

The official information
medium of the Federal Union
of Driving Instructors' Groups

2017

MEDIA KIT 2017



The magazine for
successful driving instructors
www.fahrschule-online.de



For further media information please visit vhv.mediacentrum.de

Who are the readers of „Fahrschule“?

The magazine addresses driving-school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

What distinguishes the readers of „Fahrschule“?

Through „Fahrschule“, you reach the deciders in the driving schools: the entrepreneurs and the driving instructors.

What distinguishes „Fahrschule“?

As the official organ of the „Bundesvereinigung der Fahrlehrerverbände“ (Federal Union of Driving Instructors' Groups), „Fahrschule“ gives timely and practice-oriented information about all things relevant to driving instructors – and so since 1951.

This includes the numerous legal changes affecting the education of learner drivers, new learning methods, economical background information as well as interesting vehicles and products for the line of business.

What more does „Fahrschule“ offer?

Through the website fahrschule-online.de and the weekly newsletter, „Fahrschule“ provides current news as well as reports about products and services.

A database lists all new car models and shows under which conditions they are allowed to be used for driving tests.

Every two years „Fahrschule“ and the Federal Union organize the „Deutscher Fahrlehrerkongress“ (German Driving Instructors' Congress) with attractive speech contributions and a big sector exhibition. The next congress will take place in 2018. In 2017, you can meet the sector at the large Professional Driver Symposium on 10. and 11. October in Gladbeck.



A handwritten signature in blue ink that reads 'S. Bub'.

Sylke Bub
Editor-in-Chief Fahrschule

Frequency of publication: monthly

Year of publication: 68th year 2017

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ISSN: 0014-6838


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 European countries: € 114.90 incl. packing/postage plus statutory VAT
 Single copy: € 10.90 incl. packing/postage plus statutory VAT

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Circulation monitoring: 

Circulation analysis*: Average number of copies per issue
 in one year (July 1st 2015–June 30th 2016)

Print run:	13,609	
Actual distributed circulation (ADC):	13,400	therefrom abroad: 21
Sold copies:	12,797	therefrom abroad: 19
▪ Subscription copies:	12,765	therefrom member copies: 11,270
▪ Sale by retail:	–	
▪ Other sales:	32	
Complimentary copies:	603	
Reminder, archive and records copies:	209	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation %	copies
Inland	99.8	13,379
Foreign Countries	0.2	21
Actual distributed circulation (ADC):	100.0	13,400

* without circulation increase for Baden-Württemberg effective from July 2016

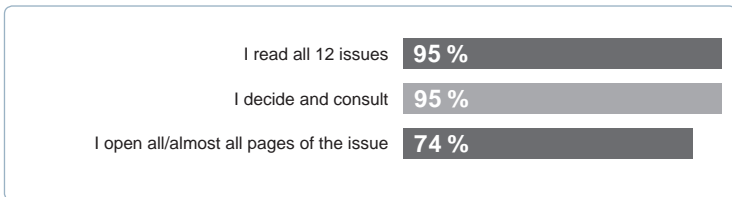
Distribution by Nielsen areas:



Nielsen-area	Subscription copies July-issue 2016 ¹⁾
1	2,764
2	3,203
3 a	1,891
3 b	1,352
4	2,184
5	397
6	837
7	739
Gesamt	13,367

Reader Structure Analysis:

You reach 13,367¹⁾ subscribers and an average of 2.5 readers per issue²⁾.



The professional magazine Fahrtschule is read extensively and on a regular basis – the page traffic score is 92%²⁾.

Industries/economic sectors/business types²⁾:

Dept./ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
80.41	Driving schools	94	12,580
	– Owners of driving schools	83	11,110
	– Employed driving instructors	9	1,200
	– Driving schools of railways, postal services, fire departments, German armed forces and police	2	270
74.84/66	Providing of other services, insurance industry	1	130
91.1	Business, employers' and professional organisations	1	130
75.1	Professional organisations (ministries, district offices, association for technical inspection)	1	130
–	Other	2	270
–	No information	1	130
	Rounding difference		9
	Actual distributed circulation in Germany (ADC):	100.0	13,379
	Foreign Countries (unlevied):		21
	Actual distributed circulation:		13,400

TOPICS	FAIRS
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ISSUE 1
DA: 02.12.16
PM: 14.12.16
PD: 05.01.17

Motorcycle training: New models, innovative technology, more safety

ISSUE 2
DA: 03.01.17
PM: 16.01.17
PD: 02.02.17

Refueling in driving schools: Fuel cards, apps etc.

IMOT, Munich,
17.02.-19.02.17

ISSUE 3
DA: 01.02.17
PM: 13.02.17
PD: 02.03.17

Motorcycle accessories: The latest trends

ISSUE 4
DA: 08.03.17
PM: 20.03.17
PD: 06.04.17

Handicap training

ISSUE 5
DA: 31.03.17
PM: 13.04.17
PD: 04.05.17

Trends around cargo securing

ISSUE 6
DA: 02.05.17
PM: 12.05.17
PD: 01.06.17

Conditions and services of car manufacturers

ISSUE 7
DA: 06.06.17
PM: 19.06.17
PD: 06.07.17

Healthy and productive in driving instructors' everyday life

TOPICS	FAIRS
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ISSUE 8
DA: 05.07.17
PM: 17.07.17
PD: 03.08.17

Trailers for class BE training

ISSUE 9
DA: 08.08.17
PM: 21.08.17
PD: 07.09.17

Driving school room: Furnishing, equipment and design

IAA Cars, Frankfurt,
14.09.-24.09.17
REHACARE International,
Düsseldorf, 04.10.-07.10.17

ISSUE 10
DA: 05.09.17
PM: 15.09.17
PD: 05.10.17

Driving school conditions for motorcycle manufacturers

Symposium Professional Driver Basic and Further Training
Gladbeck, 10.10.-11.10.17

ISSUE 11
DA: 02.10.17
PM: 13.10.17
PD: 03.11.17

Review REHACARE

ISSUE 12
DA: 08.11.17
PM: 20.11.17
PD: 07.12.17

Review Symposium Professional Driver Basic and Further Training 2017

ISSUE 1/18
DA: 01.12.17
PM: 13.12.17
PD: 04.01.18

This overview of planned topics for 2017 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



Title Display

–
210 x 134 mm*



1/1 Page

175 x 236 mm
210 x 279 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*



1/3 Page upright

55 x 236 mm
71 x 279 mm*

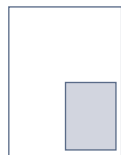


1/3 Page horizontal

175 x 76 mm
210 x 91 mm*

Main magazine

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



1/4 Page bloc

85 x 117 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 bloc

85 x 56 mm
–



1/8 Page upright

40 x 117 mm
–




1/8 Page horizontal

175 x 31 mm
–

Main magazine

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

* + 3 mm bleed on all outer edges

Circulation in annual average: 

Print run: 13,609 copies
 Actual distributed circulation: 13,400 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, 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.

Ad types and rates:

Format	4-colors, in €
Title Display (no discounts available)	9,375.00
2/3./4. Cover Page	8,035.00
1/1 Page	6,865.00
1/2 Page	3,715.00
1/3 Page	2,605.00
1/4 Page	2,095.00
1/8 Page	1,210.00

Preferential placements:

Fixed positions 750.00

Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 5.24
Agency price:	each mm (1-column, 43 mm wide, colored)	€ 7.18
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 4.45
Direct price:	each mm (1-column, 43 mm wide, colored)	€ 6.10
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.20
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%
9 times	10%
12 times	15%

Mengenstaffel

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

All surcharges do qualify for discounts. 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:

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

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
- 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

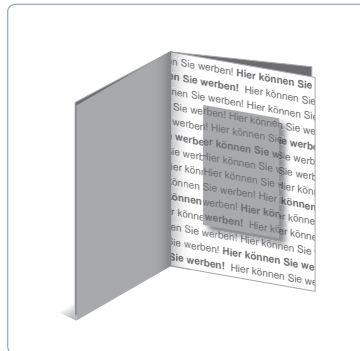
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Bleed: on all outer edges 4 mm, gutter 0 mm

Price: (no discounts available)

- 2 pages: € 4,830.00
- 4 pages: € 9,660.00
- 6 pages: € 14,490.00

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. € 98.00
- Other prospects/samples on request

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.

Delivery address for loose-leaf and inbound inserts:

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

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

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.

Please note that special formats/types of fold etc. require manual inserting - always
coordinate your insert format with us in advance.

Data creating:

- Please send printable PDF files only (preferably PDF X3) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 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.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

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).

Support on:

- Creating PDF X3
- Distiller job options
- Pitstop settings etc.

are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfeller Straße 84

04229 Leipzig, Germany

Phone: +49 341/355 356-145

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

2017

MEDIA KIT 2017

Online ad types and prices
www.fahrschule-online.de



Standard ad forms:

Visits: 21,806 (July 2016)
Page Impressions: 40,281 (July 2016)



Back-ground coloring possible

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 or 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:

Every week, „Fahrschule“ informs the decision makers and executives in an up-to-date and informative online newsletter.

Newsletter subscribers: 2,997 (July 2016)



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

Example:



Many more online ad types possible – we'll be pleased to advise you!

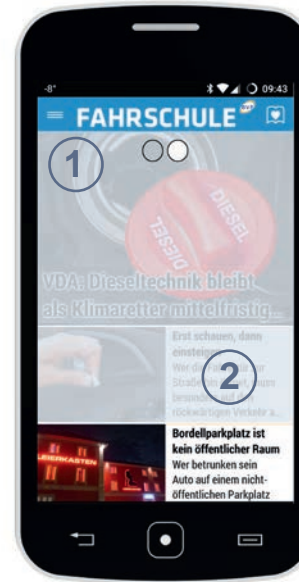
FAHRSCHULE News App:

Position your company, your products and services with an advertorial on our **FAHRSCHULE News App** (for iPhone, iPad, Android).

Ad type	Specification	Price in €
Slider	<p>① Advertorial is the 2nd slider spot Duration one week <i>Link to your website/conversion in-app possible</i></p>	1,245.00
Article	<p>② Advertorial article moves through the news stream <i>Link to your website/conversion in-app possible</i></p>	249.00

Accesses: 27,908 page impressions (iPhone, iPad, Android) (12/2016, own data collection)

Many more online ad types possible – we'll be pleased to advise you!



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
 - For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- 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 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

Technical specifications: News App**Article image:**

- 4:3 format (min. 640 x 480 px / max. 1280 x 960 px)
- the image will be played in the 2nd slider spot or in the article (depending on the booking)
- in the detailed view the image is placed above the article
- a caption can be added to the image
- after the caption, the copyright will be added as follows: ©Foto: XYZ

Text:

- Headline – optimally, no more than 54 characters (if the headline is longer, it will be cut off in the overview)
- Teaser text – no limitation
- Text – no limitation

Optional:

- External URL that will open in the app can be added

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:

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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