

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 16 2011
Copy date: Jul 15, 2011
Printing material: Jul 25, 2011

6 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
House address: Aschauer Str. 30, 81549 Munich, Germany
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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

Your competent advertising team

Please contact us for further information!

Your contact persons for transport & logistics:

Advertising Sales Manager

Kerstin Schaubhut

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Fax: +49-89 / 20 30 43 - 23 98

kerstin.schaubhut@springer.com

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

Regional Representatives

Gunnar Schmidt

Postal code regions

Germany: 01-19, 37, 39, 95-96, 98-99

Other countries: Poland

Phone: +49-30 / 84 70 94 94 or +49 172/ 82 64 299

Fax: +49-30 / 84 70 92 22

E-mail: gunnar.schmidt@springer.com

Gerold Lohse

Postal code regions

Germany: 20-29, 49

Other countries: Denmark, Great Britain, Ireland

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Guido Göldenitz

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