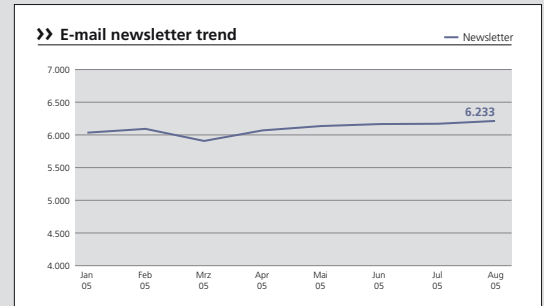
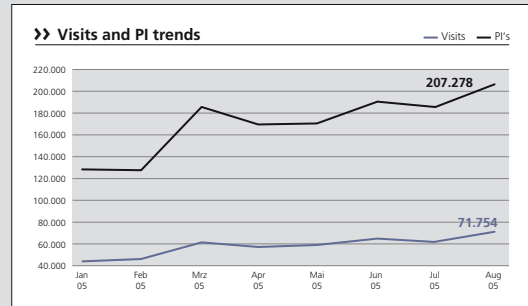


## VerkehrsRundschau.de – Media data

- » Reach the transport and logistics industry decision makers
- » B to B communication with no wastage
- » [www.verkehrsrundschau.de](http://www.verkehrsrundschau.de)

**Verkehrs  
Rundschau .de**



Informationsgemeinschaft zur Feststellung der Verbreitung von Werbepapier e. V.

» Facts

(As at 08/2005)

**Year launched** 2002  
**Topical items online** Daily  
**Newslettersversand** Daily

**PI's** 207.278  
**Visits** 71.754  
**Subscribers** 6.233

» Info in brief

VerkehrsRundschau.de is one of the leading transport and logistics industry web-sites in the German-speaking world. The site's range of content includes topical, fully researched news, interviews and comment on all subject areas of relevance to the industry, such as politics, trade associations, legal and taxation issues and company management. The latest information on Germany's 'Maut' toll system, digital tachographs and fleet telematics can be accessed in special 'Infoline' sections of the same name. The site also offers a comprehensive list of articles on workshop equipment, while the VerkehrsRundschau.de service is rounded off by a newsletter that appears every working day and keeps recipients informed of all the latest industry news.

» Target group

VerkehrsRundschau.de targets transport operators, small and medium-size road hauliers and freight carriers, plus retail and industrial businesses with their own fleets.

» Contact

**Christian Wolf**  
 Tel. +49 (0) 89 / 43 72-21 49  
 Fax +49 (0) 89 / 43 72-11 56  
 christian.wolf@springer.com

1 Der neue Fiat Doblò Cargo.

2 Der neue Fiat Doblò Cargo.

3 Der neue Fiat Doblò Cargo.

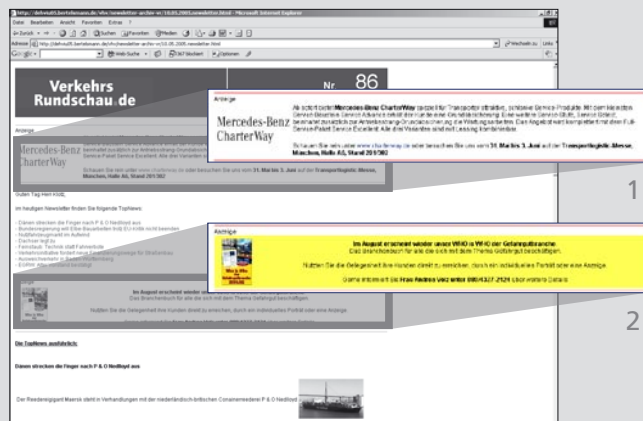
www.verkehrsrundschau.de

1 » Full-size / Superbanner	Format in pixels (W x H) Price* (CPT)	468 x 60 or 728 x 90 40 €
2 » Content	Format in pixels (W x H) Price* (CPT)	440 x 40 Available only in combined package
3 » Skyscraper	Format in pixels (W x H) Price* (CPT)	120 x 600 oder 200 x 400 40 €
New » Combined package (tandem ad)	Increased impact by simultaneous display of all banners (positions 1, 2 & 3) Format in pixels (W x H) Price* (CPT)	728 x 90 + 200 x 400 + 440 x 40 60 €
» Pop-up / -under	Format in pixels (W x H) Price* (CPT)	200 x 300 40 €

\*applicable as of 1.10.2005, all prices are subject to VAT

# VerkehrsRundschau.de – Media data

» Newsletter / Special online ad formats



## » Newsletter (HTML and text)

Number of newsletter subscribers: 6,233 (as at 08/2005)

Technical requirements: 8 lines of text, each 72 characters, incl. URL and e-mail, logo 100 x 200 pixels, maximum file size 20KB

- 1) Primary position, before / after overview of topics, price\* (CPT) 36 €
- 2) Secondary position, between articles, price\* (CPT) 26 €



## » News ticker on your website

Interface set-up, 500 € one-off cost.

Daily updating of content.

- 1) News as full text: 1.000 € / month
- 2) News with link to VerkehrsRundschau 150 € / month

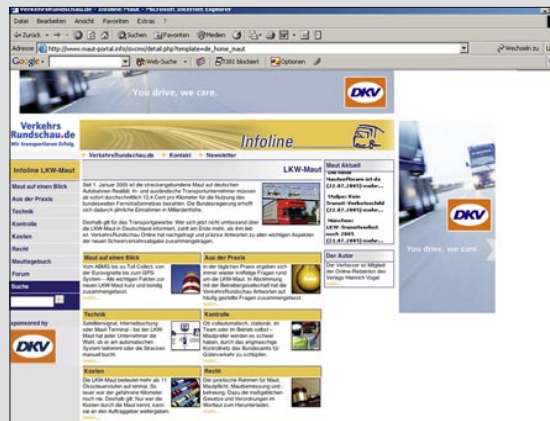
\*applicable as of 1.10.2005, all prices are subject to VAT

## » Contact

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# VerkehrsRundschau.de – Media data

» Special online ad formats



## » Infolines (editorially prepared content)

The 'Infolines' are produced jointly by our online team and an industry partner (sponsor). Each of the Infoline sections provides users with key information on a specific range of topics. The editorial skills of our journalistic staff and the collaboration with experts from the relevant subject areas guarantee that our readers receive information of a very high quality. The content of each section is sponsored exclusively by the industry partner and is given effective promotional support by the publisher. For example: [www.maut-portal.info](http://www.maut-portal.info)



## New » eDetailing (experiencing products interactively)

eDetailing is still a relatively new marketing tool that relays information such as the latest survey findings or product features via the Internet using interactive flash films. This interactive (Q&A) format imparts advertising messages very intensively, while also enabling important market research data to be obtained.

» Contact

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