

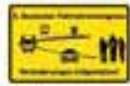
FAHRSCHULE

Das Magazin für erfolgreiche Fahrlehrer

Juli 2014 • Ausgabe 8 • www.fahrschule-online.de / www.fahrlehrerverband.de | ISSN 2024-4028 | 0701



Marketing: Bei den Jugendlichen richtig ankommen



Fahrlehrerkongress: Vorbereitungen laufen auf Hochtouren



Fahrerstellung: Der neue Platz wildert im Golf-Review

AUTONOMES FAHREN: FAHRLEHRER FAHREN WEITER MIT



fahrschule-online.de

MEDIA KIT 2015

Short characterization:

Official cross-regional magazine of the federal driving instructors' association.
The magazine focuses on issues of road safety and road safety training.
Technical, economic, and traffic regulation issues are discussed in detail.

Advertising office:

Advertising Director
Verlag Heinrich Vogel: Matthias Pioro

Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 / 20 30 43 – 11 00
E-Mail: vertriebsservice@springer.com

Frequency of publication: monthly

Year of publication: 66th year 2015

ISSN: 0014-6838

Subscription cost:

Annual subscription

Inland: 103.50 € incl. packing/postage and 7% VAT

European Countries: 115.50 € incl. packing/postage and 7% VAT

Single copy: 9.90 € plus 1.90 € packing/postage, incl. 7% VAT

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
Phone: +49-89 / 20 30 43 - 0
Fax: +49-89 / 20 30 43 - 23 98
E-mail: anzeigen-vhv@springer.com
vhv.mediacentrum.de

Editor:

Editor-in-Chief: Sylke Bub
sylke.bub@springer.com

Circulation control:



Analysis of circulation: Average circulation within one year
(from July 1st 2013 until June 30th 2014)

Printed copies:	14,767		
Total circulation	14,369	therefrom abroad:	26
Total net paid circulation:	13,351	therefrom abroad:	20
- subscribed copies	13,332	therefrom copies for members:	11,617
- Sale by retail	-		
- Other sale	19		
Free copies:	1,018		
Remainer, file and checking copies	398		

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation %	copies
Inland	99.8	14,343
Foreign Country	0.2	26
Total circulation	100.0	14,369

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	3,043
2	3,542
3a	2,172
3b	867
4	2,412
5	459
6	991
7	857
total:	14.343

	Issue	Publication Date	Deadline Adverts	Printing Material	Topics	Trade fairs
January	1	Jan 2, 2015	Nov 26, 2014	Dec 8, 2014	Communication systems for practical motorcycle training	
February	2	Feb 5, 2015	Jan 7, 2015	Jan 19, 2015	Beamer for theory classes and seminars	IMOT, Munich Feb 13 to 15, 2015
March	3	Mar 5, 2015	Feb 2, 2015	Feb 16, 2015	More comfort through fuel cards	
April	4	Apr 2, 2015	Mar 4, 2015	Mar 16, 2015	New models, innovative techniques, more security: trends related to motorcycles	
May	5	May 7, 2015	Apr 7, 2015	Apr 17, 2015	Marketing by website and co.	
June	6	Jun 5, 2015	May 4, 2015	May 15, 2015	Driving school conditions of car manufacturers	

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue	Publication Date	Deadline Adverts	Printing Material	Topics	Trade fairs
July	7	Jul 2, 2015	Jun 2, 2015	Jun 15, 2015	Travel routes for motorcycles	
August	8	Aug 6, 2015	Jul 8, 2015	Jul 20, 2015	Trailers for class BE training	
September	9	Sep 3, 2015	Aug 5, 2015	Aug 17, 2015	Novelties from IAA Pkw (International Automobile Fair)	IAA Pkw , Frankfurt/Main, Sep 17 to 27, 2015
October	10	Oct 1, 2015	Sep 2, 2015	Sep 14, 2015	The perfect accessories for load security (lashing straps, anti friction mats etc.)	Rehacare International , Düsseldorf, Oct 14 to 17, 2015
November	11	Nov 5, 2015	Oct 7, 2015	Oct 19, 2015	Advertising materials and decorations for driving school and display window	
December	12	Dec 3, 2015	Nov 4, 2015	Nov 16, 2015	Built-in components for handicap-training	
January	01/16	Jan 7, 2016	Dec 2, 2015	Dec 14, 2015	Driving school conditions for motorcycle manufacturers	

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Circulation:

Printed copies: 14,767
Total circulation in annual average 14,369

Magazine size

Size: 210 mm x 279 mm trimmed

Type area: 185 mm wide, 250 mm high

Number of columns: 4 columns, 43 mm

Number of columns: 3 columns, 59 mm

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 you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Publication:

Frequency of publication: monthly

Publications dates, deadlines and dates for submission:
see "Time Schedule and Topics"

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

General conditions: Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price coloured €
		type area	truncate*		
2., 3., 4. cover			210 x 279		7,800.00
1/1	4 col.	185 x 250	210 x 279	4,645.00	6,665.00
1/2	2 col.	90 x 250	102 x 279	2,530.00	3,605.00
	4 col.	185 x 125	210 x 140		
1/3	1 col.	59 x 250	72 x 279	1,690.00	2,530.00
	4 col.	185 x 85	210 x 98		
1/4	1 col.	43 x 250	56 x 279	1,350.00	2,035.00
	2 col.	90 x 125			
	4 col.	185 x 65	210 x 82		
1/8	1 col.	43 x 125		705.00	1,175.00
	2 col.	90 x 65			
	4 col.	185 x 33			
1/16	1 col.	43 x 65		400.00	650.00
	2 col.	90 x 30			
	4 col.	185 x 15			
Front cover page					on request

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 750.00 €

Prices for classified ads/situations wanted:

1 column millimetre rate for

Commercial ads	(1 column, 43 mm wide, b/w)	5.06 €
Commercial ads	(1 column, 43 mm wide, coloured)	6.95 €
Private ads	(1 column, 43 mm wide, b/w)	4.30 €
Private ads	(1 column, 43 mm wide, coloured)	5.91 €
Situations wanted	(1 column, 43 mm wide)	2.14 €
Box number fee		13.00 €

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions	3 %
6 insertions	5 %
9 insertions	10 %
12 insertions	15 %

Quantity discount

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

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

Bound inserts (not discountable):

Price:

2-pages	4,690.00 €
4-pages	9,380.00 €
6-pages	14,070.00 €

- Please supply the bound inserts in the untrimmed format 214 wide x 287 high (folded).
- 2-page bound inserts to be delivered with a printed latch of 110 mm width.
- Bleed: gutter 0 mm, outer edges 4 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

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 €
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.

Glued-in postcards (not discountable):

Glued-in postcards/thousands	95.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with a full page-ad (prices see above).	

Delivery address for bound and other inserts:

Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: for "Journal name – Issue no. ..."

The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

Data transfer

- Use Winzip (.ZIP) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer.
- (journal_issue_customer_motive.zip).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



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MEDIA KIT 2015

Online Ad Types and Online Prices

Standard Ad Forms:

Visits: 12,785 (May 2014)
Page Impressions: 36,885 (May 2014)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: 75.00 €

Expandable Medium Rectangle Small
Size: 300 x 250 px and
630 x 250 px
CPM*: 100.00 €

Expandable Medium Rectangle Large
Size: 300 x 250 px and
630 x 350 px
CPM*: 125.00 €



Half Page
Size: 300 x 600 px
CPM*: 150.00 €

Expandable Half Page
Size: 300 x 600 px and
630 x 600 px
Price on request



Skyscraper
Size: 120 x 600 px and
160 x 600 px
CPM*: 75.00 €



Superbanner
Size: 728 x 90 px
CPM*: 75.00 €



Wallpaper
Size: Superbanner and
Skyscraper
CPM*: 150.00 €

Newsletter:

Newsletter subscribers: 2,937 (June 2014)



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 249.00 €



**Cross/Full-Size Banner
Text Display Large**

Size: 650 x 150 px
Fixed Price: 249.00 €

The currently valid VAT must be added to all prices.

Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect.
Here and also for layers, GIF/JPG files aren't necessary anymore.
- Fallback image: When using a flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand;
- Inserting the ClickTag: No hard linking allowed in the flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated GIF/JPG files
- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Display Large

- File formats: static or animated GIF/JPG files
- File size: up to 10 KB
- Logo/Images: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

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

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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