

#### 1 Short characterization:

TAXI is the federal German specialized magazine for taxi and car-rental companies tested by the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern - Information Federation for Testing the Distribution of Advertising Media). For years, TAXI has had the highest number of sold copies in the market – which is the best proof of its success in meeting the information demands of the market. Carefully researched information, a wide range of topics, independent reporting, and 8 publications per year guarantee in-depth information used by taxi and car-rental owners for their decisions.

**2 Frequency of publication:** eight times a year

**3 Year of publication:** 16<sup>th</sup> year 2009

**4 Web-address (URL):** [www.taxi-zeitschrift.de](http://www.taxi-zeitschrift.de)

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Publishing house:** 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.mediacentrum.de](http://www.mediacentrum.de)  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

**9 Editorial department:**  
Editor in chief: Dietmar Fund  
[dietmar.fund@springer.com](mailto:dietmar.fund@springer.com)

#### 10 Advertising office:

General advertising director: Michaela Lenz  
Advertising director: Matthias Pioro

#### 11 Distribution director:

Jutta Rethmann  
Phone: subscription service: 01 80/5 26 26 18  
(0.14 €/min., from the German landline/ mobile radio deviant)  
E-mail: [vertriebsservice@springer.com](mailto:vertriebsservice@springer.com)

#### 12 Subscription cost:

Annual subscription rate

Inland: 37.90 € incl. packing/postage, incl. 7% VAT  
Foreign countries: 41.50 € incl. packing/postage, incl. 7% VAT  
Single copy: 5.10 € incl. 7% VAT, plus 1.20 € packing/postage

**13 ISSN-No:** 1437-0336

#### 14 Scope analysis:

2007 = 8 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 320 pages = 100.0 %  
**Editorial section:** 212 pages = 66.4 %  
**Advertising section:** 108 pages = 33.6 %

of them are

Classified advertisements: 7 pages = 6.7 %  
Bound insert: - pages = 0.0 %  
One's own advertisements: 32 pages = 29.9 %

**Supplements (Loose-leaf inserts):** 5 pieces

#### 15 Content analysis:

-



#### 16 Circulation control:



#### 17 Analysis of circulation:

Average circulation within one year  
(from July 1<sup>st</sup> 2007 until June 30<sup>th</sup> 2008)

<b>Printed copies:</b>	36,525		
<b>Total circulation</b>	36,449	therefrom abroad:	23
<b>Total net paid circulation:</b>	35,882	therefrom abroad:	1
- subscribed copies	35,863	therefrom copies for members	35,774
- Sale by retail	-		
- Other sale	19		
<b>Free copies:</b>	567		
<b>Remainer, file and checking copies</b>	76		

#### 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.9	36,426
Foreign Country	0.1	23
<b>Total circulation</b>	100.0	36,449

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

	copies
<b>Nielsen geographical sector 1</b>	15,735
<b>Nielsen geographical sector 2</b>	4,491
<b>Nielsen geographical sector 3a</b>	5,534
<b>Nielsen geographical sector 3b</b>	2,282
<b>Nielsen geographical sector 4</b>	4,427
<b>Nielsen geographical sector 5</b>	1,893
<b>Nielsen geographical sector 6</b>	1,118
<b>Nielsen geographical sector 7</b>	928
<b>Total circulation inland</b>	36,426

# TAXI

## Media- Information 2009

### Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs
1	Jan 30, 2009	Dec 15, 2008	Jan 12, 2009	Child seats and their assembly in taxis and hired cars	<b>Motorwelt (Motorworld)</b> , Berlin Feb 19 to 22, 2009
2	Mar 13, 2009	Feb 3, 2009	Feb 23, 2009	Market survey: multi-purpose taxis on the basis of small vans (like Citroën, Berlingo, Renault Kangoo, VW Caddy)	<b>AMI Auto Mobil International</b> , Leipzig, Mar 3 to Apr 5, 2009 <b>79<sup>th</sup> Int. Automobil Salon (Motor-Show)</b> , Geneva, Mar 5 to 15, 2009
3	Apr 17, 2009	Mar 10, 2009	Mar 26, 2009	Tire-trends	
4	Jun 12, 2009	May 4, 2009	May 20, 2009	New transporters and minibusses for the service as large capacity-taxi and rental cars	
5	Jul 31, 2009	Jun 25, 2009	Jul 13, 2009	Integral and mobile navigation systems	
6	Sep 18, 2009	Aug 13, 2009	Aug 31, 2009	Market survey: taxis, which can be used with liquefied gas and natural gas ex works	<b>IAA Pkw (Int. Motor Show Cars)</b> , Frankfurt on the Main, Sep 17 to 27, 2009
7	Oct 30, 2009	Sep 24, 2009	Oct 12, 2009	Cleaning tips for the interior and the outside of taxis	<b>REHACare</b> , Düsseldorf, Oct 14 to 17, 2009
8	Dec 11, 2009	Nov 5, 2009	Nov 23, 2009	How to get the best resale value with used taxis	



## 1 Circulation:

Printed copies: 36,525 copies  
Total circulation in annual average 36,449 copies

## 2 Magazine size:

210 mm x 279 mm trimmed  
217 mm x 287 mm untrimmed

## Type area:

185 mm wide, 250 mm high  
4 columns, 43 mm

## 3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

## 4 Publication:

Frequency of publication: eight times a year

### Publications dates, closings dates and dates for submission:

see timetable "Subjects and Dates"

## 5 Publishing house:

Springer Transport Media GmbH  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
Advertising department: Elisabeth Huber  
Phone: +49-89 / 43 72-23 52  
Fax: +49-89 / 43 72-23 98  
E-mail: anzeigen-vhv@springer.com

## 6 Payment terms:

- direct debit 3% prompt payment discount  
- within 8 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.

Format	Columns	Width x Height mm		b/w €	coloured €
		type area	truncate		
Front cover page					11,500.-
2., 3., 4. cover page (not discountable)					10,150.-
2/1 page	8 columns	379 x 250	420 x 279	10,900.-	16,800.-
1/1 page	4 columns	185 x 250	210 x 279	5,370.-	8,330.-
1/2 page	2 columns	90 x 250	102 x 279	2,750.-	4,230.-
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	1,830.-	2,840.-
	4 columns	185 x 85	210 x 98		
1/4 page	1 column	43 x 250	57 x 279	1,440.-	2,160.-
	2 columns	90 x 125			
	4 columns	185 x 65	210 x 82		
1/8 page	1 column	43 x 125		740.-	1,240.-
	2 columns	90 x 65			
	4 columns	185 x 33			

**8 Surcharges:** (discount possible)**8.1 Colours**

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

**8.2 Preferential positions**

Fixed positions 720.00 €

**8.3 Ad formats**

Bleeding across the gutter -

Bleeding advertisement over type area -

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

Single column millimetre rate for

Commercial ads (1 column, 43 mm wide) b/w 3.33 €

Commercial ads (1 column, 43 mm wide) coloured 6.35 €

Private ads (1 column, 43 mm wide) b/w 2.83 €

Private ads (1 column, 43 mm wide) coloured 5.40 €

Situations wanted (1 column, 43 mm wide) 1.77 €

Box number fee 11.00 €

**10 Special ad forms:**

on request

**11 Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	3%	3 pages	10%
4 insertions	5%	6 pages	15%
6 insertions	10%	8 pages	20%
8 insertions	15%		

*All surcharges qualify for discount.**Front pages are not qualified for discounts.***12 Combinations:.**

-

**13 Bound inserts:**

2 pages 5,370.00 €

4 pages 10,740.00 €

6 pages 16,110.00 €

8 pages 21,480.00 €

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

Please supply the bound inserts in the untrimmed format 217 x wide x 287 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:** (not discountable)

loose inserted, max. format: 203 mm x 275 mm

Weight of loose-leaf inserts Price/thousand

up to 25 g 170.00 €

up to 50 g 230.00 €

over 50 g on request

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

**15 Glued-in postcards:** (not discountable)

Glued-in postcards/thousands 90.00 €

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:**

Stürtz AG, Warenannahme

Alfred-Nobel-Straße 33

97080 Würzburg, Germany

**Delivery notice:** for TAXI (no...)

Please send in advance 10 samples to advertising sales department.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

**1 Web-Address (URL):** www.taxi-zeitschrift.de

**2 Short characterization:**

At www.taxi-zeitschrift.de, the editors of the specialized magazine TAXI offer current news, product information, and short judgements for taxi and rental-car companies. The central news of the week is sent in a newsletter each Friday.

**3 Publishing house:** Springer Transport Media GmbH  
Neumarkter Str. 18, 81673 Munich, Germany  
online-inserate-hvogel@springer.com

**4 Contact person:** Elisabeth Huber  
Phone: +49 89/43 72 - 23 52  
Fax: +49 89/43 72 - 23 98  
E-mail: elisabeth.huber@springer.com

**5 Access control:** -

**6 Numbers of hits:** visits: 3,937 (July 2008)  
page impressions: 27,904 (July 2008)

**7. Ad forms and prices:**

**7.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 <b>Advertorial + Logo (GIF)</b>	300 x 115	55.00
2 <b>Rectangle</b>	300 x 250	75.00
3 <b>Video Rectangle (polite streaming)</b>	300 x 250	75.00
4 <b>Expandable Rectangle (to the left side)</b>	630 x 250	100.00
5 <b>Expandable Rectangle (at the bottom left)</b>	630 x 350	125.00
6 <b>Layer Ad + Rectangle Reminder</b>	on request	150.00-
7 <b>Half Page</b>	300 x 600	150.00
8 <b>Expandable Half Page</b>	630 x 600	on request
9 <b>Road Block (two Rectangles)</b>	300 x 250 (2x)	150.00
10 <b>Corner Ad Large</b>	on request	

\*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications banner:**

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

**7.2 Newsletter advertisements**

**Newsletter subscriber:** 821 (July 2008)

Types of ads	Pixel size	CPM €*
1 <b>Rectangle</b>	300 x 250	75.00
2 <b>Horizontal/Fullsizebanner</b>	650 x 150	75.00
3 <b>Text ad large plus logo/picture</b>	650 x 150	75.00
4 <b>Text ad small plus logo/picture</b>	300 x 115	55.00

\*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

Text ad small: headline: max. 30 characters  
Text: max. 240 characters incl. all blank lines and paragraphs  
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text ad large: headline: max. 60 characters  
Text: max. 700 characters incl. all blank lines and paragraphs  
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

**8 Basic Entry as Taxi Partner**

**Vehicles – Supplier/Accessories – Service Provider**

- Contact addresses and contact persons –free of charge
  - Company logo
  - Further information
  - Vehicles/products suitable for exams and their conditions
  - Link to your own website/driving school portal
  - Link to the main retailers
- Prices on request

For more information visit [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 (approx.)
60.22.0	Company of taxis and hired cars with driver	86	31,330
85.14.5	Conveyance of patients and handicapped	4	1,460
60.23.1	Conveyance of passengers in the omnibus occasional services	3	1,090
60.21	Conveyance of passengers in the line operation	2	730
	Other	4	1,460
	Not specified	1	360
	Rounding difference		-4
	<b>Total circulation inland</b>	<b>100</b>	<b>36,426</b>
	<b>Foreign countries (unlevied)</b>		<b>23</b>
	<b>Total circulation inland and foreign countries</b>		<b>36,449</b>

# Data Ticket

# TAXI

Status quo: August 2008

## 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: \_\_\_\_\_

## Ad Information for following publication

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

Ad format: \_\_\_\_\_ Colours: \_\_\_\_\_

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

Operating system:  Apple MacIntosh  Windows PC

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

Annotation: \_\_\_\_\_

## Creation of data

- Please provide only printable PDF X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

## Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

## Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine\_issue\_customer.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Support to:

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at [www.springer-business-media.de/anzeigendaten](http://www.springer-business-media.de/anzeigendaten) or if required under the stated contact address.

## Contact details

FTP: ftp.stuertz.de (Login: gecont, Passwort:dE41yG)  
ISDN (Leonardo): on request  
E-mail: gecont@stuertz.de  
Fax: +49-931/385-11332

## Contact to:

Stürtz GmbH  
Science / Anzeigenteam  
Alfred-Nobel-Str. 33  
97080 Würzburg, Germany  
Tel.: +49-9 31/3 85-332

Modifications and printer's errors excepted



---

## Please contact us for further information

### Contact persons:

- **Advertising Director**

Car special vehicles

Customer magazines

Consulting Corporate Publishing

- **Advertising Sales Manager**

- **Advertising Administration**

**Matthias Piro**

matthias.piro@springer.com

**Phone:** +49-89/43 72 - 11 22

**Fax:** +49-89/43 72 - 24 77

**Elisabeth Huber**

elisabeth.huber@springer.com

**Phone:** +49-89/43 72 - 23 52

**Fax:** +49-89/43 72 - 23 98

**Eva Loibl**

eva.loibl@springer.com

**Phone:** +49-89/43 72 - 23 75

**Fax:** +49-89/43 72 - 21 58

Springer Transport Media GmbH • Neumarkter Straße 18 • 81673 Munich  
Phone: +49-89 / 43 72-22 24 • Fax +49-89 / 43 72-23 98  
anzeigen-vhv@springer.com • www.taxi-zeitschrift.de