

**1 Short characterization:** TAXI is the only federal German specialized magazine for taxi and car-rental companies tested by the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern, Information Society for Testing the Distribution of Advertising Media). For years, TAXI has had the highest number of sold copies in the market – which is the best proof of its success in meeting the information demands of the market. Carefully researched information, a wide range of topics, independent reporting, and 8 publications per year guarantee in-depth information used by taxi and car-rental owners for their decisions.

**2 Frequency of publication:** eight times a year

**3 Year of publication:** 14<sup>th</sup> year 2007

**4 Web-address (URL):** [www.taxi-zeitschrift.de](http://www.taxi-zeitschrift.de)

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**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  
Fax: +49-89 / 43 72-23 98  
Internet: [www.verlag-heinrich-vogel.de](http://www.verlag-heinrich-vogel.de)  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

**9 Editorial department:**  
Editor in chief: Dietmar Fund  
[dietmar.fund@springer.com](mailto:dietmar.fund@springer.com)

**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
Advertising director: Michael Harms  
[michael.harms@springer.com](mailto:michael.harms@springer.com)

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

**12 Advertised price:**

Annual subscription rate

Inland: 27.30 € plus 9.60 € packing/postage, incl. 7% VAT  
Foreign Countries: 27.30 € plus 18.20 € packing/postage, incl. 7% VAT  
Single copy: 5.10 € plus 1.90 € packing/postage, incl. 7% VAT

**13 ISSN-No:** 1437-0336

**14 Size analysis:**

2005 = 8 editions  
**Magazine format:** 210 mm (wide), 280 mm (high)  
**Total size:** 332 pages = 100.0 %  
**Editorial section:** 208 pages = 62.7 %  
**Advertising section:** 123 pages = 37.3 %

of them are

Classified advertisements: 8 pages = 6.5 %  
Image advertisements: 94 pages = 76.4 %  
Bound insert: - pages = - %  
One's own advertisements: 21 pages = 17.1 %

**Supplements (Loose-leaf inserts):** 4 pieces

**15 Content analysis:** Not surveyed

### 16 Circulation control:



### 17 Analysis of circulation:

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

<b>Printed copies:</b>	36,225		
<b>Total circulation</b>	36,037	therefrom abroad:	35
<b>Total net paid circulation:</b>	35,487	therefrom abroad:	14
- subscribed copies	35,477	therefrom copies for members	35,410
- Sale by retail	-		
- Other sale	-		
<b>Free copies:</b>	550		
<b>Remainer, file and checking copies</b>	188		

### 18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run %	copies
Inland	99.9	36,002
Foreign Country	0.1	35
<b>Total circulation</b>	100.0	36,037

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

	%	copies
<b>Nielsen geographical sector 1</b>	16	5,782
Hamburg / Bremen		1,888
Schleswig-Holstein		1,425
Lower Saxony		2,469
<b>Nielsen geographical sector 2</b>	19	6,832
North Rhine-Westphalia		6,832
<b>Nielsen geographical sector 3a</b>	13	4,718
Hesse		2,529
Rhineland-Palatinate		1,795
Saarland		394
<b>Nielsen geographical sector 3b</b>	9	3,181
Baden-Wuerttemberg		3,181
<b>Nielsen geographical sector 4</b>	17	6,094
Bavaria		6,094
<b>Nielsen geographical sector 5</b>	9	3,353
Berlin		3,353
<b>Nielsen geographical sector 6</b>	8	2,962
Mecklenburg-Western Pomerania		828
Brandenburg		981
Saxony-Anhalt		1,153
<b>Nielsen geographical sector 7</b>	9	3,080
Thuringia		1,314
Saxony		1,766
<b>Total circulation inland</b>	100	36,002

# TAXI

## Media- Information 2007

## Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2007
1	Feb 9, 2007	Jan 4, 2007	Jan 23, 2007	Working clothes for taxi driver	<b>Int. Automobil-Salon</b> , Geneva, Mar 8 to 18, 2007
2	Mar 23, 2007	Feb 13, 2007	Mar 7, 2007	Market survey: taxi conditions and taxi contact persons of the passenger car-manufacturers	<b>Preview of Taxi-Day of AMI</b> Auto Mobil International in Leipzig, Apr 17, 2007
3	May 4, 2007	Mar 26, 2007	Apr 16, 2007	Market survey: compact mini-vans rides for pupils or wheel chair-driver	<b>Report on AMI Auto Mobil International</b> , Leipzig, Apr 14 to 22, 2007
4	Jun 22, 2007	May 14, 2007	Jun 4, 2007	Mobile navigation systems for deployment in taxis	
5	Aug 10, 2007	Jul 5, 2007	Jul 24, 2007	Market survey: central techniques	
6	Sep 21, 2007	Aug 16, 2007	Sep 4, 2007	New models with mineral gas und automobile gas of the passenger-car-manufacturers	<b>Preview of REHACare</b> , Düsseldorf, Oct 3 to 6, 2007
7	Nov 9, 2007	Oct 2, 2007	Oct 22, 2007	News offers of the supplier industries and interesting car studies	<b>Taxi-Epilogue of IAA</b> -passenger-car <b>Report on REHACare</b> , Düsseldorf
8	Dec 14, 2007	Nov 8, 2007	Nov 27, 2007	Advertising strategies for the taxi and car-rent-industries	



## 1 Circulation:

Printed copies: 36,225 copies  
Total circulation in annual average 36,037 copies

## 2 Magazine size:

210 x 280 mm  
217 x 288 mm untrimmed

## Type area:

185 mm wide, 253 mm high  
4 columns, 45 mm  
3 columns, 60 mm

## 3 Printing process, artworks:

Offset printing, perfect binding. 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: eight times a year  
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 8 days 2% prompt payment discount  
- within 30 days  
from date of invoice net

VAT no. DE 152942001

## Bank accounts:

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

<b>2/1 page:</b>	<b>W 393 x H 253</b>
<b>2/1 page truncate:*</b>	<b>W 420 x H 280</b>
Basic rate b/w	10,700.00 €
2-coloured	12,635.00 €
3-coloured	14,570.00 €
4-coloured	16,505.00 €

<b>1/1 page:</b>	<b>W 185 x H 253</b>
<b>1/1 page truncate:*</b>	<b>W 210 x H 280</b>
Basic rate b/w	5,265.00 €
2-coloured	6,235.00 €
3-coloured	7,205.00 €
4-coloured	8,175.00 €

<b>2/3 page (upright):</b>	<b>W 124 x H 253</b>
<b>2/3 page truncate:*</b>	<b>W 144 x H 280</b>
<b>2/3 page (landscape):</b>	<b>W 185 x H 170</b>
<b>2/3 page truncate:*</b>	<b>W 210 x H 192</b>
Basic rate b/w	3,490.00 €
2-coloured	4,170.00 €
3-coloured	4,850.00 €
4-coloured	5,530.00 €

<b>1/2 page (upright):</b>	<b>W 90 x H 253</b>
<b>1/2 page truncate:*</b>	<b>W 102 x H 280</b>
<b>1/2 page (landscape):</b>	<b>W 185 x H 125</b>
<b>1/2 page truncate:*</b>	<b>W 210 x H 140</b>
Basic rate b/w	2,690.00 €
2-coloured	3,175.00 €
3-coloured	3,660.00 €
4-coloured	4,145.00 €

\*Truncate additional charge: 520.- €  
+ 4 mm bleed at all edges to be truncated

<b>1/3 page (upright):</b>	<b>W 60 x H 253</b>
<b>1/3 page truncate:*</b>	<b>W 72 x H 280</b>
<b>1/3 page (landscape):</b>	<b>W 185 x H 85</b>
<b>1/3 page truncate:*</b>	<b>W 210 x H 98</b>
Basic rate b/w	1,800.00 €
2-coloured	2,125.00 €
3-coloured	2,450.00 €
4-coloured	2,775.00 €

<b>1/4 page (upright, 1-column):</b>	<b>W 45 x H 253</b>
<b>1/4 page truncate:*</b>	<b>W 57 x H 280</b>
<b>1/4 page, 2-column:</b>	<b>W 90 x H 125</b>
<b>1/4 page (landscape):</b>	<b>W 185 x H 65</b>
<b>1/4 page truncate:*</b>	<b>W 210 x H 82</b>
Basic rate b/w	1,410.00 €
2-coloured	1,645.00 €
3-coloured	1,880.00 €
4-coloured	2,115.00 €

<b>1/8 page (upright, 1-column):</b>	<b>W 45 x H 125</b>
<b>1/8 page, 2-column:</b>	<b>W 90 x H 65</b>
<b>1/8 page (landscape):</b>	<b>W 185 x H 33</b>
Basic rate b/w	720.00 €

## Front cover page

Basic rate, 4-coloured 11,240.00 €

## 2., 3., 4. cover page

Basic rate, 4-coloured 9,955.00 €

# TAXI

## Media- Information 2007

## 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 710.00 €

#### 8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area 520.00 €

### 9 Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads (1 column, 43 mm wide) 3.27 €

Private ads (1 column, 43 mm wide) 2.78 €

Situations wanted (1 column, 43 mm wide) 1.72 €

Colour surcharge (per mm and colour/1 column) 0.83 €

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		Quantity discount	
2 insertions	3%	3 pages	10%
4 insertions	5%	6 pages	15%
6 insertions	10%	8 pages	20%
8 insertions	15%		

All surcharges qualify for discount.

Front pages do not qualify for discounts.

### 12 Combinations:

-

### 13 Bound inserts:

2 pages 5,265.00 €

4 pages 10,530.00 €

6 pages 15,795.00 €

8 pages 21,060.00 €

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

Please supply the bound-in inserts in the untrimmed format 217 x wide x 288 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 €
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over 50 g	on request
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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 TAXI no. ...)

Please send in advance 10 samples to advertising sales department.

**1. Web-Adresse (URL):**

www.taxi-zeitschrift.de

**2. Short characterization:**

At www.taxi-zeitschrift.de, the editors of the specialized magazine TAXI offer current news, product information, and short judgements for taxi and rental-car companies. The central news of the week is sent in a newsletter each Friday.

**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: 816

**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:**

Infoclines, 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.)
<b>60.22.0</b>	<b>Company of taxis and hired cars with driver</b>	<b>86</b>	<b>30,960</b>
<b>85.14.5</b>	<b>Conveyance of patients and handicapped</b>	<b>4</b>	<b>1,440</b>
<b>60.23.1</b>	<b>Conveyance of passengers in the omnibus occasional services</b>	<b>3</b>	<b>1,080</b>
<b>60.21</b>	<b>Conveyance of passengers in the line operation</b>	<b>2</b>	<b>720</b>
	<b>Other</b>	<b>4</b>	<b>1,440</b>
	<b>Not specified</b>	<b>1</b>	<b>360</b>
	<b>Rounding difference</b>		<b>2</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>36,002</b>
	<b>Foreign countries (unlevied)</b>		<b>35</b>
	<b>Total circulation inland and foreign countries</b>		<b>36,037</b>

# 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](http://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](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](mailto:gecont@stuertz.de)

Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH  
Science / Anja Eichelbröner  
Beethovenstraße 5  
97080 Würzburg  
Tel.: +49-9 31/3 85-2 30



