

FAHRSCHULE

Das Magazin für erfolgreiche Fahrlehrer

September 2013 / Ausgabe 9 / www.fahrschule-online.de / www.fahrlehrerverband.de / ISSN 0014-8828 // 27 10



Verkehrsminister
Dr. Peter Ramsauer
im Interview



Gegen zu hohe PKV-
Beiträge können
Fahrlehrer etwas tun



Der Mini Countryman
überzeugte im
„Fahrschule“-Test

STEUERPRÜFUNG: KEINE ANGST VORM FINANZAMT



fahrschule-online.de

MEDIA KIT 2014

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.

Frequency of publication: monthly

Year of publication: 65nd year 2014

ISSN: 0014-6838

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

Publishing house:

Verlag Heinrich Vogel
Springer Transport Media GmbH
Aschauer Str. 30, 81549 Munich, Germany
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vhv.mediacentrum.de
anzeigen-vhv@springer.com

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Internet:
E-mail:

Editorial department:

Editor in chief: Sylke Bub
sylke.bub@springer.com

Advertising office:

Director Sales Passenger
Transportation and Tourism: Saskia Meier

Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 / 20 30 43 – 11 00
E-Mail: vertriebsservice@springer.com

Subscription cost:

Annual subscription rate
Inland: 98.60 € incl. packing/postage and 7% VAT
European Countries: 110.60 € incl. packing/postage and 7% VAT
Single copy: 8.90 € plus 1.90 € packing/postage, incl. 7% VAT



Circulation control:



Analysis of circulation:

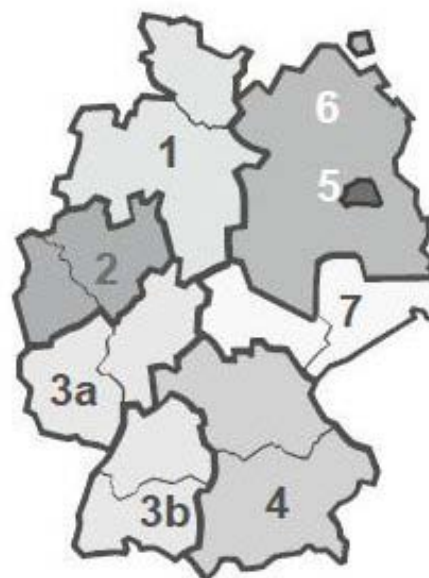
Average circulation within one year
(from July 1st 2012 until June 30th 2013)

Printed copies:	15,638		
Total circulation	15,336	therefrom abroad:	27
Total net paid circulation:	14,614	therefrom abroad:	21
- subscribed copies	14,592	therefrom copies for members:	12,755
- Sale by retail	-		
- Other sale	22		
Free copies:	723		
Remainer, file and checking copies	302		

Geographical circulation analysis:

Economic area	Quote of real circulationed press run %	copies
Inland	99.8	15,309
Foreign Country	0.2	27
Total circulation	100.0	15,336

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	3,023
2	3,535
3a	2,205
3b	1,733
4	2,442
5	504
6	988
7	879
total:	15.309

	Issue	Publication Date	Deadline Adverts	Printing Material	Topics	Trade fairs 2014
January	1	Jan 2, 2014	Nov 28, 2013	Dec 10, 2013	Driving school car dealers: Helpful tips for driving instructors	
February	2	Feb 6, 2014	Jan 8, 2014	Jan 20, 2014	Driving school conditions of car manufacturers	
March	3	Mar 6, 2014	Feb 5, 2014	Feb 17, 2014	Financing for SMEs (medium-sized enterprises): Bank monitoring	
April	4	Apr 3, 2014	Mar 5, 2014	Mar 17, 2014	New models, innovative techniques, more security: trends related to motorcycles	
May	5	May 2, 2014	Mar 31, 2014	Apr 10, 2014	Card payment in driving schools	Reifen (Tyres), Essen, May 27 to 30, 2014 AMI Auto Mobil International , Leipzig, May 31 to Jun 8, 2014
June	6	Jun 5, 2014	May 6, 2014	May 16, 2014	Industry meeting point in Berlin: What driving instructors can expect at the 5 th German Driving Instructors' Congress	

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue	Publication Date	Deadline Adverts	Printing Material	Topics	Trade fairs 2014
July	7	Jul 3, 2014	Jun 2, 2014	Jun 13, 2014	The most beautiful travel routes for two-wheeler fans	
August	8	Aug 7, 2014	Jul 9, 2014	Jul 21, 2014	New trends of trailer markets	
September	9	Sep 4, 2014	Aug 5, 2014	Aug 18, 2014	Advertising means for small purses	Rehacare International , Düsseldorf, Sep 24 to 27, 2014 IAA Nutzfahrzeuge , Hanover, Sep 25 to Oct 2, 2014
October	10	Oct 2, 2014	Sep 3, 2014	Sep 15, 2014	The countdown is ticking: all necessary information about the 5 th German Driving Instructors' Congress	Intermot , Cologne, Oct 1 to 5, 2014
November	11	Nov 6, 2014	Oct 8, 2014	Oct 20, 2014	Current furniture-trends for driving schools Trade fair tour: With "Fahrschule" through Intermot	5th German Driving Instructors' Congress , Berlin, Nov 14 to 15, 2014
December	12	Dec 4, 2014	Nov 5, 2014	Nov 17, 2014	New developments in driving car adaptations for handicap-trainers	
January	01/15	Jan 2, 2015	Nov 26, 2014	Dec 8, 2014	Good-bye, Berlin! This was the 5 th German Driving Instructors' Congress	



Circulation:

Printed copies: 15,638
Total circulation in annual average 15,336

Magazine size

Size: 210 mm x 279 mm trimmed

Type area: 185 mm wide, 250 mm high

Number of columns: 4 columns, 43 mm

Number of columns: 3 columns, 60 mm

Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de.

The creation of artwork will be invoiced.

Publication:

Frequency of publication: monthly

Publications dates, deadlines and dates for submission:
see "Time Schedule and Topics"

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 152942001

Bank accounts: HypoVereinsbank, Munich

IBAN: DE02 7002 0270 1830 2092 00,

BIC: HYVEDEMMXXX

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price coloured
		type area	truncate*	€	€
2., 3., 4. cover			210 x 279		7,575.00
1/1	4 col.	185 x 250	210 x 279	4,510.00	6,470.00
1/2	2 col.	90 x 250	102 x 279	2,455.00	3,500.00
	4 col.	185 x 125	210 x 140		
1/3	1 col.	60 x 250	72 x 279	1,640.00	2,455.00
	4 col.	185 x 85	210 x 98		
1/4	1 col.	43 x 250	56 x 279	1,310.00	1,975.00
	2 col.	90 x 125			
	4 col.	185 x 65	210 x 82		
1/8	1 col.	43 x 125		685.00	1,140.00
	2 col.	90 x 65			
	4 col.	185 x 33			
1/16	1 col.	43 x 65		385.00	630.00
	2 col.	90 x 30			
	4 col.	185 x 15			
Front cover page					on request

*plus 3 mm trim on all outer edges.



Preferential positions

Fixed positions 730.00 €

Prices for classified ads/situations wanted:

1 column millimetre rate for		
Commercial ads	(1 column, 43 mm wide, b/w)	5,06 €
Commercial ads	(1 column, 43 mm wide, coloured)	6,95 €
Private ads	(1 column, 43 mm wide, b/w)	4,30 €
Private ads	(1 column, 43 mm wide, coloured)	5,91 €
Situations wanted	(1 column, 43 mm wide)	2,14 €
Box number fee		11,00 €

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 do qualify for discounts. Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	4,510.00 €
4-pages	9,020.00 €
6-pages	13,530.00 €

Please supply the bound inserts in the untrimmed format
214 wide x 287 high (folded). 2-page bound inserts to be delivered with a printed latch of 110 mm width. Bleed: gutter 0 mm, outer edges 3 mm.
The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

Loose-leaf inserts (not discountable):

loose inserted, max. format:	203 mm x 275 mm
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.
Adverts of a third party not allowed.

Glued-in postcards (not discountable):

Glued-in postcards/thousands	93.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination with a full page-ad (prices see above).	

Delivery address for bound and loose-leaf inserts and postcards:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
D - 97080 Würzburg, Germany

Delivery notice: for "Fahrschule" (No. ...)
Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions

Data formats:

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

Data transfer:

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Support:

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: gecont@stuertz.de.

Connections:

FTP: <ftp.stuertz.de> (Log-in: User: gecont, Password: dE41yG)

E-Mail: gecont@stuertz.de

Fax: +49 931 385-11332

Contact Print Shop:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket at vhv.mediacentrum.de.



fahrschule-online.de

MEDIA KIT 2014

Online Ad Types and Online Prices

fahrschule-online.de is the comprehensive internet service for driving-school owners and driving instructors. It informs daily with the latest news, product information and jurisdiction.

Visits:

Page Impressions:



10,086 (July 2013)

21,139 (July 2013)



Text Display Small
Size: 300 x 115 px

CPM*: 55.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 75.00 €



Expandable Medium
Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 100.00 €



Expandable Medium
Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 125.00 €



Flash Layer and Medium
Rectangle Reminder
(Tandem Ad)
Size: 400 x 400 px
300 x 250 px

CPM*: 150.00 €



Half Page
Size: 300 x 600 px

CPM*: 150.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px

Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px

CPM*: 75.00 €



Superbanner
Size: 728 x 90 px

CPM*: 75.00 €



Wallpaper
Size: Superbanner and
Skyscraper

CPM*: 150.00 €

Background coloring possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

Fahrschule informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 3,557 (July 2013)



Medium Rectangle

Size: 300 x 250 px
Price: 249.00 €



Cross/Full-Size Banner Text Display Large

Size: 650 x 150 px
Price: 249.00 €

The currently valid VAT must be added to all prices.

Online Ad Types

- File formats: SWF (max. version 10), GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

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 152942001	

Bank accounts:

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

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



Saskia Meier

Director Sales
Passenger Transportation and Tourism

saskia.meier@springer.com

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Fax: 0049 89 / 20 30 43 – 23 98



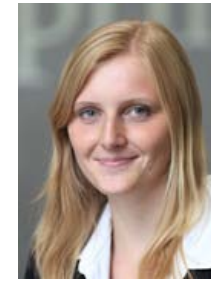
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Veronika Eisele

Advertising Service

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