



Member of
Logistics Alliance Germany



YouLoC
Young Logistics Club

Hallo,
Zukunft!



verkehrs-rundschau.de

MEDIA KIT 2014

Short characteristics:

VerkehrsRundschau A is the weekly independent magazine for forwarding, transport and logistics.

VerkehrsRundschau B is delivered to BG (German Professional Association for Transport and Traffic) members (all entrepreneurs with commercial transport activities – road carriers, cep services, shipping lines, air carriers).

Frequency of publication: VR A: 40 times per year
VR B: 8 times per year

Year of publication: 68th year 2014

Web-address (URL): verkehrsrundschau.de

ISSN-No: **VerkehrsRundschau A and B** 0341-2148

Subscription cost: Annual subscription rate **VerkehrsRundschau A**
Inland: 183.70 € incl. packing/postage and 7% VAT
European Countries: 235.70 € incl. packing/postage and 7% VAT
Single copy: 3.70 € plus 1.90 € packing/postage, incl. 7% VAT

Publishing house: Verlag Heinrich Vogel
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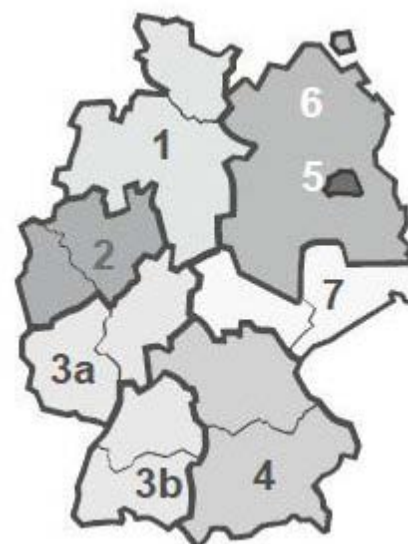
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Distribution:

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Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany	
	A-Issue	B-Issue
1	2,320	35,516
2	2,809	33,067
3a	1,989	42,890
3b	3,194	21,382
4	4,739	29,030
5	257	6,662
6	498	16,614
7	1,691	13,401
total:	17,497	198,562



Circulation control:		A-Issue	
Analysis of circulation:		Average circulation within one year (from July 1 st 2012 until June 30 th 2013)	
Printed copies:		18,043	
Total circulation		17,740	therefrom abroad: 243
Total net paid circulation:		13,109	therefrom abroad: 178
- subscribed copies		7,037	therefrom copies for members -
- Sale by retail		-	
- Other sale		6,072	
Free copies:		4,631	
Remainer, file and checking copies		303	

Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	98.6	17,497
Foreign Country	1.4	243
Total circulation	100.0	17,740

Circulation control:		B-Issue	
Analysis of circulation:		Average circulation within one year (from July 1 st 2012 until June 30 th 2013)	
Printed copies:		198,738	
Total circulation		198,577	therefrom abroad: 15
Total net paid circulation:		198,072	therefrom abroad: 13
- subscribed copies		197,773	therefrom copies for members 197,699
- Sale by retail		-	
- Other sale		298	
Free copies:		506	
Remainer, file and checking copies		161	

Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	100.0	198,562
Foreign Country	0.0	15
Total circulation	100.0	198,577

Industrial sectors/branches of industry/types of business

A-Issue ¹		Quota of total circulation	
Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	ca. %	Projection
H	Logistics service providers (transporters, forwarding agents, handling operators)	51	8,920
C	Industrial companies	15	2,630
G	Trade (incl. automobile trade)	11	1,930
84.1, 94.1	Authorities, associations, professional organisations	5	880
85.59.2	Providers of basic and advanced education	4	700
M	Other service providers	13	2,280
	Other/No information	1	180
	Rounding difference		- 23
	Total circulation inland	100	17,497
	Foreign countries (unlevied)		243
Total circulation inland and foreign countries			17,740
A + B-Issue ²			
H	Logistics service providers (transporters, forwarding agents, handling operators)	32	63,540
64.1	CEP (incl. private courier services)	21	41,700
60.22.0	Operators of taxis and rented cars with chauffeur	19	37,730
G	Trade (incl. automobile trade)	8	15,890
80.41	Driving schools	6	11,910
60.21.2/60.23.1	Passenger conveyance in local traffic and in non-scheduled services	4	7,940
71.1	Vehicle renting	4	7,940
74.8	Other services	3	5,960
51.2	Air cargo	1	1,990
50.2, 50.4	Sea cargo, inland navigation cargo	1	1,990
	Other	1	1,990
	Rounding difference		- 18
	Total circulation Inland B-Issue	100	198,562
	Total circulation Inland A-Issue		17,497
Total circulation A + B Issues			216,059

¹ Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010. ² Source: TNS Emnid research institute in 2007

	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
January	A 1-2	Jan 10, 2014	Dec 20, 2013	Jan 2, 2014	Heavy haulage (wind power)	Automobile logistics		European Motor Show Brussels, Jan 16 to 26, 2014
	A 3 (TÜV-Issue 1)	Jan 17, 2014	Jan 2, 2014	Jan 10, 2014	Green Truck, Green Van	Insurances		EasyFairs Packaging, Hamburg, Jan 22 to 23, 2014
	B 4	Jan 24, 2014	Jan 10, 2014	Jan 17, 2014	Coil and paper transports	Ramps and doors		
	A 5	Jan 31, 2014	Jan 17, 2014	Jan 24, 2014	Pushing-floor trailers Construction vehicles, tippers	Contract logistics		Fruit Logistica, Berlin, Feb 5 to 7, 2014
February	A 6 (TÜV-Issue 2)	Feb 7, 2014	Jan 24, 2014	Jan 31, 2014	Image Ranking results Logistics service providers	Materials logistics		
	A 7	Feb 14, 2014	Jan 31, 2014	Feb 7, 2014	Lubricants, additives	Intermodal transport		
	A 8 (TÜV-Issue 3)	Feb 21, 2014	Feb 7, 2014	Feb 14, 2014	Temperature-controlled transport (semi-trailers)	Intralogistics		LogiMAT, Stuttgart, Feb 25 to 27, 2014
	A 9	Feb 28, 2014	Feb 14, 2014	Feb 21, 2014	Commercial vehicles rental, leasing	Incl. YouLoC-Pages		
March	A 10	Mar 7, 2014	Feb 19, 2014	Feb 26, 2014	Axles and brakes (commercial vehicles)	RFID/Label printers		CeBIT, Hanover, Mar 10 to 14, 2014
	B 11 (TÜV-Issue 4)	Mar 14, 2014	Feb 26, 2014	Mar 7, 2014	Vans/City vans Fifth wheels and coupling devices	Freight exchanges	Driving ban timetable (in A-Issue)	
	A 12	Mar 21, 2014	Mar 7, 2014	Mar 14, 2014		Air cargo Intralogistics		Intertraffic, Amsterdam, Mar 25 to 28, 2014
	A 13	Mar 28, 2014	Mar 14, 2014	Mar 21, 2014	Driver assistance systems	Rail cargo Incl. YouLoC-Pages	Magazine within a magazine: Financing SMEs (medium-sized enterprises)	SITL, Paris, Apr 1 to 4, 2014
April	A 14 (TÜV-Issue 5)	Apr 4, 2014	Mar 21, 2014	Mar 28, 2014	Tail lifts	Ramps and doors		Hanover Trade Fair, Apr 7 to 11, 2014
	A 15 (TÜV-Issue 6)	Apr 11, 2014	Mar 28, 2014	Apr 4, 2014	Rental/Leasing: Special vehicles and regionally rental	Pharma logistics		Bedrijfsauto RAI, Amsterdam, Apr 17 to 21, 2014
	A 16	Apr 19, 2014	Apr 4, 2014	Apr 11, 2014	Silo vehicles	Logistics properties and location marketing	VerkehrsRundschau Special: Fleet management Vans	
	A 17 (TÜV-Issue 7)	Apr 25, 2014	Apr 9, 2014	Apr 16, 2014	Construction material trailers Set-down and roll-off loaders	Load restraints		

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

	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
May	B 18	May 2, 2014	Apr 15, 2014	Apr 24, 2014	Disposal vehicles	Packaging solutions		Usetec , Cologne, May 5 to 7, 2014 IFAT , Munich, May 5 to 9, 2014 Interpack , Düsseldorf, May 8 to 14, 2014
	A 19 (TÜV-Issue 8)	May 9, 2014	Apr 24, 2014	May 2, 2014	Heavy haulage up to 100 t payload Fuel cards		VerkehrsRundschau Special: Education & Career	
	A 20	May 16, 2014	May 2, 2014	May 9, 2014	Load cranes	Contract logistics Preview CeMAT		CeMAT , Hanover, May 19 to 23, 2014 IFBA Bergen+Abschleppen (Salvaging and Towing), Kassel, May 22 to 24, 2014
	A 21	May 23, 2014	May 9, 2014	May 16, 2014	Fuel-saving tyres	General cargo and consolidated cargo		Tyres , Essen, May 27 to 30, 2014
	A 22 (TÜV-Issue 9)	May 31, 2014	May 16, 2014	May 23, 2014		Loading devices, forklifts Incl. YouLoC-Pages		
June	A 23	Jun 6, 2014	May 22, 2014	May 30, 2014	Pushing-floor trailers (Special vehicles) Telematics systems			
	B 24	Jun 13, 2014	May 28, 2014	Jun 5, 2014	Tail lifts	Intermodal transport Energy-efficient real estate concepts	Driving ban timetable (in A-Issue)	transport logistic China , Shanghai, Jun 17 to 19, 2014
	A 25	Jun 21, 2014	Jun 5, 2014	Jun 13, 2014	Lubricants, additives	Maritime/Inland ports		
	A 26	Jun 27, 2014	Jun 12, 2014	Jun 20, 2014	Mega-trailers for automotive industry Customs software	Freight exchanges Incl. YouLoC-Pages		
July	A 27	Jul 4, 2014	Jun 20, 2014	Jun 27, 2014	Container chassis	Logistics consulting		
	A 28	Jul 11, 2014	Jun 27, 2014	Jul 4, 2014	Light-weight trailers	Ramps and doors		
	A 29	Jul 18, 2014	Jul 4, 2014	Jul 11, 2014	Construction vehicles	Air cargo		
	A 30 (TÜV-Issue 10)	Jul 25, 2014	Jul 11, 2014	Jul 18, 2014	Special vehicles in the field	Load restraints		Truck-Grand-Prix , Nürburgring, Jul 18 to 20, 2014
August	B 31	Aug 1, 2014	Jul 18, 2014	Jul 25, 2014	Pushing-floor trailers	Intermodal transport		
	A 32-33	Aug 8, 2014	Jul 25, 2014	Aug 1, 2014		Country special: Switzerland RFID/Label printers		
	A 34-35 (TÜV-Issue 11)	Aug 22, 2014	Aug 7, 2014	Aug 14, 2014	Cranes for timber industry Used vehicles online markets	Incl. YouLoC-Pages		Int. Holzmesse Klagenfurt, Sep 4 to 7, 2014
Sept.	A 36	Sep 5, 2014	Aug 22, 2014	Aug 29, 2014	Light-weight constructions	Industrial trucks	VerkehrsRundschau Special: Fleet management Vans	SMM , Hamburg, Sep 9 to 12, 2014

	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
September	A 37 (TÜV-Issue 12)	Sep 12, 2014	Aug 29, 2014	Sep 5, 2014	Temperature-controlled transport (delivery traffic)	Rail cargo	Driving ban timetable (in A-Issue)	Automechanika , Frankfurt, Sep 16 to 20, 2014 GaLaBau , Nuremberg, Sep 17 to 20, 2014
	B 38	Sep 19, 2014	Sep 5, 2014	Sep 12, 2014	Preview: IAA Commercial Vehicles Fifth wheels and coupling devices Winter tyres	Pallets, transport packaging		InterCool , Düsseldorf, Sep 21 to 23, 2014 Security , Essen, Sep 23 to 26, 2014 InnoTrans , Berlin, Sep 23 to 26, 2014 IAA Commercial Vehicles , Hanover, Sep 25 to Oct 2, 2014
	A 39	Sep 26, 2014	Sep 12, 2014	Sep 19, 2014	Rental/Leasing Tank vehicles	Insurances		expo Petro Trans , Kassel, Oct 1 to 3, 2014
October	A 40	Oct 4, 2014	Sep 19, 2014	Sep 26, 2014	Trailer axles and brakes	Loading devices, forklifts	Magazine within a magazine: Logistics properties and location marketing	Expo Real , Munich, Oct 6 to 8, 2014
	A 41 (TÜV-Issue 13)	Oct 10, 2014	Sep 25, 2014	Oct 2, 2014	Low-bed trailers	Forwarding software		
	A 42	Oct 17, 2014	Oct 2, 2014	Oct 10, 2014	Trailers for paper logistics	Contract logistics Incl. YouLoC-Pages	COPYTEST	31. German Logistics Congress , Berlin, Oct 22 to 24, 2014
	A 43	Oct 24, 2014	Oct 10, 2014	Oct 17, 2014	Rental/Leasing: Special vehicles and regionally rental	Pharma logistics		
	B 44	Oct 31, 2014	Oct 17, 2014	Oct 24, 2014	Disposal vehicles	CEP (Courier, Express and Parcel Services)	Commercial Vehicles Catalogue (in A-Issue)	transfairlog , Hamburg, Nov 4 to 6, 2014
November	A 45 (TÜV-Issue 14)	Nov 7, 2014	Oct 24, 2014	Oct 31, 2014	Beverage vehicles/ Temperature-controlled transport	Load restraints		Brau Beviale , Nuremberg, Nov 11 to 13, 2014 BME-Symposium , Berlin, Nov 12 to 14, 2014
	A 46	Nov 14, 2014	Oct 31, 2014	Nov 7, 2014	Light-weight constructions	Pallets, transport packaging Incl. YouLoC-Pages		Pack & More , Basel, Nov 18 to 21, 2014
	A 47	Nov 21, 2014	Nov 7, 2014	Nov 14, 2014	Telematics systems	Country special: Benelux	Annual calendar	
	A 48	Nov 28, 2014	Nov 14, 2014	Nov 21, 2014	Garment transports	Warehouse management systems Retail logistics		
December	A 49	Dec 5, 2014	Nov 21, 2014	Nov 28, 2014	Mega-trailers/High-volume vehicles	Freight exchanges	Driving ban timetable (in A-Issue)	
	B 50 (TÜV-Issue 15)	Dec 12, 2014	Nov 28, 2014	Dec 5, 2014	Lubricants, additives	Maritime/Inland ports Incl. YouLoC-Pages		
	A 51-52	Dec 19, 2014	Dec 5, 2014	Dec 12, 2014	Annual review	Annual review	Who is Who Logistics 2015	

TÜV = German Technical Inspectorate

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



Circulation:

Printed copies: 18,043
Total circulation in annual average 17,740

Magazine size:

Size: 210 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, perfect binding, 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: 40 issues per year

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 4 colours €
		type area	truncate*	
2/1 page	8 col.	393 x 250	420 x 279	12,950.00
Front cover page			210 x 156	9,445.00
2., 4. cover page			210 x 279	7,550.00
1/1 page	4 col.	185 x 250	210 x 279	6,475.00
2/3 page	4 col.	185 x 170	210 x 192	5,380.00
1/2 page	2 col.	90 x 250	102 x 279	3,470.00
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	2,690.00
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	2,370.00
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		1,710.00
	2 col.	90 x 65		
	4 col.	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions

745.00 €

Prices for classified ads/situations wanted:

Agency price	each mm (1 column, b/w)	3.78 €
Agency price	each mm (1 column, coloured)	5.46 €
Direct price	each mm (1 column, b/w)	3.21 €
Direct price	each mm (1 column, coloured)	4.64 €
Situations wanted	each mm (1 column)	1.94 €
Box number fee		11.00 €

Special ad forms: on request

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions	3 %
6 insertions	5 %
12 insertions	10 %
18 insertions	12 %
24 insertions	15 %
50 insertions	20 %

Quantity discount

3 pages	5 %
6 pages	10 %
9 pages	12 %
12 pages	15 %
24 pages	20 %

All surcharges do qualify for discounts.

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

Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	3,875.00 €
4-pages	7,750.00 €
6-pages	11,625.00 €

Please supply the bound inserts in the untrimmed format

217 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 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 €
up to 75 g	635.00 €
up to 100 g	810.00 €
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 an full page-ad (prices see above).	

Delivery address for bound inserts and loose-leaf inserts:

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

Delivery notice: for "VerkehrsRundschau No. ..."

Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions.

All prices are plus VAT.



Circulation:

Printed copies: 198,738
Total circulation in annual average 198,577

Magazine size:

Size: 210 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, perfect binding, 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.

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Frequency of publication: 8 issues per year

Publications dates, deadlines and dates for submission:

see "Time Schedule and Topics"

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- 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 4 colours €
		type area	truncate*	
2/1 page	8 col.	393 x 250	420 x 279	17,900.00
Front cover page			210 x 156	12,400.00
2., 4. cover page			210 x 279	10,900.00
1/1 page	4 col.	185 x 250	210 x 279	8,950.00
2/3 page	4 col.	185 x 170	210 x 192	6,260.00
	2 col.	90 x 250	102 x 279	
1/2 page	4 col.	185 x 125	210 x 140	4,690.00
	1 col.	60 x 250	72 x 279	
1/3 page	4 col.	185 x 85	210 x 98	3,130.00
	1 col.	43 x 250	57 x 279	
1/4 page	2 col.	90 x 125	102 x 140	2,690.00
	4 col.	185 x 65	210 x 82	
	1 col.	43 x 125		
1/8 page	2 col.	90 x 65		1,990.00
	4 col.	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions

950.00 €

Prices for classified ads/situations wanted:

Agency price	each mm (1 column, b/w)	8.12 €
Agency price	each mm (1 column, coloured)	11.18 €
Direct price	each mm (1 column, b/w)	6.90 €
Direct price	each mm (1 column, coloured)	9.50 €
Situations wanted	each mm (1 column)	3.72 €
Box number fee		11.00 €

Special ad forms: on request

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts.

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

Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	8,170.00 €
4-pages	16,340.00 €
6-pages	24,510.00 €

Please supply the bound inserts in the untrimmed format
217 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 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 €
up to 75 g	635.00 €
up to 100 g	810.00 €
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.

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

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Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions.

All prices are plus VAT.

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.



Characteristics

The **VerkehrsRundschau “Extra”** is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of **VerkehrsRundschau** and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

Advantages and use for the exclusive partner

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of **VerkehrsRundschau**
- Positioning of the company as an innovative opinion leader and solution supplier
- Targeted distribution to the relevant target group by way of inserts to the extra issue of **VerkehrsRundschau**
- Complete package: Ready-for-use compilation of the special issue in the supplement standard layout of the **VerkehrsRundschau**
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement (inside front cover page and back cover page)

Prices and sizes

- Prices from 24,900 € (plus VAT)
- Number of pages: 12, 24, 28 or 36
- Format: 203 mm wide x 275 mm high
- Design: 4 colours

For the twelfth time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazines goes to transport operators, forwarding agencies and logistics service providers in industry and trade.




Through concise company portraits your company can be presented individually. Your entry will be published both in the magazine „Who is Who“ and as an extensive online-portrait. We'll be pleased to advise you with the design of the content.

You can book online at any time and in a short time your portrait will be put on the website.

Then you will automatically appear in the next „Who is Who“ magazine. Thus, we guarantee you a 12-month running time in both print and online without additional costs.



Online-Features:

- Entry in the large VerkehrsRundschau online marketplace
- Optimised search function: Thus you can be found much quicker
- Contact form
- Linking to your social media activities – like   
- Images and video galleries
- Using your individual online access, you can keep your data up-to-date throughout the whole year.

Present yourself with an extensive and individual company portrait!

Magazine format: 207 mm x 279 mm
Circulation: 30,000 copies
Distribution: As a supplement in VerkehrsRundschau No 51 from December 29, 2014

Deadlines Portraits:

- Copy date: November 10, 2014
- Closing date printing materials: November 13, 2014

Ad types and prices:

- 1/1 page in the magazine (incl. Online-Entry with many additional features) 1,980.00 €
- 2/1 page in the magazine (incl. Online-Entry with many additional features) 3,750.00 €

Don't miss the opportunity to run an advertisement in the „Who is Who“ magazine!

Deadlines Display Adverts:

- Copy date: November 21, 2014
- Closing date printing materials: November 26, 2014

Ad types and prices:

Cover page	207 mm wide x 279 mm high	6,890.00 €
1/1 page	207 mm wide x 279 mm high	5,990.00 €
1/2 page high	102 mm wide x 279 mm high	3,200.00 €
1/2 page landscape	207 mm wide x 140 mm high	3,200.00 €

We'll be pleased to advise you!

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verkehrsrundschau.de

MEDIA KIT 2014

Online Ad Types and Online Prices

verkehrs-rundschau.de is the information portal for decision makers in the transport and logistics industry. The portal offers the latest news, background information, and analyses, and provides information about commercial vehicles, transport, storage, cargo handling, toll, driving ban, fleet management and CEP (Courier Express Parcel).

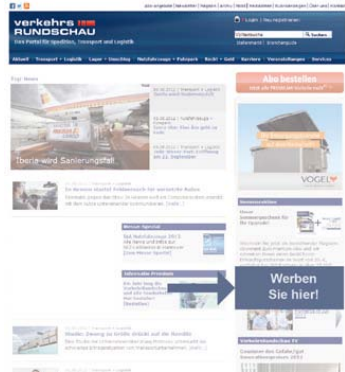
Visits:

Page Impressions:



167,498 (July 2013)

377,230 (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:

On every working day, VerkehrsRundschau informs the decision makers and executives in an up-to-date and informative **online newsletter**.

Newsletter subscribers: 8,494 (July 2013)



Medium Rectangle

Size: 300 x 250 px
Price: 499.00 €



**Cross/Full-Size Banner
Text Display Large**

Size: 650 x 150 px
Price: 499.00 €

Video in editorial surrounding (Opening or ending credits)

At **verkehrsrundschau.de**, we provide the opportunity to place a pre-/post-roll ad before/after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll
(Opening or ending credits)**

Format: 4:3 or 16:9
Size: max. 5 MB,
Duration: max. 10 sec.

CPM*: 75.00 €

Furthermore, at VerkehrsRundschau.de you have the possibility to insert a **video of your own**. We ensure indexing for SEO-effective dissemination. Price and technical details on request.

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

Market Place

Prices on request

The portal of VerkehrsRundschau offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle images and included video
- Illustration and link of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination entry
- Images and video gallery
- Embedding of your social media channels.



Micro Sites

Price on request

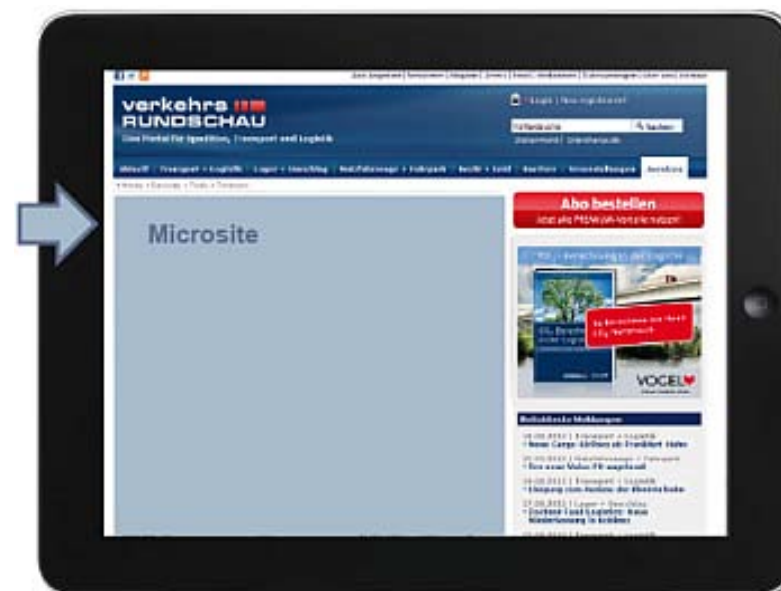
The portal of VerkehrsRundschau offers the ideal platform to position your campaign in a target group relevant way. Your campaign is graphically implemented in our portal as an own micro site. Additional teaser boxes on the portal start page are being linked to your micro site to increase the degree of attention.

Examples:

- Freight exchange
- CEP services
- Toll fee calculator

Possibilities:

- Embedding of videos, slide shows, Flash- and Javascript animations
- Interaction with online applications and forms within the micro site
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.



Seminar Entries:

Training entry with logo, seminar description, target group, subject area, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example:

1 – 10 entries at 59.00 € each
11 – 20 entries at 54.00 € each
over 20 entries at 49.00 € each

Job Market:

We provide you with the following possibilities to place a job market ad at VerkehrsRundschau.de.

Job advert at VerkehrsRundschau.de for 4 weeks	495.00 €
Job advert at VerkehrsRundschau.de and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau) for 4 weeks	995.00 €
Not always is a solely online advert the right way to the new employee. Combine the reach of the VerkehrsRundschau print issue for specialist staff and managers with the full reach of our online offer.	
Booking for 4 weeks	Price for respective print ad (mm-price) + 200.00 €
Box number fee	400.00 €

Topic Special (Dossier)

Price on request

Complex special topics are prepared as an online magazine by our editorial team in a compact and multimedial way. Cooperation partners are given the opportunity to present their current campaigns exclusively, apart from neutrally written topics. Additionally, interviews or other topical contributions can be added to the contents of the info lines.

Area Sponsoring:

Price on request

High-quality content, applications and download areas of the VerkehrsRundschau website can be occupied by a sponsor fittingly.

You can act as a sponsor in following areas:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services
- Knowledge contests like Best Azubi (Best Apprentice), Logistics Masters etc.
- Detailed information on request.

Mobile Ads: Advertising places



Home Ad 1

- Positioning: Embedding above the Key Visual
- Formats: Extra Large Banner, Large Banner



Home Ad 2 und 3

- Positioning Home Ad 2: Section Transport + Logistics
- Positioning Home Ad 3: Section Law + Money
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



Category Ad

- Positioning: Embedding in header area of a section. Only one banner for each section possible.
- Sections: Transport + Logistics, Commercial Vehicles + Vehicle Fleet, Storage + Handling, Law + Money, Education + Career, Events
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



Article Ad

- Positioning: Embedding above the article
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner

Mobile Ads: Advertising types



Extra Large Banner

- static or animated GIF/JPG/PNG files
- 300 x 50 px or 320 x 50 px
- max. 50 KB
- CKP: 105,00 €



Extra Large High Banner

- static or animated GIF/JPG/PNG files
- 300 x 75 px or 320 x 75 px
- max. 50 KB
- CKP: 115,00 €



Large Banner

- static or animated GIF/JPG/PNG files
- 216 x 36 px
- max. 9 KB
- CKP: 95,00 €



Large High Banner

- static or animated GIF/JPG/PNG files
- 216 x 54 px
- max. 9 KB
- CKP: 95,00 €

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.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before 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:

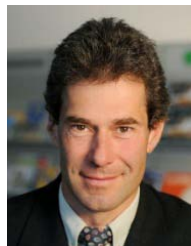
HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

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

We'll be pleased to advise you!



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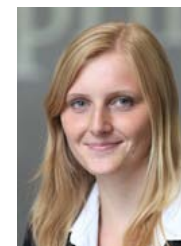
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MEDIA KIT 2014

Short characterization: The Commercial Vehicles Catalogue – the annually published compendium about trucks, vans and trailers – provides experts with extensive information about all novelties in the area of commercial vehicles.

On more than 100 pages, the Commercial Vehicles Catalogue gives detailed information about trucks, city vans, pick ups and vans in the range from 2.8 to 7.5 tonnes. Furthermore, information about special-purpose vehicles, trailers, bodies and loading aids makes this compendium your one-stop source.

The Yearbook offers, in addition to a growing manufacturer directory, product overviews, model range short descriptions and class divisions, a summary of the most important tests of the year, market surveys as well as tips and tricks for the vehicle user and vehicle fan.

The Commercial Vehicles Catalogue is therefore THE comprehensive reference for the commercial vehicle professional.

Circulation:

Printed copies: 24,000 copies

Magazine format:

207 mm wide x 279 mm high trimmed

Type area:

185 mm wide x 238.5 mm high

Printing and binding procedures, artwork:

Offset print, perfect binding, 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.

Time schedule:

Frequency: yearly
Publication date: Oct 31, 2014
Copy date: Aug 29, 2014
Printing material: Sep 18, 2014

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
Address:
E-mail: anzeigen-vhv@springer.com
Website: vhv.mediacentrum.de

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 4-col.
		type area	truncate*	
2/1 page	8 columns	383.0 x 238.5	414.0 x 279.0	17,650.00
2., 4. cover page			207.0 x 279.0	9,485.00
1/1 page	4 columns	174.5 x 238.5	207.0 x 279.0	8,740.00
2/3 page	4 columns	174.5 x 159.0	207.0 x 186.0	5,835.00
1/2 page	4 columns	174.5 x 120.0	207.0 x 139.5	4,380.00
1/3 page	high	55.0 x 238.5	70.0 x 279.0	3,015.00
	4 columns	174.5 x 79.5	207.0 x 93.0	
1/4 page	4 columns	174.5 x 60.0	207.0 x 70.0	2,340.00
1/8 page	4 columns	174.5 x 30.0	207.0 x 35.0	1,485.00

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 695.00 €

Special ad forms:

on request

Discounts: acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Yearbook.

The insertion in the Yearbook doesn't add to the fulfilment of the discounts of VerkehrsRundschau

Bound inserts (not discountable):

2 pages	4,465.00 €
4 pages	8,930.00 €
6 pages	13,395.00 €
8 pages	17,860.00 €

Please supply the bound inserts in the untrimmed format

213 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 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 €

Number of inserts available on request.

Adverts of a third party not allowed.

Delivery address for bound and loose-leaf inserts:

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

Delivery notice: for "VerkehrsRundschau Nutzfahrzeug Jahrbuch"

Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions.

We'll be pleased to advise you!



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