

## 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:** 19<sup>th</sup> year 2011

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

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

## 8 Publishing house:

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
P. O. Box 80 20 20, 81620 Munich, Germany  
Aschauer Str. 30, 81549 Munich, Germany  
+49 89/20 30 43-0  
+49 89/20 30 43-23 98  
www.verlag-heinrich-vogel.de  
anzeigen-vhv@springer.com

Postal address:

House address:

Phone:

Fax:

Internet:

E-mail:

## 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:

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

## 12 Subscription cost:

Annual subscription rate  
Inland: €189.00 incl. packing/postage and 7% VAT  
European Countries: €201.00 incl. packing/postage and 7% VAT  
Single copy: € 11.50 incl. 7% VAT plus €1.90 packing/postage

**13 ISSN-No:** 0944-6117

## 14 Scope analysis:

**2009 = 12 editions**

<b>Magazine format:</b>	210 mm (w), 279 mm (h)
<b>Total size:</b>	572 pages = 100.0 %
<b>Editorial section:</b>	401 pages = 70.1 %
<b>Advertising section:</b>	171 pages = 29.9 %
of them are	
Classified ads:	24 pages = 14.0 %
Bound insert:	- pages = 0.0 %
One's own ads:	46 pages = 26.9 %
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 1<sup>st</sup> 2009 until June 30<sup>th</sup> 2010)

<b>Printed copies:</b>	5,707		
<b>Total circulation</b>	5,416	therefrom abroad:	180
<b>Total net paid circulation:</b>	2,313	therefrom abroad:	111
- subscribed copies	2,113	therefrom copies for members	-
- Sale by retail	-		
- Other sale	200		
<b>Free copies:</b>	3,103		
<b>Remainer, file and checking copies</b>	291		

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

	copies
Nielsen geographical sector 1	854
Nielsen geographical sector 2	1,023
Nielsen geographical sector 3a	756
Nielsen geographical sector 3b	729
Nielsen geographical sector 4	1,124
Nielsen geographical sector 5	119
Nielsen geographical sector 6	295
Nielsen geographical sector 7	336
<b>Total circulation inland</b>	<b>5,236</b>

## 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	96.7	5,236
Foreign Country	3.3	180
<b>Total circulation</b>	100.0	5,416

	Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Fairs/Congresses
January	1	<b>Dec 27, 2011</b>	CD: Nov 23, 2010 PM: Dec 3, 2010	<ul style="list-style-type: none"> <li>• Buckets</li> <li>• Tins</li> <li>• Large packaging means</li> </ul>	<ul style="list-style-type: none"> <li>• RFID</li> </ul>	<ul style="list-style-type: none"> <li>• Hazardous cargo trainings and seminars</li> </ul>	TerraTec, Leipzig, Jan 25 to 27, 2011
February	2	<b>Jan 28, 2011</b>	CD: Dec 17, 2010 PM: Jan 7, 2011	<ul style="list-style-type: none"> <li>• Barrels</li> <li>• Combination packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Tank container operators</li> <li>• Salvage barrels</li> <li>• Load restraint</li> </ul>	<ul style="list-style-type: none"> <li>• Training for load restraints</li> <li>• Head protection</li> </ul>	<b>easyFairs Gefahrgut</b> , Essen, Febr 2 to 3, 2011 <b>Fachtagung Gefahrgut</b> , Essen, Febr 2, 2011 <b>LogiMAT</b> , Stuttgart, Febr 8 to 10, 2011
March	3	<b>Feb 25, 2011</b>	CD: Jan 25, 2011 PM: Feb 4, 2011	<ul style="list-style-type: none"> <li>• IBC</li> <li>• Pressure gas packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Rail transport</li> <li>• Telematics</li> </ul>	<ul style="list-style-type: none"> <li>• Risk assessment</li> <li>• Hazardous cargo literature</li> </ul>	<b>CeBIT</b> , Hanover, Mar 1 to 5, 2011 <b>IHM</b> , Munich, Mar 16 to 22, 2011 <b>Fachtagung Industrielle Reinigung</b> , Munich, Mar 10 to 11, 2011 <b>5. EurailTelematics</b> , Berlin, Mar 23 to 24, 2011
April	4	<b>Mar 25, 2011</b>	CD: Feb 18, 2011 PM: Mar 2, 2011	<ul style="list-style-type: none"> <li>• FIBC</li> <li>• Packaging Class 7 (radioactive substances)</li> </ul>	<ul style="list-style-type: none"> <li>• Air cargo</li> <li>• General cargo logistics</li> </ul>	<ul style="list-style-type: none"> <li>• Risk management</li> <li>• Protection suits</li> </ul>	<b>StocExpo</b> , Rotterdam, Mar 22 to 24, 2011 <b>European Coatings Show</b> , Nuremberg, Mar 29 to 31, 2011 <b>SITL</b> , Paris, Mar 29 to 31, 2011 <b>Logichem</b> , Düsseldorf, Apr 1, 2011 <b>Hannover Messe</b> , Hanover, Apr 4 to 8, 2011
May	5	<b>Apr 29, 2011</b>	CD: Mar 25, 2011 PM: Apr 6, 2011	<ul style="list-style-type: none"> <li>• Metal and plastic packaging</li> <li>• Preview Interpack</li> </ul>	<ul style="list-style-type: none"> <li>• Tank container (manufacturer + hirer)</li> <li>• Seaports/Sea cargo</li> </ul>	<ul style="list-style-type: none"> <li>• Tubes and fittings</li> <li>• Disposition software</li> </ul>	<b>CeMAT</b> , Hanover, May, 2 to 6, 2011 <b>transport logistic</b> , Munich, May 10 to 13, 2011 <b>METPACK</b> , Essen, May 10 to 14, 2011 <b>Interpack</b> , Düsseldorf, May 12 to 18, 2011 <b>DCONex</b> , Augsburg, May 19 to 20, 2011
June	6	<b>May 27, 2011</b>	CD: Apr 26, 2011 PM: May 6, 2011	<ul style="list-style-type: none"> <li>• Boxes</li> <li>• Canister</li> </ul>	<ul style="list-style-type: none"> <li>• Tank container depots</li> <li>• Disposal</li> <li>• Load restraints</li> </ul>	<ul style="list-style-type: none"> <li>• Oil and chemical binders</li> <li>• Absorbent mats</li> <li>• Qualified persons</li> </ul>	<b>21. Münchner Gefahrguttage</b> , Munich, May 30 to Jun 1, 2011 <b>Enteco</b> , Cologne, Jun 6 to 9, 2011 <b>13. Gefahrguttage Schweiz</b> , Basel, June 2011

	Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Fairs/Congresses	
July	7	Jun 24, 2011	<b>Company portraits:</b> CD: May 10, 2011 PM: May 12, 2011  <b>Advertisements:</b> CD: May 19, 2011 PM: May 31, 2011	<b>Who Is Who</b> The trade directory for the hazardous cargo industry - bilingual issue (german, english) -				
August	8	Jul 29, 2011	CD: June 28, 2011 PM: July 8, 2011	<ul style="list-style-type: none"> <li>• <b>Reconditioning (map + overview)</b></li> <li>• Combination packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Combined transport</li> <li>• Container stackers</li> </ul>	<ul style="list-style-type: none"> <li>• Foot protection</li> <li>• Providers of emergency telephone numbers</li> </ul>		
September	9	Aug 26, 2011	CD: Jul 25, 2011 PM: Aug 4, 2011	<ul style="list-style-type: none"> <li>• Barrels</li> <li>• Pressure vessels</li> </ul>	<ul style="list-style-type: none"> <li>• Inland navigation</li> <li>• CEP-service provider (courier, express, parcel)</li> <li>• Load restraints</li> </ul>	<ul style="list-style-type: none"> <li>• Respiratory protective equipment</li> <li>• Labels and labelling software</li> </ul>	<b>4. Deutsche Gefahrgut-Sicherheitstage,</b> Nürburgring, September 2011 <b>easyFairs Logistik und Verpackung Austria,</b> Vienna, Sep, 21 to 22, 2011 <b>22. Internationale Binnenschifffahrts-Gefahrguttage,</b> September 2011	
October	10	Sep 30, 2011	CD: Aug 30, 2011 PM: Sep 9, 2011	<ul style="list-style-type: none"> <li>• IBC</li> <li>• Bags</li> </ul>	<ul style="list-style-type: none"> <li>• Barrel handling</li> <li>• Disposal: Storage und transport containers</li> </ul>	<ul style="list-style-type: none"> <li>• Explosion protection</li> <li>• Drain pans and safety cabinets</li> </ul>	<b>Powtech,</b> Nuremberg, Oct 11 to 13, 2011 <b>A+A,</b> Düsseldorf, Oct, 18 to 21, 2011 <b>EPCA-Kongress,</b> October 2011 <b>Deutscher Logistik-Kongress,</b> Berlin, Oct 19 to 21, 2011	
November	11	Oct 28, 2011	CD: Sep 26, 2011 PM: Oct 7, 2011	<ul style="list-style-type: none"> <li>• FIBC</li> <li>• Packaging Class 6.2 (infectious materials)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Special: Storage provider map and survey</b></li> <li>• Forklifts and lift trucks</li> </ul>	<ul style="list-style-type: none"> <li>• Data bases for occupational safety</li> <li>• Hand protection</li> </ul>	<b>easyFairs Verpackung West,</b> Dortmund, Nov 9 to 10, 2011 <b>suisse transport,</b> Bern, Nov 9 to 12, 2011 <b>14. Gefahrgut-Technik-Tage,</b> Berlin, November 2011 <b>26. Münchner Gefahrstofftage,</b> Munich, Nov 23 to 25, 2011	
December	12	Nov 25, 2011	CD: Oct 24, 2011 PM: Nov 4, 2011	<ul style="list-style-type: none"> <li>• Packaging out of paperboard and paper</li> <li>• Barrels</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Special: Tank cleaning booklet + map (Europe)</b></li> <li>• Tanks and dry bulks</li> <li>• Load restraints</li> </ul>	<ul style="list-style-type: none"> <li>• Suppliers for hazardous cargo storage</li> <li>• Consulting engineers</li> </ul>		
January	1/12	Dec 30, 2011	CD: Nov 24, 2011 PM: Dec 6, 2011	<ul style="list-style-type: none"> <li>• Large packaging means</li> <li>• Packaging out of light gauge metal</li> </ul>	<ul style="list-style-type: none"> <li>• RFID, EAN</li> <li>• Refrigerated transport</li> </ul>	<ul style="list-style-type: none"> <li>• Fire extinguisher</li> <li>• Fire protection</li> </ul>		



## 1 Circulation:

Printed copies: 5,707  
Total circulation in annual average 5,416  
(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  
Number of columns: 3 columns, 60 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 Fachmedien München GmbH  
Aschauer Str. 30, 81549 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising department:  
Matthias Pioro  
Phone: +49-89 / 20 30 43 - 11 22  
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 4 colours €
		type area	truncate	
2/1 page	8 col.	396 x 250	420 x 279	<b>6,490.00</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>3,245.00</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>1,845.00</b>
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	<b>1,265.00</b>
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	<b>980.00</b>
	2 col.	90 x 125	104 x 148	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		<b>680.00</b>
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				<b>5,150.00</b>
2., 4. cover page			210 x 279	<b>3,935.00</b>

**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 630.00 €

**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) 2.34 €  
Situations wanted each mm (1 column, b/w) 1.70 €  
Box number fee 11.00 €

Entry in trade directory per issue 98.00 €  
Incl. company name, logo and five lines of free-text  
for description of USP (unique selling proposition).

Entry in online trade directory per month 29.00 €  
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:** on request

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

Please supply the bound inserts in the untrimmed format  
214 wide x 287 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  
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.

**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](http://www.mediacentrum.de) for our terms and conditions

## Gatefolder

Basis price and technical details: on request

## Inventory map

Base board large, 125 mm x 185 mm, 4 colours 2,080.00 €

Base board small, 62 mm x 185 mm, 4 colours 1,090.00 €

Header incl. logo on the internet,  
40 mm x 400 mm 2,030.00 €

## Reconditioning map (not discountable)

Banner, 125 mm x 185 mm, at the bottom 2,080.00 €

Banner, 40 mm x 400 mm, at the head 2,030.00 €

## Tank cleaning map (not discountable)

Banner small 1,485.00 €

Banner medium 2,525.00 €

Banner large 3,175.00 €

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](http://www.gefahrgut-online.de)

#### Ad prices:

Front cover page, 4-coloured:	4,245.00 €
2., 3., 4. cover page:	3,680.00 €
Full page, 4-coloured:	3,330.00 €
Company portrait (1 page):	900.00 €
Company portrait (2 page):	1,800.00 €

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 24, 2011

#### Copy date:

Company portraits:	May 10, 2011
Advertisements:	May 19, 2011

#### Printing material dates:

Company portraits:	May 12, 2011
Advertisements:	May 31, 2011

#### 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](mailto:who-is-who@springer.com)

Advertisements:

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 on [www.mediacentrum.de](http://www.mediacentrum.de) or as an attachment to the order confirmation). The creation of artwork will be invoiced.

#### Advertising manager:

Matthias Pioro  
Phone: +49-89 / 20 30 43-11 22  
Fax: +49-89 / 20 30 43-23 98  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

#### Advertising administration:

Agnes Frosch:  
Phone: +49-89 / 20 30 43-27 55  
Fax: +49-89 / 20 30 43-21 00  
E-mail: [who-is-who@springer.com](mailto: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 Fachmedien München GmbH  
Aschauer Str. 30, 81549 Munich, Germany  
online-inserate-hvogel@springer.com

**5 Contact person:** Andrea Volz  
Phone: +49 89/20 30 43 - 21 24  
Fax: +49 89/20 30 43 - 23 98  
E-mail: andrea.volz@springer.com



certified online service since August 2007

### 6 Access control:

**7 Numbers of hits:** visits: 13,822 (August 2010)  
page impressions: 36,767 (August 2010)

## 8. Ad forms and prices:

### 8.1 Banner advertisements

Types of ads	Pixel size	CPM €* €*
1 Text ads + 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 Wallpaper	on request	150.00
10 Corner Ad Large	on request	

\*Current prices from Oct 1, 2010; 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:

4,240 (August 2010)

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, 2010; 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 large:

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

### 9 Seminar entries:

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

Pricing example:          1 – 10 entries at 59.00 €each  
                                    11 – 20 entries at 54.00 €each  
                                    over 20 entries at 49.00 €each

### 10 Marketplace (eShop):

Product advertising with link; advert box 300 x 115 px

Pricing example:    199.00 €per month  
 - when booking 12 months:                             15 % discount  
 - when booking more than 4 boxes:                 10 % discount

### 11 Job market

Job advertisement

Pricing example 1:	Pricing example 2:	Pricing example 3:
<ul style="list-style-type: none"> <li>Advert on corporate portal</li> <li>495.00 €</li> <li>Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>Advert on corporate portal and "JobWare"</li> <li>995.00 €</li> <li>Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>Printed job advert =&gt; At an additional charge of 200.- € this will be included in our corporate online portal</li> </ul>

### 12 Industry guide

The portal of "Gefahr/gut" offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle pictures and included video
- Illustration and linking of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination

Minimum entry:          Business card at only 29.00 €per month  
                                    Further options can be booked in addition

For more information visit [www.mediacentrum.de](http://www.mediacentrum.de).

## 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	27	1,410
24, 24.4, 23.2	Manufacturing of chemical and pharmaceutical products, mineral oil refining	24	1.260
D	Manufacturing industry	11	580
51.12, 51.18.5, 51.3	Wholesale trade with fluels, ores, metals and technical chemicals, pharmaceutical products, wholesaling of foods, beverages and tobaccos, other trade	10	520
75.1	Public administration	8	420
37, 90, E	Recycling, sewage/waste disposal, other disposal, energy and water supply	7	370
74.14.1, 74.3, 80.4	Consulting, technical, physical and chemical examination, adult education and other education, other services	7	370
21.21.0, 25.22.0, 28.72	Manufacturing of corrugated papers and pasteboards, packing materials of paper, carton and pasteboard, manufacturing of plastic packing materials, manufacturing of packing materials and closures made of iron, steel and nonferrous metals	3	160
74.87.2	Experts	1	50
	No information	2	110
	Rounding difference		-14
	<b>Total circulation inland</b>	<b>100</b>	<b>5,236</b>
	Foreign countries (unlevied)		180
	<b>Total circulation inland and foreign countries</b>		<b>5,416</b>

# Your competent advertising team

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## Please contact us for further information!

### Advertising Director Sales Commercial Transportation / Special Business

#### Matthias Pioro

Phone: +49-89 / 20 30 43 - 11 22  
Fax: +49-89 / 20 30 43 - 23 98  
matthias.pioro@springer.com

### Advertising Director Sales Trade

#### Katrin Buchard

Phone: +49-89 / 20 30 43 - 22 21  
Fax: +49-89 / 20 30 43 - 23 98  
katrin.buchard@springer.com

### Key Account Manager Online-Ads

#### Andrea Volz

Phone: +49-89 / 20 30 43 - 21 24  
Fax: +49-89 / 20 30 43 - 23 98  
andrea.volz@springer.com

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