

1 Short characterization:

The target group of **Gefahr/gut** includes hazardous-material commissioners, commissioned persons and businessmen in transport companies of long-distance and goods transport, in company traffic firms of the chemical-pharmaceutical and mineral industry, of chemistry wholesalers, and of the manufacturing industry. The topics are close to every-day life and include all areas relevant for hazardous materials, from production to disposal, in particular the transport of hazardous material. With up-to-date examples, "Gefahr/gut" illustrates and facilitates the implementation of legal regulations and decrees within the company.

2 Frequency of publication: monthly

3 Year of publication: 18th year 2010

4 Web-address (URL): www.gefahrgut-online.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house:

Verlag Heinrich Vogel
Springer Transport Media GmbH
P. O. Box 80 20 20, 81620 Munich, Germany
Aschauer Str. 30, 81549 Munich, Germany
Phone: +49-89/20 30 43-0
Fax: +49-89/20 30 43-23 98
Internet: www.verlag-heinrich-vogel.de
E-mail: anzeigen-vhv@springer.com

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 director:

Jutta Rethmann
Phone: 01 80/5 00 92 91 (€ 0.14/min., from the german
landline/mobile radio deviant)
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate
Inland: € 136.90 incl. packing/postage and 7% VAT
Foreign Countries: € 145.30 incl. packing/postage and 7% VAT
Single copy: € 11.50 incl. 7% VAT plus € 1.20 packing/postage

13 ISSN-No: 0944-6117

2008 = 12 editions

Magazine format:	210 mm (w), 279 mm (h)
Total size:	859 pages = 100.0 %
Editorial section:	641 pages = 74.6 %
Advertising section:	218 pages = 25.4 %
of them are	
Classified ads:	14 pages = 6.4 %
Bound insert:	- pages = 0.0 %
One's own ads:	45 pages = 20.6 %
Supplements (Loose-leaf inserts):	7 pieces

15 Content analysis:

Not surveyed



16 Circulation control:



17 Analysis of circulation:

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

Printed copies:	6,204		
Total circulation	5,814	therefrom abroad:	228
Total net paid circulation:	2,419	therefrom abroad:	108
- subscribed copies	2,226	therefrom copies for members	-
- Sale by retail	-		
- Other sale	194		
Free copies:	3,395		
Remainer, file and checking copies	390		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	96.1	5,586
Foreign Country	3.9	228
Total circulation	100.0	5,814

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

	copies
Nielsen geographical sector 1	961
Nielsen geographical sector 2	1,185
Nielsen geographical sector 3a	836
Nielsen geographical sector 3b	889
Nielsen geographical sector 4	1,133
Nielsen geographical sector 5	91
Nielsen geographical sector 6	255
Nielsen geographical sector 7	236
Total circulation inland	5,586

	Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Fairs/Congresses
January	1	Dec 28, 2009	CD: Nov 24, 2009 PM: Dec 4, 2009	<ul style="list-style-type: none"> High-grade steel packaging Barrel handling 	<ul style="list-style-type: none"> Tank cleaning (Europe) Special: booklet + tank cleaning map Inland water navigation 	<ul style="list-style-type: none"> Hazardous cargo on the web Trainings and seminars for occupational safety 	
February	2	Jan 29, 2010	CD: Dec 17, 2009 PM: Jan 7, 2010	<ul style="list-style-type: none"> Barrels Combination packaging 	<ul style="list-style-type: none"> Carriers: Best Behaviour Hazardous cargo by railway Radioactive Substances (Class 7) 	<ul style="list-style-type: none"> “Train the Trainer” Head protection 	easyFairs Logistik und Service Austria , Wels (Austria), 03 – 04 Feb 2010 easyFairs Verpackung , Wels (Austria), 03 – 04 Feb 2010 easyFairs Verpackung , Hamburg, 10 – 11 Feb 2010
March	3	Feb 26, 2010	CD: Jan 22, 2010 PM: Feb 2, 2010	<ul style="list-style-type: none"> IBC Pressure gas packaging 	<ul style="list-style-type: none"> Special: Load restraints Air cargo 	<ul style="list-style-type: none"> Hazardous cargo software vs web solutions 	LogiMAT2010 , Stuttgart, 02 – 04 March 2010 CeBIT , Hanover 02 – 06 March 2010 IHM , Munich, 03 – 07 March 2010 Energiesparmesse , Wels (Austria), 05 – 07 March 2010 Fachtagung Industrielle Reinigung , Munich, 11 – 12 March 2010
April	4	Mar 26, 2010	CD: Feb 23, 2010 PM: Mar 4, 2010	<ul style="list-style-type: none"> Tank container (manufacturer + hirer) 	<ul style="list-style-type: none"> Sea harbour logistics Disposal Carriers 	<ul style="list-style-type: none"> Hazardous cargo education and training Foot protection 	Aero , Friedrichshafen, 08 – 11 April 2010 Hanover Trade Fair , Hanover, 19 – 23 April 2010 Bauma , Munich, 19 – 25 April 2010 See-Hafen-Kongress , Hamburg, 29 – 30 April 2010
May	5	Apr 30, 2010	CD: Mar 26, 2010 PM: Apr 8, 2010	<ul style="list-style-type: none"> FIBC RFID 	<ul style="list-style-type: none"> CEP-service provider (courier, express, parcel) Multimodal transport 	<ul style="list-style-type: none"> Safety lockers Hand protection 	20. Münchner Gefahrguttage , Munich, 10 – 12 May 2010 Rapid.Tech , Erfurt, 18 – 19 May 2010 easyFairs Verpackung West , Dortmund, 19 – 20 May 2010
June	6	May 28, 2010	CD: Apr 23, 2010 PM: May 4, 2010	<ul style="list-style-type: none"> Corrugated board Combination packaging Catch basins 	<ul style="list-style-type: none"> Special: Depots for tank containers Fork lifts REACH-Stacker 	Education media	Automatica , Munich, 08 – 11 June 2010 SMT/Hybrid/Packaging , Nuremberg, 08 – 10 June 2010 12. Gefahrguttage Schweiz , Basel (Switzerland), 09 June 2010 easyFairs Fertigung&Instandhaltung , Wels (Austria), 23 – 24 June 2010

	Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Fairs/Congresses
July	7	Jun 25, 2010	Company portraits: CD: May 4, 2010 PM: May 14, 2010 Advertisements: CD: May 21, 2010 PM: June 4, 2010		Who Is Who The trade directory for the hazardous cargo industry - bilingual issue (german, english) -		
August	8	Jul 30, 2010	CD: June 29, 2010 PM: July 9, 2010	<ul style="list-style-type: none"> • Reconditioning (map + overview) • Special : Packaging 	<ul style="list-style-type: none"> • Air cargo • Harbour logistics 	<ul style="list-style-type: none"> • Environment protection • Protection suits 	
September	9	Aug 27, 2010	CD: Jul 27, 2010 PM: Aug 5, 2010	<ul style="list-style-type: none"> • FIBC • Bags 	<ul style="list-style-type: none"> • Preview IAA Hanover • Disposal • Inland water navigation 	<ul style="list-style-type: none"> • Load restraints 	IFAT , Munich, 13 – 17 Sep 2010 easyFairs Logistik , Bern (Switzerland), 16 – 17 Sep 2010 InnoTrans , Berlin, 21 – 24 Sep 2010 IAA Nutzfahrzeuge 2010 , Hanover, 23 - 30. Sep 2010 FachPack/PrintPack/LogIntern , Nuremberg, 28 – 30 Sep 2010 expo PetroTrans , Kassel, 30 Sep – 02 Oct 2010
October	10	Sep 24, 2010	CD: Aug 24, 2010 PM: Sep 2, 2010	<ul style="list-style-type: none"> • Thin sheet packaging • Barrels 	<ul style="list-style-type: none"> • Hazardous cargo carriers • Telematics • General cargo logistics 	<ul style="list-style-type: none"> • Refrigerated Transport 	Arbeitsschutz aktuell , Leipzig, 19 – 21 Oct 2010 Deutscher Logistik-Kongress , Berlin, 20 – 22 Oct 2010 EuroBlech , Hanover, 26 – 30 Oct 2010
November	11	Oct 29, 2010	CD: Sep 28, 2010 PM: Oct 7, 2010	<ul style="list-style-type: none"> • Barrel handling • Tank container 	<ul style="list-style-type: none"> • Special: Storage provider map • Storage/Handling 	<ul style="list-style-type: none"> • Fire simulation 	ArbeitsSicherheit Schweiz , Basel (Switzerland), 10 – 11 Nov 2010 Swisstech , Basel (Switzerland), 16 – 19 Nov 2010 26. Münchner-Gefahrstofftage , Munich, 24 – 26 Nov 2010 (21. Internationale Binnenschiffahrts-Gefahrgut-Tage - Netherlands – estimated Nov 2010)
Decem	12	Nov 26, 2010	CD: Oct 25, 2010 PM: Nov 4, 2010	<ul style="list-style-type: none"> • IBC • Corrugated board 	<ul style="list-style-type: none"> • Special: Tank cleaning booklet + map (Europe) 	<ul style="list-style-type: none"> • Software for occupational safety 	
January	1/11	Dec 27, 2010	CD: Nov 23, 2010 PM: Dec 3, 2010	<ul style="list-style-type: none"> • Buckets • Tins • Large packaging means 	<ul style="list-style-type: none"> • RFID 	<ul style="list-style-type: none"> • Hazardous cargo trainings and seminars 	



1 Circulation:

Printed copies: 6,204
 Total circulation in annual average 5,814
 (according to AMF schema 2, number 17)

2 Magazine size

Size:
 210 mm x 279 mm trimmed
 213 mm 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, saddle stitching, 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: monthly
 Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Publishing house:

Verlag Heinrich Vogel
 Springer Transport Media GmbH
 Aschauer Str. 30, 81549 Munich
 P. O. Box 80 20 20, 81620 Munich
 Advertising department:
 Melanie Heinrich
 Phone: +49-89 / 20 30 43 - 21 23
 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	4,380.00	6,300.00
1/1 page	4 col.	185 x 250	210 x 279	2,190.00	3,150.00
2/3 page	4 col.	185 x 170	210 x 192	1,620.00	2,360.00
1/2 page	2 col.	90 x 250	102 x 279	1,270.00	1,790.00
	4 col.	185 x 125	210 x 140		
1/3 page	1 col.	60 x 250	72 x 279	890.00	1,230.00
	4 col.	185 x 85	210 x 98		
1/4 page	1 col.	43 x 250	57 x 279	710.00	950.00
	2 col.	90 x 125	105 x 148		
	4 col.	185 x 65	210 x 82		
1/8 page	1 col.	43 x 125		440.00	660.00
	2 col.	90 x 65			
	4 col.	185 x 33			
Front cover page					5,000.00
2., 4. cover page			210 x 279		3,820.00

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 610.00 €

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) 2.27 €
Situations wanted each mm (1 column, b/w) 1.65 €
Box number fee 11.00 €

Source of supply listing per issue, 1 column, per printed line 11.00 €
with photo (43 mm x 30 mm) plus 52.00 €
with ad box (43 mm x 9 mm) plus 26.00 €

It can be booked for 6 or more editions. 10 percent discount when
12 editions are booked.

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 %
9 insertions	10 %	9 pages	15 %
12 insertions	15 %	12 pages	20 %

All surcharges do qualify for discounts. Front pages are not qualified for discount.

12 Combinations: -

13 Bound inserts:

2 pages	2,190.00 €
4 pages	4,380.00 €
6 pages	6,570.00 €
8 pages	8,760.00 €

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

Please supply the bound inserts in the untrimmed format
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width
of 11 cm. 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	Price/thousand
Weight of loose-leaf inserts	
up to 25 g	285.00 €
up to 50 g	460.00 €
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 a full page-ad (prices see above).	

16 Delivery address for the positions 13 to 15:

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

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

See www.mediacentrum.de for our terms and conditions

Gatefolder

Basis price and technical details: on request

Inventory card

Base board large, 125 mm x 185 mm, 4 colours 2,020.00 €

Base board small, 62 mm x 185 mm, 4 colours 1,060.00 €

Header incl. logo on the internet,
40 mm x 400 mm 1,970.00 €

Reconditioning card (not discountable)

Banner, 125 mm x 185 mm, at the bottom 2,020.00 €

Banner, 40 mm x 400 mm, at the head 1,970.00 €

Tank cleaning card (not discountable)

Banner small 1,440.00 €

Banner medium 2,450.00 €

Banner large 3,080.00 €

Calender

Banner at the head or the bottom 3,180.00 €

The Who Is Who offers an overview of the **entire hazardous cargo industry**, thus providing important impulses for decisions on future purchases.

Companies have the opportunity to present themselves to international readers in **two languages, German and English**. Topics include all areas from training to transport, from storage establishment to packaging.

Your company portrait will appear both in the trade directory and at the online-portal www.gefahrgut-online.de

Ad prices:

Front cover page, 4-coloured:	4,120.00 €
2., 3., 4. cover page:	3,575.00 €
Full page, 4-coloured:	3,230.00 €
Company portrait (1 page):	875.00 €
Company portrait (2 page):	1,540.00 €

Company portraits don't qualify for discount.

The Who Is Who trade directory for the hazardous cargo industry belongs to the most recognized products of the Gefahr/gut-family.

Advantage for you: Increased contact chances for your advertisements.

Magazine size: 210 mm wide x 279 mm high

Publication date: June, 25, 2010

Copy date:

Company portraits:	May 4, 2010
Advertisements:	May 21, 2010

Printing material dates:

Company portraits:	May 14, 2010
Advertisements:	June 4, 2010

Printed copies:

10,000 copies

Printing materials:

Company portraits:

Photos: 8 cm wide, 6 cm high, tif or eps,
300 dpi resolution, colour chart: CMYK
Please send us your information about the company
portraits by e-mail to who-is-who@springer.com

Advertisements:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket on www.mediacentrum.de or as an attachment to the order confirmation). The creation of artwork will be invoiced.

Advertising consuler:

Melanie Heinrich
Phone: +49-89 / 20 30 43-21 23
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Advertising processing:

Marlies Gatz
Phone: +49-89 / 20 30 43-22 22
Fax: +49-89 / 20 30 43-21 58
E-mail: who-is-who@springer.com

1 Web-Address (URL): www.gefahrgut-online.de

2 Short characterization:

Comprehensive internet offer for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. Current legal information and commented legal decisions, news and background reports. Seminar and industrial-fair agenda, classified directory, and material database.

3 Target group: Hazardous cargo agents and persons in charge of hazardous cargo in forwarding companies.

4 Publishing house: Verlag Heinrich Vogel
Springer Transport Media GmbH
Aschauer Str. 30, 81549 Munich, Germany
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5 Contact person: Andrea Volz
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certified online service since August 2007

7 Numbers of hits: visits: 16,802 (September 2009)
page impressions: 45,990 (September 2009)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.00
2 Rectangle / Video Rectangle	300 x 250	75.00
3 Expandable Rectangle (to the left side)	630 x 250	100.00
4 Expandable Rectangle (at the bottom left)	630 x 350	125.00
5 Layer Ad + Rectangle Reminder	400 x 400	150.00
6 Half Page	300 x 600	150.00
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.00
9 Corner Ad Large	on request	

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

Technical specifications banner:

- File formats: swf, gif, jpg, 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:

Every Wednesday hazardous cargo online informs decision makers and executive staff with a current and informative newsletter.

Newsletter subscribers:

2,759 (September 2009)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	199.00
2 Horizontal / Fullsizebanner or text ad plus logo/picture	650 x 150	199.00

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

Technical specifications newsletter:

- File formats: 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:

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

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
61.1, 60.24.5, 63.1, 63.4, 62, 64.12	Rail traffic, subject to authorisation of long-distance transports on the road (without move transports), freight handling and warehousing, freight carriers, other transportation brokers, air cargo, private postal and courier services	37	2,070
24, 24.4	Manufacturing of chemical and pharmaceutical products	14	780
37, 90	Recycling, sewage and waste disposal, other disposal	9	500
74.14.1, 74.3, 80.4, 80.41	Consulting, technical, physical and chemical examination, adult education and other education, driving schools	7	390
75.1, 91.1	Public administration, Trade and employers associations, professional organisations	6	340
60.24.5,	Subject to authorisation of local traffic(without move transports)	5	280
51.12.1, 23.20.0	Procurement of fuel and mineral oil trade and petroleum processing	4	220
29, DM	Engine and vehicle construction	3	170
51.12.3, 51.3	Procurement of trade with technical chemicals, raw drugs, caoutchouc, plastics and fertilisers, wholesaling of foods, drinks and tobaccos	2	110
74.87.2	Adjusters	2	110
21.21.0, 25.22.0, 74.82	Manufacturing of corrugated papers and pasteboards, packing materials of paper, carton and pasteboard, manufacturing of plastic packing materials, industry of bottling and packing	2	110
	Other	9	500
	Rounding difference		+ 6
	Total circulation inland	100	5,586
	Foreign countries (unlevied)		228
	Total circulation inland and foreign countries		5,814

Data Ticket



Status quo: September 2009

Transfer of digital data

If you send your advert via E-mail, to our FTP server or on a data medium, it is vital you include this information:

Sender/Company: _____

Contact: _____

Phone: _____ Fax: _____

Ad Information for the following publications:

BFA FS GG OR TAXI TR VR

Others _____

Issue: _____ Heading: _____

Ad format: _____ Colour: _____

File name: _____ Application: _____ Version _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP e-mail Data medium by mail

Proof Contract proof (ISO) content binding delivered by mail
(please mark with a cross if necessary)

Creation of data

- Please provide only printable PDF X3-files in the size of the ad format (without white borders)
- Ads to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Please create coloured illustrations in CMYK mode or convert Data in CMYK.
- The maximum colour application shall not exceed 320%.

Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine_issue_customer_motif.zip).

Support concerning

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at http://www.stuertz.de/data/suw/pdf/PDF-Datenanlieferung_Allgemein.pdf or if required under the stated contact address.

Connections

FTP: ftp.stuertz.de (Login: gecont, Passwort:dE41yG)

E-mail: gecont@stuertz.de

Fax: +49-931/385-11332

Contact

Stürtz GmbH

Journals & magazines

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Tel.: +49-9 31/3 85-332

Please contact us for further information

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Commercial Transport & Special Business

- **Advertising Sales Manager**

- **Key Account Manager Online**

- **Advertising Administration**

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