

1 Short characterization: BUSFahrer, the only title in this market segment, meets the target group's information demands perfectly with its highly interesting topic range covering vehicle tests, driving reports, reports and portraits of industry sector experts, and entertaining stories. Adverts and their message are thus targeted directly at the opinion makers in the companies.

2 Frequency of publication: quarterly

3 Year of publication: 03th year 2006

4 Web-adress (URL): www.busfahrer-magazin.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
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12 Advertised price:
Annual subscription rate
Inland: € 14.00 plus 1.60 packing/postage, incl. 7% VAT
Foreign Countries: € 14.00 plus 5.60 packing/postage, incl. 7% VAT
Single copy: € 3.90 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 1614-0656

14 Publishing dates 2006:

No.	PD	CD	PM
01/06	Feb 28, 2006	Jan 30, 2006	Feb 10, 2006
02/06	May 30, 2006	Apr 27, 2006	May 12, 2006
03/06	Aug 29, 2006	Jul 28, 2006	Aug 11, 2006
04/06	Nov 28, 2006	Oct 27, 2006	Nov 10 2006

PD = Publishing date, CD = Copy date, PM = Printing material

1 Circulation:

Printed copies: 30,000 copies

2 Magazine size:

210 x 280 mm
213 x 286 mm untrimmed

Type area:

185 mm wide, 250 mm high
4 columns, 43 mm
3 columns, 60 mm

3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

7 Ads and rates:

All prices are plus VAT.

4 Publication:

Frequency of publication: quarterly
Publications dates, closings dates and dates for submission:
see timetable

5 Publisher:

Verlag Heinrich Vogel GmbH
Fachverlag

House address: Neumarkter Str. 18, 81673 Munich

Postal address: P. O. Box 80 20 20, 81620 Munich

Advertising

department: phone: +49-89 / 43 72-21 86

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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 811148881

Bank accounts:

Commerzbank Munich,

IBAN DE17 7004 0041 0590 3893 00,

BIC COBADEFF700

2/1 page:

W 397 x H 250

2/1 page truncate:*

W 420 x H 280

Basic rate b/w
coloured

5,300.00 €
7,580.00 €

1/1 page:

W 185 x H 250

1/1 page truncate:*

W 210 x H 280

Basic rate b/w
coloured

2,650.00 €
3,790.00 €

1/2 page (upright):

W 90 x H 250

1/2 page truncate:*

W 102 x H 280

1/2 page (landscape):

W 185 x H 125

1/2 page truncate:*

W 210 x H 140

Basic rate b/w
coloured

1,585.00 €
2,230.00 €

1/3 page (upright):

W 60 x H 250

1/3 page truncate:*

W 72 x H 280

1/3 page (landscape):

W 185 x H 85

1/3 page truncate:*

W 210 x H 98

Basic rate b/w
coloured

1,020.00 €
1,460.00 €

1/4 page (upright, 1-column):

W 43 x H 250

1/4 page truncate:*

W 57 x H 280

1/4 page (landscape):

W 185 x H 65

1/4 page truncate:*

W 210 x H 82

1/4 page, 2-column:

W 90 x H 125

Basic rate b/w
coloured

805.00 €
1,150.00 €

1/8 page (upright, 1-column):

W 43 x H 125

1/8 page, 2-column:

W 90 x H 65

1/8 page (landscape):

W 185 x H 33

Basic rate b/w
coloured

410.00 €
585.00 €

Island ads

mm-price, 4-coloured, 1-col, 43 mm wide 18.50 €

2., 3., 4. cover page

Basic rate, 4-coloured 4,550.00 €

* + 4 mm bleed at all edges to be truncated



Media- Informations 2006

Surcharges
Classified ads
Discounts
Loose and bound inserts

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

8.2 Preferential positions

Fixed positions 580.00 €

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area -

9 Prices for classified ads/situations wanted:

1 column millimetre rate for

b/w 2.85 €

coloured 3.90 €

Situations wanted 1.55 €

Box number fee 10.00 €

10 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

2 insertions 3%

3 insertions 5%

4 insertions 10%

Quantity discount

2 pages 5%

3 pages 10%

4 pages 15%

All surcharges qualify for discount.

11 Bound inserts:

2 pages 2,650.00 €

4 pages 5,300.00 €

6 pages 7,950.00 €

8 pages 10,600.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

12 Loose-leaf inserts:

loose inserted, max. format: 203 mm x 275 mm

Weight of loose-leaf inserts Price/thousand

up to 25 g 120.00 €

up to 50 g 190.00 €

over 50 g on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

13 Glued-in postcards:

Glued-in postcards/thousands 82.00 €

Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

Loose inserts and glued-in postcards do not qualify for discounts.

14 Special ad forms:

on request

15 Delivery address for the positions 11 to 14:

on request

Delivery notice: for BUSFahrer no. ...)

Please send in advance 10 samples to advertising sales department.



Media- Informations 2006

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