

- 1 Circulation:** 30,000 copies
- 2 Magazine size:** 210 x 280 mm trimmed
Type area: 185 mm wide, 253 mm high
4 columns, 45 mm
- 3 Printing process, artworks:**
Offset printing, perfect binding. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

- 4 Dates:**
Publication frequency: annual
Publication date: Jun 22, 2007
Copy date: Apr 2, 2007
Dates for submission: Apr 30, 2007

- 5 Editorial Board:** Springer Transport Media GmbH
Postal address: P. O. Box 80 20 20, 81620 Munich
House address: Neumarkter Str. 18, 81673 Munich
Advertising sales manager: Rainer Büns
Phone: +49-89 / 43 72-22 87
Fax: +49-89 / 43 72-23 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 net
from date of invoice
VAT no. DE 152942001
Bank accounts:
HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMXXX

7 Ads and rates:

Format	Width x Height mm	Basis price s/w €	2-coloured €	3-coloured €	4-coloured €
Full page	185 x 253	4,420.00	5,830.00	7,240.00	8,650.00
2/3 page upright	121 x 253	2,935.00	3,880.00	4,825.00	5,770.00
2/3 page landscape	185 x 170				
1/2 page upright	90 x 253	2,210.00	2,915.00	3,620.00	4,325.00
1/2 page landscape	185 x 125				
1/3 page upright	60 x 253	1,500.00	1,995.00	2,490.00	2,985.00
1/3 page landscape	185 x 85				
1/4 page upright (1-column)	45 x 253	1,130.00	1,525.00	1,920.00	2,315.00
1/4 page upright (2-columns)	90 x 125				
1/4 page landscape	185 x 65				
1/8 page upright (1-column)	45 x 125	580.00			
1/8 page upright (2-columns)	90 x 65				
1/8 page landscape	185 x 33				
2., 4. cover page					9,390.00

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539,
charged by colour -

8.2 Preferential positions

Fixed positions 615.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Bleeding advertisement (only fullpage) -
All surcharges qualify for discount.

9 Special ad forms:

Reprints: on request
Other ad forms
(e.g. Gatefolders, bookmarks): on request

10 Discounts:

Existing agreed discounts from VerkehrsRundschau can also be applied to the Nutzfahrzeug-Katalog. The insertion in the catalogue is not part of the agreement fulfillment.

11 Bound inserts:

2 pages	4,420.00 €
4 pages	8,840.00 €
6 pages	13,260.00 €
8 pages	17,680.00 €

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

The number of inserts is limited. Please contact the publisher. In trimmed format, inserts must match the magazine's format (280 mm vertical, 210 mm horizontal). Inserts to be sent in untrimmed format and folded, format information can be obtained from the publisher.

12 Loose-leaf inserts:

loose inserted, max. format: 203 mm x 275 mm on request
Loose inserts do not qualify for discounts

13 Delivery address for the positions 11 to 12: on request

Delivery notice: for NutzfahrzeugeKatalog
Please send in advance 10 samples to the advertising sales department.

NEW!

Print-Online Combination Packet!

Duration: Jul 1, 2007 to Jun 30, 2008

Concurrent with Nutzfahrzeug-Katalog, on www.verkehrsrundschau.de/nutzfahrzeugkatalog, we publish a comprehensive address database with search feature as well as interesting cost-calculation models with a high informational value.

Use our performance extension, and profit from our “Print-Online” combination packet. In addition to your advertisement in Nutzfahrzeug-Katalog, book a “Hockey Stick”, or alternatively a “Superbanner” and “Skyscraper” with linking capability to your homepage, at a **bargain price of 980.00 € (discounts and allowances possible) for one full year.**

Detailed information and effective advertising with Springer Transport Media

Springer Transport Media GmbH is a modern media company and stands for two strong and experienced publishing trademarks in the B2B area: Verlag Heinrich Vogel and Auto Business Verlag, situated at Munich.

It is our task to publish profession-relevant information directly to the automobile, transport, logistics, bus and coach, tourism, and repair shop industries as well as the second-hand car trade. We always endeavour to be as close to the market as possible.

At the same time, we offer you as our advertisement partners versatile advertisement opportunities. With our comprehensive media program, you can reach your target group effectively and successfully.

- Trade publication
- Specials and catalogues
- Online-appearances with newsletter, Web TV
- Audio-CDs
- customer magazines
- Specialist's books
- Forms
- Seminars/Workshops/Conferenzen
- Directmarketing

Nutzfahrzeugkatalog (Catalogue for commercial vehicles) offers more:

Primary target group: Transport company owners, CEP services, subcontractors, and traders.

The practical manual is published annually in Germany, Austria, and Switzerland, always in the first half of the year with a circulation of 30,000 copies. The buyers and subscribers of VerkehrsRundschau use this comprehensive and indispensable reference book for making decisions about purchases and sales of commercial vehicles. The catalogue can also be obtained at selected kiosks or via the publisher's distribution service. The website at www.nutzfahrzeug-katalog.de is the ideal complement for a faster search for vehicles, implementation possibilities, test result comparisons, and cost calculation.

The current media information on all our specialized titles can also be found at: www.mediacentrum.de

Contacts:

- Advertising director: **Thomas Merz**
Tel. +49-89/43 72-21 36
thomas.merz@springer.com
- Advertising sales manager: **Rainer Büns**
Tel. +49-89/43 72-22 87
rainer.buens@springer.com
Jürgen Kathke
Tel. +49-89/43 72- 29 27
juergen.kathke@springer.com
Martina Konrad
Tel. +49-89/43 72-23 11
martina.konrad@springer.com

Fax +49-89/43 72-23 98
- Anzeigen processing: **Agnes Frosch**
Tel. +49-89/43 72-27 55
Fax +49-89/43 72-21 58
anzeigen-vhv@springer.com

Springer Transport Media GmbH

Neumarkter Straße 18 • 81664 Munich, Germany
Telefon +49-89 / 43 72-22 24 • Fax +49-89 / 43 72-23 98
anzeigen-vhv@springer.com www.nutzfahrzeugkatalog.de