

Short description

VerkehrsRundschau A is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

VerkehrsRundschau B is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

VerkehrsRundschau C is published 12x per year as the newsletter of the Technical Inspection Authority of Southern Germany, the Technical Inspection Authority of Northern Germany Mobility Ltd. & Co., and the Technical Inspection Authority Rhineland Group, as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a daily newsletter, the event academy, special publications, and a literature program.

Circulation analysis

Copies per issue (IVW II. quarter 2008)

	VR A	VR B	VR C
Printed copies:	18,000	211,000	33,000
Paid copies:	12,627	202,524	27,406
Subscribed copies	9,235	199,276	9,216

Specifications

Magazine format: 210 mm wide, 279 mm high
 Type area: 185 mm wide, 250 mm high
 No. of columns: 4 columns, column width 43 mm
 Printing method: Offset printing,
 4 colours euro scale, 133-line screen

Excerpt of the adverts price list No. 51, valid from Oct 1, 2008

	VR A and C	VR B
Price for commercial ads, each mm		
1 column, 43 mm wide, b/w	3.71 €	7.95 €
1 column, 43 mm wide, coloured	5.35 €	10.95 €
Price for private ads, each mm		
1 column, 43 mm wide, b/w	3.15 €	6.76 €
1 column, 43 mm wide, coloured	4.55 €	9.31 €
Price for situations wanted ads, each mm		
1 column, 43 mm wide, b/w	1.90 €	3.65 €
Photo-Moduls (50mm / 1 column with photo, not discountable, no agency commission)		
b/w	101.00 €	198.00 €
coloured	152.00 €	298.00 €
Box number fee	11.00 €	11.00 €

Payment terms

- Per automatic debit transfer 3% discount
- Within 10 days 2% discount
- Within 30 days after invoice date net payment
- VAT no. DE 152942001

Bank details

HypoVereinsbank, Munich
 IBAN: DE02 7002 0270 1830 2092 00
 BIC: HYVEDEMMXXX

Discounts

Acceptance within a 12 months (insertion year)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

Ads in A-, B- and C-Edition do qualify for discount together.

Publishing house

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Dates

Issue	Publishing Date	Copy Date (12.00 h)	Trade fairs	Issue	Publishing Date	Copy Date (12.00 h)	Trade fairs
A 1/2	Jan 9, 2009	Dec 23, 2008		A 26	Jun 26, 2009	Jun 19, 2009	
C 3	Jan 16, 2009	Jan 9, 2009		A 27	Jul 3, 2009	Jun 26, 2009	
A 4	Jan 23, 2009	Jan 16, 2009		A 28	Jul 10, 2009	Jul 3, 2009	Truck Grand-Prix, Nürburgring Jul 24 - 26, 2009
B 5	Jan 30, 2009	Jan 23, 2009	Fruit Logistica, Berlin Feb 4 - 6, 2009	C 29	Jul 17, 2009	Jul 10, 2009	
A 6	Feb 6, 2009	Jan 30, 2009		A 30	Jul 24, 2009	Jul 17, 2009	
A 7	Feb 13, 2009	Feb 6, 2009		B 31	Jul 31, 2009	Jul 24, 2009	
C 8	Feb 20, 2009	Feb 13, 2009		A 32	Aug 7, 2009	Jul 31, 2009	
A 9	Feb 27, 2009	Feb 18, 2009		C 33	Aug 14, 2009	Aug 7, 2009	
A 10	Mar 6, 2009	Feb 27, 2009		A 34	Aug 21, 2009	Aug 14, 2009	
B 11	Mar 13, 2009	Mar 6, 2009		A 35	Aug 28, 2009	Aug 21, 2009	
C 12	Mar 20, 2009	Mar 13, 2009		A 36	Sep 4, 2009	Aug 28, 2009	
A 13	Mar 27, 2009	Mar 20, 2009		C 37	Sep 11, 2009	Sep 4, 2009	Nordbau (Building branch), Neumünster Sep 10 - 15, 2009
A 14	Apr 3, 2009	Mar 27, 2009		B 38	Sep 18, 2009	Sep 11, 2009	
A 15	Apr 11, 2009	Apr 3, 2009		A 39	Sep 25, 2009	Sep 18, 2009	
B 16	Apr 17, 2009	Apr 8, 2009	Resale, Karlsruhe Apr 22 - 24, 2009	A 40	Oct 2, 2009	Sep 25, 2009	
C 17	Apr 24, 2009	Apr 17, 2009		A 41	Oct 9, 2009	Oct 2, 2009	
A 18	May 2, 2009	Apr 24, 2009		C 42	Oct 16, 2009	Oct 9, 2009	
A 19	May 8, 2009	Apr 30, 2009		A 43	Oct 23, 2009	Oct 16, 2009	
A 20	May 15, 2009	May 8, 2009	transport logistic + Air Cargo Europe, Munich May 12 - 15, 2009	B 44	Oct 30, 2009	Oct 23, 2009	
C 21	May 22, 2009	May 14, 2009		A 45	Nov 6, 2009	Oct 30, 2009	
A 22	May 29, 2009	May 22, 2009	IFBA Bergen + Abschleppen (Recovering + Towing), Kassel Jun 4 - 6, 2009	A 46	Nov 13, 2009	Nov 6, 2009	
A 23	Jun 5, 2009	May 28, 2009		C 47	Nov 20, 2009	Nov 13, 2009	Trailer, Kortrijk Nov 20 - 24, 2009
B 24	Jun 12, 2009	Jun 4, 2009		A 48	Nov 27, 2009	Nov 20, 2009	
C 25	Jun 19, 2009	Jun 12, 2009		A 49	Dec 4, 2009	Nov 27, 2009	
				B 50	Dec 11, 2009	Dec 4, 2009	
				C 51/52	Dec 18, 2009	Dec 11, 2009	
				A 01/10	Jan 8, 2010	Dec 22, 2009	

www.verkehrsrundschau.de

Short characterization:

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, photo galleries, job markets and further information pertaining to the industry sector.

Target group: Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.	Numbers of hits: Visits: 125,101 / month July 2008 Page impressions: 439,745 / month July 2008
	Access control:  certified online service since August 2007

Banner advertisements

Ad form	Pixel-Format	CPM €*
Rectangle	300 x 250	75.-€

*valid from Oct 1th, 2008. CPM = cost per thousand impressions

All prices are plus VAT.

Newsletter advertisements

Short characterization:

Verkehrsrundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

9,324 / month July 2008

Text advertisement small:

Headline: max. 30 characters
 Text: max. 240 characters incl. all blank lines and paragraphs
 Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters
 Text: max. 700 characters incl. all blank lines and paragraphs
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

See www.mediacentrum.de for our technical requirements for online-advertisements.

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.-
2 Horizontal/Fullsizebanner	650 x 150	75.-
3 Text ad large plus logo/picture	650 x 250	75.-
4 Text ad small plus logo/picture	300 x 115	55.-

* Current prices from Oct 1, 2008. CPM = cost per thousand impressions
 All prices are plus VAT.

Your competent advertisement-team

Please contact us for further information!

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