

1 Short characterization: The **Yearbook/Test Yearbook Trucks** is the most comprehensive compendium relating to lorries. It contains detailed information about trucks from light-duty 7.5-ton distributors to heavy-duty distribution and construction vehicles and classical articulated lorries, vans, bodies and trailers. We also give information about specialized vehicles for municipal or heavy-duty applications. Detailed tables are completed by short characteristics to give an overview of the vehicles. In addition, the Yearbook for the first time summarizes the most important tests of the year in a test yearbook. The market overview and tests are completed by topics such as cost calculation, renting & leasing, cargo securing, telematics, repair services, and petrol credit cards.

2 Circulation:
Printed copies: 24,000 copies

3 Magazine format: 207 mm wide x 279 mm high trimmed
Type area: 185 mm wide x 250 mm high

4 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 (as an attachment to the order confirmation).
The creation of artwork will be invoiced.

5 Dates:
Frequency: yearly
Publication date: Sep 17, 2010
Copy date: Jul 30, 2010
Printing material: Aug 23, 2010

6 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
House address: Aschauer Str. 30, 81549 Munich, Germany
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany

Advertising department: Susanne Nieme
Phone: +49-89 / 20 30 43 - 22 17
Fax: +49-89 / 20 30 43 - 23 98

E-mail: anzeigen-vhv@springer.com

7 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

8 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w	Basic price 4-col.
		type area	truncate		
2/1 page	8 columns	393 x 250	414 x 279	9,100.-	17,650.-
1/1 page	4 columns	185 x 250	207 x 279	4,465.-	8,740.-
2/3 page	4 columns	185 x 170	207 x 192	2,970.-	5,835.-
1/2 page	2 columns	90 x 250	102 x 279	2,235.-	4,380.-
	4 columns	185 x 125	207 x 140		
1/3 page	high	60 x 250	72 x 279	1,515.-	3,015.-
	4 columns	185 x 85	207 x 98		
1/4 page	4 columns	185 x 65	207 x 82	1,140.-	2,340.-
1/8 page	4 columns	185 x 33	207 x 49	585.-	1,485.-
2., 4. cover page			207 x 279		9,485.-

9 Surcharges (discountable)

9.1. Colours:

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour

9.2 Preferential positions

Fixed positions

695.00 €

9.3 Ad formats

Bleeding across the gutter

Bleeding advertisement over type area

Truncated pages (1/1 only)

-

-

-

10 Special ad forms:

on request

11 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

12 Bound inserts:

2 pages	4,465.- €
4 pages	8,930.- €
6 pages	13,395.- €
8 pages	17,860.- €

(Discount: 1 page insert = 1 full-page ad)

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed
format the bound inserts must concur with the magazine format (207 mm wide x 279
mm high). Delivery of the bound inserts in untrimmed format and folded. Please
contact the publisher about format details.

13 Loose-leaf inserts (not discountable):

loose inserted, max. format 203 mm x 275 mm, on request

14 Delivery address for the positions 12 to 13:

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

Delivery notice: for "Nutzfahrzeugkatalog"

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

See www.mediacentrum.de for our terms and conditions

Please contact us for further information

Your contact persons for transport & logistics

<p>Susanne Nieme Advertising consultant</p> <p>susanne.nieme@springer.com Phone: +49-89/20 30 43 – 22 17 Fax: +49-89/20 30 43 – 23 98</p>	<p>Eva Loibl Advertising Administration</p> <p>anzeigen.verkehrsrundschau@springer.com Phone: +49-89/20 30 43 – 23 75 Fax: +49-89/20 30 43 – 21 58</p>
--	---

Your contact persons for trade, renting, leasing as well as trailers and trailer parts

<p>Katrin Baumann Advertising Director Trade</p> <p>katrin.baumann@springer.com Phone: +49-89/20 30 43 – 22 21 Fax: +49-89/20 30 43 – 23 98</p>	<p>Gunnar Schmidt Regional representative East Germany, Poland</p> <p>gunnar.schmidt@springer.com Phone: +49-30 / 84 70 94 94 Fax: +49-30 / 84 70 92 22</p>	<p>Gerold Lohse Regional representative Hamburg/Bremen, Denmark, Great Britain, Ireland</p> <p>gerold.lohse@springer.com Phone: +49-41 72 / 9 80 92 92 Fax: +49-41 72 / 9 80 92 93</p>	<p>Guido Göldenitz Regional representative Hanover/Kassel/Cologne</p> <p>guido.goeldenitz@springer.com Phone: +49-53 03 / 94 13 17 Fax: +49-53 03 / 94 13 18</p>	<p>Norbert Dietz Regional representative Southwest Germany, France, Switzerland</p> <p>norbert.dietz@springer.com Phone: +49-70 21 / 97 62 98 Fax: +49-70 21 / 97 62 99</p>	<p>Achim Wendland Regional representative North Rhine-Westphalia, Belgium, Netherlands</p> <p>achim.wendland@springer.com Phone: +49-21 54/8 84 90 61 Fax: +49-21 54/8 84 90 62</p>	<p>Ralf Schmidt Regional representative Bavaria, Austria, Czech Republic</p> <p>ralf.schmidt@springer.com Phone: +49-87 42 / 91 99 94 Fax: +49-87 42 / 91 99 95</p>
--	---	---	--	--	--	--