

1 Short characterization: Official cross-regional magazine of the federal driving instructors' association. The magazine focuses on issues of road safety and road safety training. Technical, economic, and traffic regulation issues are discussed in detail.

2 Frequency of publication: monthly

3 Year of publication: 58th year 2007

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

5 Memberships: -

6 Medium: Official organ of the Federal Association of Driving Instructor Organisations and their confederated states associations.

7 Publisher: Federal Association of Driving Instructor Organisations

8 Editorial Board: Springer Transport Media GmbH
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
Phone: +49-89 / 43 72-0
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Internet: www.verlag-heinrich-vogel.de
E-mail: anzeigen-vhv@springer.com

9 Editorial department:
Editor in chief: Dietmar Fund
dietmar.fund@springer.com

10 Advertising office:

General Advertisement Director: Michaela Lenz
Advertisement Director: Michael Harms
michael.harms@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.14 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:

Annual subscription rate

Inland: 68.70 € plus 13.20 € packing/postage, incl. 7% VAT
Foreign Countries: 68.70 € plus 21.20 € packing/postage, incl. 7% VAT
Single copy: 6.90 € plus 1.90 € packing/postage, incl. 7% VAT

13 ISSN-No: 0014-6838

14 Size analysis: 2005 = 12 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 672 pages = 100.0 %
Editorial section: 361 pages = 53.7 %
Advertising section: 311 pages = 46.3 %

of them are
Classified advertisements: 73 pages = 23.5 %
Image advertisements: 217 pages = 67.8 %
Bound insert: 7 pages = 1.9 %
One's own advertisements: 54 pages = 16.7 %

Supplements (Loose-leaf inserts): 14 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2005 until June 30th 2006)

Printed copies:	18,475	
Total circulation	18,199	therefrom abroad: 56
Total net paid circulation:	17,532	therefrom abroad: 49
- subscribed copies	17,452	therefrom copies for members: 14,875
- Sale by retail	-	
- Other sale	80	
Free copies:	667	
Remainer, file and checking copies	276	

18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run %	copies
Inland	99.7	18,143
Foreign Country	0.3	56
Total circulation	100.0	18,199

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

	%	copies
Nielsen geographical sector 1	19	3,447
Hamburg / Bremen	4	735
Schleswig-Holstein	4	803
Lower Saxony	11	1,909
Nielsen geographical sector 2	22	3,997
North Rhine-Westphalia	22	3,997
Nielsen geographical sector 3a	14	2,541
Hesse	6	1,080
Rhineland-Palatinate	6	1,091
Saarland	2	370
Nielsen geographical sector 3b	12	2,092
Baden-Wuerttemberg	12	2,092
Nielsen geographical sector 4	15	2,721
Bavaria	15	2,721
Nielsen geographical sector 5	3	601
Berlin	3	601
Nielsen geographical sector 6	8	1,474
Mecklenburg-Western Pomerania	2	368
Brandenburg	4	729
Saxony-Anhalt	2	377
Nielsen geographical sector 7	7	1,270
Thuringia	3	545
Saxony	4	732
Total circulation inland	100	18,143

Fahrschule

Media-
Information
2007

Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2007
1	Jan 4, 2007	Dec 4, 2006	Dec 15, 2006	Driving instruction concepts of two-wheeler manufacturers	
2	Feb 1, 2007	Jan 4, 2007	Jan 17, 2007	Flyer and other advertising material for driving schools to attract attention	
3	Mar 1, 2007	Jan 30, 2007	Feb 9, 2007	Beverage services at driving schools	
4	Apr 5, 2007	Mar 8, 2007	Mar 21, 2007	Where lorry and bus driving instructors can obtain additional qualifications for instructing and training professional drivers	Preview on the event day with driving training at the AMI Automobile International in Leipzig (Apr 15, 2007)
5	May 3, 2007	Apr 2, 2007	Apr 13, 2007	Mobile navigation systems for driving school assignments	
6	Jun 8, 2007	May 8, 2007	May 18, 2007	Daytime running light for driving-school vehicles: refitting solutions and inexpensive lights for conventional dimmed headlights	
7	Jul 5, 2007	Jun 6, 2007	Jun 20, 2007	Ergonomical seats for driving-school vehicles	
8	Aug 2, 2007	Jul 5, 2007	Jul 20, 2007	Load restraint as subject for driving school education	
9	Sep 6, 2007	Aug 8, 2007	Aug 22, 2008	New passenger cars, driving assistance systems and security techniques of the suppliers	
10	Oct 4, 2007	Sep 5, 2007	Sep 14, 2007	New driving-school models with natural gas and liquified petroleum gas	
11	Nov 2, 2007	Oct 4, 2007	Oct 17, 2007	Light and heavy motorcycles for the two-wheeler season 2008	
12	Dec 6, 2007	Nov 8, 2007	Nov 21, 2007	Market survey: current driving-school conditions of car-manufacturer for 2008	

Further topics covered regularly in FAHRSCHULE:

- New specialized literature, media and presentation techniques for driving instructors
- Offers of vocational training for driving instructors
- New products and services of car manufacturers and their suppliers
- Up-to-date information from driving-school vehicle lessors



1 Circulation:

Printed copies:	18,475 copies
Total circulation in annual average	18,199 copies

2 Magazine size:

210 x 280 mm
213 x 286 mm untrimmed

Type area:

188 mm wide, 253 mm high
4 columns, 44 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: monthly
Publications dates, closings dates and dates for submission:
see timetable "Subjects and Dates"

5 Publisher:

Springer Transport Media GmbH
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising department: Elisabeth Huber
phone: +49-89 / 43 72-23 52
fax: +49-89 / 43 72-23 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 811148881

Bank accounts:

Commerzbank Munich
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

2/1 page: W 393 x H 253

2/1 page truncate:* W 420 x H 280

Basic rate b/w	7,900.00 €
coloured	11,280.00 €

1/1 page: W 188 x H 253

1/1 page truncate:* W 210 x H 280

Basic rate b/w	3,875.00 €
coloured	5,560.00 €

1/2 page (upright): W 92 x H 253

1/2 page truncate:* W 107 x H 280

1/2 page (landscape): W 188 x H 125

1/2 page truncate:* W 210 x H 140

Basic rate b/w	2,100.00 €
coloured	3,000.00 €

1/3 page (upright): W 60 x H 253

1/3 page truncate:* W 72 x H 280

1/3 page (landscape): W 188 x H 85

1/3 page truncate:* W 210 x H 98

Basic rate b/w	1,410.00 €
coloured	2,090.00 €

1/4 page (upright, 1-column): W 44 x H 253

1/4 page truncate:* W 56 x H 280

1/4 page, 2-column: W 92 x H 125

1/4 page (landscape): W 188 x H 60

1/4 page truncate:* W 210 x H 82

Basic rate b/w	1,140.00 €
coloured	1,670.00 €

1/8 page (upright, 1-column): W 44 x H 125

1/8 page, 2-column: W 92 x H 60

1/8 page (landscape): W 188 x H 30

Basic rate b/w	590.00 €
coloured	975.00 €

1/16 page, 1-column: W 44 x H 60

1/16 page, 2-column: W 92 x H 30

1/16 page (landscape): W 188 x H 15

Basic rate b/w	330.00 €
coloured	535.00 €

Front cover page

Basic rate, coloured	8,100.00 €
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2., 3., 4. cover page

Basic rate, 4-coloured	6,480.00 €
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* + 4 mm bleed at all edges to be truncated

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 620.00 €

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

Commercial ads (1 column, 43 mm wide, b/w) 4.49 €

Commercial ads (1 column, 43 mm wide, coloured) 6.17 €

Private ads (1 column, 43 mm wide, b/w) 3.82 €

Private ads (1 column, 43 mm wide, coloured) 5.24 €

Situations wanted (1 column, 43 mm wide) 1.90 €

Box number fee 10.00 €

10 Special ad forms:

on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions 3%

6 insertions 5%

9 insertions 10%

12 insertions 15%

Quantity discount

3 pages 5%

6 pages 10%

9 pages 15%

12 pages 20%

All surcharges qualify for discount.

Front pages do not qualify for discounts.

12 Combinations: -

13 Bound inserts:

2 pages 3,875.00 €

4 pages 7,750.00 €

6 pages 11,625.00 €

8 pages 15,500.00 €

(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).

14 Loose-leaf inserts:

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 155.00 €

up to 50 g 215.00 €

over 50 g on request

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

15 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.

16 Delivery address for the positions 13 to 15:

L.N. Schaffrath GmbH & Co. KG

Marktweg 42-50

47608 Geldern

Delivery notice: for FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

1. Web-Adresse (URL):

www.fahrschule-online.de

2. Short characterization:

Comprehensive Internet offer for driving-school owners and driving instructors.

Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

* valid from Oct, 1 2006; Prices are subject to VAT

4. Newsletter:

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices*		
(per thousand)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

* valid from Oct, 1 2006; Prices are subject to VAT

Number of Newsletter-Subscribers August 2006: 2,607

Data delivery:

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

5. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

6. Data delivery:

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection (approx.)
80.41	Driving schools	91	16,510
	- Owner of driving schools	71	12,880
	- Employed driving instructors	16	2,900
	- Driving schools of railway, post, fire departments, German Federal Armed Forces and police	4	730
74.84	Supply of other services	1	180
34	Manufacturing of automobiles and spare parts	1	180
66	Insurance industry	1	180
91.1	Trade and employers associations, professional organisations	1	180
75.1	Civil Service (administrations, District Offices, MOT)	1	180
	Other	3	550
	Not specified	1	180
	Rounding difference		-3
	Total circulation inland	100	18,143
	Foreign countries (unlevied)		56
	Total circulation inland and foreign countries		18,199

Data Ticket

Status quo: February 2006

Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: _____

Contact: _____

Telephone: _____ Fax: _____ ISDN: _____

Advert Information

Issue: _____ Section: _____

Advert format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-Mail Data medium by mail

Proof colour match (ISO) content match follows via mail (please tick if appropriate)

Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage www.stuertz.de in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Contact details

FTP: ftp.stuertz.de (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-383

Contact to:

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