

**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:** 62<sup>st</sup> year 2008

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

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Springer Transport Media GmbH  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
House address: Neumarkter Str. 18, 81673 Munich, Germany  
Phone: +49-89 / 43 72-0  
Fax: +49-89 / 43 72-23 98  
Internet: www.verlag-heinrich-vogel.de  
E-mail: anzeigen-vhv@springer.com

**9 Editorial department:**

Editor in chief: Anita Würmser  
anita.wuermser@springer.com

**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
Advertising director: Thomas Merz  
thomas.merz@springer.com

**11 Distribution director:**

Jutta Rethmann  
Phone: 01 80/5 26 26 18 (0.14 €/min. from the german landline / mobile radio deviant )  
E-mail: vertriebsservice@springer.com

**12 Subscription cost:**

Annual subscription rate

Inland: 116.10 € plus 46.80 € packing/postage incl. 7% VAT  
Foreign Countries: 116.10 € 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:**

2006 = 50 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 2,878 pages = 100.0 %  
**Editorial section:** 1,691 pages = 58.8 %  
**Advertising section:** 1,614 pages = 41.2 %

of them are

Classified advertisements: 527 pages = 44.4 %  
Bound insert: - pages = -  
One's own advertisements: 177 pages = 14.9 %

**Supplements (Loose-leaf inserts):** 24 pieces

**15 Content analysis:**

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**


Average circulation within one year  
 (from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

<b>Printed copies:</b>	17,746		
<b>Total circulation</b>	17,343	therefrom abroad:	250
<b>Total net paid circulation:</b>	10,960	therefrom abroad:	195
- subscribed copies	10,281	therefrom copies for members -	
- Sale by retail	-		
- Other sale	679		
<b>Free copies:</b>	6,383		
<b>Remainer, file and checking copies</b>	403		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	98.6	17,093
Foreign Country	1.4	250
<b>Total circulation</b>	100.0	17,343

postal code	copies
Nielsen geographical sector 1	2,558
Nielsen geographical sector 2	3,668
Nielsen geographical sector 3a	2,216
Nielsen geographical sector 3b	3,254
Nielsen geographical sector 4	3,510
Nielsen geographical sector 5	177
Nielsen geographical sector 6	678
Nielsen geographical sector 7	1,032
<b>Total circulation inland</b>	17,093

**16 Circulation control:** 

**17 Analysis of circulation:** Average circulation within one year  
(from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

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<b>Printed copies:</b>	206,162		
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<b>Total circulation</b>	205,484	therefrom abroad:	-
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<b>Total net paid circulation:</b>	197,792	therefrom abroad:	-
- subscribed copies	196,454	therefrom copies for members	188,335
- Sale by retail	-		
- Other sale	1,339		

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<b>Free copies:</b>	7,692		
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<b>Remainer, file and checking copies</b>	678		
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**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	100.0	205,484
Foreign Country	-	-
<b>Total circulation</b>	100.0	205,484

postal code	copies
<b>Nielsen geographical sector 1</b>	29,207
<b>Nielsen geographical sector 2</b>	38,719
<b>Nielsen geographical sector 3a</b>	31,372
<b>Nielsen geographical sector 3b</b>	25,130
<b>Nielsen geographical sector 4</b>	34,469
<b>Nielsen geographical sector 5</b>	8,995
<b>Nielsen geographical sector 6</b>	19,009
<b>Nielsen geographical sector 7</b>	18,583
<b>Total circulation inland</b>	205,484

**16 Circulation control:** 

**17 Analysis of circulation:** Average circulation within one year  
(from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

<b>Printed copies:</b>	33,000		
<b>Total circulation</b>	32,336	therefrom abroad:	253
<b>Total net paid circulation:</b>	26,505	therefrom abroad:	203
- subscribed copies	10,288	therefrom copies for members -	
- Sale by retail	-		
- Other sale	16,218		
<b>Free copies:</b>	5,830		
<b>Remainer, file and checking copies</b>	664		

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	copies
Inland	99.2	32.083
Foreign Country	0.8	253
<b>Total circulation</b>	100.0	32,336

postal code	copies
<b>Nielsen geographical sector 1</b>	5,127
<b>Nielsen geographical sector 2</b>	7,385
<b>Nielsen geographical sector 3a</b>	3,844
<b>Nielsen geographical sector 3b</b>	4,498
<b>Nielsen geographical sector 4</b>	6,411
<b>Nielsen geographical sector 5</b>	327
<b>Nielsen geographical sector 6</b>	2,111
<b>Nielsen geographical sector 7</b>	2,380
<b>Total circulation inland</b>	32,083

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine): Standard contents:	Trade fairs 2008
January	A 1/2	Jan 11, 2008	Dec 19, 2007	Perspectives 2008		<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>• 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>• inland navigation</li> <li>• Goods transported by railway</li> <li>• Intermodal transport</li> <li>• Airlines / Aircargo</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 7 to 9, 2008  <b>LogiMAT</b> , Stuttgart Feb 26 to 27, 2008 <b>Eurorail</b> , Milano/Italy Feb 25 to 28, 2008 <b>VDA Logistic-Congress</b> , Stuttgart Feb 26 to 27, 2008 <b>IHM</b> , Munich, Feb 28 to Mar 5, 2008  <b>CeBIT</b> , Hanover, Mar 4 to 9, 2008  <b>SITL</b> , Paris, Mar 11 to 14, 2008  <b>AMI Auto Mobil International</b> , Leipzig, Apr 5 to 13, 2008 <b>Hanover trade fair</b> , Hanover, Apr 21 to 25, 2008
	C 3	Jan 18, 2008	Jan 4, 2008	Washing plants and vehicle maintenance			
	A 4	Jan 25, 2007	Jan 11, 2008	refrigerated trucks			
February	B 5	Feb 1, 2008	Jan 18, 2008	City-Transporter, Results Image Ranking 2008			
	A 6	Feb 8, 2008	Jan 23, 2008	transport-insurances, sea cargo			
	C 7	Feb 15, 2008	Jan 30, 2008	Workshop-software			
	A 8	Feb 22, 2008	Feb 8, 2008	Renting/Leasing/Buying	Privat-trams		
	A 9	Feb 29, 2008	Feb 17, 2008	CeBIT-trade fair preview Container-chassis			
March	A 10	Mar 7, 2008	Feb 22, 2008	On-board computer, navigation, air cargo			
	B 11	Mar 14, 2008	Feb 29, 2008	Tank cards			
	C 12	Mar 25, 2008	Mar 7, 2008	Special van-solutions Preview AMITEC, tire assembly service			
	A 13	Mar 28, 2008	Mar 12, 2008	Megatrailer, VR-Index			
April	A 14	Apr 4, 2008	Mar 19, 2008	Hall building, gates, ramps, locks			
	A 15	Apr 11, 2008	Mar 28, 2008	Fork-lifts, Storage techniques Sea cargo			
	B 16	Apr 18, 2008	Apr 4, 2008	KEP-transporter			
	C 17	Apr 25, 2008	Apr 11, 2008	Dry-bulk and tank vehicles, floor covering cleaning			

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine):	Trade fairs 2008
May	A 18	May 2, 2008	Apr 17, 2008	intermodal transport / cobined transportation public cleaning vehicle/municipal vehicles		<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>	<b>IFAT Int. trade fair for environment and waste removal,</b> Munich, May 5 to 9, 2008 <b>Reifen,</b> Essen May, 20 to 23, 2008 <b>CeMAT,</b> Hannover May 27 to 31, 2008  <b>IFBA recovery + towing,</b> Kassel, Jun 5 to 7, 2008 <b>EuroCARGO,</b> Cologne Jun 17 to 19, 2008 <b>Transport logistics China,</b> Shanghai Jun 17 to 20, 2008  <b>Truck Grand-Prix,</b> Nürburgring, Jul 11 to 13, 2008  <b>automechanika,</b> Frankfurt/Main Sep 16 to 21, 2008
	A 19	May 9, 2008	Apr 24, 2007	Sea port and inner harbour, telematics			
	A 20	May 16, 2008	Apr 30, 2008	Axles, Retarder, Preview tires Essen	intra-logistics		
	C 21	May 23, 2008	May 7, 2008	Lubricants and oils	<b>KEP I</b>		
	A 22	May 30, 2008	May 15, 2008	recovery vehicles, breakdown services	Renting and leasing		
June	A 23	Jun 6, 2008	May 23, 2008	tail lifts, air cargo	Boom-regions in the logistics		
	B 24	Jun 13, 2008	May 30, 2008	Pick-ups / all-wheel vans			
	C 25	Jun 20, 2008	Jun 6, 2008	Freight carriers-software, diagnostic techniques, braking test stations / break test bench			
	A 26	Jun 27, 2008	Jun 13, 2008	Insurances, VerkehrsRundschau-Index			
July	A 27	Jul 4, 2008	Jun 20, 2008	Aerodynamics, driver's cab equipment, seats			
	A 28	Jul 11, 2008	Jun 27, 2008	Market overview of trucks: 11,99 tons	intermodal transport		
	C 29	Jul 18, 2008	Jul 4, 2008	Workshop systems			
	A 30	Jul 25, 2008	Jul 11, 2008	Trailer and fifth wheel coupling			
August	B 31	Aug 1, 2008	Jul 18, 2008	PKW-kombis			
	A 32	Aug 8, 2008	Jul 25, 2008	Skiploader			
	C 33	Aug 18, 2008	Aug 1, 2008	Tools, renting, leasing, buying	preparing for winter in vehicle fleet		
	A 34	Aug 22, 2008	Aug 7, 2008	Box van bodies for vans, Light-duty trucks			
	A 35	Aug 29, 2008	Aug 14, 2008	loading crane-bodies, Euro 5, alternative gears			
September	A 36	Sep 5, 2008	Aug 22, 2008	IAA- Preview, air cargo			
	C 37	Sep 12, 2008	Aug 29, 2008	IAA- review, preview automechanika, filter techniques, oil and air filter	Who is Who workshop an service		

	Issue	Publication Date	Copy Date Image Ads	Topics of the week		Main focuses (magazine within the magazine):	Trade fairs 2008
September	B 38	Sep 5, 2008	Sep 5, 2008	Trade fair special IAA		<p><b>Products and services:</b></p> <ul style="list-style-type: none"> <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>InnoTrans Int. trade fair for traffic engineering</b>, Berlin Sep 23 to 26, 2008</p> <p><b>SMM – Shipbuilding, Machinery &amp; Marine Technologies</b>, Hamburg Sep 23 to 26, 2008</p> <p><b>IAA –commercial cars</b>, Hannover Sep 25 to Oct 2, 2008</p> <p><b>InterCool trade fair frozen food</b>, Düsseldorf, Sep 28 to Oct 1, 2008</p> <p><b>Deutscher Logistik Kongress, (German Logistics Congress)</b> Berlin, Oct 22 to 24, 2008</p> <p><b>SYSTEMS</b>, Munich, Oct 21 to 24, 2008</p> <p><b>Brau</b>, Nürnberg Nov 12 to 14, 2008</p> <p><b>Bedrijfsauto RAI</b>, Amsterdam, Nov 18 to 20, 2008</p>
	A 39	Sep 26, 2008	Sep 12, 2008	food logistics, VR-Index			
October	A 40	Oct 6, 2008	Sep 19, 2008	TOY / VOY Novelties trailers and bodys, Sea cargo			
	A 41	Oct 10, 2008	Sep 25, 2008	Banks, financing, winter equipment, tires, snow chains	<b>Contract logistic</b>		
	C 42	Oct 17, 2008	Oct 2, 2008	Trailers up to 3,5 tons, Hand and electric lift truck, Transport packing, spare parts supply, Parts catalogs	<b>KEP II</b>		
	A 43	Oct 24, 2008	Oct 10, 2008	intermodal transport / cobined transportation double-decker closed truck			
	B 44	Oct 31, 2008	Oct 17, 2008	Tank cards			
November	A 45	Nov 7, 2008	Oct 24, 2008	beverage vehicles, fork lifts			
	A 46	Nov 14, 2008	Oct 31, 2008	Logistic real estate, constructing and setting up			
	C 47	Nov 21, 2008	Nov 7, 2008	enameling technique + colours			
	A 48	Nov 28, 2008	Nov 14, 2008	Renting or leasing, air cargo			
December	A 49	Dec 5, 2008	Nov 21, 2008	load restraint			
	B 50	Dec 12, 2008	Nov 28, 2008	Buying of vehicles (used/new) VerkehrsRundschau-Index			
	C 51/52	Dec 19, 2008	Dec 5, 2008	Christmas greetings frame repair system, accident service big look back at the year			
	A 01/08	Jan 9, 2009	Dec 16, 2008				



<b>1 Circulation:</b>	<b>VR-A</b>	<b>VR-B</b>	<b>VR-C</b>
Printed copies:	17,746	206,162	33,000
Total circulation in annual average	17,343	205,484	32,336

**2 Magazine size:** 210 x 279 mm  
 213 x 285 mm untrimmed

**Type area:** 185 mm wide, 250 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  
 House address: Neumarkter Str. 18, 81673 Munich, Germany  
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
 Advertising department: Rainer Büns  
 phone: +49-89 / 43 72-22 87  
 fax: +49-89 / 43 72-23 98  
 e-mail: anzeigen-vhv@springer.com

**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:**

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

**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**

Fixed positions	<b>VR-A</b> 690.00 €	<b>VR-B</b> 1,315.00 €	<b>VR-C</b> 800.00 €
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**8.3 Ad formats**

Bleeding advertisement across the gutter	-	-	-
Bleeding advertisement over type area	-	-	-

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

1 column millimetre rate for			
Commercial ads (1 column, 43 mm wide, b/w)	3.71 €	7.95 €	3.71 €
Commercial ads (1 column, 43 mm wide, coloured)	5.35 €	10.95 €	5.35 €
Private ads (1 column, 43 mm wide, b/w)	3.15 €	6.76 €	3.15 €
Private ads (1 column, 43 mm wide, coloured)	4.55 €	9.31 €	4.55 €
Situations wanted (1 column, 43 mm wide)	1.90 €	3.65 €	1.90 €
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 250</b>			
<b>2/1 Page truncate:*</b>	<b>W 420 x H 279</b>			
Basic rate b/w		6,900.00 €	15,485.00 €	8,630.00 €
2-coloured		8,395.00 €	18,915.00 €	10,475.00 €
3-coloured		9,890.00 €	22,345.00 €	12,320.00 €
4-coloured		11,385.00 €	25,775.00 €	14,165.00 €
<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		3,365.00 €	7,655.00 €	4,570.00 €
2-coloured		4,115.00 €	9,375.00 €	5,550.00 €
3-coloured		4,865.00 €	11,095.00 €	6,530.00 €
4-coloured		5,615.00 €	12,815.00 €	7,510.00 €
<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		2,245.00 €	5,110.00 €	3,050.00 €
2-coloured		2,745.00 €	6,210.00 €	3,705.00 €
3-coloured		3,245.00 €	7,315.00 €	4,360.00 €
4-coloured		3,745.00 €	8,420.00 €	5,015.00 €
<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		1,680.00 €	3,825.00 €	2,285.00 €
2-coloured		2,120.00 €	4,780.00 €	2,775.00 €
3-coloured		2,560.00 €	5,735.00 €	3,265.00 €
4-coloured		3,000.00 €	6,690.00 €	3,755.00 €
<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		1,135.00 €	2,500.00 €	1,540.00 €
2-coloured		1,535.00 €	3,425.00 €	1,990.00 €
3-coloured		1,935.00 €	4,350.00 €	2,440.00 €
4-coloured		2,335.00 €	5,275.00 €	2,890.00 €
<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:</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		980.00 €	2,115.00 €	1,260.00 €
2-coloured		1,340.00 €	3,040.00 €	1,665.00 €
3-coloured		1,700.00 €	3,965.00 €	2,070.00 €
4-coloured		2,060.00 €	4,890.00 €	2,475.00 €
<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		535.00 €	1,090.00 €	670.00 €
<b>Front page:</b>				
4-coloured		8,190.00 €	17,190.00 €	9,310.00 €
<b>Cover page:</b>				
4-coloured		6,550.00 €	14,220.00 €	8,285.00 €
*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	3,365.00 €	7,655.00 €	4,570.00 €
4 pages	6,730.00 €	15,310.00 €	9,140.00 €
6 pages	10,095.00 €	22,965.00 €	13,710.00 €
8 pages	13,460.00 €	30,620.00 €	18,280.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 285 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	160.00 €
up to 50 g	220.00 €

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands 85.00 €

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:**

on request

**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 €
Retangle	300 x 250	62.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skycraper (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 2007; 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-hvogel@springer.com

### 9. Online Mediadata:

Detailed mediadata can be retrieved on 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>10,600</b>
<b>63.40, 63.12.</b>	<b>Freight carriers/transportation agencies/warehousing/logistics</b>	<b>13</b>	<b>2,200</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>1,710</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>1,030</b>
<b>64.12</b>	<b>Private postal and courier services</b>	<b>2</b>	<b>340</b>
<b>75.1, 91.1</b>	<b>Trade and employers associations, professional organisations</b>	<b>2</b>	<b>340</b>
	<b>Other</b>	<b>5</b>	<b>860</b>
	<b>Rounding difference</b>		<b>-7</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>17,093</b>
	<b>Foreign countries (unlevied)</b>		<b>250</b>
	<b>Total circulation inland and foreign countries</b>		<b>17,343</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
60.24/ 90	Subject to autorisation of short-distance transportation, sewage and waste disposal, other disposal	27	55,480
60.22.0	Company of taxis and rented cars with driver	14	28,770
63.40	Freight carriers, other transportation agencies	12	24,660
64.1	Postal administration and private courier services	12	24,660
71.1		8	16,440
50.1/50.2/50.5		7	14,380
60.21.2/60.23.1	Passenger conveyance in local traffic, in bus routes of neighboring places, in interurban bus routes and in non-scheduled services	6	12,330
80.41	Driving schools	4	8,220
F		3	6,170
63.40.1		2	4,110
74.8		2	4,110
	Other	3	6,170
	Rounding difference		-16
<b>Total circulation inland</b>		<b>100</b>	<b>205,484</b>
Foreign countries (unlevied)			-
<b>Total circulation inland and foreign countries</b>			<b>205,484</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>8,980</b>
<b>63.12, 63.40</b>	<b>Freight carriers/transportation agencies/warehousing/ private postal and courier services</b>	<b>19</b>	<b>6,100</b>
<b>63.12. C/D/E/F/G</b>	<b>Own account operator with inhouse vehicles, shipper of industry and merchandise</b>	<b>18</b>	<b>5,780</b>
<b>34, 50.1, 50.2, 50.5</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>75.1, 90.02.3, 91.1</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>Other</b>	<b>7</b>	<b>2,250</b>
	<b>Not specified</b>	<b>1</b>	<b>320</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>32,083</b>
	<b>Foreign countries (unlevied)</b>		<b>253</b>
	<b>Total circulation inland and foreign countries</b>		<b>32,336</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

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

*Modifications and printer's errors excepted*