

### 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: 29 times per year  
VR B: 8 times per year  
VR C: 12 times per year

### 3 Year of publication:

65<sup>th</sup> year 2011

### 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 advertising director: Jutta Rethmann  
Advertising Director: Matthias Pioro

### 11 Distribution department:

Phone: subscription service: +49-89 / 20 30 43-11 00  
E-mail: vertriebsservice@springer.com

### 12 Subscription cost:

Annual subscription rate VR A

Inland: 169.90 €incl. packing/postage and 7% VAT  
European Countries: 221.90 €incl. packing/postage and 7% VAT  
Single copy: 3.70 €plus 7% VAT 1.90 €packing/postage

### 13 ISSN-No:

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

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

2009 = 50 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 3,516 pages = 100.0 %  
**Editorial section:** 2,408 pages = 68.5 %  
**Advertising section:** 1,108 pages = 31.5 %

of them are

Classified advertisements: 260 pages = 23.5 %  
Bound insert: 2 pages = 0.0 %  
One's own advertisements: 241 pages = 21.8 %

**Supplements (Loose-leaf inserts):** 35 pieces

### 15 Content analysis:

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2009 until June 30<sup>th</sup> 2010)

<b>Printed copies:</b>	19,948		
<b>Total circulation</b>	19,488	therefrom abroad:	396
<b>Total net paid circulation:</b>	13,001	therefrom abroad:	382
- subscribed copies	8,936	therefrom copies for members	-
- Sale by retail	-		
- Other sale	4,065		
<b>Free copies:</b>	6,487		
<b>Remainer, file and checking copies</b>	460		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	98.0	19,092
Foreign Country	2.0	396
<b>Total circulation</b>	100.0	19,488

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

	copies
<b>Nielsen geographical sector 1</b>	3,418
<b>Nielsen geographical sector 2</b>	4,187
<b>Nielsen geographical sector 3a</b>	2,629
<b>Nielsen geographical sector 3b</b>	2,903
<b>Nielsen geographical sector 4</b>	3,844
<b>Nielsen geographical sector 5</b>	185
<b>Nielsen geographical sector 6</b>	745
<b>Nielsen geographical sector 7</b>	1,181
<b>Total circulation inland</b>	19,092

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2009 until June 30<sup>th</sup> 2010)

<b>Printed copies:</b>	206,566		
<b>Total circulation</b>	205,989	therefrom abroad:	396
<b>Total net paid circulation:</b>	201,135	therefrom abroad:	171
- subscribed copies	199,253	therefrom copies for members	194,657
- Sale by retail	-		
- Other sale	1,882		
<b>Free copies:</b>	4,854		
<b>Remainer, file and checking copies</b>	577		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	99.8	205,593
Foreign Country	0.2	396
<b>Total circulation</b>	100.00	205.989

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

	copies
<b>Nielsen geographical sector 1</b>	39,102
<b>Nielsen geographical sector 2</b>	39,003
<b>Nielsen geographical sector 3a</b>	26,731
<b>Nielsen geographical sector 3b</b>	24,706
<b>Nielsen geographical sector 4</b>	34,917
<b>Nielsen geographical sector 5</b>	6,208
<b>Nielsen geographical sector 6</b>	18,442
<b>Nielsen geographical sector 7</b>	16,484
<b>Total circulation inland</b>	205,593

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2009 until June 30<sup>th</sup> 2010)

<b>Printed copies:</b>	31,334		
<b>Total circulation</b>	30,551	therefrom abroad:	849
<b>Total net paid circulation:</b>	24,137	therefrom abroad:	650
- subscribed copies	9,316	therefrom copies for members	-
- Sale by retail	-		
- Other sale	14,821		
<b>Free copies:</b>	6,414		
<b>Remainer, file and checking copies</b>	783		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	97.2	29,702
Foreign Country	2.8	849
<b>Total circulation</b>	100.0	30,551

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

	copies
<b>Nielsen geographical sector 1</b>	3,241
<b>Nielsen geographical sector 2</b>	5,357
<b>Nielsen geographical sector 3a</b>	5,915
<b>Nielsen geographical sector 3b</b>	3,599
<b>Nielsen geographical sector 4</b>	6,276
<b>Nielsen geographical sector 5</b>	581
<b>Nielsen geographical sector 6</b>	884
<b>Nielsen geographical sector 7</b>	3,849
<b>Total circulation inland</b>	29,702

	Issue VR	Issue Truck-Market	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
January	A 1	1	Jan 8, 2011	Dec 16, 2010	Dec 22, 2010	Tires CO <sub>2</sub> -optimised transport		
	C 2		Jan 14, 2011	Dec 22, 2010	Jan 7, 2011	Hall building, ramps Heavy haulage for wind power		
	B 3	2	Jan 21, 2011	Jan 7, 2011	Jan 14, 2011	Special bodies for vans Pick-ups		
	A 4		Jan 28, 2011	Jan 14, 2011	Jan 21, 2011	Contract logistics Fleet management Basic and advanced training Start of "Logistics Masters"		
February	A 5	3	Feb 4, 2011	Jan 21, 2011	Jan 28, 2011	Refrigerated trucks Fork- lifts, storage equipment Load restraint Barcodes, Auto-ID		<b>LogiMAT</b> , Stuttgart, Feb 8 to 10, 2011 <b>Fruit Logistica</b> , Berlin, Feb 9 to 11, 2011
	A 6		Feb 11, 2011	Jan 28, 2011	Feb 4, 2011	Electrical mobility Green logistics		<b>Eurorail</b> , Berlin, Feb 23 to 25, 2011
	A7	4	Feb 18, 2011	Feb 4, 2011	Feb 11, 2011	Intermodal transport Sea cargo, ports		<b>CeBIT</b> , Hanover, Mar 1 to 5, 2011
	C 8		Feb 25, 2011	Feb 11, 2011	Feb 18, 2011	Telematics, navigation, telecommunication Imageranking survey: Commercial vehicles & equipment		
March	B 9	5	Mar 4, 2011	Feb 18, 2011	Feb 25, 2011	Loading cranes Building material logistics		
	A10		Mar 11, 2011	Feb 23, 2011	Mar 2, 2011	Tanks and dry-bulks		
	A 11	6	Mar 18, 2011	Mar 2, 2011	Mar 11, 2011	Freight exchange	Driving ban timetable	
	C 12		Mar 25, 2011	Mar 11, 2011	Mar 18, 2011	Focus point: Tippers		<b>SITL</b> , Paris; Mar 29 to 31, 2011
April	A 13	7	Apr 1, 2011	Mar 18, 2011	Mar 25, 2011	Skiploader	Intermodel transport	<b>Hanover Trade Fair</b> , Apr 4 to 8, 2011 <b>NUFAM</b> , Karlsruhe, Apr 14 to 17, 2011
	A 14		Apr 8, 2011	Mar 25, 2011	Apr 1, 2011	Innovative load restraint systems Renting, leasing, buying		
	C 15	8	Apr 15, 2011	Apr 1, 2011	Apr 8, 2011	Vans Fork-lifts, lift trucks		
	B 16		Apr 23, 2011	Apr 8, 2011	Apr 14, 2011	Washing facilities for trucks Workshops, equipment		
	A 17	9	Apr 29, 2011	Apr 13, 2011	Apr 20, 2011	Intralogistics, fork-lifts, storage equipment, packaging, storage software, Auto-ID, barcode, cranes, rail logistics		<b>CeMAT</b> , Hanover, May 2 to 6, 2011

	Issue VR	Issue Truck-Market	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
May	A 18		May 6, 2011	Apr 20, 2011	Apr 29, 2011	Preview "transport logistic" trade fair Logistics services, port logistics, air cargo Logistics real estate Packaging, telematics	CEP Special (courier, express and parcel services)	<b>transport logistic</b> , Munich, May 10 to 13, 2011 <b>Interpack</b> , Düsseldorf May 12 to 18, 2011
	A 19	10	May 13, 2011	Apr 29, 2011	May 6, 2011	Soot particle filters Lubricants and oils		
	C 20		May 20, 2011	May 6, 2011	May 13, 2011	Review "transport logistic" trade fair Banks und insurances		
	A 21	11	May 27, 2011	May 13, 2011	May 20, 2011	Heavy haulage Load restraint		
June	A 22		Jun 4, 2011	May 20, 2011	May 27, 2011	Tank cards Tires	Telematics	
	C 23	12	Jun 10, 2011	May 26, 2011	Jun 3, 2011	Electrical mobility		
	B 24		Jun 17, 2011	Jun 1, 2011	Jun 9, 2011	Tail lifts	Driving ban timetable	
	A 25	13	Jun 25, 2011	Jun 9, 2011	Jun 17, 2011	Hall building, gates, ramps		
July	A 26		Jul 1, 2011	Jun 16, 2011	Jun 24, 2011	Freight exchange		<b>Truck-Grand-Prix</b> , Nürburgring Jul 8 to 10, 2011
	A 27	14	Jul 8, 2011	Jun 24, 2011	Jul 1, 2011	Intermodal transport Sea cargo, port logistics		
	C 28		Jul 15, 2011	Jul 1, 2011	Jul 8, 2011	Racking systems, storage equipment		
	A 29	15	Jul 22, 2011	Jul 8, 2011	Jul 15, 2011	Semitrailers with extending floors		
	A 30		Jul 29, 2011	Jul 15, 2011	Jul 22, 2011	Forklifts, lift trucks		
August	B 31/32	16	Aug 5, 2011	Jul 22, 2011	Jul 29, 2011	Van bodies and van trailers		
	C 33/34	17	Aug 19, 2011	Aug 4, 2011	Aug 11, 2011	Focus point: Aerodynamics		
September	A 35	18	Sep 2, 2011	Aug 19, 2011	Aug 26, 2011	Auto-ID, barcode, printers Start of "Best Azubi" (Best Trainee)		<b>Int. Holzmesse</b> , Klagenfurt, Sep 10 to 18, 2011
	A 36		Sep 9, 2011	Aug 26, 2011	Sep 2, 2011	Timber transport and logistics Basic and advanced training		
	B 37	19	Sep 16, 2011	Sep 2, 2011	Sep 9, 2011	Banks, insurances	Nutzfahrzeugkatalog/ Commercial vehicles catalogue (in A-edition) Driving ban timetable	

	Issue VR	Issue Truck-Market	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
Sept.	C 38		Sep 23, 2011	Sep 9, 2011	Sep 16, 2011	Winter equipment		
October	A 39	20	Sep 30, 2011	Sep 16, 2011	Sep 23, 2011	Logistics centers and logistics real estates		<b>Expo Real</b> , Munich Oct 4 to 6, 2011
	A 40		Oct 7, 2011	Sep 22, 2011	Sep 29, 2011	Axles, brakes Pallets, packaging	CEP Special (courier, express and parcel services)	
	A41	21	Oct 14, 2011	Sep 29, 2011	Oct 7, 2011	Logistics services Outsourcing Contract logistics		<b>Pack &amp; Move</b> , Basel Oct 18 to 21, 2011  <b>Deutscher Logistik-Kongress</b> , Berlin Oct 19 to 21, 2011
	C42		Oct 21, 2011	Oct 7, 2011	Oct 14, 2011	Municipal vehicles Telematics		
	A 43	22	Oct 28, 2011	Oct 14, 2011	Oct 21, 2011	CEP-vehicles (courier, express and parcel services)		
November	B 44		Nov 4, 2011	Oct 20, 2011	Oct 27, 2011	Beverages vehicles		<b>BRAU</b> , Nuremberg, Nov 9 to 11, 2011
	A 45	23	Nov 11, 2011	Oct 27, 2011	Nov 4, 2011	Fork-lifts, storage technology		
	C 46		Nov 18, 2011	Nov 4, 2011	Nov 11, 2011	Review: BRAU Trade fair Renting, leasing, buying		
	A 47	24	Nov 25, 2011	Nov 11, 2011	Nov 18, 2011	CO <sub>2</sub> -optimised transport Green logistics	Annual calendar	
December	A 48		Dec 2, 2011	Nov 18, 2011	Nov 25, 2011	Load restraint Driver assistance systems		
	A 49	25	Dec 9, 2011	Nov 25, 2011	Dec 2, 2011	Fleet management	Driving ban timetable	
	B 50		Dec 16, 2011	Dec 2, 2011	Dec 9, 2011	Alternative gears		
	C 51/52	26	Dec 23, 2011	Dec 9, 2011	Dec 16, 2011	Review of the year's events	Who Is Who of Logistics 2012	

**1 Circulation:**

Printed copies: 19,948  
 Total circulation in annual average 19,488  
 (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  
 Number of columns: 3 columns, 60 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:** 29 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: Kerstin Schaubhut  
 Phone: +49-89 / 20 30 43-22 39  
 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 4 colours €
		type area	truncate	
2/1 page	8 col.	393 x 250	420 x 279	<b>12,495.-</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>6,160.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>4,100.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>3,300.-</b>
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	<b>2,565.-</b>
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	<b>2,260.-</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>1,625.-</b>
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				<b>8,990.-</b>
2., 4. cover page			210 x 279	<b>7,190.-</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 710.00 €

**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:**

on request

(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 for our terms and conditions



**1 Circulation:**

Printed copies: 206,566  
 Total circulation in annual average 205,989  
 (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  
 Number of columns: 3 columns, 60 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: Kerstin Schaubhut  
 Phone: +49-89 / 20 30 43-22 39  
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 - within 30 days  
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**7 Ads and rates:**

All prices are plus VAT.

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		type area	truncate	
2/1 page	8 col.	393 x 250	420 x 279	<b>26,530.-</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>13,660.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>8,950.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>7,130.-</b>
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	<b>5,625.-</b>
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	<b>5,210.-</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>4,050.-</b>
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				<b>18,335.-</b>
2., 4. cover page			210 x 279	<b>15,160.-</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 1,375.00 €

#### 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 €

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(Starting with appearance of the first advertisement)

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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 %		

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

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up to 100 g	810.00 €
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 Inserts possible at press run of 5,000 copies.  
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Delivery notice: for "VerkehrsRundschau" (No. ...)  
 Please send in advance 10 samples to the advertising sales department.

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#### Type area:

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Number of columns: 4 columns, 43 mm  
Number of columns: 3 columns, 60 mm

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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).  
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### 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: Kerstin Schaubhut

Phone: +49-89 / 20 30 43-22 39

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

E-mail: anzeigen-vhv@springer.com

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- within 30 days  
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1/1 page	4 col.	185 x 250	210 x 279	<b>8,010.-</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>5,345.-</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>3,995.-</b>
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	<b>2,760.-</b>
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	<b>2,635.-</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>1,835.-</b>
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				<b>9,930.-</b>
2., 4. cover page			210 x 279	<b>8,840.-</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 835.00 €

**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:**

on request

(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)
- Number of pages: 12, 24, 28 or 36
- Format: 20 x 27 cm
- Paper: Cover 135g/m<sup>2</sup> (with printing coating), inside pages 100g/m<sup>2</sup>
- Design: 4 colours

**Who is Who of the Logistics 2012****Short characterization:**

This well-known Who is Who of Logistics comprises more than 100 pages of overview of the entire logistics industry and offers important impulses for decisions about future purchases. The concise industry sector-guide helps readers find suppliers and products. The company portraits are accompanied by articles about current trends in the industry sector.

**Frequency of publication:** annually**Printed copies:** approx. 30,000 copies**Size:** approx. 100 pages**Magazine format:** 207 mm wide, 279 mm high**Publication date:** December 23, 2011**Company portraits**

Copy date: November 14, 2011

Printing material dates: November 17, 2011

**Advertisements**

Copy date: November 25, 2011

Printing material dates: November 30, 2011

**Prices and formats:****Company portrait: (1/1 page, coloured)**

-Print (210 mm wide, 279 mm high) and  
Online (for one year) 1,630.00 €

**Advertisements truncate (coloured)**

-Cover page, (210 mm wide, 279 mm high) 6,890.00 €  
-1/1 page (210 mm wide, 279 mm high) 5,990.00 €  
-1/2 page high (102 mm wide, 279 mm high) 3,200.00 €  
-1/2 page cross (210 mm wide, 140 mm high) 3,200.00 €

**Advertising managers:**

Kerstin Schaubhut  
Phone: +49-89 / 43 72-22 39  
Fax: +49-89 / 43 72-23 98  
E-mail: kerstin.schaubhut@springer.com

Stephanie Rinsche  
Phone: +49-89 / 43 72-22 14  
Fax: +49-89 / 43 72-3 22 14  
E-mail: stephanie.rinsche@springer.com

## Print portraits

### Magazine topics

Logistics services  
Intra-logistics / storage technology  
IT-solutions  
Consultation  
Logistic real estates  
Commercial vehicles  
Financial services  
Further education  
Organizations / fairs / authorities

### Address account:

Alphabetic order

### Elements of company portraits

- Address field with company logo
- 2 columns with maximal 4 mean headings
- Options: company / achievement profile / services / philosophy
- Pictures, schedules, cards

### Printing materials:

- Text: maximal 2,600 signs including blanks; data delivery as a Word document for example or doing yourself by our special browser tool.
- Pictures: 8 cm wide, 6 cm high, tif or eps,
- 300 dpi resolution, colour chart: CMYK
- Printing: Offset printing (coloured)

### Advertising administration:

Agnes Frosch  
Phone: +49-89 / 43 72-27 55  
Fax: +49-89 / 43 72-21 00  
E-mail: who-is-who@springer.com

## Online portraits

### Web-Adresse (URL):

[www.verkehrsrundschau.de/branchenguide](http://www.verkehrsrundschau.de/branchenguide)

### Online topics

Personal service provider  
Container  
Air cargo  
Logistics service provider  
Intra-logistics  
IT-software  
Consultation  
Logistic real estate  
Property / trade  
Further education  
Organizations / fairs / bodies

### Online Industry guide

As a close component of the online platform “[www.verkehrsrundschau.de](http://www.verkehrsrundschau.de)” the online industry guide offers a comprehensive market survey of the logistics branch in Germany. The clearly company portraits are online investigateable a whole year and offer a linking on the own homepage.



**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, photo 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: 177.243 (August 2010)  
Page impressions: 551.772 (August 2010)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 Text ad + 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
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Wallpaper	on request	150.-
10 Corner Ad Large	on request	

\* Current prices from Oct 1, 2010; CPM = cost per 1,000 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:**

11,057 (August 2010)

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, 2010; 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).



**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation			
		VerkehrsRundschau excl. TruckMarket ca. % Projection		VerkehrsRundschau incl. TruckMarket ca. % Projection	
<b>H</b>	<b>Logistics service providers (transporters, forwarding agents, handling operators)</b>	<b>51</b>	<b>9,330</b>	<b>48</b>	<b>10,370</b>
<b>C</b>	<b>Industrial companies</b>	<b>15</b>	<b>2,750</b>	<b>14</b>	<b>3,020</b>
<b>G</b>	<b>Trade (incl. automobile trade)</b>	<b>11</b>	<b>2,010</b>	<b>16</b>	<b>3,460</b>
<b>84.1, 94.1</b>	<b>Authorities, associations, professional organisations</b>	<b>5</b>	<b>920</b>	<b>4</b>	<b>860</b>
<b>85.59.2</b>	<b>Providers of basic and advanced education</b>	<b>4</b>	<b>730</b>	<b>4</b>	<b>860</b>
<b>M</b>	<b>Other service providers</b>	<b>13</b>	<b>2,380</b>	<b>13</b>	<b>2,810</b>
	<b>Other/No information</b>	<b>1</b>	<b>180</b>	<b>1</b>	<b>220</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>18,300</b>	<b>100</b>	<b>21,600</b>
	<b>Foreign countries (unlevied)</b>		<b>396</b>		<b>4,113</b>
	<b>Total circulation inland and foreign countries</b>		<b>18,640</b>		<b>25,713</b>

**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	%	Quota of total circulation	Projection
<b>H</b>	<b>Logistics service providers (transporters, forwarding agents, handling operators)</b>	<b>32</b>		<b>59,550</b>
<b>64.1</b>	<b>CEP (incl. private courier services)</b>	<b>21</b>		<b>39,080</b>
<b>60.22.0</b>	<b>Operators of taxis and rented cars with chauffeur</b>	<b>19</b>		<b>35,360</b>
<b>G</b>	<b>Trade (incl. automobile trade)</b>	<b>8</b>		<b>14,890</b>
<b>80.41</b>	<b>Driving schools</b>	<b>6</b>		<b>11,170</b>
<b>60.21.2/60.23.1</b>	<b>Passenger conveyance in local traffic and in non-scheduled services</b>	<b>4</b>		<b>7,440</b>
<b>71.1</b>	<b>Vehicle renting</b>	<b>4</b>		<b>7,440</b>
<b>74.8</b>	<b>Other services</b>	<b>3</b>		<b>5,580</b>
<b>51.2</b>	<b>Air cargo</b>	<b>1</b>		<b>1,860</b>
<b>50.2, 50.4</b>	<b>Sea cargo, inland navigation cargo</b>	<b>1</b>		<b>1,860</b>
	<b>Other</b>	<b>1</b>		<b>1,860</b>
	<b>Rounding difference</b>			<b>15</b>
	<b>Total circulation B-issue</b>	<b>100</b>		<b>186,105</b>
	<b>+ A-issue (averaging circulation per month)</b>			<b>19,488</b>
	<b>Total circulation A- + B-issue</b>			<b>205,593</b>

**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	%	Quota of total circulation	Projection
<b>H</b>	<b>Logistics service providers (transporters, forwarding agents, handling operators)</b>	<b>47</b>		<b>13,960</b>
<b>C/G</b>	<b>Industry and trade (incl. own-account transport and automobile trade)</b>	<b>30</b>		<b>8,910</b>
<b>75.1, 90.02, 91.1</b>	<b>Public administrations, trade and employers associations, professional organisations</b>	<b>15</b>		<b>4,460</b>
	<b>Collection, transportation and interim storage of disposal</b>			
	<b>Other</b>	<b>7</b>		<b>4,460</b>
	<b>No information</b>	<b>1</b>		<b>300</b>
	<b>Rounding difference</b>			<b>-8</b>
	<b>Total circulation inland</b>	<b>100</b>		<b>29,702</b>
	<b>Foreign countries (unlevied)</b>			<b>849</b>
	<b>Total circulation inland and foreign countries</b>			<b>30,551</b>

# Your competent advertising team

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## Please contact us for further information!

**Your contact persons for transport & logistics:**

### **Advertising Director Sales Commercial Transportation / Special Business**

**Matthias Pioro**

Phone: +49-89 / 20 30 43 - 11 22  
Fax: +49-89 / 20 30 43 - 23 98  
matthias.pioro@springer.com

### **Advertising Sales Manager**

**Kerstin Schaubhut**

Phone: +49-89 / 20 30 43 - 22 39  
Fax: +49-89 / 20 30 43 - 23 98  
kerstin.schaubhut@springer.com

### **Key Account Manager Online-Ads**

**Andrea Volz**

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

### **Advertising Administration**

**Eva Loibl**

Phone: +49-89 / 20 30 43 - 23 75  
Fax: +49-89 / 20 30 43 - 21 00  
anzeigen.verkehrsrundschau@springer.com

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

### **Regional Representatives**

**Gunnar Schmidt**

Postal code regions  
Germany: 01-19, 37, 39, 95-96, 98-99  
Other countries: Poland  
Phone: +49-30 / 84 70 94 94 or +49 172/ 82 64 299  
Fax: +49-30 / 84 70 92 22  
E-mail: gunnar.schmidt@springer.com

**Gerold Lohse**

Postal code regions  
Germany: 20-29, 49  
Other countries: Denmark, Great Britain, Ireland  
Phone: +49-41 72 / 9 80 92 92 or +49 175/ 18 61 221  
Fax: +49-41 72 / 9 80 92 93  
E-mail: gerold.lohse@springer.com

**Guido Göldenitz**

Postal code regions 30-34, 38, 40-48, 50  
Germany: 52, 59  
Other countries: Belgium, Netherlands  
Phone: +49-53 03 / 94 13 17 or +49 172/ 82 32 507  
Fax: +49-53 03 / 94 13 18  
E-mail: guido.goeldenitz@springer.com

**Norbert Dietz**

Postal code regions  
Germany: 35-36, 51, 53-58, 60-79  
Other countries: France, Switzerland  
Phone: +49-70 21 / 97 62 98 or +49 172/ 82 62 400  
Fax: +49-70 21 / 97 62 99  
E-mail: norbert.dietz@springer.com

**Ralf Schmidt**

Postal code regions  
Germany: 80-94, 97  
Other countries: Austria, Czech Republic  
Phone: +49-87 42 / 91 99 94 or +49 172/ 60 91 414  
Fax: +49-87 42 / 91 99 95  
E-mail: ralf.schmidt@springer.com