

**1 Short characterization:** **VerkehrsRundschau A** is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

**VerkehrsRundschau B** is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

**VerkehrsRundschau C** is published 12x per year as the newsletter of the Technical Inspection Authority of Southern Germany, the Technical Inspection Authority of Northern Germany Mobility Ltd. & Co., and the Technical Inspection Authority Rhineland Group, as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a daily newsletter, the event academy, special publications, and a literature program.

**2 Frequency of publication:** VR A: 30 times per year  
VR B: 8 times per year  
VR C: 12 times per year

**3 Year of publication:** 61<sup>th</sup> year 2007

**4 Web-address (URL):** www.verkehrsrundschau.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Springer Transport Media GmbH  
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**9 Editorial department:**

Editor in chief: Anita Würmser  
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**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
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**11 Distribution director:**

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E-mail: vertriebsservice@springer.com

**12 Advertised price:**

Annual subscription rate

Inland: € 113.10 plus 46.80 packing/postage incl. 7% VAT  
Foreign Countries: € 113.10 plus 80.80 packing/postage incl. 7% VAT  
Single copy: € 3.70 plus 1.90 packing/postage incl. 7% VAT

**13 ISSN-No:**

VR A + B 0341-2148  
VR C 1860-0409

**14 Size analysis:**

2005 = 50 editions  
**Magazine format:** 210 mm (wide), 280 mm (high)  
**Total size:** 3,868 pages = 100.0 %  
**Editorial section:** 2,276 pages = 58.8 %  
**Advertising section:** 1,592 pages = 41.2 %

of them are

Classified advertisements: 677 pages = 42.5 %  
Bound insert: - pages = -  
One's own advertisements: 243 pages = 15.2 %

**Supplements (Loose-leaf inserts):** 35 pieces

**15 Content analysis:**

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2005 until June 30<sup>th</sup> 2006)


<b>Printed copies:</b>	16,002		
<b>Total circulation</b>	15,645	therefrom abroad:	304
<b>Total net paid circulation:</b>	11,430	therefrom abroad:	207
- subscribed copies	10,795	therefrom copies for members -	
- Sale by retail	-		
- Other sale	635		
<b>Free copies:</b>	4,215		
<b>Remainer, file and checking copies</b>	357		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulations	press run
	%	copies
Inland	98.2	15,341
Foreign Country	1.8	304
<b>Total circulation</b>	100.0	15,645

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	%	copies
<b>Nielsen geographical sector 1</b>	16	2,368
Hamburg / Bremen		654
Schleswig-Holstein		491
Lower Saxony		1,241
<b>Nielsen geographical sector 2</b>	20	3,084
North Rhine-Westphalia		3,084
<b>Nielsen geographical sector 3a</b>	13	2,059
Hesse		1,118
Rhineland-Palatinate		582
Saarland		359
<b>Nielsen geographical sector 3b</b>	17	2,665
Baden-Wuerttemberg		2,665
<b>Nielsen geographical sector 4</b>	22	3,369
Bavaria		3,369
<b>Nielsen geographical sector 5</b>	1	184
Berlin		184
<b>Nielsen geographical sector 6</b>	5	723
Mecklenburg-Western Pomerania		173
Brandenburg		331
Saxony-Anhalt		219
<b>Nielsen geographical sector 7</b>	6	871
Thuringia		452
Saxony		419
<b>Total circulation inland</b>	100	15,341

**16 Circulation control:** 

**17 Analysis of circulation:** Average circulation within one year  
(from July 1<sup>st</sup> 2005 until June 30<sup>th</sup> 2006)

<b>Printed copies:</b>	200,109		
<b>Total circulation</b>	199,074	therefrom abroad:	-
<b>Total net paid circulation:</b>	192,123	therefrom abroad:	-
- subscribed copies	191,497	therefrom copies for members	184,906
- Sale by retail	-		
- Other sale	626		
<b>Free copies:</b>	6,951		
<b>Remainer, file and checking copies</b>	1,035		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulationed press run %	copies
Inland	100.0	199,074
Foreign Country	-	-
<b>Total circulation</b>	100.0	199,074

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	%	copies
<b>Nielsen geographical sector 1</b>	15	28,405
Hamburg / Bremen		4,821
Schleswig-Holstein		6,798
Lower Saxony		16,786
<b>Nielsen geographical sector 2</b>	19	37,918
North Rhine-Westphalia		37,918
<b>Nielsen geographical sector 3a</b>	15	30,572
Hesse		16,817
Rhineland-Palatinate		8,991
Saarland		4,764
<b>Nielsen geographical sector 3b</b>	12	24,328
Baden-Wuerttemberg		24,328
<b>Nielsen geographical sector 4</b>	17	33,667
Bavaria		33,667
<b>Nielsen geographical sector 5</b>	4	8,194
Berlin		8,194
<b>Nielsen geographical sector 6</b>	9	18,207
Mecklenburg-Western Pomerania		3,972
Brandenburg		7,708
Saxony-Anhalt		6,527
<b>Nielsen geographical sector 7</b>	9	17,783
Thuringia		6,786
Saxony		10,997
<b>Total circulation inland</b>	100	199,074

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2005 until June 30<sup>th</sup> 2006)

<b>Printed copies:</b>	32,983		
<b>Total circulation</b>	32,338	therefrom abroad:	288
<b>Total net paid circulation:</b>	28,589	therefrom abroad:	211
- subscribed copies	10,787	therefrom copies for members -	
- Sale by retail	-		
- Other sale	17,802		
<b>Free copies:</b>	3,749		
<b>Remainer, file and checking copies</b>	645		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulationed press run %	copies
Inland	99.1	32.050
Foreign Country	0.9	288
<b>Total circulation</b>	100.0	32,338

**18.2 Structure of home circulation according to 'Nielsen'-geographical sectors**

	%	copies
<b>Nielsen geographical sector 1</b>	16	5,083
Hamburg / Bremen		1,284
Schleswig-Holstein		1,597
Lower Saxony		2,202
<b>Nielsen geographical sector 2</b>	23	7,471
North Rhine-Westphalia		7,471
<b>Nielsen geographical sector 3a</b>	12	3,885
Hesse		1,317
Rhineland-Palatinate		1,631
Saarland		937
<b>Nielsen geographical sector 3b</b>	14	4,396
Baden-Wuerttemberg		4,396
<b>Nielsen geographical sector 4</b>	20	6,612
Bavaria		6,612
<b>Nielsen geographical sector 5</b>	1	374
Berlin		374
<b>Nielsen geographical sector 6</b>	7	2,193
Mecklenburg-Western Pomerania		924
Brandenburg		677
Saxony-Anhalt		592
<b>Nielsen geographical sector 7</b>	7	2,324
Thuringia		1,003
Saxony		1,321
<b>Total circulation inland</b>	100	32,338

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine): Standard contents:	Trade fairs 2007
January	A 1/2	Jan 12, 2007	Dec 21, 2006	Perspectives 2007		<b>Main focus:</b> <ul style="list-style-type: none"> <li>• Intermodal transport</li> <li>• Logistics</li> <li>• Air cargo</li> <li>• Sea cargo</li> <li>• Telematics</li> <li>• Logistic centers in Germany</li> </ul> <b>Regular columns and topics:</b> <b>Current issues from the industry:</b> <ul style="list-style-type: none"> <li>• Politics from Brussels and Berlin</li> <li>• Market data</li> <li>• Transport types</li> <li>• Companies</li> <li>• Associations</li> </ul> <b>Transport types:</b> <ul style="list-style-type: none"> <li>• Goods transported by road</li> <li>• Sea and inland ports</li> <li>• Airlines</li> <li>• Goods transported by railway</li> <li>• Intermodal transport</li> </ul> <b>Markets and companies:</b> <ul style="list-style-type: none"> <li>• Logistics provider</li> <li>• CEP (Courier, Express and Parcel Services)</li> <li>• Commercial vehicles industry and trade</li> </ul>	<b>Fruit Logistica</b> , Berlin Feb 8 to 10, 2007  <b>LogiMAT</b> , Stuttgart Feb 27 to Mar 1, 2007 <b>Logistics Forum</b> , Duisburg Mar 7 to 8, 2007 <b>IHM</b> , Munich, Mar 8 to 14, 2007 <b>CeBIT</b> , Hanover, Mar 15 to 21, 2007 <b>SITL</b> , Paris, Mar 27 to 29, 2007  <b>AMI Auto Mobil International</b> , Leipzig, Apr 14 to 22, 2007 <b>Solutrans</b> , Lyon, Apr 17 to 21, 2007 <b>Hanover trade fair</b> , Hanover, Apr 16 to 20, 2007 <b>Bauma</b> , Munich, Apr 23 to 29, 2007
	C 3	Jan 19, 2007	Jan 5, 2007	Load restraint, Refrigerated trucks, Washing plants and vehicle maintenance			
	A 4	Jan 26, 2007	Jan 12, 2007	Transport insurance, Loading techniques, ramps and locks			
February	A 5	Feb 2, 2007	Jan 19, 2007	Food logistics Results Image-Ranking 2007			
	B 6	Feb 9, 2007	Jan 26, 2007	City-Transporter			
	C 7	Feb 16, 2007	Feb 5, 2007	Freight carriers-software, Tail lifts and lifting device			
	A 8	Feb 23, 2007	Feb 7, 2007	Renting/Leasing/Buying			
March	A 9	Mar 2, 2007	Feb 14, 2007	CeBIT-trade fair preview Container-chassis			
	A 10	Mar 9, 2007	Feb 22, 2007	Packing materials, pallets, On-board computer, navigation			
	C 11	Mar 16, 2007	Mar 2, 2007	Tank cards, Tire service and tire assembly service			
	B 12	Mar 23, 2007	Mar 9, 2007	Special van-solutions			
	A 13	Mar 30, 2007	Mar 16, 2007	VerkehrsRundschau-Index, Megatrailer			
April	A 14	Apr 7, 2007	Mar 23, 2007	Hall building			
	A 15	Apr 13, 2007	Mar 28, 2007	Fork-lifts, Storage techniques			
	C 16	Apr 20, 2007	Apr 4, 2007	Bauma-special, work clothes	<b>Workshop Special I</b>		
	A 17	Apr 27, 2007	Apr 13, 2007	Dry-bulk and tank vehicles			

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine):	Trade fairs 2007
May	B 18	May 4, 2007	Apr 19, 2007	CEP-city-vans, vans		<b>Logistics:</b> <ul style="list-style-type: none"> <li>• Outsourcing</li> <li>• Logistics trends and strategies</li> <li>• Contract logistics</li> <li>• Supply chain management</li> <li>• Logistics real estates</li> <li>• Intralogistics</li> <li>• Added Values</li> </ul> <b>Techniques:</b> <ul style="list-style-type: none"> <li>• Light and heavy-duty commercial vehicle</li> <li>• Special-purpose vehicles</li> <li>• Used vehicles</li> <li>• Trailer and bodies</li> <li>• Commercial vehicle parts and components</li> <li>• Storage and materials handling techniques</li> <li>• Security and load restraint</li> </ul>	AUTOPROMOTEC, Bologna, May 23 to 27, 2007
	A 19	May 11, 2007	Apr 26, 2007	Breakdown service, recovery vehicle			
	C 20	May 18, 2007	May 3, 2007	Intermodal transport, Axles, Retarder, Fuels and lubricants	CEP I (Courier, Express and Parcel Services)		
	A 21	May 25, 2007	May 10, 2007	Air cargo, Tail lift			
June	A 22	Jun 1, 2007	May 16, 2007	Sea and inland ports			<b>transport logistics</b> , Munich, Jun 12 to 15, 2007
	A 23	Jun 8, 2007	May 23, 2007	transport logistics - preview			
	C 24	Jun 15, 2007	May 31, 2007	Freight exchange, Air conditioner, Diagnostics techniques, Efficiency tests, Braking test stations			
	B 25	Jun 22, 2007	Jun 8, 2007	Freight carriers-software			
	A 26	Jun 29, 2007	Jun 15 2007	Aerodynamics			
July	A 27	Jul 6, 2007	Jun 22, 2007	Insurances, VerkehrsRundschau-Index, Driver's cab equipment			<b>Truck Grand-Prix</b> , Nürburgring, Jul 6 to 8, 2007
	A 28	Jul 13, 2007	Jun 29, 2007	Market overview of trucks: 11,99 tons			
	C 29	Jul 20, 2007	Jul 6, 2007	Workshop systems			
	A 30	Jul 27, 2007	Jul 13, 2007	Trailer and fifth wheel coupling			
August	A 31	Aug 3, 2007	Jul 20, 2007	Skiploader			
	B 32	Aug 10, 2007	Jul 27, 2007	Renting/Leasing/Buying Pick-up, all-wheel vans			
	C 33	Aug 17, 2007	Aug 2, 2007	Loading crane-bodies, Tools	Workshop Special II		
	A 34	Aug 24, 2007	Aug 9, 2007	Euro5, alternative gears			
	A 35	Aug 31, 2007	Aug 17, 2007	Box van bodies for vans, Light-duty trucks			
September	A 36	Sep 7, 2007	Aug 24, 2007	Axes/Brakes/Retarders			
	C 37	Sep 14, 2007	Aug 31, 2007	Banks/Financing, seats, Spare parts-supply, parts catalogue			

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine):	Trade fairs 2007
September	B 38	Sep 21, 2007	Sep 7, 2007	Trailer up to 3,5 t, Transport packing		<p><b>Products and services:</b></p> <ul style="list-style-type: none"> <li>• Dispatches and market surveys</li> <li>• News and market overviews concerning the vital products from and for the logistics industry</li> <li>• Products and services for the vehicle fleet</li> <li>• Insurance, financing, renting and leasing</li> <li>• IT and communication solutions in logistics</li> </ul> <p><b>Management:</b></p> <ul style="list-style-type: none"> <li>• Corporate management</li> <li>• Education and advanced training, career</li> <li>• Legal issues and taxes</li> </ul> <p><b>Free VerkehrsRundschau newsletter:</b></p> <ul style="list-style-type: none"> <li>• Online-news of the logistics branch: products - persons - companies</li> </ul>	<p><b>Motek</b>, Sinsheim, Sep 24 to 27, 2007 <b>FachPack</b>, Nuremberg Sep 25 to 27, 2007</p> <p><b>Deutscher Logistik Kongress (German Logistics Congress)</b>, Berlin, Oct 17 to 19, 2007 <b>SYSTEMS</b>, Munich, Oct 22 to 26, 2007 <b>Bedrijfsauto RAI</b>, Amsterdam, Oct 25 to Nov 3, 2007</p> <p><b>BME-Symposium</b>, Berlin, Nov 10 to 11, 2007</p> <p><b>Rail#tec</b>, Dortmund, Nov 12 to 14, 2007 <b>Brau</b>, Nuremberg, Nov 14 to 16, 2007 <b>Trailer</b>, Kortrijk, Nov 23 to 27, 2007</p>
	A 39	Sep 28, 2007	Sep 14, 2007	Intermodal transport, VerkehrsRundschau-Index, Double-decker closed truck			
October	A 40	Oct 5, 2007	Sep 20, 2007	Container transports			
	A 41	Oct 12, 2007	Sep 27, 2007	Logistics-Special, Manual lift truck			
	C 42	Oct 19, 2007	Oct 5, 2007	RAI-trade fair-issue, Filter engineering, oil and air filter			
	A 43	Oct 26, 2007	Oct 12, 2007	Logistics real estates, Building and setting, Winter equipment			
November	A 44	Nov 2, 2007	Oct 18, 2007	Freight carrier-purchase			
	A 45	Nov 9, 2007	Oct 25, 2007	Truck and Van of the Year Beverage vehicles Fork lifts			
	B 46	Nov 16, 2007	Nov 2, 2007	Tank cards			
	C 47	Nov 23, 2007	Nov 9, 2007	Frame repair systems, frame straightener	Who is Who Workshop and Services		
	A 48	Nov 30, 2007	Nov 16, 2007	Renting or leasing			
December	A 49	Dec 7, 2007	Nov 23, 2007	Trailer: new trailer and bodies			
	B 50	Dec 14, 2007	Nov 30, 2007	Buying of vehicles (used/new) VerkehrsRundschau-Index			
	C 51/52	Dec 21, 2007	Dec 7, 2007	Christmas greetings Load restraints, Colours and enameling technique			
	A 01/08	Jan 11, 2007	Dec 19, 2007				





**1 Circulation:**

	VR-A	VR-B	VR-C
Printed copies:	16,002	200,109	32,983
Total circulation in annual average	15,645	199,074	32,338

**2 Magazine size:**

210 x 280 mm  
 217 x 288 mm untrimmed

**Type area:**

185 mm wide, 253 mm high  
 4 columns, 45 mm

**3 Printing process, artworks:**

Offset printing, perfect binding. When submitting digital data, please refer to our "Guidelines for submitting digital data". Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

**4 Publication:**

Frequency of publication: weekly (alternating)  
 Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

**5 Publisher:**

Springer Transport Media GmbH  
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 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
 Advertising department: Rainer Büns  
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**6 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:**

Commerzbank Munich  
 IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

**7 Ads and rates:**

All prices are plus VAT.

**8 Surcharges:** (discount possible)

**8.1 Colours**

Normal colours from Euro-scale DIN 16539, charged by colour -

**8.2 Preferential positions**

	VR-A	VR-B	VR-C
Fixed positions	670.00 €	1,300.00 €	775.00 €

**8.3 Ad formats**

Bleeding advertisement across the gutter	-	-	-
Bleeding advertisement over type area	320.00 €	745.00 €	475.00 €

**9 Prices for classified ads/situations wanted:**

1 column millimetre rate for

Commercial ads (1 column, 43 mm wide, b/w)	3.65 €	7.95 €	3.65 €
Commercial ads (1 column, 43 mm wide, coloured)	5.25 €	10.95 €	5.25 €
Private ads (1 column, 43 mm wide, b/w)	3.10 €	6.76 €	3.10 €
Private ads (1 column, 43 mm wide, coloured)	4.46 €	9.31 €	4.46 €
Situations wanted (1 column, 43 mm wide)	1.85 €	3.65 €	1.85 €
Box number fee	10.00 €	10.00 €	10.00 €





		VR-A	VR-B	VR-C
<b>2/1 Page:</b>	<b>W 393 x H 253</b>			
<b>2/1 Page truncate:*</b>	<b>W 420 x H 280</b>			
Basic rate b/w		6,705.00 €	15,035.00 €	8,380.00 €
2-coloured		8,150.00 €	18,365.00 €	10,170.00 €
3-coloured		9,605.00 €	21,695.00 €	11,960.00 €
4-coloured		11,050.00 €	25,025.00 €	13,750.00 €
<b>1/1 Page:</b>	<b>W 185 x H 253</b>			
<b>1/1 Page truncate:*</b>	<b>W 210 x H 280</b>			
Basic rate b/w		3,265.00 €	7,430.00 €	4,435.00 €
2-coloured		3,995.00 €	9,100.00 €	5,385.00 €
3-coloured		4,725.00 €	10,770.00 €	6,335.00 €
4-coloured		5,455.00 €	12,440.00 €	7,285.00 €
<b>2/3 Page:</b>	<b>W 185 x H 170</b>			
<b>2/3 Page truncate:*</b>	<b>W 210 x H 192</b>			
Basic rate b/w		2,180.00 €	4,960.00 €	2,960.00 €
2-coloured		2,665.00 €	6,030.00 €	3,595.00 €
3-coloured		3,150.00 €	7,100.00 €	4,230.00 €
4-coloured		3,635.00 €	8,170.00 €	4,865.00 €
<b>1/2 Page:</b>	<b>W 90 x H 253</b>			
<b>1/2 Page truncate:*</b>	<b>W 102 x H 280</b>			
<b>1/2 Page:</b>	<b>W 185 x H 125</b>			
<b>1/2 Page truncate:*</b>	<b>W 210 x H 140</b>			
Basic rate b/w		1,635.00 €	3,715.00 €	2,220.00 €
2-coloured		2,060.00 €	4,640.00 €	2,695.00 €
3-coloured		2,485.00 €	5,565.00 €	3,170.00 €
4-coloured		2,910.00 €	6,490.00 €	3,645.00 €
<b>1/3 Page:</b>	<b>W 60 x H 253</b>			
<b>1/3 Page truncate:*</b>	<b>W 72 x H 280</b>			
<b>1/3 Page:</b>	<b>W 185 x H 85</b>			
<b>1/3 Page truncate:*</b>	<b>W 210 x H 98</b>			
Basic rate b/w		1,100.00 €	2,425.00 €	1,500.00 €
2-coloured		1,490.00 €	3,325.00 €	1,935.00 €
3-coloured		1,880.00 €	4,225.00 €	2,370.00 €
4-coloured		2,270.00 €	5,125.00 €	2,805.00 €
<b>1/4 Page:</b>	<b>W 45 x H 253</b>			
<b>1/4 Page truncate:*</b>	<b>W 57 x H 280</b>			
<b>1/4 Page:</b>	<b>W 90 x H 125</b>			
<b>1/4 Page truncate:*</b>	<b>W 185 x H 65</b>			
<b>1/4 Page truncate:*</b>	<b>W 210 x H 82</b>			
Basic rate b/w		950.00 €	2,055.00 €	1,220.00 €
2-coloured		1,300.00 €	2,950.00 €	1,615.00 €
3-coloured		1,650.00 €	3,845.00 €	2,010.00 €
4-coloured		2,000.00 €	4,740.00 €	2,405.00 €
<b>1/8 Page:</b>	<b>W 45 x H 125</b>			
<b>1/8 Page:</b>	<b>W 90 x H 65</b>			
<b>1/8 Page:</b>	<b>W 185 x H 33</b>			
Basic rate b/w		520.00 €	1,060.00 €	650.00 €
<b>Front page:</b>				
4-coloured		7,950.00 €	16,690.00 €	9,040.00 €
<b>Cover page:</b>				
4-coloured		6,360.00 €	13,805.00 €	8,045.00 €
*Truncate additional charge		320.00 €	745.00 €	475.00 €
+ 4 mm bleed at all edges to be truncated				

10 Special ad forms:	VR-A	VR-B	VR-C
<b>PR-Ad</b> 1/1 page, 4-coloured	5,450.00 €	12,440.00 €	7,280.00 €
<b>Island-Ad</b> per mm, 1-column, 4-coloured	25.00 €	53.00 €	39.00 €

Other formats on request.

**11 Discounts:** acceptance within a insertion 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%	Ads in <b>A</b> -, <b>B</b> - and <b>C</b> -Edition do qualify for discount together.	

Front pages do not qualify for discounts.

**12 Combinations:** -

13 Bound inserts:	VR-A	VR-B	VR-C
2 pages	3,265.00 €	7,430.00 €	4,435.00 €
4 pages	6,530.00 €	14,860.00 €	8,870.00 €
6 pages	9,795.00 €	22,290.00 €	13,305.00 €
8 pages	13,060.00 €	29,720.00 €	17,740.00 €

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

Please supply the bound-in inserts in the untrimmed format 217 x wide x 288 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

**14 Loose-leaf inserts:**

loose inserted, max. format: 203 mm x 275 mm  
 Weight of loose-leaf inserts                      Price/thousand  
 up to 25 g    155.00 €  
 up to 50 g    215.00 €  
 Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands                      82.00 €  
 Prospect/commercial sample on request, after sight of a sample.  
 Only in combination with an full page-ad (prices see above).

Loose inserts and glued-in postcards do not qualify for discounts.

**16 Delivery address for the positions 13 to 15:**

L.N. Schaffrath GmbH & Co. KG  
 Marktweg 42-50  
 47608 Geldern

**Delivery notice:** for VerkehrsRundschau no. ...)  
 Please send in advance 10 samples to advertising sales department.

### 1. Web-Adresse (URL):

www.verkehrsrundschau.de

### 2. Short characterization:

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galleries, job markets and further information pertaining to the industry sector.

### 3. Ads and rates:

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

\* valid from Oct, 1 2006; Prices are subject to VAT.

Other formats on request.

### 4. Web TV-Information experiencing:

Welcome to Web TV by VerkehrsRundschau Online, the new multimedia information concept: here you find professionally produced TV features regarding current trade fairs, companies, and products.

#### Prices for filming on a trade fair (selected trade fairs only)

Format <sup>1)2)</sup>		Price* <sup>3)</sup>
Exhibitor's portrait (approx. 3 min.)	Portrait of your company and the product range at your stand	5,100.00 €
Product presentation (approx. 3 min.)	Presentation of your trade fair highlights in all its functionality	5,100.00 €
Interview/Under discussion (approx. 3 min.)	Your chance to present interesting issues in an interview	5.100.00 €

### 5. Prices for filming on your company location

Format <sup>1)</sup>		Preis* <sup>3)</sup>
Company's portrait (approx. 5 min.)	Portrait of your company and the product range at your location	9.500,00 €
Product presentation (approx. 5 min.)	Presentation of your product highlights in all its functionality and animated pictures	9.500,00 €
Interview (approx. 5 min.)	Your chance to present interesting issues in an interview	9.500,00 €

<sup>1)</sup> One year can be retrieved in the relevant online service.

<sup>2)</sup> Production on the trade fair

<sup>3)</sup> Price/placement on one of the discussed online services

\* Prices are no subject to discounts. Agency commission will be granted.

### 6. Newsletter:

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring directly before topic overview	Second position between topics
Positioning Prices* (per thousand)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

\* valid from Oct, 1 2006; Prices are subject to VAT

Number of Newsletter-Subscribers August 2006: 6,419

#### Data delivery:

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

### 7. Online Special ad forms:

Intergration, infolines, sponsoring, cooperations on request.

### 8. Data delivery:

online-inserate@springer.com

### 9. Online Mediadata:

Detailed mediadata can be retrieved on [www.mediacentrum.de](http://www.mediacentrum.de).

**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
<b>60.24</b>	<b>Transportation of goods in the road traffic</b>	<b>62</b>	<b>9,510</b>
<b>63.40, 63.12.</b>	<b>Freight carriers/transportation agencies/warehousing/logistics</b>	<b>13</b>	<b>1,990</b>
<b>C/D/E/F/G</b>	<b>Own account operator with inhouse vehicles, shipper of industry and merchandise</b>	<b>10</b>	<b>1,530</b>
<b>50.1, 50.2, 50.5</b>	<b>Vehicle trade, maintenance and repair of vehicles, filling stations, filling stations</b>	<b>6</b>	<b>920</b>
<b>64.12</b>	<b>Private postal and courier services</b>	<b>2</b>	<b>310</b>
<b>75.1, 91.1</b>	<b>Trade and employers associations, professional organisations</b>	<b>2</b>	<b>310</b>
	<b>Other</b>	<b>5</b>	<b>770</b>
	<b>Rounding difference</b>		<b>1</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>15,341</b>
	<b>Foreign countries (unlevied)</b>		<b>304</b>
	<b>Total circulation inland and foreign countries</b>		<b>15,645</b>

**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
<b>60.24.1/ 90</b>	<b>Subject to autorisation of short-distance transportation, sewage and waste disposal, other disposal</b>	<b>48</b>	<b>95,560</b>
<b>60.22.0</b>	<b>Company of taxis and rented cars with driver</b>	<b>17</b>	<b>33,840</b>
<b>63.40</b>	<b>Freight carriers, other transportation agencies</b>	<b>10</b>	<b>19,910</b>
<b>64.1</b>	<b>Postal administration and private courier services</b>	<b>9</b>	<b>17,920</b>
<b>C/D/E</b>	<b>Own account operator with short- and long-distance transportation</b>	<b>6</b>	<b>11,940</b>
<b>60.21.1/60.21.2/ 60.23.1</b>	<b>Passenger conveyance in local traffic, in bus routes of neighboring places, in interurban bus routes and in non-scheduled services</b>	<b>4</b>	<b>7,960</b>
<b>80.41</b>	<b>Driving schools</b>	<b>1</b>	<b>1,990</b>
	<b>Other</b>	<b>5</b>	<b>9,950</b>
	<b>Rounding difference</b>		<b>+4</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>199,074</b>
	<b>Foreign countries (unlevied)</b>		
	<b>Total circulation inland and foreign countries</b>		<b>199,074</b>

**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
<b>60.24</b>	<b>Transportation of goods in the road traffic</b>	<b>28</b>	<b>8,970</b>
<b>63.12, 63.40</b>	<b>Freight carriers/transportation agencies/warehousing/ private postal and courier services</b>	<b>19</b>	<b>6,090</b>
<b>64.12</b>	<b>Own account operator with inhouse vehicles, shipper of industry and merchandise</b>	<b>18</b>	<b>5,770</b>
<b>C/D/E/F/G</b>	<b>Manufacturing of automobiles and automobile parts, vehicle trade, maintenance and repair of vehicles, filling stations, filling stations</b>	<b>12</b>	<b>3,850</b>
<b>34, 50.1, 50.2, 50.5</b>	<b>Trade and employers associations, professional organisations, public authority (MOT, municipal fleet, sewage and waste disposal)</b>	<b>15</b>	<b>4,810</b>
<b>75.1, 90.00.3, 91.1</b>	<b>Other</b>	<b>7</b>	<b>2,240</b>
	<b>Not specified</b>	<b>1</b>	<b>320</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>32,050</b>
	<b>Foreign countries (unlevied)</b>		<b>288</b>
	<b>Total circulation inland and foreign countries</b>		<b>32,338</b>

# Data Ticket

Status quo: February 2006

## Transfer of digital data

If you send your advert via ISDN, e-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ ISDN: \_\_\_\_\_

## Advert Information

Issue: \_\_\_\_\_ Section: \_\_\_\_\_

Advert format: \_\_\_\_\_ Colours: \_\_\_\_\_

File name: \_\_\_\_\_ Application: \_\_\_\_\_ Version: \_\_\_\_\_

Operating system:  Apple MacIntosh  Windows PC

Data transfer via  FTP  ISDN  E-Mail  Data medium by mail

Proof  colour match (ISO)  content match follows via mail (please tick if appropriate)

## Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage [www.stuertz.de](http://www.stuertz.de) in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

## Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Contact details

FTP: <ftp.stuertz.de> (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: [gecont@stuertz.de](mailto:gecont@stuertz.de)

Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH  
Science / Anja Eichelbröner  
Alfred-Nobel-Str. 33  
97080 Würzburg  
Tel.: +49-9 31/3 85-3 32