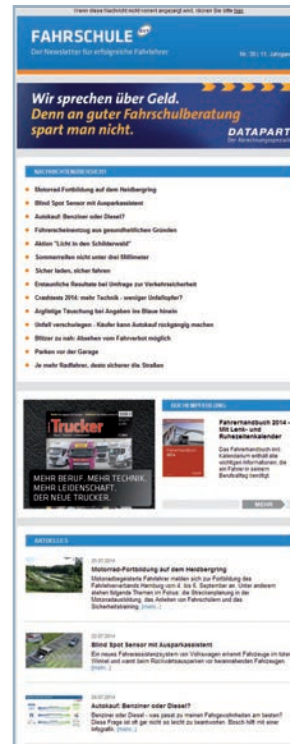
Cross/Full-Size Banner

Text Display large

Size: 650 x 150 px

Fixed price: €249.00

Example:



Many more online ad types possible – we'll be pleased to advise you!

Technical specifications: Standard ad forms

- File formats: swf (max. version 10.1), gif, jpg, html, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, gif/jpg files aren't possible anymore.
- 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.

Technical specifications: Newsletter**Cross/Full-Size Banner, Medium Rectangle**

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form.
Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- 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/Image: 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	

Bank accounts:

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

General conditions:

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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Media Consultant

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