

Short characteristics

VerkehrsRundschau A is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

VerkehrsRundschau B is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

VerkehrsRundschau C is published 12x per year as the newsletter of the Technical Inspection Authority as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a daily newsletter, the event academy, special publications, and a literature program.

Circulation analysis

Copies per issue in annual average
(IVW 01/07/2008 – 30/06/2009)

	VR A	VR B	VR C
Printed copies:	17,997	210,150	32,918
Paid copies:	12,549	201,863	27,394
Subscribed copies	8,971	198,261	9,284

Specifications

Magazine format: 210 mm wide, 279 mm high
 Type area: 185 mm wide, 250 mm high
 No. of columns: 4 columns, column width 43 mm
 Printing method: Offset printing,
 4 colours euro scale, 175-line screen

Excerpt of the adverts price list No. 53, valid from Oct 1, 2009

	VR A and C	VR B
Price for commercial ads, each mm		
1 column, 43 mm wide, b/w	3.78 €	8,12 €
1 column, 43 mm wide, coloured	5.46 €	11,18 €
Price for private ads, each mm		
1 column, 43 mm wide, b/w	3.21€	6.90 €
1 column, 43 mm wide, coloured	4.64 €	9.50 €
Price for situations wanted ads, each mm		
1 column, 43 mm wide, b/w	1.94 €	3.72 €
Photo-Moduls (50mm / 1 column with photo, not discountable, no agency commission)		
b/w	101.00 €	198.00 €
coloured	152.00 €	298.00 €
Box number fee	11.00 €	11.00 €

Payment terms

- Per automatic debit transfer 3% discount
- Within 10 days 2% discount
- Within 30 days after invoice date net payment
- VAT no. DE 152942001

Bank details

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

Discounts

Acceptance within a 12 months (insertion year)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

Ads in A-, B- and C-Edition do qualify for discount together.

Publishing house

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Short characteristics:

Target-group-specific internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, photo galleries, job markets and further information pertaining to the industry sector.

<p>Target group: Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.</p>	<p>Numbers of hits: Visits: 255,405 / month November 2009 Page impressions: 768,173 / month November 2009</p> <p>Access control:  certified online service since August 2007</p>
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Banner advertisements

Ad form	Pixel-Format	CPM €*
Rectangle	300 x 250	75,-€
Others		On Request

*valid from Oct 1th, 2009. CPM = cost per thousand impressions



Newsletter advertisements

Short characteristics:

Verkehrsrundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

12,645 / month November 2009

Text advertisement small:

Headline: max. 30 characters
Text: max. 240 characters incl. all blank lines and paragraphs
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters
Text: max. 700 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel



See www.mediacentrum.de for our technical requirements for online-advertisements.

Types of ads		Pixel size	€
1	Rectangle	300 x 250	499,-
2	Horizontal/Fullsizebanner, text ad plus logo/picture	650 x 150	499,-
3	Classified add		On request

* Current prices from Oct 1, 2009

All prices are plus VAT.

VR No.	Publishing Date	Copy Date/ Closing Date Printing Material VR	Copy Date/ Closing Date Printing Material TM	TM No.	Trade Fairs
1	08.01.2010	22.12.2009	16.12.2009	1	
2 = C2	15.01.2010	08.01.2010			
3 = B1	22.01.2010	15.01.2010	11.01.2010	2	
4	29.01.2010	22.01.2010			
5	05.02.2010	29.01.2010	25.01.2010	3	
6	12.02.2010	05.02.2010			
7 = C3	19.02.2010	11.02.2010	05.02.2010	4	
8	26.02.2010	19.02.2010			VIATEC, Innsbruck 24.02.-26.02.2010 BAUMAG, Luzern 25.02.-28.02.2010 CeBIT, Hanover 02.03.-06.03.2010 LogiMAT, Stuttgart 02.03.-04.03.2010
9	05.03.2010	26.02.2010	22.02.2010	5	
10 = B2	12.03.2010	05.03.2010			
11 = C4	19.03.2010	12.03.2010	08.03.2010	6	
12	26.03.2010	19.03.2010			
13	03.04.2010	26.03.2010	22.03.2010	7	
14	09.04.2010	31.03.2010			
15 = C5	16.04.2010	09.04.2010	01.04.2010	8	bauma, Munich 19.04.-25.04.2010
16 = B3	23.04.2010	16.04.2010			Resale, Karlsruhe 21.04.-23.03.2010
17	30.04.2010	23.04.2010	19.04.2010	9	
18	07.05.2010	30.04.2010			
19	15.05.2010	07.05.2010	03.05.2010	10	
20 = C6	21.05.2010	14.05.2010			
21	28.05.2010	20.05.2010	14.05.2010	11	
22	05.06.2010	28.05.2010			
23 = C7	11.06.2010	04.06.2010	28.05.2010	12	
24 = B4	18.06.2010	11.06.2010			
25	25.06.2010	18.06.2010	14.06.2010	13	
26	02.07.2010	25.06.2010			
27	09.07.2010	02.07.2010	28.06.2010	14	
28	16.07.2010	09.07.2010			

VR No.	Publishing Date	Copy Date/ Closing Date Printing Material VR	Copy Date/ Closing Date Printing Material TM	TM No.	Trade Fairs
29 = C 8	23.07.2010	16.07.2010	12.07.2010	15	Truck Grand-Prix, Nürburgring 23.07.-25.07.2010
30	30.07.2010	23.07.2010			
31/32 = B5	06.08.2010	30.07.2010	26.07.2010	16	
33/34 = C9	20.08.2010	13.08.2010	09.08.2010	17	Holzmesse, Klagenfurt 26.08.-29.08.2010
35	03.09.2010	27.08.2010	23.08.2010	18	Nordbau, Neumünster 02.09.-07.09.2010
36	10.09.2010	03.09.2010			IFAT, Munich 13.09.-17.09.2010
37 = B6	17.09.2010	10.09.2010	06.09.2010	19	IAA Nutzfahrzeuge, Hanover 23.09.-30.09.2010
38 = C10	24.09.2010	17.09.2010			FachPack, Nuremberg 28.09.-30.09.2010 Petrotrans, Kassel 30.09.-02.10.2010
39	01.10.2010	24.09.2010	20.09.2010	20	Expo Real, Munich 04.10.-06.10.2010
40	08.10.2010	01.10.2010			
41 = C11	15.10.2010	08.10.2010	04.10.2010	21	BVL-Kongress, Berlin 20.10.22.10.2010
42	22.10.2010	15.10.2010			
43	29.10.2010	22.10.2010	18.10.2010	22	
44 = B7	05.11.2010	28.10.2010			BRAU, Nuremberg 10.11.-12.11.2010
45	12.11.2010	05.11.2010	29.10.2010	23	
46 = C12	19.11.2010	12.11.2010			
47	26.11.2010	19.11.2010	15.11.2010	24	
48	03.12.2010	26.11.2010			
49	10.12.2010	03.12.2010	29.11.2010	25	
50 = B8	17.12.2010	10.12.2010			
51/52 = C1/11	24.12.2010	22.12.2010	17.12.2010	26	

Your competent advertisement team

Please contact us for further information!

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