

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

Springer Transport Media GmbH  
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## Advertising office

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

<p><b>Target group:</b> 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.</p>	<p><b>Numbers of hits:</b> Visits: 125,101 / month July 2008 Page impressions: 439,745 / month July 2008</p>
	<p><b>Access control:</b>  certified online service since August 2007</p>

### 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](http://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

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## Please contact us for further information!

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