

### Short characterization "Werkstatt Spezial":

"Werkstatt Spezial" is the extra issue for all readers who perform their own maintenance and repair of their vehicle fleet, or who outsource this to authorised or independent repair shops.

These are companies in the areas of company-internal, goods or passenger transport with a high demand of maintenance and repair of commercial vehicles. The supplement "Werkstatt Spezial" is inserted in "VerkehrsRundschau C" and "OMNIBUSREVUE".

### Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 2-col.	Basic price 3-col.	Basic price 4-col.
		type area	truncate*				
1/1 page		185 x 250	207 x 279	4,640.-	5,635.-	6,630.-	7,625.-
1/2 page	high	90 x 250	101 x 279	2,320.-	2,815.-	3,310.-	3,805.-
	landscape	185 x 125	207 x 140				
1/3 page	high	60 x 250	67 x 279	1,565.-	2,020.-	2,475.-	2,930.-
	landscape	185 x 85	207 x 98				
1/4 page	1 column	43 x 250	51 x 279	1,280.-	1,690.-	2,100.-	2,510.-
	2 columns	90 x 125	101 x 140				
	4 columns	185 x 60	207 x 82				
1/8 page	1 column	43 x 125		680.-	1,035.-	1,390.-	1,745.-
	2 columns	90 x 60					
	4 columns	185 x 33					
Front cover page (not discountable)							9,450.-
2., 4. cover page			200 x 279				8,410.-

\* + 4 mm bleed at all edges to be truncated

### Short characterization "Who Is Who Werkstatt und Service":

The "Who is Who Werkstatt und Service" (Who is Who Repair Shop and Service) gives an overview of the entire industry and thus offers its readers important arguments for upcoming purchase decisions.

Independently researched articles from the comprehensive range of topics covering maintenance and repair give information on current trends and developments.

Interested companies can present themselves to their customers in this editorial context with company portraits and display adverts.

### Ads and rates:

All prices are plus VAT.

Format and basis prices	Width x Height mm		Basic price coloured
	type area	truncate*	
Front cover page			6,700.-
Cover page	185 x 250	207 x 279	6,300.-
1/1 page advert	185 x 250	207 x 279	5,900.-
1/2 page advert, 2-columns	90 x 250	101 x 279	3,000.-
1/2 page advert, 4-columns	185 x 125	207 x 140	3,000.-
1/1 page company portrait	185 x 250		1,250.-
2/1 page company portrait	370 x 250		2,100.-

\* + 4 mm bleed at all edges to be truncated

**Magazine format** 207 x 279 mm  
**Type area** 185 x 250 mm  
**Number of columns** 3 columns, 60 mm  
 4 columns, 45 mm

**Circulation**

VerkehrsRundschau C 32,189\* copies  
 OMNIBUSREVUE 6,680\* copies  
 \*No. of sold copies acc. to IVW (Jul 1<sup>st</sup>, 2007 - Jun 30<sup>th</sup>, 2008)

**Printing and binding procedures, artwork:**

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (as an attachment to the order confirmation). The creation of artwork will be invoiced.

Printed copies approx. 40.000 copies

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

	Inserted in	Publishing date	Copy date	Printing material closing date	Themes*
<b>Werkstatt Spezial 1/2009</b>	Verkehrsrundschau C No. 12/2009 OMNIBUSREVUE No. 04/2009	Mar. 20, 2009	Feb. 12, 2009	Feb. 24, 2009	Spare parts supply Diagnostic and efficiency test Workshop equipment Workshop software Stock equipment Exhaust systems
<b>Who is Who Werkstatt und Service</b>	Verkehrsrundschau C No. 37/2009 OMNIBUSREVUE No. 10/2009	Sep. 11, 2009	Jul 28, 2009 Company portraits Aug 12, 2009 Image adverts	Jul 31, 2009 Company portraits Aug 19, 2009 Image adverts	Parts and components Filter technology Test stand for brakes Workshop equipment Hoisting technology Tools Separation technology

\* subject to alterations

## Please contact us for further information

### Contact persons:

- Advertising Director  
Transport & Logistics

**Thomas Merz**  
thomas.merz@springer.com  
**Phone: +49-89/43 72 – 21 36**  
Fax: +49-89/43 72 – 23 98

- Advertising Sales Manager

**Elke Wichers**  
wichers@werkstattvisionen.de  
**Phone: +49-89/93 00 69 89**  
Fax: +49-89/93 00 69 95

- Advertising Administration

**Agnes Frosch**  
agnes.frosch@springer.com  
**Phone: +49-89/43 72 – 27 55**  
Fax: +49-89/43 72 – 21 58

Springer Transport Media GmbH • Neumarkter Straße 18 • 81673 Munich  
Phone: +49-89 / 43 72-22 24 • Fax +49-89 / 43 72-23 98  
anzeigen-vhv@springer.com