

# Results

## of the Readership Structure Analysis\*



# Dear customer,



©Thomas Stark  
**Andrea Volz**  
Head of Sales,  
Transport & Logistics

**V**erkehrsRundschau has been a specialist information provider for the transport, freight forwarding and logistics sector for over 70 years. Every week, the magazine publishes information on procurement, warehousing, transport and logistics, as well as on related areas of policy and business, testing and technology, management and careers. Our readers receive all the latest news on the industry through the daily online newsletter and the [www.verkehrsrundschau.de](http://www.verkehrsrundschau.de) internet portal. Special publications, subject- and industry-specific specials, trade events, books and the VR Image Ranking round off the portfolio.

Our quality, editorial expertise, practical orientation and the trust our customers and readers have shown in VerkehrsRundschau over the years are important benchmarks for us. They also include regular surveys as well as analyses of our target groups and readership. We recently conducted a telephone survey of our VerkehrsRundschau readers. The representative survey was conducted in accordance with the Central Committee for the Advertising Industry in Germany (ZAW) framework for advertising media analysis by the **independent market research organisation TNS Infratest**.

I am pleased to present the results of the current readership structure analysis today. Take this opportunity to quickly get to know our readers, and do not hesitate to contact us if you have any additional questions.

We wish you every success in utilising "VerkehrsRundschau" as your advertising medium!

A handwritten signature in purple ink that reads "Andrea Volz".

"The VerkehrsRundschau is a key industry medium which is vital especially to the transport sector in Germany. From political matters to practical tests of the best trucks, readers find expert reports, analyses and articles about what is going on in the industry. I particularly like when the magazine covers 'hot potato' issues, assessing the background from a range of different perspectives. This is the way journalism should be."

**Rico Back, CEO, GLS Group, Neuenstein**

"For me, VerkehrsRundschau is the leading medium in the logistics industry. It provides topical, expert reports, analyses and trend surveys, making it an essential information source."

**Anton Gebert, Marketing Manager, Tschann Bayern, Poing**

"VerkehrsRundschau is an important voice in the German commercial vehicles sector. It impresses through its sound analysis, reporting and comment."

**Ingo Lübs, Marketing Manager, Fahrzeugwerk Bernard KRONE, Werlte**

## What customers say

# VerkehrsRundschau – topical and competent

"VerkehrsRundschau is THE magazine for freight forwarder and transport companies because it provides comprehensive information on the key issues in the industry like no other medium. For the last 30 years it has been telling me all I need to know to make my business successful."

**Alexander Döpke jun., Döpke Logistik GmbH & Co. KG, Edingen**

"I read VerkehrsRundschau regularly, and I very much enjoy it, because it covers a wide range of topics relating to our field of business. It also addresses difficult issues, and after reading an article I am very often motivated to find out more about the subject."

**Andreas Weinrich, Managing Director, Bischoff International, Naila**

"I read VerkehrsRundschau because:  
- it's a good source of information.  
- it's thoroughly researched.  
- the layout and format is modern and reader-friendly"

**Dipl.-Ing. Volker Seitz, Director Business Development & Communications/Marketing, Kögel Trailer, Burtenbach**

"We read VerkehrsRundschau because it provides reports and information on a broad spectrum of topics within the transport sector. The reports are topical, informative, comprehensive, and yet not overladen with detail. We think it's terrific that lots of reports are expanded on, with more detailed coverage in parallel on the website."

**Georg Wittwer, Managing Director, Wittwer Spedition & Logistik, Eschenlohe**

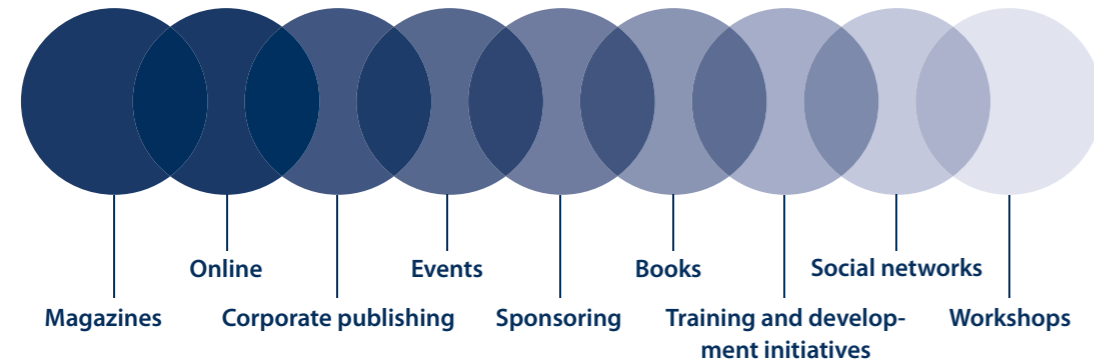
"VerkehrsRundschau provides us with highly practice-oriented reporting which really helps us in making a success of our transport and logistics business."

**Dr. Micha Alexander Lege, Managing Director, Wiedmann & Winz, Geislingen/Steige**

# VerkehrsRundschau ist a byword for trust and quality

VerkehrsRundschau has been one of the most important magazines in the transport and logistics markets for over 70 years. Week after week, it prepares and presents news relevant for decision-making and useful information.

Under the umbrella of the trusted VerkehrsRundschau brand, the content is integrated across various media channels. Whether in its magazine form, online, for social networking, corporate publishing, sponsoring and events, or initiatives to train and develop junior staff: VerkehrsRundschau is always a reliable partner.



## Our portfolio



©Fotolia/gureksk7 (laptop), Petra Mittelmann (tablet)



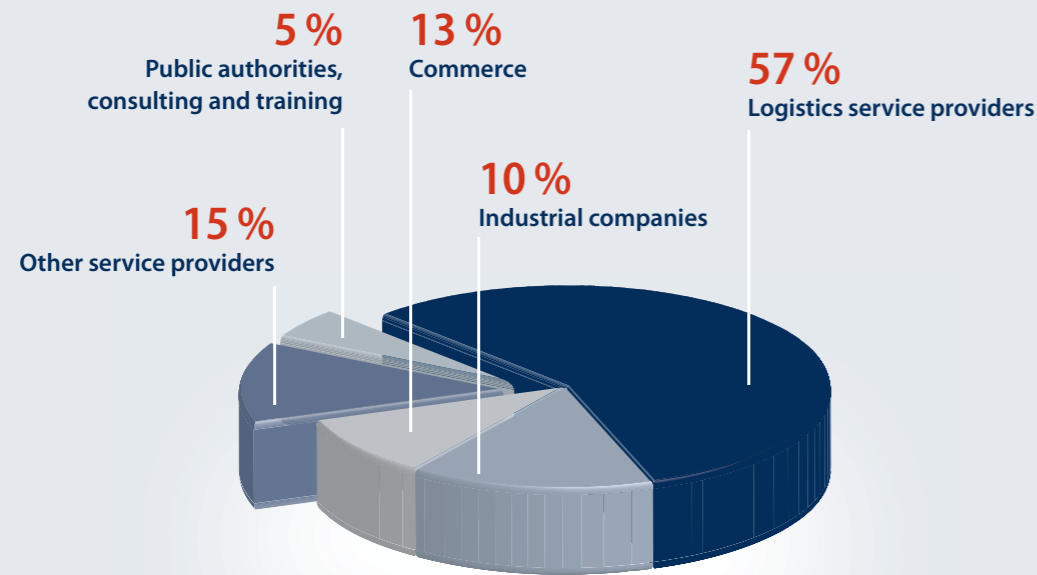
The high percentage of business **decision-makers (92%)** and an average managed investment volume of 400,800 Euro per reader make this readership a highly attractive target group when planning advertising.

## Our readers are successful, dynamic, decision-makers

89% of readers are in senior posts –  
71% of them are management.

VerkehrsRundschau thus addresses proprietors and managers who are key players in the transport and logistics sector.

# Our readers are active in logistics, industry and commerce



**80 %** of readers are in the logistics or industry and commerce sectors. This means VerkehrsRundschau is emblematic of the transport and logistics market.

## Fleet

**49 %** of readers operate a fleet with up to 10 vehicles. **37 %** have medium-sized to very large fleets (more than 11 vehicles).

## Warehousing

**42 %** of readers have small warehouse units with up to 5,000 m<sup>2</sup> of space. **18 %** operate medium-sized (above 5,000 m<sup>2</sup>) and large warehouse units with more than 10,000 m<sup>2</sup> per facility.

## Forklifts/ industrial trucks

**45 %** of readers have between one and five forklifts. Almost **20 %** have a medium-sized (6 to 50 vehicles) or large (over 50 vehicles) fleet of industrial trucks per location.

## Logistics services

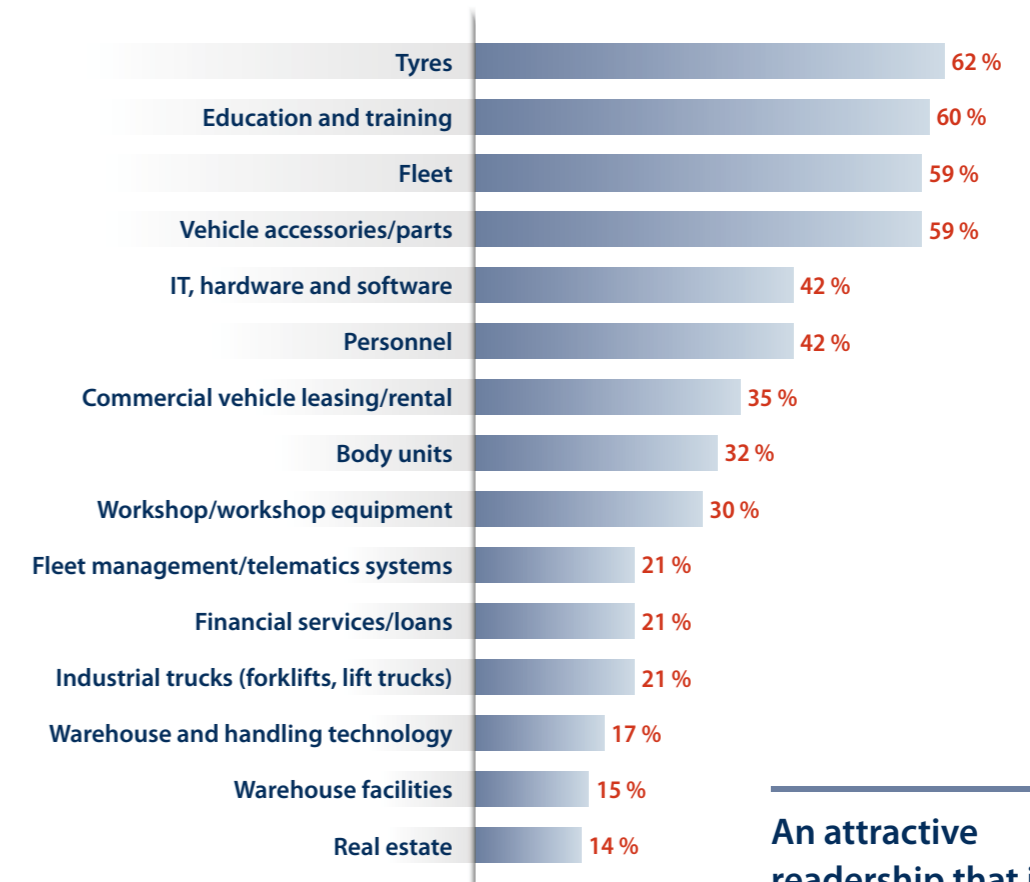
**59 %** of readers contract logistics companies. They work with an average of 16.2 transport and logistics service providers.

# Your customers invest in fleet, tyres and training

A modern, well-equipped fleet and a high degree of willingness to invest characterise our readers. The priorities in short- and medium-term investment are procuring new vehicles, tyres, and accessories.

Attractive leasing models and rental offers play significant roles in vehicle procurement. Intralogistics (industrial trucks, warehouse technology and facilities) is the core business of our readers, which also makes it an investment intensive area.

**89 %** are planning investments in the next two years:



**An attractive readership that is keen to invest!**

# Specialist media are the first choice for decision-makers

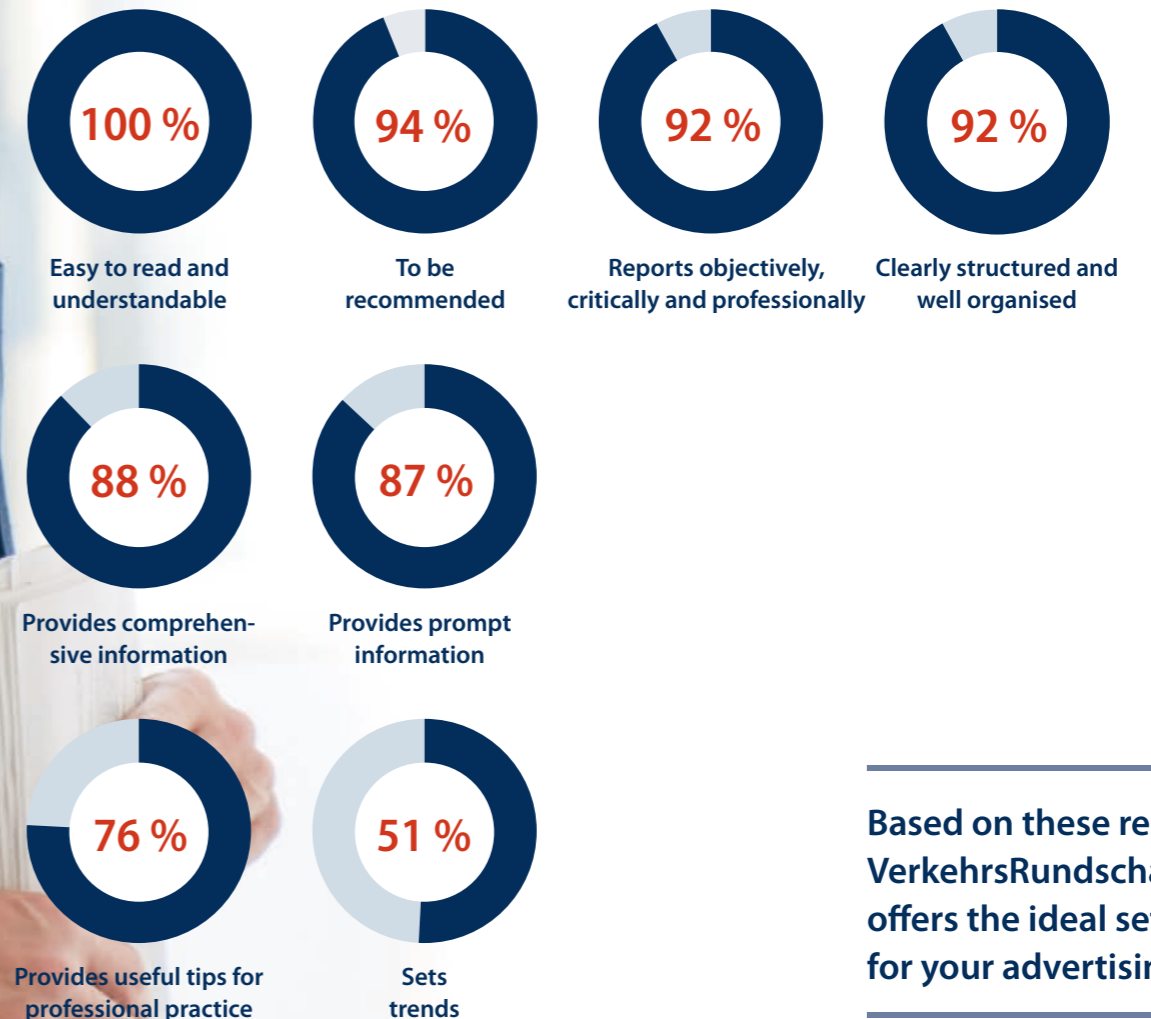
# Readers rate VerkehrsRundschau as positive and convincing

**80 %**  
of specialist media readers regard B2B advertising as a useful component of the media offering.

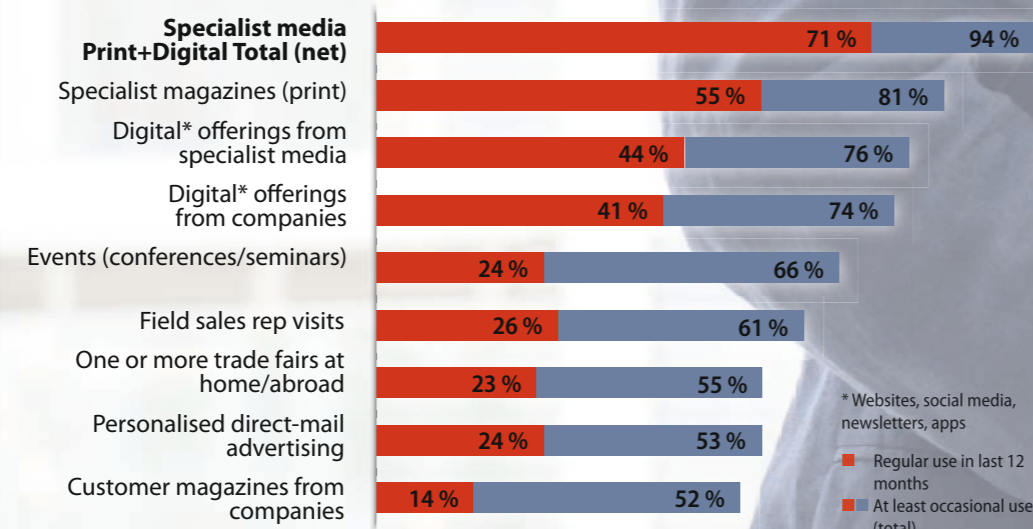
VerkehrsRundschau impresses by its highly readable style and clarity, and objective, professional reporting.

Readers trust VerkehrsRundschau and the editorial quality it delivers. That fact is illustrated by a **recommendation rate of 94 %**, and demonstrates the high esteem in which the magazine is held.

**A recommendation is the ultimate proof of an excellent customer relationship.**




## Use of B2B information sources

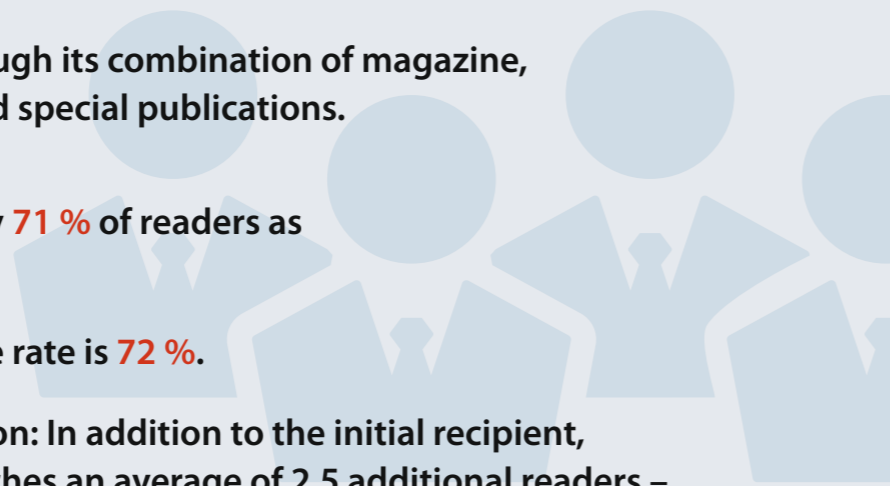


**Based on these results, VerkehrsRundschau offers the ideal setting for your advertising.**

# The over-arching concept is intensively utilised

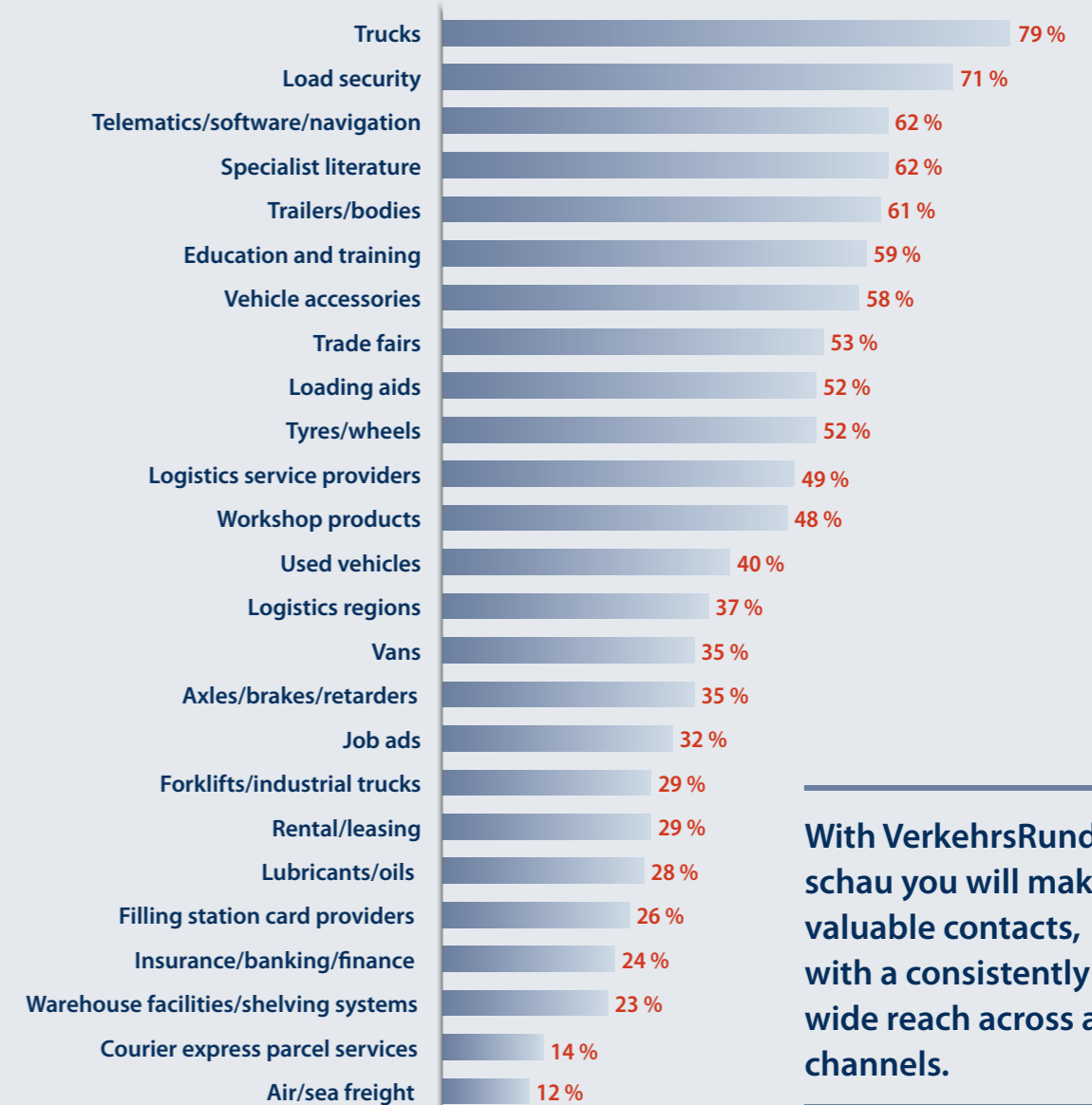
VerkehrsRundschau impresses through its combination of magazine, online portal, newsletter, events and special publications.

- ➔ The magazine is rated by **71 %** of readers as "good" or "very good".
- ➔ The page contact chance rate is **72 %**.
- ➔ Good content is passed on: In addition to the initial recipient, VerkehrsRundschau reaches an average of 2.5 additional readers – meaning **3.5 readers** in total. A title with multiplier functionality.
- ➔ It achieves a reach of over **52,000 readers\*** per issue.  
\*Readership x circulation VRA IWW, 2nd quarter 2016
- ➔ The average opening rate of the newsletter is **30 %**.
- ➔ Page views of verkehrsrundschau.de: **480,718** (January 2016) 



©Fotolia/jacartoon

## Interest in advert topics



With VerkehrsRundschau you will make valuable contacts, with a consistently wide reach across all channels.



## You target your advertising closely with VerkehrsRundschau

The adverts in VerkehrsRundschau are used by **63 %** of readers as a source of information for investment decision-making.

## Methodology

In this brochure, we present the key results of our comprehensive, representative 2016 Readership Structure Analysis. Respected market research organisation TNS Infratest based in Bielefeld, Germany, conducted the survey of VerkehrsRundschau readers. Their analysis proves the high degree of acceptance and intensive utilisation of the VerkehrsRundschau trade magazine. The survey was implemented in accordance with the Central Committee for the Advertising Industry in Germany (ZAW) framework for advertising media analysis. It fulfills the conditions for a representative, cross-sectional analysis of VerkehrsRundschau readers.

- Survey conducted by: TNS Infratest Medienforschung GmbH, Bielefeld
- Population: Primary recipients of the VerkehrsRundschau A journal
- Method: Verbal (telephone) survey
- Sample selection: Random
- Data basis: 250 interviews
- Survey period: 19/04/2016 - 03/06/2016

The survey was based on a scientific procedure, and is therefore representative of the target population.

# We will be glad to advise you!

**Andrea Volz**

Head of Sales,

Transport & Logistics

Tel +49 89 20 30 43 - 21 24

Fax +49 89 20 30 43 - 23 98

E-mail: andrea.volz@springer.com

Springer Fachmedien München GmbH

Verlag Heinrich Vogel

Aschauer Strasse 30

81549 Munich

Germany

