



Member of
Logistics Alliance Germany



Hallo,
Zukunft!

BEST
AZUBI!

Spedition, Transport, Logistik

BEST
BKF
DER AZUBI
WETTBEWERB

LOGISTIK
MASTERS
LOGGRAPH: Ihren Erfolg

2016

MEDIA KIT 2016

Wochenmagazin für Spedition, Transport und Logistik

verkehrs RUNDSCHAU

Verlag Heise & Vogel | ISSN 0341-2148 | B 4824

10 NEU UND DER LANG-LKW
Warum NEU? Dielektronischer Geschwindigkeitsbegrenzer
Sattelauflieger zulassen, aber von Lang-Lkw nichts wissen will!

40 MINDESTLOHN-VERSICHERUNG
Es gibt die erste MiLoG-Versicherung am Markt. Wer sie nutzen
kann, muss sie befreit und anerkennt die Schutzfunktion!

Die Zeichen stehen auf Wachstum

Es ist noch ein zartes Pflänzchen, aber immerhin: Die Transportnachfrage soll 2015 und darüber hinaus zulegen
Seite 20

Aufträge und Fahrzeuge im Anzeigenteil ab Seite 53

Früh News-App
Metra-Analyse

metra®analyse
TOP PERFORMER

The weekly magazine for forwarding, transport and logistics

www.verkehrsrundschau.de

Honored for exceptional performance in range, target group relevance, content and crossmedial impact



For further media information please visit vhv.mediacentrum.de

Who are the readers of VerkehrsRundschau?

- Owners, CEOs, executives of logistics providers (transport, forwarding, warehousing)
- Transport logistics decision makers in transport economy and industry
- Members of BWVL Bundesverband Wirtschaft, Verkehr und Logistik e.V. (Federal Association of Economy, Transport and Logistics)
- Clients of TÜV Süd (Association for Technical Inspection South)

Which are the focus areas of VerkehrsRundschau?

- Relevant, reliable and up-to-date specialized information
- Effective customer approach without wastage
- Independent truck tests
- Specific, permanent commitment for junior staff - especially through the two biggest contests for logistics students and apprentices in Germany.



VerkehrsRundschau A-Issue – The weekly magazine

Magazine profile:



The VerkehrsRundschau A-Issue is the weekly magazine for forwarding, transport and logistics. Each Friday, VerkehrsRundschau reports about logistics, transport industry, politics, legislation and taxes, management, markets, enterprises, IT and communication, as well as warehousing and handling. The editorial range is completed by information about new technical developments, independent vehicle tests and service information for the day-to-day business.

Target group:

Owners, CEOs, executives of logistics providers (transport, forwarding, warehousing), transport logistics decision makers in transport economy and industry, members of BWVL Bundesverband Wirtschaft, Verkehr und Logistik e.V. (Federal Association of Economy, Transport and Logistics)

Your advantages:

- Strong reader-to-magazine attachment
- Highly practice-oriented perspective
- Periodical sector specials
- Reach of BWVL-members with every A-Issue

VerkehrsRundschau B-Issue – The Security Professional

Magazine profile:



The VerkehrsRundschau B-Issue is published 8x per year. The editorial content of the B-Issues focuses on the areas of light-duty vehicles, security and load securing, cep services, maritime and inland navigation, air cargo, as well as trucking companies and vehicle fleet management.

Target group:

VerkehrsRundschau A-recipients and BG Verkehr-insured companies (all companies conducting commercial transports – trucking companies, cep services, ocean carriers and inland navigation shipping companies, airlines)

Your advantages:

- 100% market coverage
- Attractive cost per thousand
- Extended target group

Frequency of publication: **VerkehrsRundschau A:** 36 issues per year
VerkehrsRundschau B: 8 issues per year

Year of publication: 70th year 2016

Web address (URL): www.verkehrsrundschau.de

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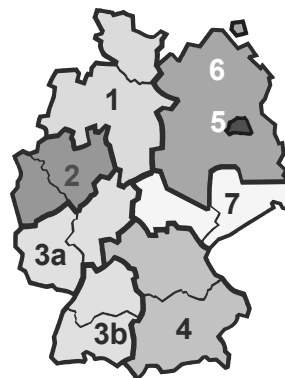
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Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany A-Issue	Total circulation in Germany B-Issue
1	2,058	33,729
2	2,554	31,816
3 a	1,806	44,007
3 b	2,977	20,574
4	4,406	28,208
5	165	6,547
6	443	16,046
7	1,127	12,993
total	15,537	193,920

Circulation monitoring A-Issue:

Circulation analysis: Average number of copies per issue in one year (July 1st 2014–June 30th 2015)

Print run:	15,977		
Actual distributed circulation (ADC):	15,726	therefrom abroad:	189
Sold copies:	11,828	therefrom abroad:	150
▪ Subscription copies:	5,980	therefrom member copies:	–
▪ Sale by retail:	–		
▪ Other sales:	5,848		
Complimentary copies:	3,897		
Reminder, archive and records copies:	251		

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation %	copies
Inland	98.8	15,537
Foreign Countries	1.3	189
Actual distributed circulation (ADC):	100.0	15,726

Circulation monitoring B-Issue:

Circulation analysis: Average number of copies per issue in one year (July 1st 2014–June 30th 2015)

Print run:	194,051		
Actual distributed circulation (ADC):	193,937	therefrom abroad:	17
Sold copies:	193,441	therefrom abroad:	14
▪ Subscription copies:	193,127	therefrom member copies:	193,062
▪ Sale by retail:	–		
▪ Other sales:	314		
Complimentary copies:	496		
Reminder, archive and records copies:	114		

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation %	copies
Inland	100	193,920
Foreign Countries	0	17
Actual distributed circulation (ADC):	100	193,937

Branches/economic sectors/business types A-Issue¹⁾:

Dept./ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
H	Logistics service providers (haulers, forwarding, handling operators)	51	7,920
C	Industrial companies	15	2,330
G	Trade (incl. automobile trade)	11	1,710
84.1, 94.1	Authorities, associations, professional organisations	5	780
85.59.2	Providers of basic and advanced education	4	620
M	Other service providers	13	2,020
	Other/No information	1	160
	Rounding difference		- 3
Actual distributed circulation in Germany (ADC):		100.0	15,537
Foreign Countries (unlevied):			189
Actual distributed circulation:			15,726

Branches/economic sectors/business types A and B-Issue²⁾:

Branches according to classification of Berufsgenossenschaft für Verkehr und Transportwirtschaft	Quote of ADC in %	Projection (approx.)
Road haulage	46.6	90,370
Bus companies	25.1	48,670
Taxi companies	17.2	33,350
Waste and residue transportation, waste collection	2.6	5,040
Inland navigation	2.4	4,650
Airline companies	1.5	2,910
Furniture shipping incl. logistics	1.3	2,520
Postal services and transport logistics	0.3	580
Other	3.0	5,820
Rounding difference		+ 10
Actual distributed circulation in Germany (ADC) VerkehrsRundschau B	100.0	193,920
Actual distributed circulation in Germany VerkehrsRundschau A		15,537
Actual distributed circulation in Germany VerkehrsRundschau A and B:		209,457

COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS

LOGISTICS

SUPPLEMENTS/ SPECIALS

FAIRS

ISSUE A1-2 Container and chassis Logistics cluster **European Motor Show, Brussels, 14.01.-24.01.2016**
DA/PM: 22.12.15
CA: 08.01.16
PD: 15.01.16

ISSUE A3-4 Temperature-controlled transport Food logistics **Fruit Logistica, Berlin, 03.02.-05.02.2016**
TÜV-Issue 1
DA/PM: 15.01.16
CA: 22.01.16
PD: 29.01.16

ISSUE B5 Cranes for forestry and waste management Green logistics
TÜV-Issue 2
DA/PM: 22.01.16 GaLa Bau
CA: 29.01.16
PD: 05.02.16

ISSUE A6 Truck-mounted forklifts Digitalization in logistics
DA/PM: 27.01.16
CA: 03.02.16
PD: 12.02.16

ISSUE A7 Results Image Ranking Spare parts logistics
DA/PM: 03.02.16
CA: 12.02.16
PD: 19.02.16

ISSUE A8 Disposers, communal vehicles Disposing, waste transport
DA/PM: 12.02.16
CA: 19.02.16
PD: 26.02.16

TÜV = Association for Technical Inspection. You can find our current events at www.verkehrsrundschau.de/events.
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	COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS	LOGISTICS	SUPPLEMENTS/ SPECIALS	FAIRS
ISSUE A9 TÜV-Issue 3 DA/PM: 19.02.16 CA: 26.02.16 PD: 04.03.16	Preview LogiMAT Low-bed trailers and heavy-duty transport for construction industry	Construction logistics	Telematics-Special	LogiMat , Stuttgart, 08.03.-10.03.2016
ISSUE A10 DA/PM: 26.02.16 CA: 04.03.16 PD: 11.03.16	Axles and brakes Navigation devices	Seaports		CeBIT , Hanover, 14.03.-18.03.2016
ISSUE B11 DA/PM: 04.03.16 CA: 11.03.16 PD: 18.03.16	Green Truck/Green Van	Pharma logistics	Driving Ban Timetable (in A-Issue)	SITL , Paris, 22.03.-25.03.2016
ISSUE A12 DA/PM: 11.03.16 CA: 18.03.16 PD: 26.03.16	Lubricants, additives Trailers for intermodal transport Rental/Leasing	Intermodal transport		
ISSUE A13-14 DA/PM: 16.03.16 CA: 23.03.16 PD: 01.04.16	Preview bauma Tipper bodies Washing facilities/Workshops	Freight exchanges Insurances	Construction-Special	AMI - Auto Mobil International , Leipzig, 09.04.-17.04.2016 bauma , Munich, 11.04.-17.04.2016
ISSUE A15 TÜV-Issue 4 DA/PM: 01.04.16 CA: 08.04.16 PD: 15.04.16	Set-down and roll-off vehicles DigiTacho/IT	Hazardous cargo logistics		

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LOGISTICS

SUPPLEMENTS/ SPECIALS

FAIRS

ISSUE A16
DA/PM: 08.04.16
CA: 15.04.16
PD: 22.04.16

Intra logistics/Forklifts

E-Commerce

Hanover Messe, 25.04.-29.04.2016
Usetec, Karlsruhe, 25.04.-27.04.2016

ISSUE B17
DA/PM: 15.04.16
CA: 22.04.16
PD: 29.04.16

Cranes for logistics and
construction material transport

Logistics consulting

ISSUE A18
TÜV-Issue 5
DA/PM: 22.04.16
CA: 29.04.16
PD: 07.05.16

Vans and pickups
Trailers with sliding floor system

Country focus China

ISSUE A19
DA/PM: 28.04.16
CA: 06.05.16
PD: 13.05.16

Fuel cards

Education and career

ISSUE A20
DA/PM: 04.05.16
CA: 12.05.16
PD: 20.05.16

Tires
Preview CeMAT

CEP services

Reifen (Tires), Essen, 24.05.-27.05.2016

ISSUE A21
TÜV-Issue 6
DA/PM: 12.05.16
CA: 20.05.16
PD: 27.05.16

Rental/Leasing

Retail logistics

IFAT, Munich, 30.05.-03.06.2016
CeMAT, Hanover, 31.05.-03.06.2016
EasyFairs EMPACK, Hanover, 31.05.-03.06.2016

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COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS	LOGISTICS	SUPPLEMENTS/ SPECIALS	FAIRS
ISSUE A22 DA/PM: 19.05.16 CA: 27.05.16 PD: 03.06.16	Logistics properties Ramps and doors	Rail freight transport	
ISSUE A23 DA/PM: 27.05.16 CA: 03.06.16 PD: 10.06.16	Telematics systems Recovery and towing	Automotive logistics	Transport Logistic China , Shanghai, 14.06.-16.06.2016
ISSUE B24 DA/PM: 03.06.16 CA: 10.06.16 PD: 17.06.16	Tail lifts Mega trailers	Green logistics	Driving Ban Timetable (in A-Issue)
ISSUE A25 TÜV-Issue 7 DA/PM: 10.06.16 CA: 17.06.16 PD: 24.06.16	Box vehicles and box semitrailers	Insurances	
ISSUE A26 DA/PM: 17.06.16 CA: 24.06.16 PD: 01.07.16	Silo and tank vehicles	Chemical logistics	Truck-Grand-Prix , Nürburgring, 01.07.-03.07.2016
ISSUE A27 DA/PM: 24.06.16 CA: 01.07.16 PD: 08.07.16	Lubricants, additives	Inland ports	

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COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS

LOGISTICS

SUPPLEMENTS/ SPECIALS

FAIRS

<p>ISSUE A28 TÜV-Issue 8 DA/PM: 01.07.16 CA: 08.07.16 PD: 15.07.16</p>	<p>Mega trailers for automotive logistics</p>	<p>Freight exchanges</p>	
<p>ISSUE A29-30 DA/PM: 15.07.16 CA: 22.07.16 PD: 29.07.16</p>	<p>Construction material trailers Inloaders</p>	<p>Spare parts logistics</p>	
<p>ISSUE B31 TÜV-Issue 9 DA/PM: 22.07.16 CA: 29.07.16 PD: 05.08.16</p>	<p>Alternative gears transporters and commercial vehicles</p>	<p>Visibility in supply chain logistics</p>	
<p>ISSUE A32-33 DA/PM: 29.07.16 CA: 05.08.16 PD: 12.08.16</p>	<p>Trailers for steel transport</p>	<p>Steel logistics</p>	
<p>ISSUE A34-35 DA/PM: 11.08.16 CA: 19.08.16 PD: 26.08.16</p>	<p>Wood transports, wood load cranes and wood chips transports Intra logistics/Forklifts</p>	<p>Tracking and tracing</p>	<p>Int. Holzmesse, Klagenfurt, 01.09.-04.09.2016 SMM, Hamburg, 06.09.-09.09.2016 Transport Compleet, Gorinchem, 06.09.-08.09.2016</p>
<p>ISSUE A36 TÜV-Issue 10 DA/PM: 26.08.16 CA: 02.09.16 PD: 09.09.16</p>	<p>Fleet management transporters Heavy-duty cranes</p>	<p>Intermodal transport</p>	<p>automechanika, Frankfurt, 13.09.-17.09.2016 GaLaBau, Nuremberg, 14.09.-17.09.2016</p>

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	COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS	LOGISTICS	SUPPLEMENTS/ SPECIALS	FAIRS
ISSUE B37 TÜV-Issue 11 DA/PM: 02.09.16 CA: 09.09.16 PD: 16.09.16	Preview IAA Pallets and transport packaging	Contract logistics	Driving Ban Timetable (in A-Issue)	InnoTrans , Berlin, 20.09.-23.09.2016 IAA Commercial Vehicles , Hanover, 22.09.-29.09.2016
ISSUE A38 DA/PM: 09.09.16 CA: 16.09.16 PD: 23.09.16	Rental/Leasing tank vehicles Silo and tank vehicles	E-Commerce Pallets logistics		FachPack , Nuremberg, 27.09.-29.09.2016 Security , Essen, 27.09.-30.09.2016 Expo Petrotrans , Kassel, 29.09.-01.10.2016
ISSUE A39 DA/PM: 16.09.16 CA: 23.09.16 PD: 30.09.16	Winter tires Logistics properties Ramps and doors	Insurances		Expo Real , Munich, 04.10.-06.10. 2016
ISSUE A40 DA/PM: 22.09.16 CA: 29.09.16 PD: 07.10.16	Temperature-controlled transport Dealer market	Freight forwarding software	Workshop-Special	
ISSUE A41 TÜV-Issue 12 DA/PM: 29.09.16 CA: 07.10.16 PD: 14.10.16	Heavy-duty transport and low-bed trailers	Steel logistics Recycling		33. Deutscher Logistik-Kongress (German Logistics Congress) , Berlin, 19.10.-21.10. 2016
ISSUE A42 DA/PM: 07.10.16 CA: 14.10.16 PD: 21.10.16	Lorries with trailers BDF-swap bodies Axles and brakes	Hightech logistics	COPYTEST	

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COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS

LOGISTICS

SUPPLEMENTS/ SPECIALS

FAIRS

ISSUE B43

TÜV-Issue 13

DA/PM: 14.10.16

CA: 21.10.16

PD: 28.10.16

Interior outfittings
Cargo securing for vans

Automotive logistics

ISSUE A44

DA/PM: 20.10.16

CA: 27.10.16

PD: 04.11.16

Beverage vehicles
Temperature-controlled transport
Rental/Leasing
Transporters and pickups with double cabins

CEP services

Commercial Vehicles-Special

Brau Beviale, Nuremberg, 08.11.-10.11.2016
BME-Symposium, Berlin, 09.11.-11.11.2016
transfairlog, Hamburg, November 2016

ISSUE A45

TÜV-Issue 14

DA/PM: 27.10.16

CA: 04.11.16

PM: 11.11.16

Fifth wheels and coupling devices

Country focus Turkey

Logitrans, Istanbul, 16.11.-18.11.2016

ISSUE A46

DA/PM: 04.11.16

CA: 11.11.16

PM: 18.11.16

Telematics systems

Freight exchanges

ISSUE A47

DA/PM: 11.11.16

CA: 18.11.16

PD: 25.11.16

Intra logistics/Forklifts

Country focus Benelux

Annual calendar

ISSUE A48-49

DA/PM: 18.11.16

CA: 25.11.16

PM: 02.12.16

Fuel cards

Seaports

Driving Ban Timetable

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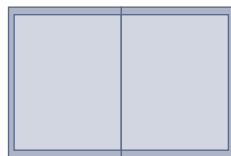
	COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS	LOGISTICS	SUPPLEMENTS/ SPECIALS	FAIRS
ISSUE B50 DA/PM: 02.12.16 CA: 09.12.16 PD: 16.12.16	Lubricants, additives	Chemical logistics		
ISSUE A51-52 TÜV-Issue 15 DA/PM: 09.12.16 CA: 16.12.16 PD: 23.12.16	Annual review	Annual review	Who is Who Logistics 2017	

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Formats



Title Display
–
210 x 156 mm*



2/1 Pages across gutter
388 x 236 mm
420 x 279 mm*



1/1 Page
175 x 236 mm
210 x 279 mm*



2/3 Page horizontal
175 x 156 mm
210 x 178 mm*



1/2 Page upright
85 x 236 mm
101 x 279 mm*



1/2 Page horizontal
175 x 117 mm
210 x 137 mm*

Main magazine

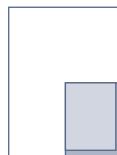
Type area (width x height)
Trim size (width x height)



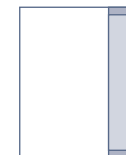
1/3 Page upright
55 x 236 mm
71 x 279 mm*



1/3 Page horizontal
175 x 76 mm
210 x 91 mm*



1/4 Page bloc
85 x 117 mm
101 x 137 mm*



1/4 Page upright
40 x 236 mm
56 x 279 mm*



1/4 Page horizontal
175 x 56 mm
210 x 71 mm*

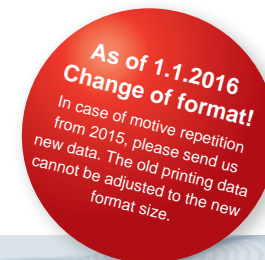


1/8 Page horizontal
175 x 31 mm
210 x 49 mm

Main magazine

Type area (width x height)
Trim size (width x height)

* +3 mm bleed on all outer edges





Circulation:
Print run: 15,977 copies
Actual distributed circulation in annual average: 15,726 copies

Magazine size: 210 mm width x 279 mm height
Type area: 175 mm width x 236 mm height
Columns 4: Column width 40 mm
Columns 3: Column width 55 mm

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

Ad types and rates:

Format	4-colors in €
2/1 Page	13,460.00
Title Display (no discounts available)	9,800.00
2/4. Cover Page	7,850.00
1/1 Page	6,700.00
2/3 Page	5,590.00
1/2 Page	3,650.00
1/3 Page	2,800.00
1/4 Page	2,450.00
1/8 Page	1,750.00

Preferential placements:

Fixed positions 745.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 3.78
Agency price: each mm (1-column, 43 mm wide, colored) € 7.26
Direct price: each mm (1-column, 43 mm wide, b/w) € 3.21
Direct price: each mm (1-column, 43 mm wide, colored) € 6.17
Situations wanted: each mm (1-column, 43 mm wide) € 2.05
Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times 3%
6 times 5%
12 times 10%
18 times 12%
24 times 15%
50 times 20%

By number of pages

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

All surcharges do qualify for discounts.

Ads in A- and B-Edition do qualify for discount together. For title displays no discounts available.

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, Germany
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

General conditions:

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Circulation:

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 Actual distributed circulation in annual average: 193,937 copies

Magazine size:

210 mm width x 279 mm height

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Columns 4:

Column width 40 mm

Columns 3:

Column width 55 mm

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 you can find at www.mediacentrum.de.

The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colors in €
2/1 Page	18,620.00
Title Display (no discounts available)	12,900.00
2/4. Cover Page	11,500.00
1/1 Page	9,300.00
2/3 Page	6,510.00
1/2 Page	4,900.00
1/3 Page	3,300.00
1/4 Page	2,800.00
1/8 Page	2,070.00

Preferential placements:

Fixed positions 950.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 8.12
 Agency price: each mm (1-column, 43 mm wide, colored) € 11.18
 Direct price: each mm (1-column, 43 mm wide, b/w) € 6.90
 Direct price: each mm (1-column, 43 mm wide, colored) € 9.50
 Situations wanted: each mm (1-column, 43 mm wide) € 3.72
 Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times 3%
 6 times 5%
 12 times 10%
 18 times 12%
 24 times 15%
 50 times 20%

By number of pages

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

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

Title promoter

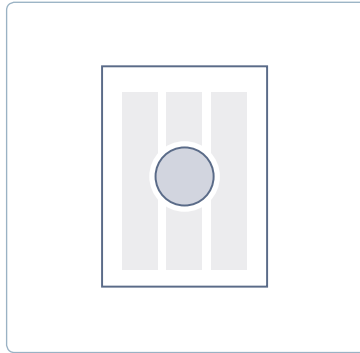


only in combination with a 1/1 page, 4c

Format:
45 mm x 45 mm
(circular and square possible)

Total price:
A-Issue: €9,320.00

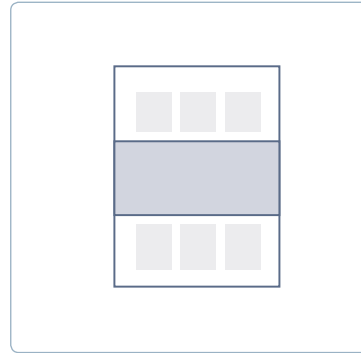
Circular Advert



Format:
max. Ø 80 mm

Price:
A-Issue: €3,185.00
B-Issue: €3,640.00

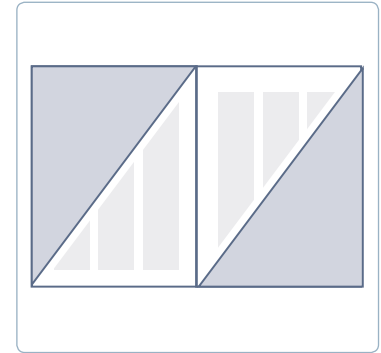
Banderole



Format:
210 mm width x 98 mm height

Price:
A-Issue: €6,720.00
B-Issue: €7,920.00

2 x ½ Page Diagonal Version 1*



Format:
210 mm width x 279 mm height

Price:
A-Issue: €9,490.00
B-Issue: €12,740.00

* only in coordination with the editorial department

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

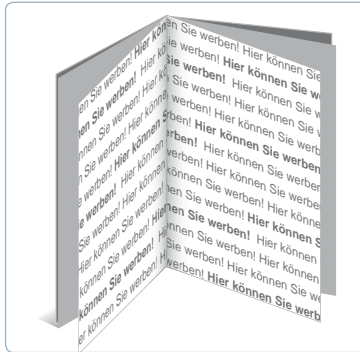
Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

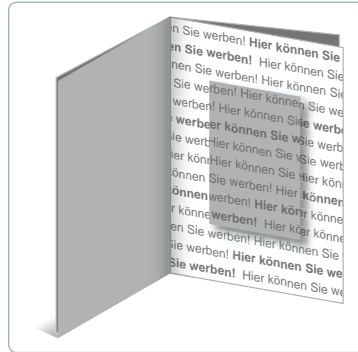
- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- Bleed: gutter 3 mm each
- Bleed: on all outer edges 4 mm

Price	A-Issue:	B-Issue:
(no discounts available)		
▪ 2 pages: €	3,990.00	€ 5,530.00
▪ 4 pages: €	7,980.00	€ 11,060.00
▪ 6 pages: €	11,970.00	€ 16,590.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

Cover Sampling



Characteristics:

- Prominent placement on shortened jacket pages over the front and 4th back cover
- Optimally catches readers' attention

Format:

- Front cover and 2nd inside front cover: 105 mm width x 279 mm height
- 3rd inside back cover and 4th back cover: 210 mm width x 279 mm height

Price: **A-Issue:** € 11,955.00

Delivery address for loose-leaf and inbound inserts:

L.N. Schaffrath DruckMedien GmbH & Co.KG
Marktweg 42-50
47608 Geldern, Germany

Loose-leaf und inbound inserts must be delivered 10 working days before publication date at the latest.

Delivery note: „Object name issue no. “

Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

**We offer many more types
of special ad forms -
we'll be pleased to advise you!**

**On request: As an additional
service, printing of loose-leaf
and inbound inserts possible.**

Data creating:

- Please send printable PDF files only (preferably PDF X3).
- 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 300 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
 - Pitstop settings etc
- are available via E-mail: anzeigen@le-tex.de

Connections and Contact:

FTP: on request
E-mail: anzeigen@le-tex.de

Contact:

le-tex publishing services
Advertisement team
Weißenfelser Straße 84
04229 Leipzig, Germany
Tel.: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.



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. The Extra appears in the layout of **VerkehrsRundschau** and the editorial department of **VerkehrsRundschau** will supervise its contents.

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 solutions supplier
- Targeted distribution to the relevant target group by way of inserts to the Extra issue of **VerkehrsRundschau**
- Complete package: Editorial and graphic from one source
- Appears in the layout of **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)

Price and size:

- Prices from 24,900 € (no agency commission possible)
- Number of pages: 12, 24, 28 or 36 pages
- Format: 203 mm width x 275 mm height
- Design: 4 colors




For the fourteenth time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazines goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

Through concise company portraits your company can be presented individually. Your entry will be published both in the magazine „Who is Who“ and as an extensive online-portrait. We'll be pleased to advise you with the design of the content.

You can book online at any time and in a short time your portrait will be put on the website. Then you will automatically appear in the next „Who is Who“ magazine. Thus, we guarantee you a 12-month running time in both print and online without additional costs.



Online-Features:

- Entry in the large VerkehrsRundschau online sector guide
- Optimised search function:
Thus you can be found much quicker
- Contact form
- Linking to your social media activities – like   
- Client logo in relevant online dossiers
- Images and video galleries
- Using your individual online access, you can keep your data up-to-date throughout the whole year.

Present yourself with an extensive and individual company portrait!

Magazine format: 210 mm x 279 mm
 Circulation: 20,000 copies
 Distribution: As a supplement in VerkehrsRundschau No. 51-52 from December 23, 2016

Deadlines portraits:

- Advertisement deadline portraits: November 3, 2016
- Deadline printing materials portraits: November 7, 2016

Ad types and prices:

- 1/1 page in the magazine €2,060.00 (incl. online-entry with many additional features)
- 2/1 page in the magazine €3,900.00 (incl. online-entry with many additional features)

Don't miss the opportunity to run an advertisement in the „Who is Who“ magazine!

Deadlines display advert:

- Advertisement deadline display advert: November 14, 2016
- Deadline printing materials display advert: November 18, 2016

Ad types and prices:

Cover page	210 mm width x 279 mm height*	€ 7,165.00
1/1 page	210 mm width x 279 mm height*	€ 6,230.00
1/2 page upright	101 mm width x 279 mm height*	€ 3,330.00
1/2 page horizontal	210 mm width x 137 mm height*	€ 3,330.00

* +3 mm bleed on all outer edges

2016

MEDIA KIT 2016

Online ad types and prices
www.verkehrsrundschau.de



For further media information please visit vhv.mediacentrum.de

Standard ad forms:

verkehrsrunschau.de is the information portal for decision makers in the transport and logistics industry. The portal offers the latest news, background information, and analyses, and provides information about commercial vehicles, transport, storage, cargo handling, toll, driving ban, fleet management and courier, express, parcel services (CEP).

Visits: 178,628 (August 2015)
Page Impressions: 456,220 (August 2015)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: € 85.00



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 on request



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



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



Tandem Add
Size: 400 x 400 px and
300 x 250 px
CPM*: € 150.00



Wallpaper
Size: Superbanner and
skyscraper
CPM*: € 150.00

Back-ground coloring possible

Newsletter:

On every working day, Verkehrsrundschau informs the decision makers and executives in an up-to-date and informative online newsletter.

Newsletter subscribers: 8,239 (August 2015)
Average opening rate: 30 %



Medium Rectangle

Size: 300 x 250 px
Fixed price: €499.00



Cross/Full-Size Banner Text Display large

Size: 650 x 150 px
Fixed price: €499.00

ONLINE-Advertorial:

The online advertorial, marked as an advert, appears among the current news on the portal of verkehrsrundschau.de.

For this purpose, please send us an image (size: 620x385 px), a headline, a short teaser/introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

Price: 1,490.00 €/weekly



Topic dossier:

Price on request

At www.verkehrsrundschau.de/dossiers you can find current news and background reports about more than 500 topics, the industry, countries, products, enterprises and persons in forwarding, transport, logistics and supply chain management.

Among those are topics like minimum wages, driving times and rest periods, truck toll and tender management, as well as about branches and markets like contract logistics, e-commerce, pharmaceutical logistics, sea cargo and overland transport. Furthermore, you can find extensive information about various countries. VerkehrsRundschau also offers informative dossiers about products and services like heavy-duty trucks, trailers, forklifts, warehouse technology and insurances.

The information section is completed by dossiers about important companies of the sector.

Using the function „Thema beobachten“ („long-term watch topic“), the user can promptly receive free-of-charge e mail alerts with up-to-date news and background reports about the desired topics.

Here you have the opportunity to occupy a topic exclusively and use the editorial setting.

„Occupy exclusively“ means: your logo as co-operation partner is placed in the topic dossier, you have exclusive access to the banner space and a product box, in which you can store anytime-alterable information about your services.



Microsite:

Price on request

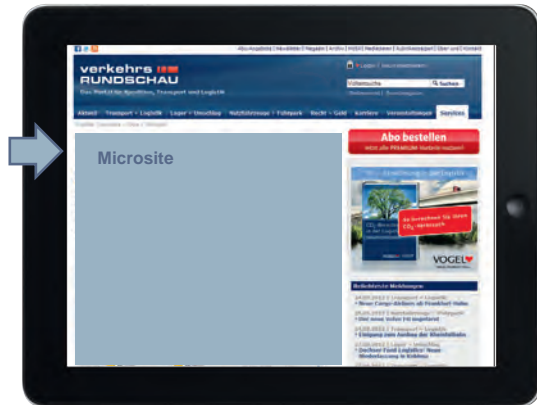
The portal of VerkehrsRundschau offers the ideal platform to position your campaign in a target group relevant way. Your campaign is graphically implemented in our portal as an own micro site. Additional teaser boxes on the portal start page are being linked to your micro site to increase the degree of attention.

Examples:

- CEP-Services
- CEP-Cockpit
- Warehouse logistics

Possibilities:

- Embedding of videos, slide shows, Flash- and Javascript animations
- Interaction with online applications and forms within the microsite
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.



Seminar Entries:

Training entry with logo, seminar description, target group, subject area, contact person, fees, lecturers, direct link to booking form, and more.

Price model: 1 – 10 entries at 59.00 € each
11 – 20 entries at 54.00 € each
over 20 entries at 49.00 € each

Job Market:

We provide you with the following possibilities to place a job market advert at VerkehrsRundschau.de.

- Job advert at VerkehrsRundschau.de for 4 weeks € 495.00 (for 4 weeks)
- Job advert at VerkehrsRundschau.de and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau) € 995.00 (for 4 weeks)

Not always is a solely online advert the right way to the new employee. Combine the reach of the VerkehrsRundschau print issue for specialist staff and managers with the full reach of our online offer.

- Combination Price for respective print ad (mm-price) + € 200.00 (for 4 weeks)
- Chiffre € 400.00



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner we absolutely need redirect. Here and also for layers, gif/jpg files aren't possible anymore.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: 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/Image: 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!



Andrea Volz

Director Sales Transport & Logistics, TAXI

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