

### 1 Short characterization:

**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 of Southern Germany, the Technical Inspection Authority of Northern Germany Mobility Ltd. & Co., and the Technical Inspection Authority Rhineland Group, 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 newsletter two times a day, the event academy, special publications, and a literature program.

### 2 Frequency of publication:

VR A: 30 times per year  
VR B: 8 times per year  
VR C: 12 times per year

### 3 Year of publication:

64<sup>th</sup> year 2010

### 4 Web-address (URL):

www.verkehrsrundschau.de

### 5 Memberships:

-

### 6 Medium:

-

### 7 Publisher:

-

### 8 Publishing house:

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
P. O. Box 80 20 20, 81620 Munich, Germany  
Aschauer Str. 30, 81549 Munich, Germany  
+49-89 / 20 30 43-0  
+49-89 / 20 30 43-23 98  
www.mediacentrum.de  
anzeigen-vhv@springer.com

Postal address:

House address:

Phone:

Fax:

Internet:

E-mail:

### 9 Editorial department:

Editor in Chief: Birgit Bauer  
birgit.bauer@springer.com

### 10 Advertising office:

General Sales Director: Jutta Rethmann

### 11 Distribution department:

Phone: subscription service: 089 / 20 30 43-11 00

E-mail: vertriebsservice@springer.com

### 12 Subscription cost:

Annual subscription rate VR A

Inland: 165.90 € incl. packing/postage and 7% VAT

Foreign Countries: 217.90 € incl. packing/postage and 7% VAT

Single copy: 3.70 € plus 7% VAT 1.20 € packing/postage

### 13 ISSN-No:

VR A + B 0341-2148  
VR C 1860-0409

### 14 Size analysis (VR A, B, C):

2008 = 50 editions

**Magazine format:** 210 mm (wide), 279 mm (high)

**Total size:** 3,835 pages = 100.0 %

**Editorial section:** 2,381 pages = 62.1 %

**Advertising section:** 1,454 pages = 37.9 %

of them are

Classified advertisements: 629 pages = 43.3 %

Bound insert: 2 pages = 0.0 %

One's own advertisements: 234 pages = 16.1 %

**Supplements (Loose-leaf inserts):** 48 pieces

### 15 Content analysis:

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2008 until June 30<sup>th</sup> 2009)

<b>Printed copies:</b>	17,997		
<b>Total circulation</b>	17,700	therefrom abroad:	239
<b>Total net paid circulation:</b>	12,549	therefrom abroad:	174
- subscribed copies	8,971	therefrom copies for members	-
- Sale by retail	-		
- Other sale	3,578		
<b>Free copies:</b>	5,151		
<b>Remainer, file and checking copies</b>	297		

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	copies
<b>Nielsen geographical sector 1</b>	2,753
<b>Nielsen geographical sector 2</b>	3,459
<b>Nielsen geographical sector 3a</b>	2,136
<b>Nielsen geographical sector 3b</b>	3,046
<b>Nielsen geographical sector 4</b>	3,698
<b>Nielsen geographical sector 5</b>	235
<b>Nielsen geographical sector 6</b>	831
<b>Nielsen geographical sector 7</b>	1,303
<b>Total circulation inland</b>	17,461

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	press run copies
Inland	98.7	17,461
Foreign Country	1.3	239
<b>Total circulation</b>	100.0	17,700

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2008 until June 30<sup>th</sup> 2009)

<b>Printed copies:</b>	210,150		
<b>Total circulation</b>	209,708	therefrom abroad:	271
<b>Total net paid circulation:</b>	201,863	therefrom abroad:	195
- subscribed copies	198,261	therefrom copies for members	189,296
- Sale by retail	-		
- Other sale	3,602		
<b>Free copies:</b>	7,845		
<b>Remainer, file and checking copies</b>	442		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulationed press run %	copies
Inland	99.87	209,437
Foreign Country	0.13	271
<b>Total circulation</b>	100.00	209,708

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	copies
<b>Nielsen geographical sector 1</b>	31,950
<b>Nielsen geographical sector 2</b>	40,832
<b>Nielsen geographical sector 3a</b>	29,156
<b>Nielsen geographical sector 3b</b>	26,938
<b>Nielsen geographical sector 4</b>	36,599
<b>Nielsen geographical sector 5</b>	7,456
<b>Nielsen geographical sector 6</b>	18,114
<b>Nielsen geographical sector 7</b>	18,392
<b>Total circulation inland</b>	209,437

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2008 until June 30<sup>th</sup> 2009)

<b>Printed copies:</b>	32,918		
<b>Total circulation</b>	32,210	therefrom abroad:	246
<b>Total net paid circulation:</b>	27,394	therefrom abroad:	183
- subscribed copies	9,284	therefrom copies for members	-
- Sale by retail	-		
- Other sale	18,111		
<b>Free copies:</b>	4,816		
<b>Remainer, file and checking copies</b>	708		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	99.2	31,964
Foreign Country	0.8	246
<b>Total circulation</b>	100.0	32,210

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	copies
<b>Nielsen geographical sector 1</b>	4,791
<b>Nielsen geographical sector 2</b>	6,023
<b>Nielsen geographical sector 3a</b>	5,987
<b>Nielsen geographical sector 3b</b>	4,368
<b>Nielsen geographical sector 4</b>	6,555
<b>Nielsen geographical sector 5</b>	367
<b>Nielsen geographical sector 6</b>	1,038
<b>Nielsen geographical sector 7</b>	2,834
<b>Total circulation inland</b>	31,210



	Issue	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Standard contents:	Trade fairs
May	A 18	May 7, 2010	Apr 23, 2010	Apr 30, 2010	Intermodal transport	Intermodal transport	<b>Logistics:</b> <ul style="list-style-type: none"> <li>• Outsourcing</li> <li>• Logistics trends and strategies</li> <li>• Contract logistics</li> <li>• Supply chain management</li> <li>• Logistics real estates</li> <li>• Intralogistics</li> <li>• Added Values</li> </ul> <b>Techniques:</b> <ul style="list-style-type: none"> <li>• Light and heavy-duty commercial vehicle</li> <li>• Special-purpose vehicles</li> <li>• Used vehicles</li> <li>• Trailer and bodies</li> <li>• Commercial vehicle parts and components</li> <li>• Storage and materials handling techniques</li> <li>• Security and load restraint</li> </ul>	<b>bauma</b> , Munich, April 19 - 25, 2010
	A 19	May 15, 2010	Apr 30, 2010	May 7, 2010	Air cargo Lubricants and oils			
	C 20	May 21, 2010	May 6, 2010	May 14, 2010	Renting/leasing/buying Coil and paper transports			
	A 21	May 28, 2010	May 12, 2010	May 20, 2010	Soot particle filters Oil and air filters			<b>Reifen</b> , Essen, Jun 1 - 4, 2010
June	A 22	Jun 5, 2010	May 20, 2010	May 28, 2010	Work clothes	Telematics		
	C 23	Jun 11, 2010	May 27, 2010	Jun 4, 2010	Truck mounted forklifts			
	B 24	Jun 18, 2010	Jun 4, 2010	Jun 11, 2010	Insurances, banks, financing			
	A 25	Jun 25, 2010	Jun 11, 2010	Jun 18, 2010	Hall building, gates, ramps VR-Index			
July	A 26	Jul 2, 2010	Jun 18, 2010	Jun 25, 2010	Tail lifts Air cargo			<b>Truck Grand-Prix</b> , Nürburgring, Jul 23 - 25, 2010
	A 27	Jul 9, 2010	Jun 25, 2010	Jul 2, 2010	Brokerage systems Swap bodies			
	A 28	Jul 16, 2010	Jul 2, 2010	Jul 9, 2010	Barcodes, printers, scanners			
	C 29	Jul 23, 2010	Jul 9, 2010	Jul 16, 2010	Contract logistics Outsourcing			
	A 30	Jul 30, 2010	Jul 16, 2010	Jul 23, 2010	Racking systems and storage facilities Innovative load restraint systems			
August	B 31/32	Aug 6, 2010	Jul 23, 2010	Jul 30 2010	Automotive trading Market review: Semitrailers with extending floor Rail cargo		<b>Holzmesse</b> , Klagenfurt, Aug 26 - 29, 2010	
	C 33/34	Aug 20, 2010	Aug 6, 2010	Aug 13, 2010	Logging vehicles and cranes			
September	A 35	Sep 3, 2010	Aug 20, 2010	Aug 27, 2010	Aerodynamic optimised bodies and trailers		<b>IFAT</b> , Munich, Sep 13 - 17, 2010	
	A 36	Sep 10, 2010	Aug 27, 2010	Sep 3, 2010	Forklifts, lift trucks Trade fair special: IFAT			
	B 37	Sep 17, 2010	Sep 3, 2010	Sep 10, 2010	Tank cards Review: IFAT Trade fair Preview: IAA Trade fair			

	Issue	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
September	C 38	Sep 24, 2010	Sep 10, 2010	Sep 17, 2010	Axles, brakes Freight carrier software VR-Index		<b>IAA Nutzfahrzeuge</b> , Hanover, Sep 23 - 30, 2010 <b>FachPack</b> , Nuremberg, Sep 28 - 30, 2010
October	A 39	Oct 1, 2010	Sep 17, 2010	Sep 24, 2010	Logistics centers and logistics real estates Van of the Year Review: IAA Trade fair		<b>Petrotrans</b> , Kassel, Sep 30 - Oct 2, 2010 <b>ExpoReal</b> , Munich, Oct 4 - 6, 2010
	A 40	Oct 8, 2010	Sep 24, 2010	Oct 1, 2010	Air cargo Soot particle filters		
	C 41	Oct 15, 2010	Oct 1, 2010	Oct 8, 2010	Winter equipment German Logistics Congress, Berlin	Nutzfahrzeugkatalog (A-issue circulation)	<b>Deutscher Logistik Kongress</b> , Berlin, Oct. 20 - 22, 2010
	A 42	Oct 22, 2010	Oct 8, 2010	Oct 15, 2010	Sea cargo Skiploaders		
	A 43	Oct 29, 2010	Oct 15, 2010	Oct 22, 2010	Van bodies and special vans up to 3,5 t		
November	B 44	Nov 5, 2010	Oct 21, 2010	Oct 28, 2010	CEP (courier, express and parcel services) Beverage vehicles Preview: BRAU Trade fair		<b>BRAU</b> , Nuremberg, Nov 10 - 12, 2010
	A 45	Nov 12, 2010	Oct 29, 2010	Nov 5, 2010	Lacquer and enamelling techniques		
	C 46	Nov 19, 2010	Nov 5, 2010	Nov 12, 2010	Municipal vehicles Telematics Review: BRAU Trade fair		
	A 47	Nov 26, 2010	Nov 12, 2010	Nov 19, 2010	Renting/leasing/buying		
December	A 48	Dec 3, 2010	Nov 19, 2010	Nov 26, 2010	Forklifts, lift trucks		
	A 49	Dec 10, 2010	Nov 26, 2010	Dec 3, 2010	Load restraint Intelligent assistance systems for driving safety		
	B 50	Dec 17, 2010	Dez 3, 2010	Dec 10, 2010	VR-Index		
	C 51/52	Dec 24, 2010	Dec 10, 2010	Dec 22, 2010	Christmas greetings	Who Is Who of Logistics 2011	



**1 Circulation:**

Printed copies: 17,997  
 Total circulation in annual average 17,700  
 (according to AMF schema 2, number 17)

**2 Magazine size**

**Size:**

210 x 279 mm trimmed  
 213 x 285 mm untrimmed

**Type area:**

185 mm wide, 250 mm high  
 Number of columns: 4 columns, 43 mm

**3 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. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

**4 Publication:**

**Frequency of publication:** 30 issues per year

**Publications dates, closings dates and dates for submission:**

see timetable "Subjects and Dates"

**5 Publishing house:** Verlag Heinrich Vogel

Springer Fachmedien München GmbH

House address: Aschauer Str. 30, 81549 Munich

Postal address: P. O. Box 80 20 20, 81620 Munich

Advertising

department: Matthias Pioro

Phone: +49-89 / 20 30 43-11 22

Fax: +49-89 / 20 30 43-23 98

E-mail: anzeigen-vhv@springer.com

**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.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price 4 colours €
		type area	truncate		
2/1 page	8 col.	393 x 250	420 x 279	<b>7,355.-</b>	<b>12,130.-</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>3,585.-</b>	<b>5,980.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>2,390.-</b>	<b>3,980.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>1,795.-</b>	<b>3,200.-</b>
	4 col.	185 x 125	210 x 140		
1/3 page	1 col.	60 x 250	72 x 279	<b>1,210.-</b>	<b>2,370.-</b>
	4 col.	185 x 85	210 x 98		
1/4 page	1 col.	43 x 250	57 x 279	<b>1,045.-</b>	<b>2,490.-</b>
	2 col.	90 x 125	102 x 140		
	4 col.	185 x 65	210 x 82		
1/8 page	1 col.	43 x 125		<b>570.-</b>	<b>1,575.-</b>
	2 col.	90 x 65			
	4 col.	185 x 33			
Front cover page					<b>8,725.-</b>
2., 4. cover page			210 x 279		<b>6,980.-</b>



**8 Surcharges:** (discount possible)

**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 690.00 €

**8.3 Ad formats**

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

**9 Prices for classified ads/situations wanted:**

Single column millimetre rate for -  
 Commercial ads each mm (1 column, b/w) 3.78 €  
 Commercial ads each mm (1 column, coloured) 5.46 €  
 Private ads each mm (1 column, b/w) 3.21 €  
 Private ads each mm (1 column, coloured) 4.64 €  
 Situations wanted each mm (1 column) 1.94 €  
 Box number fee 11.00 €

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.  
 Ads in A-, B- and C-Edition do qualify for discount together.

**12 Combinations:** -

**13 Bound inserts:**

2 pages 3,585.00 €  
 4 pages 6,830.00 €  
 6 pages 10,245.00 €  
 8 pages 13,660.00 €

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

Please supply the bound inserts in the untrimmed format  
 213 wide x 285 high (folded). 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 (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 €
up to 75 g	635.00 €
up to 100 g	810.00 €
per further 5 g	35.00 €

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

**15 Glued-in postcards (not discountable):**

Glued-in postcards/thousands 93.00 €  
 Prospect/commercial sample on request, after sight of a sample. Only in combination  
 with an full page-ad (prices see above).

**16 Delivery address for the positions 13 to 15:**

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

Delivery notice: for "VerkehrsRundschau" (no...)  
 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 Circulation:**

Printed copies: 210,150  
 Total circulation in annual average 209,708  
 (according to AMF schema 2, number 17)

**2 Magazine size:**

**Size:**  
 210 x 279 mm trimmed  
 213 x 285 mm untrimmed

**Type area:**

185 mm wide, 250 mm high  
 Number of columns: 4 columns, 43 mm

**3 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. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

**4 Publication:**

**Frequency of publication:** 8 issues per year  
**Publications dates, closings dates and dates for submission:** see timetable "Subjects and Dates"

**5 Publishing house:**

Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 House address: Aschauer Str. 30, 81549 Munich  
 Postal address: P. O. Box 80 20 20, 81620 Munich  
 Advertising department: Matthias Pioro  
 Phone: +49-89 / 20 30 43-11 22  
 Fax: +49-89 / 20 30 43-23 98  
 E-mail: anzeigen-vhv@springer.com

**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.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price 4 colours €
		type area	truncate		
2/1 page	8 col.	393 x 250	420 x 279	<b>16,060.-</b>	<b>26,680.-</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>7,930.-</b>	<b>13,260.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>5,290.-</b>	<b>8,690.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>3,960.-</b>	<b>6,920.-</b>
	4 col.	185 x 125	210 x 140		
1/3 page	1 col.	60 x 250	72 x 279	<b>2,580.-</b>	<b>5,460.-</b>
	4 col.	185 x 85	210 x 98		
1/4 page	1 col.	43 x 250	57 x 279	<b>2,190.-</b>	<b>5,060.-</b>
	2 col.	90 x 125	102 x 140		
	4 col.	185 x 65	210 x 82		
1/8 page	1 col.	43 x 125		<b>1,130.-</b>	<b>3,930.-</b>
	2 col.	90 x 65			
	4 col.	185 x 33			
Front cover page					<b>17,800.-</b>
2., 4. cover page			210 x 279		<b>14,720.-</b>

**8 Surcharges:** (discount possible)

**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 1,335.00 €

**8.3 Ad formats**

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

**9 Prices for classified ads/situations wanted:**

Single column millimetre rate for -  
Commercial ads each mm (1 column, b/w) 8,12 €  
Commercial ads each mm (1 column, coloured) 11,18 €  
Private ads each mm (1 column, b/w) 6,90 €  
Private ads each mm (1 column, coloured) 9,50 €  
Situations wanted each mm (1 column) 3,72€  
Box number fee 11,00 €

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.  
Ads in A-, B- and C-Edition do qualify for discount together.

**12 Combinations:** -

**13 Bound inserts:**

2 pages 7,935.00 €  
4 pages 15,870.00 €  
6 pages 23,800.00 €  
8 pages 31,750.00 €

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

Please supply the bound inserts in the untrimmed format  
213 wide x 285 high (folded). 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 (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 €  
up to 75 g 635.00 €  
up to 100 g 810.00 €  
per further 5 g 35.00 €

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

**15 Glued-in postcards (not discountable):**

Glued-in postcards/thousands 93.00 €  
Prospect/commercial sample on request, after sight of a sample. Only in combination  
with an full page-ad (prices see above).

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

Delivery notice: for "VerkehrsRundschau" (no...)  
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions



**1 Circulation:**

Printed copies: 32,918  
 Total circulation in annual average 32,210  
 (according to AMF schema 2, number 17)

**2 Magazine size**

**Size:**

210 x 279 mm trimmed  
 213 x 285 mm untrimmed

**Type area:**

185 mm wide, 250 mm high  
 Number of columns: 4 columns, 43 mm

**3 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. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

**4 Publication:**

**Frequency of publication:** 12 issues per year

**Publications dates, closings dates and dates for submission:**

see timetable "Subjects and Dates"

**5 Publishing house:** Verlag Heinrich Vogel

Springer Fachmedien München GmbH

House address: Aschauer Str. 30, 81549 Munich

Postal address: P. O. Box 80 20 20, 81620 Munich

Advertising

department: Matthias Pioro

Phone: +49-89 / 20 30 43-11 22

Fax: +49-89 / 20 30 43-23 98

E-mail: anzeigen-vhv@springer.com

**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

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**7 Ads and rates:**

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price 4 colours €
		type area	truncate		
2/1 page	8 col.	393 x 250	420 x 279	<b>8,930.-</b>	<b>14,670.-</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>4,730.-</b>	<b>7,780.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>3,160.-</b>	<b>5,190.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>2,375.-</b>	<b>3,880.-</b>
	4 col.	185 x 125	210 x 140		
1/3 page	1 col.	60 x 250	72 x 279	<b>1,600.-</b>	<b>2,680.-</b>
	4 col.	185 x 85	210 x 98		
1/4 page	1 col.	43 x 250	57 x 279	<b>1,310.-</b>	<b>2,560.-</b>
	2 col.	90 x 125	102 x 140		
	4 col.	185 x 65	210 x 82		
1/8 page	1 col.	43 x 125		<b>695.-</b>	<b>1,780.-</b>
	2 col.	90 x 65			
	4 col.	185 x 33			
Front cover page					<b>9,640.-</b>
2., 4. cover page			210 x 279		<b>8,580.-</b>

**8 Surcharges:** (discount possible)

**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 810.00 €

**8.3 Ad formats**

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

**9 Prices for classified ads/situations wanted:**

Single column millimetre rate for -  
 Commercial ads each mm (1 column, b/w) 3.78 €  
 Commercial ads each mm (1 column, coloured) 5.46€  
 Private ads each mm (1 column, b/w) 3.21 €  
 Private ads each mm (1 column, coloured) 4.64 €  
 Situations wanted each mm (1 column) 1.94 €  
 Box number fee 11.00 €

**10 Special ad forms:** on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.  
 Ads in A-, B- and C-Edition do qualify for discount together.

**12 Combinations:** -

**13 Bound inserts:**

2 pages 4,730.00 €  
 4 pages 9,460.00 €  
 6 pages 14,190.00 €  
 8 pages 18,560.00 €

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

Please supply the bound inserts in the untrimmed format  
 213 wide x 285 high (folded). 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 (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 €
up to 75 g	635.00 €
up to 100 g	810.00 €
per further 5 g	35.00 €

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

**15 Glued-in postcards (not discountable):**

Glued-in postcards/thousands 93.00 €  
 Prospect/commercial sample on request, after sight of a sample. Only in combination  
 with an full page-ad (prices see above).

**16 Delivery address for the positions 13 to 15:**

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

Delivery notice: for "VerkehrsRundschau" (no...)  
 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 Characteristics**

The VerkehrsRundschau "Extra" is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of VerkehrsRundschau and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

## **2. Advantages and use for the exclusive partner**

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of VerkehrsRundschau
- Positioning of the company as an innovative opinion leader and solution supplier
- Targeted distribution to the relevant target group by way of inserts to the extra issue of VerkehrsRundschau
- Complete package: Ready-for-use compilation of the special issue in the supplement standard layout of the VerkehrsRundschau
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement (inside front cover page and back cover page)

## **3. Prices and sizes**

- Prices from 29,900 € (plus VAT)
- Sizes from 8+4 to 32+4 pages
- Paper: Cover 135g/m<sup>2</sup> (with printing coating), inside pages 100g/m<sup>2</sup>
- Design: 4 colours



**1 Web-Address (URL):** www.verkehrsrundschau.de

**2 Short characterization:**

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, foto galleries, job markets and further information pertaining to the industry sector.

**3 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.

**4 Publishing house:**

Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 Aschauer Str. 30, 81549 Munich, Germany  
 online-inserate-hvogel@springer.com

**5 Contact person:**

Andrea Volz  
 Phone. +49 89/20 30 43 - 21 24  
 Fax: +49 89/20 30 43- 23 98  
 E-mail. andrea.volz@springer.com

**6 Access control:**



certified online service since August 2007

**7 Numbers of hits:**

Visits: 188,767 (September 2009)  
 Page impressions: 672,066 (September 2009)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

Types of ads	Pixel size	CPM €* €*
1 Advertorial + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangle	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	on request	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Corner Ad Large	on request	

\* Current prices from Oct 1, 2009; CPM = cost per thousand impressions  
 All prices are plus VAT.

**Technical specifications:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**8.2 Newsletter advertisements**

**Short characterization:**

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

**Newsletter subscribers:**

11,545 (September 2009)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	499.00
2 Horizontal/Fullsize banneror Text ad	650 x 150	499.00
3 Classified ad	on request	on request

\* Current prices from Oct 1, 2008; all prices are plus VAT.

**Technical specifications newsletter:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

**Text advertisement large:**

Headline: max. 60 characters  
 Text: max. 500 characters incl. all blank lines and paragraphs  
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de).

### 9 Seminar entries:

Training entry with logo, seminar description, target group, subjects covered, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example: 1 – 10 entries at 59.00 € each  
11 – 20 entries at 54.00 € each  
over 20 entries at 49.00 € each

### 10 eShop:

Product advertising with link; advert box 300 x 115 pixel

Pricing example: 199.00 € per month  
- when booking 12 months: 15 % discount  
- when booking more than 4 boxes: 10 % discount

### 11 Job market

Job advertisement

Pricing example 1:	Pricing example 2:	Pricing example 3:
<ul style="list-style-type: none"> <li>Advert on corporate portal</li> <li>495.00 €</li> <li>Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>Advert on corporate portal and "JobWare"</li> <li>995.00 €</li> <li>Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>Printed job advert =&gt; At an additional charge of 200.- €, this will be included in our corporate online portal</li> </ul>

### 12 Industry guide

The portal of VerkehrsRundschau offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle pictures and included video
- Illustration and linking of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)

- All products can be booked as a print and online combination

Minimum entry: Business card at only 15.00 € per month  
Further options can be booked in addition

### 13 Info lines

Complex special topics are prepared for our online magazine by our editorial team in a compact and multimedial way.

Cooperation partners are given the opportunity to present their current campaigns exclusively, apart from neutrally written topics.

Additionally, interviews or other topical contributions can be added to the contents of the info lines. Prices on request

### 14 Micro sites

The campaign is graphically embedded into the appearance of VerkehrsRundschau. This strong brand name can thus be used to reach communication and distribution targets.

Possibilities:

- Including videos
- Interaction with online applications and forms within the micro site
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.

### 15 Area sponsoring

The portal of VerkehrsRundschau offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services => detailed information on request

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de)



**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
<b>60.24</b>	<b>Transportation of goods in the road traffic</b>	<b>46</b>	<b>8,140</b>
<b>63.40, 63.12.</b>	<b>Freight carriers / Transportation agencies / Warehousing</b>	<b>24</b>	<b>4,250</b>
<b>C/D/E/F/G</b>	<b>Own account operator with inhouse vehicles / Shipper of industry and merchandise</b>	<b>14</b>	<b>2,480</b>
<b>75.1, 91.1</b>	<b>Trade and employers associations, professional organisations</b>	<b>4</b>	<b>710</b>
<b>M</b>	<b>Supply of free-lance, scientific and technical services</b>	<b>4</b>	<b>710</b>
<b>50.1, 50.2, 50.5</b>	<b>Vehicle trade / Maintenance and repair of vehicles / Filling stations</b>	<b>3</b>	<b>530</b>
<b>64.12</b>	<b>Private postal and courier services</b>	<b>2</b>	<b>350</b>
<b>90</b>	<b>Sewage and waste disposal, other disposal</b>	<b>2</b>	<b>350</b>
	<b>Other</b>	<b>1</b>	<b>180</b>
	<b>Rounding difference</b>	<b>-1</b>	<b>-5</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>19,400</b>
	<b>Foreign countries (unlevied)</b>		<b>297</b>
	<b>Total circulation inland and foreign countries</b>		<b>19,697</b>

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
60.24/ 90	Transportation of goods in the road traffic / Sewage and waste disposal, other disposal	28	56,350
60.22.0	Companies of taxis and rented cars with driver	19	37,620
63.40	Freight carriers, other transportation agencies	4	7,850
64.1	Postal administration and private courier services	21	41,580
71.1	Vehicle renting	4	8,010
50.1/50.2/50.5	Vehicle trade / Maintenance and repair of vehicles / Filling stations	8	16,490
60.21.2/60.23.1	Passenger conveyance in local traffic and in non-scheduled services	4	9,440
80.41	Driving schools	6	12,600
51.2	Air cargo	1	2,430
50.2, 50.4	Sea cargo, inland navigation	1	1,970
74.8	Other services	4	7,930
	Other	1	2,250
	Rounding difference	-1	-20
<b>Total circulation B-issue</b>		<b>100</b>	<b>198,000</b>
<b>+ A-issue (averaging circulation per month)</b>			<b>21,779</b>
<b>Total circulation A- + B-issue</b>			<b>219,779</b>

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
<b>60.24</b>	<b>Transportation of goods in the road traffic</b>	<b>28</b>	<b>8,950</b>
<b>63.12, 63.40., 64.12.</b>	<b>Freight carriers / Other transportation agencies / Warehousing / Private courier services</b>	<b>19</b>	<b>6,070</b>
<b>C/D/E/F/G</b>	<b>Own account operator with inhouse vehicles, industry and merchandise</b>	<b>18</b>	<b>5,740</b>
<b>75.1, 90.02, 91.1</b>	<b>Public administration / Trade and employers associations, professional organisations, collection, transportation and intermediate storage of wastes</b>	<b>15</b>	<b>4,800</b>
<b>34, 50.1, 50.2, 50.5</b>	<b>Manufacturing of vehicles and vehicle parts / Vehicle trade / Maintenance and repair of vehicles / Filling stations</b>	<b>12</b>	<b>3,840</b>
	<b>Other</b>	<b>7</b>	<b>2,230</b>
	<b>Not specified</b>	<b>1</b>	<b>320</b>
	<b>Rounding difference</b>		
-			
	<b>Total circulation inland</b>	<b>100</b>	<b>31,970</b>
	<b>Foreign countries (unlevied)</b>		<b>296</b>
	<b>Total circulation inland and foreign countries</b>		<b>32,216</b>

## 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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