



Member of
Logistics Alliance Germany



Hallo,
Zukunft!

BEST
AZUBI!

Spedition, Transport, Logistik.

BEST
BKF
DER AZUBI
MITTELSCHULEN

LOGISTIK
MASTERS
Logistik ist mein Erlebnis!

2017

MEDIA KIT 2017

Wochenmagazin für Spedition, Transport und Logistik

verkehrs RUNDSCHAU

3. Juni 2016 Verlag Heinrich Vogel ISSN 0341-2148 B 6924

www.verkehrsrundschau.de



- 7 SEKTORIALES FAHRVERBOT**
Warum EU-Geschäftsführer deutschen Lachern davon ausgeht, dass der EuGH das Fahrverbot in Tschechien aufheben wird
- 34 VERKEHRSRUNDSCHAU-TEST**
Kritikpunkt im VV-Check: Wie der Volvo FH16-750 in Sachen Verbrauch, Wartung und Komfort abschneidet

Hier gib't's Geld vom Staat

Zuschüsse für kleine und mittlere Unternehmen:
Diese Förderprogramme sollten Transporteure
und Logistiker kennen Seite 20



The weekly magazine for
haulage, transport and logistics
www.verkehrsrundschau.de






For further media information please visit vhv.mediacentrum.de

The VerkehrsRundschau – 70 years and still state-of-the-art

The VerkehrsRundschau magazine has been THE weekly specialist magazine for haulage, transport and logistics since 1946. It delivers up-to-date, critical, practice-orientated and user-focused information every Friday. Specialists and managers at transport companies from industry and trade value the exclusive and independent reporting. Its proximity to associations, politics and other important organisations on the one hand, and its highly prized independence on the other, makes the VerkehrsRundschau magazine the ideal platform for knowledge transfer at the highest level. VerkehrsRundschau readers are owners, managers and executive employees at logistics service providers from the transport, haulage and warehousing sectors, transport logistics decision-makers from the shipping trade and industry, as well as members of the Federal Trade, Transport and Logistics Association (Bundesverband Wirtschaft, Verkehr und Logistik e.V - BWVL) and TÜV Süd customers.

The VerkehrsRundschau – „Plus“

In the age of digitalization 4.0, it's no longer enough to produce a good print magazine. The VerkehrsRundschau magazine supports its subscribers actively with online services, like e-learning courses with a certificate for training drivers in the use of digital tachographs or driving and rest periods, a driver app and compliance software. These services can be used free of charge by VerkehrsRundschau subscribers within certain limits. The contemporary range of services offered on the internet presence is complimented with conventions and a wide range of specialist products. The VerkehrsRundschau subscription also includes free access for subscribers and four other named users. Of course, the VerkehrsRundschau magazine is also linked and active on social media channels like    **YouTube**.

The VerkehrsRundschau – fit for the future

In a sector facing difficulties in recruiting young talent, playing an active part in finding young professionals is one of the responsibilities of the trade magazine. As part of „Hallo, Zukunft!“ (Hello, Future), the VerkehrsRundschau helps to engage young professionals in the sector in a targeted way with the competitions „Best Azubi“ (Best Apprentice) and „Logistik Masters“ (Logistics Masters).

With the e-paper, the VerkehrsRundschau magazine is responding to current user habits. The e-paper expands on the print version with animated media, picture galleries and other additional media-specific content. The strengths of the VerkehrsRundschau include providing relevant, reliable and up-to-date specialist information, effective customer communication without scattering losses, as well as independent vehicle tests and practice reports with numerous best practice reports. Not forgetting the most important sector guide: the annual “Who is Who Logistics” reference guide. The edition includes an editorial section and an integrated sector guide and is sent to transport companies, haulage companies and logistics service providers in industry and trade.

Your company can present itself individually with clear company profiles. Your entry appears in the „Who is Who“ edition and as a detailed online profile. We will be happy to advise you on the content.



Gerhard Grünig
Editor-in-Chief VerkehrsRundschau

VerkehrsRundschau – The weekly magazine

Magazine profile:



The VerkehrsRundschau is the weekly magazine for haulage, transport and logistics. Each Friday, VerkehrsRundschau reports about logistics, transport industry, politics, legislation and taxes, management, markets, enterprises, IT and communication, as well as warehousing and handling.

The editorial range is completed by information about new technical developments, independent vehicle tests and service information for the day-to-day business.

Your advantages:

- Strong reader-to-magazine attachment
- Highly practice-oriented perspective
- Periodical sector specials
- Reach of BWVL-members with every issue

Who are the readers of VerkehrsRundschau?

- Owners, CEOs, executives of logistics providers (transport, haulage, warehousing)
- Transport logistics decision makers in transport economy and industry
- Members of Federal Trade, Transport and Logistics Association (Bundesverband Wirtschaft, Verkehr und Logistik e.V - BWVL)
- Clients of the Association for Technical Inspection South (TÜV Süd)

Which are the focus areas of VerkehrsRundschau?

- Relevant, reliable and up-to-date specialized information
- Effective customer approach without wastage
- Independent truck tests
- Specific, permanent commitment for junior staff - especially through the two biggest contests „Logistik Masters“ und „Best Azubi“ for logistics students and apprentices in Germany.



Frequency of publication: 44 issues per year

Year of publication: 71st year 2017

Web address (URL): www.verkehrsrundschau.de

ISSN: 0341-2148

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Inland: €259.00 incl. packing/postage plus statutory VAT
European countries: €311.00 incl. packing/postage plus statutory VAT
Single copy: € 10.90 incl. packing/postage plus statutory VAT

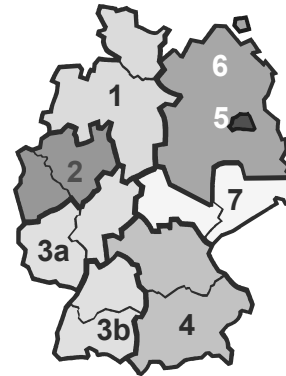
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Distribution by Nielsen areas



| Nielsen-area | Total circulation in Germany |
|--------------|------------------------------|
| 1 | 2,205 |
| 2 | 3,118 |
| 3 a | 1,951 |
| 3 b | 2,651 |
| 4 | 3,166 |
| 5 | 191 |
| 6 | 517 |
| 7 | 1,065 |
| total | 14,864 |



Circulation monitoring:

| Circulation analysis: | Average number of copies per issue in one year (July 1 st 2015–June 30 th 2016) | | |
|--|--|----------------------------|-----|
| Print run: | 15,001 | | |
| Actual distributed circulation (ADC): (incl. e-paper) | 15,039 | therefrom abroad: | 175 |
| Sold copies: | 12,101 | therefrom abroad: | 146 |
| therefrom e-paper: | 287 | | |
| ▪ Subscription copies: | 5,563 | therefrom member copies: – | |
| ▪ Sale by retail: | – | | |
| ▪ Other sales: | 6,538 | | |
| Complimentary copies: | 2,938 | | |
| Reminder, archive and records copies: | 249 | | |

Geographical circulation analysis:

| Economic area | Quote of actual distributed circulation in % | | copies |
|--|---|--|---------------|
| Inland | 98.8 | | 14,864 |
| Foreign Countries | 1.2 | | 175 |
| Actual distributed circulation (ADC): | 100.0 | | 15,039 |

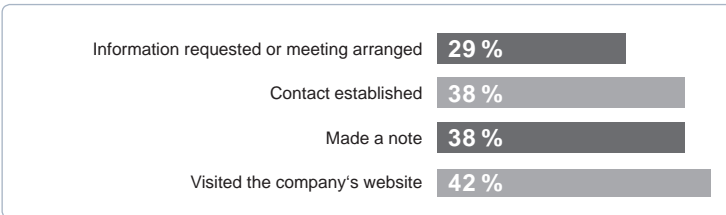
Industries/economic sectors/business types¹⁾:

| Dept./ group/ class | Recipients groups According to economic sector classification of the Federal Statistical Office | Quote of ADC in % | Projection (approx.) |
|--|---|----------------------|-------------------------|
| H | Logistics service providers (carriers, haulers, handling operators) | 57 | 8,470 |
| C | Industrial companies | 10 | 1,490 |
| G | Trade (incl. automobile trade) | 13 | 1,930 |
| 84.1, 94.1 | Authorities, associations, professional organisations | 3 | 450 |
| 85.59.2 | Providers of basic and advanced education | 1 | 150 |
| M | Other service providers, others | 16 | 2,380 |
| | Rounding difference | | - 6 |
| Actual distributed circulation in Germany (ADC): | | 100.0 | 14,864 |
| Foreign Countries (unlevied): | | | 175 |
| Actual distributed circulation: | | | 15,039 |

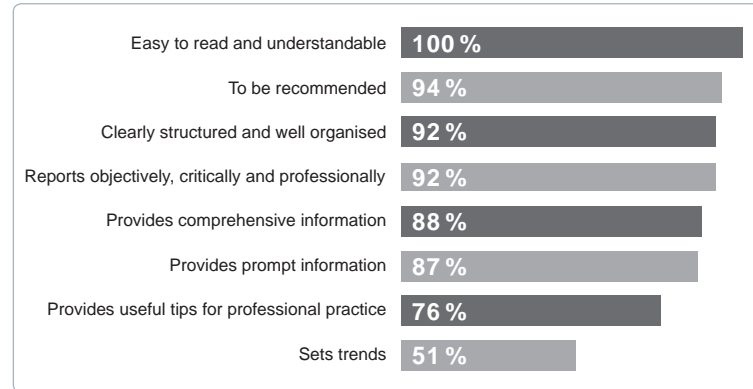
Readership Structure Analysis:

- The readers of VerkehrsRundschau are successful, dynamic, decision-makers: 89 % of the readers are in senior posts - 71 % of them are in management.
- 71 % of the readers classify the magazine as „very good“ or „good“.
- Good content is passed on: In addition to the initial recipient, VerkehrsRundschau reaches an average of 2.5 additional readers – meaning 3.5 readers in total. (Coverage of more than 52,000 readers*).

Reactions to adverts



Readers rate VerkehrsRundschau as positive and convincing



You can find the results of the readership structure analysis here:

http://cms.springertransportmedia.de/fm/2714/VerkehrsRundschau_Readership_Structure_Analysis_2016.pdf

* Number of readers x distributed circulation VerkehrsRundschau A-Issue
IVW, II.Quarter 2016

| | COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS | LOGISTICS | SUPPLEMENTS/ SPECIALS | FAIRS |
|--|---|----------------------|--------------------------|---|
| ISSUE 1-2 DA/PM: 22.12.16 CA: 05.01.17 PD: 13.01.17 | Containers and Chassis Digitacho Furniture logistics | Logistics consulting | | European Motor Show , Brussels, 14.01.-22.01.2017 |
| ISSUE 3-4 TÜV-Issue 1 Incl. BWVL-Forum DA/PM: 13.01.17 CA: 20.01.17 PD: 27.01.17 | Trailers with sliding floor system Lubricants and additives | Automotive logistics | | |
| ISSUE 5 DA/PM: 20.01.17 CA: 27.01.17 PD: 03.02.17 | Temperature-controlled transports | Food logistics | | Fruit Logistica , Berlin, 08.02.-10.02.2017 |
| ISSUE 6 TÜV-Issue 2 DA/PM: 27.01.17 CA: 03.02.17 PD: 10.02.17 | Results Image Ranking Low-bed trailers/heavy-duty transport Truck-mounted forklifts | Container logistics | | |
| ISSUE 7 DA/PM: 03.02.17 RS: 10.02.17 PD: 17.02.17 | Telematics and forwarding software | Green logistics | | Transpotec & Logitec , Verona, 22.02.-25.02.2017 |
| ISSUE 8 Incl. BWVL-Forum DA/PM: 10.02.17 CA: 17.02.17 PD: 24.02.17 | Tires for light trucks Industrial trucks/Intralogsitics | Tender platforms | | |

TÜV = Association for Technical Inspection. You can find our current events at www.verkehrsrundschau.de/events.
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| | COMMERCIAL VEHICLES & VEHICLE FLEET/INTRALOGISTICS | LOGISTICS | SUPPLEMENTS/ SPECIALS | FAIRS |
|--|---|-------------------------------|------------------------------|--|
| ISSUE 9 TÜV-Issue 3 DA/PM: 15.02.17 CA: 22.02.17 PD: 03.03.17 | Commercial vehicle rental Axles and brakes | Intermodal transports | | |
| ISSUE 10 DA/PM: 22.02.17 CA: 03.03.17 PD: 10.03.17 | LogiMAT Preview | Banks | | LogiMAT , Stuttgart, 14.03.-16.03.2017 SITL , Paris, 14.03.-16.03.2017 |
| ISSUE 11 TÜV-Issue 4 DA/PM: 03.03.17 CA: 10.03.17 PD: 17.03.17 | Green Trucks/Green Vans/Green Pickups Vans | CEP services | Telematics-Special | CeBIT , Hanover, 20.03.-24.03.2017 Transport Complete , Hardenberg, 21.03.-23.03.2017 |
| ISSUE 12 Incl. BWVL-Forum DA/PM: 10.03.17 CA: 17.03.17 PD: 24.03.17 | Mega trailers | E-Commerce | Driving Ban Timetable | |
| ISSUE 13-14 DA/PM: 24.03.17 RS: 31.03.17 PD: 07.04.17 | Commercial vehicles procurements (purchase/leasing) Tippers | Insurances Trade logistics | | |
| ISSUE 15 TÜV-Issue 5 DA/PM: 31.03.17 CA: 07.04.17 PD: 15.04.17 | Box bodies Tail lifts AutoID (printers/scanners) | Freight exchanges | | |

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|--|---|---|--------------------------|--|
| ISSUE 16 DA/PM: 05.04.17 CA: 12.04.17 PD: 21.04.17 | Set-down and roll-off vehicles | Contract logistics | | Hanover Messe , 24.04.-28.04.2017 Day of the Logistics - BVL , 27.04.2017 ReTEC , Augsburg, 25.04.-27.04.2017 |
| ISSUE 17 Incl. BWVL-Forum DA/PM: 12.04.17 CA: 21.04.17 PD: 28.04.17 | Construction material trailers Loading cranes Preview interpack Transport packagings/Pallets | Construction logistics | | interpack , Düsseldorf, 04.05.-10.05.2017 |
| ISSUE 18 DA/PM: 20.04.17 CA: 27.04.17 PD: 05.05.17 | Telematics and forwarding software | Preview transport logistic General cargo logistics | | transport logistic , Munich, 09.05.-12.05.2017 |
| ISSUE 19 TÜV-Issue 6 DA/PM: 27.04.17 CA: 05.05.17 PD: 12.05.17 | Trailers for intermodal transport | Digitization in logistics | CEP-Special | IFBA Recovery and Towing , Kassel, 18.05.-20.05.2017 |
| ISSUE 20 DA/PM: 05.05.17 CA: 12.05.17 PD: 19.05.17 | Fuel cards | Further training in haulage and logistics | | |
| ISSUE 21 Incl. BWVL-Forum DA/PM: 12.05.17 CA: 19.05.17 PD: 27.05.17 | Industrial trucks/Intralogistics | Seaports and hinterland transports | Workshop-Special | |

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|------------------------|--|--------------------------|------------------------------|---|
| ISSUE 22 | Swap bodies | Rail freight transports | | |
| DA/PM: 18.05.17 | Commercial vehicle rental | | | |
| CA: 26.05.17 | | | | |
| PD: 02.06.17 | | | | |
| ISSUE 23 | Logistics properties, doors and ramps | Pharmaceutical logistics | | |
| DA/PM: 24.05.17 | | | | |
| CA: 01.06.17 | | | | |
| PD: 09.06.17 | | | | |
| ISSUE 24 | Box bodies for distribution transport | City-Logistics | Driving Ban Timetable | |
| TÜV-Issue 7 | | | | |
| DA/PM: 01.06.17 | | | | |
| CA: 09.06.17 | | | | |
| PD: 17.06.17 | | | | |
| ISSUE 25 | Alternative gears/Electromobility Shelving and storage equipment | Inland ports | | |
| TÜV-Issue 8 | | | | |
| DA/PM: 08.06.17 | | | | |
| CA: 16.06.17 | | | | |
| PD: 23.06.17 | | | | |
| ISSUE 26 | Lubricants and additives Incl. BWVL-Forum Telematics and forwarding software | Freight exchanges | | Truck-Grand-Prix, Nürburgring, 30.06.-02.07.2017 |
| DA/PM: 16.06.17 | | | | |
| CA: 23.06.17 | | | | |
| PD: 30.06.17 | | | | |
| ISSUE 27 | Tipping bodies | Construction logistics | | |
| DA/PM: 23.06.17 | | | | |
| CA: 30.06.17 | | | | |
| PD: 07.07.17 | | | | |

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|---|--|----------------------------------|--------------------------|---|
| ISSUE 28 TÜV-Issue 9 DA/PM: 30.06.17 CA: 07.07.17 PD: 14.07.17 | Fifth wheels and coupling devices | Hazardous cargo logistics | | |
| ISSUE 29-30 Incl. BWVL-Forum DA/PM: 14.07.17 CA: 21.07.17 PD: 28.07.17 | Dry-bulk and tank vehicles Industrial trucks/Intralogistics | Green logistics | | |
| ISSUE 31 TÜV-Issue 10 DA/PM: 21.07.17 CA: 28.07.17 PD: 04.08.17 | Disposal and municipal vehicles Cargo securing | Disposal and recycling logistics | | |
| ISSUE 32-33 DA/PM: 03.08.17 CA: 10.08.17 PD: 18.08.17 | Loading cranes Axles and brakes | Digitization in logistics | | |
| ISSUE 34-35 Incl. BWVL-Forum DA/PM: 18.08.17 CA: 25.08.17 PD: 01.09.17 | Commercial vehicle rental | Intermodal transports | | |
| ISSUE 36 DA/PM: 25.08.17 CA: 01.09.17 PD: 08.09.17 | Trailers for steel and paper | Steel logistics | | drinktec , Munich, 11.09.-15.09.2017 HUSUM Wind , 12.09.-15.09.2017 IAA Pkw , Frankfurt, 14.09.-24.09.2017 |

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|--|--|-----------------------|------------------------------|--|
| ISSUE 37 TÜV-Issue 11 DA/PM: 01.09.17 CA: 08.09.17 PD: 15.09.17 | Commercial vehicles procurements (purchase/leasing) Vans | E-Commerce | Driving Ban Timetable | |
| ISSUE 38 DA/PM: 08.09.17 CA: 15.09.17 PD: 22.09.17 | Tipper and asphalt bodies Preview Expo Real: Logistics properties, doors and ramps | Contract logistics | | NUFAM , Karlsruhe, 28.09.-01.10.2017 |
| ISSUE 39 Incl. BWVL-Forum DA/PM: 15.09.17 CA: 22.09.17 PD: 29.09.17 | Tires Washing facilities | Insurances | | Expo Real , Munich, 04.10.-06.10.2017 |
| ISSUE 40 TÜV-Issue 12 DA/PM: 21.09.17 CA: 28.09.17 PD: 06.10.17 | Shelving and storage equipment | Spare parts logistics | Workshop-Special | |
| ISSUE 41 DA/PM: 28.09.17 CA: 06.10.17 PD: 13.10.17 | Car transporters Low-bed trailers/heavy-duty transport | Automotive logistics | | BedrijfsautoRAI , Amsterdam, 17.10.-21.10.2017 |
| ISSUE 42 DA/PM: 06.10.17 CA: 13.10.17 PD: 20.10.17 | Industrial trucks/Intralogistics | Freight exchanges | COPYTEST | 34. Deutscher Logistik-Kongress (German Logistics Congress), Berlin, October 2017 |

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|--|---|--|------------------------------|--|
| ISSUE 43 Incl. BWVL-Forum DA/PM: 13.10.17 CA: 20.10.17 PD: 27.10.17 | Box bodies and vans Fuel cards | E-Commerce | CEP-Special | |
| ISSUE 44 TÜV-Issue 13 DA/PM: 19.10.17 CA: 26.10.17 PD: 04.11.17 | Beverage bodies AutoID (printers/scanners) | Seaports and hinterland transports | | |
| ISSUE 45 DA/PM: 26.10.17 CA: 03.11.17 PD: 10.11.17 | Telematics and forwarding software | General cargo logistics | | |
| ISSUE 46 TÜV-Issue 14 DA/PM: 03.11.17 CA: 10.11.17 PD: 17.11.17 | Megatrailers Automotive | Pharmaceutical logistics | | BME-Symposium , Berlin, November 2017 Logitrans , Istanbul, 18.11.-20.11.2017 Solutrans , Lyon, 21.11.-25.11.2017 |
| ISSUE 47 Incl. BWVL-Forum DA/PM: 10.11.17 CA: 17.11.17 PD: 24.11.17 | Commercial vehicle rental | Intermodal transports | Annual calendar | |
| ISSUE 48-49 DA/PM: 24.11.17 CA: 01.12.17 PD: 08.12.17 | Lubricants and additives | Chemicals and hazardous cargo logistics | Driving Ban Timetable | |

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**COMMERCIAL VEHICLES &
VEHICLE FLEET/INTRALOGISTICS**
LOGISTICS
**SUPPLEMENTS/
SPECIALS**
FAIRS
ISSUE 50

Light-weight trailers

Logistics regions

Incl. BWVL-Forum

DA/PM: 01.12.17
CA: 08.12.17
PD: 15.12.17
ISSUE 51-52

Annual review

Annual review

Who is Who Logistics 2018

TÜV-Issue 15

DA/PM: 08.12.17
CA: 15.12.17
PD: 22.12.17

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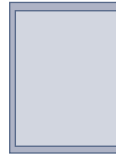
Formats



Title Display
–
210 x 156 mm*



2/1 Pages across gutter
388 x 236 mm
420 x 279 mm*



1/1 Page
175 x 236 mm
210 x 279 mm*



2/3 Page horizontal
175 x 156 mm
210 x 178 mm*



1/2 Page upright
85 x 236 mm
101 x 279 mm*



1/2 Page horizontal
175 x 117 mm
210 x 137 mm*

Main magazine

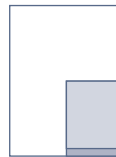
Type area (width x height)
Trim size (width x height)



1/3 Page upright
55 x 236 mm
71 x 279 mm*



1/3 Page horizontal
175 x 76 mm
210 x 91 mm*



1/4 Seite bloc
85 x 117 mm
101 x 137 mm*



1/4 Page upright
40 x 236 mm
56 x 279 mm*



1/4 Page horizontal
175 x 56 mm
210 x 71 mm*



1/8 Page horizontal
175 x 31 mm
210 x 49 mm

Main magazine

Type area (width x height)
Trim size (width x height)

* +3 mm bleed on all outer edges



Circulation in annual average:

Print run: 15,001 copies
 Actual distributed circulation (incl. e-paper): 15,039 copies

Magazine size:

210 mm width x 279 mm height

Type area:

175 mm width x 236 mm height

Columns 4:

Column width 40 mm

Columns 3:

Column width 55 mm

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 you can find at www.mediacentrum.de.

The creation of artwork will be invoiced.

Ad types and rates:

| Format | 4-colors in € |
|---|------------------|
| 2/1 Page | 13,460.00 |
| Title Display (no discounts available) | 9,800.00 |
| 2/4. Cover Page | 7,850.00 |
| 1/1 Page | 6,700.00 |
| 2/3 Page | 5,590.00 |
| 1/2 Page | 3,650.00 |
| 1/3 Page | 2,800.00 |
| 1/4 Page | 2,450.00 |
| 1/8 Page | 1,750.00 |

Preferential placements:

Preferential placements: 745.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 3.78
 Agency price: each mm (1-column, 43 mm wide, colored) € 7.26
 Direct price: each mm (1-column, 43 mm wide, b/w) € 3.21
 Direct price: each mm (1-column, 43 mm wide, colored) € 6.17
 Situations wanted: each mm (1-column, 43 mm wide) € 2.05
 Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times 3%
 6 times 5%
 12 times 10%
 18 times 12%
 24 times 15%
 50 times 20%

By number of pages

3 pages 5%
 6 pages 10%
 9 pages 12%
 12 pages 15%
 24 pages 20%

All surcharges do qualify for discounts. For title displays no discounts available.

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, Germany
 IBAN: DE02 7002 0270 1830 2092 00,
 BIC: HYVEDEMMXXX

General conditions:

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Title promoter

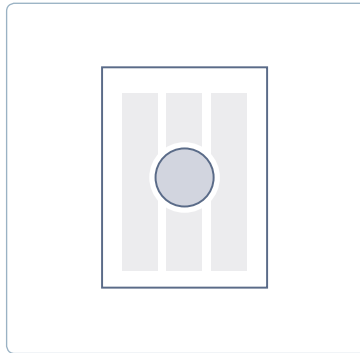


in combination with a 1/1 page, 4c

Format:
45 mm x 45 mm
(circular and square possible)

Total price: €9,320.00

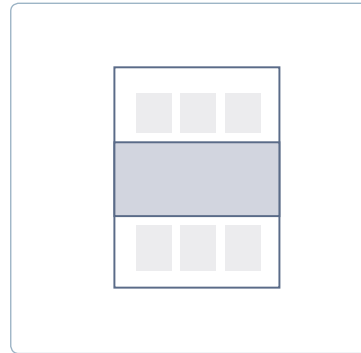
Circular Advert



Format:
max. Ø 80 mm

Price: €3,185.00

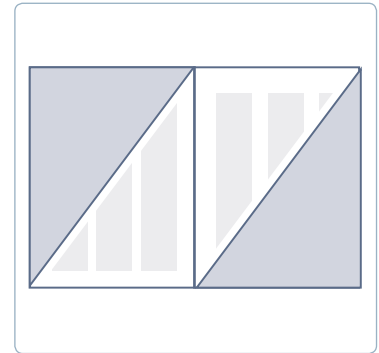
Banderole



Format:
210 mm width x 98 mm height

Price: €6,720.00

2 x ½ Page Diagonal Version 1*



Format:
210 mm width x 279 mm height

Price: €9,490.00

* only in coordination with the editorial department

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

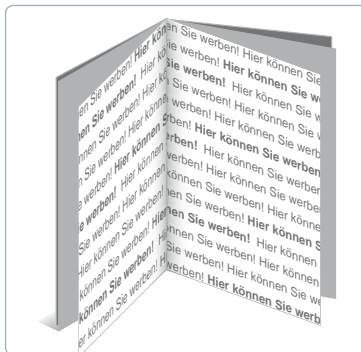
Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently
- You have the option of inserting an existing flyer/prospect

Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- Bleed: gutter 3 mm each
- Bleed: on all outer edges 4 mm

Price: (no discounts available)

- 2 pages: € 3,990.00
- 4 pages: € 7,980.00
- 6 pages: € 11,970.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

Cover Flap



Characteristics:

- Prominent placement on shortened jacket pages over the front and back cover
- Optimally catches readers' attention

Format:

- Front cover and 2nd inside front cover: 105 mm width x 279 mm height
- Back cover: 210 mm width x 279 mm height

Price: € 11,955.00

Delivery address for loose-leaf and inbound inserts:

Loose-leaf und inbound inserts must be delivered
10 working days before publication date at the latest.

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

Delivery note: „Object name issue no. “

Furthermore, the delivery note should contain the name of the client
and the delivery quantity. Further information regarding the delivery
you will find in the confirmation of order.

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

**We offer many more types
of special ad forms -
we'll be pleased to advise you!**

**On request: As an additional
service, printing of loose-leaf
and inbound inserts possible.**

Data creating:

- Please send printable PDF files only (preferably PDF X3) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 300 percent.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

Data transfer:

- Use Winzip (.ZIP) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer.
- (journal_issue_customer_motive.zip).

Support on:

- Creating PDF X3
 - Distiller job options
 - Pitstop settings etc.
- are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request
E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfelsers Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.



Characteristics:

The **VerkehrsRundschau “Extra”** is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of “**VerkehrsRundschau**” and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group. The Extra appears in the layout of **VerkehrsRundschau** and the editorial department of **VerkehrsRundschau** will supervise its contents.

Advantages and use for the exclusive partner:

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of **VerkehrsRundschau**
- Positioning of the company as an innovative opinion leader and solutions supplier
- Targeted distribution to the relevant target group by way of inserts to the Extra issue of **VerkehrsRundschau**
- Complete package: Editorial and graphic from one source
- Appears in the layout of **VerkehrsRundschau**
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement

Price and size:

- Prices from €25,500 (no agency commission possible)
- Number of pages: 12, 24, 28 or 36 pages
- Format: 203 mm width x 275 mm height
- Design: 4-colors




For the fifteenth time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazines goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

Through concise company portraits your company can be presented individually. Your entry will be published both in the magazine „Who is Who“ and as an extensive online-portrait. We'll be pleased to advise you with the design of the content.

You can book online at any time and in a short time your portrait will be put on the website. Then you will automatically appear in the next „Who is Who“ magazine. Thus, we guarantee you a 12-month running time in both print and online without additional costs.



Online-Features:

- Entry in the large VerkehrsRundschau online sector guide
- Optimised search function:
Thus you can be found much quicker
- Contact form
- Linking to your social media activities – like   
- Client logo in relevant online dossiers
- Images and video galleries
- Using your individual online access, you can keep your data up-to-date throughout the whole year.

Present yourself with an extensive and individual company portrait!

Magazine format: 210 mm x 279 mm
 Circulation: 20,000 copies
 Distribution: as a supplement in VerkehrsRundschau Nr. 51-52 from 22. December 2017

Deadlines portraits:
 ▪ Advertisement deadline portraits: 02. November 2017
 ▪ Deadline printing materials portraits: 07. November 2017

Formats and prices:
 ▪ 1/1 page in the magazine €2,060.00 (incl. online-entry with many additional features)
 ▪ 2/1 page in the magazine €3,900.00 (incl. online-entry with many additional features)

Don't miss the opportunity to run an advertisement in the „Who is Who“ magazine!

Deadlines display advert:
 ▪ Advertisement deadline display advert: 13. November 2017
 ▪ Deadline printing materials display advert: 17. November 2017

Ad types and prices:

| | | |
|---------------------|-------------------------------|-----------|
| Cover Page | 210 mm width x 279 mm height* | €7,165.00 |
| 1/1 Page | 210 mm width x 279 mm height* | €6,230.00 |
| 1/2 Page upright | 101 mm width x 279 mm height* | €3,330.00 |
| 1/2 Page horizontal | 210 mm width x 137 mm height* | €3,330.00 |

* +3 mm bleed on all outer edges

2017

MEDIA KIT 2017

Online ad types and prices
www.verkehrsrundschau.de



For further media information please visit vhv.mediacentrum.de

Standard ad forms:

verkehrsrundschau.de is the information portal for decision makers in the transport and logistics industry. The portal offers the latest news, background information, and analyses, and provides information about commercial vehicles, transport, storage, cargo handling, toll, driving ban, fleet management and courier, express, parcel services (CEP).

Visits: 168,753 (July 2016)
Page Impressions: 335,479 (July 2016)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: € 85.00



Expandable Medium Rectangle small
Size: 300 x 250 px and
630 x 250 px
CPM*: € 100.00



Expandable Medium Rectangle large
Size: 300 x 250 px and
630 x 350 px
CPM*: € 125.00



Half Page
Size: 300 x 600 px
CPM*: € 150.00
Expandable on request



Skyscraper
Size: 120 x 600 px or
160 x 600 px
CPM*: € 75.00



Superbanner
Size: 728 x 90 px
CPM*: € 75.00



Tandem Add
Size: 400 x 400 px and
300 x 250 px
CPM*: € 150.00



Wallpaper
Size: Superbanner and
Skyscraper
CPM*: € 150.00

Back-
ground
coloring
possible

Newsletter:

On every working day, Verkehrsrundschau informs the decision makers and executives in an up-to-date and informative online newsletter.

Newsletter subscribers: 8,219 (July 2016)
Average opening rate: 30 %



Medium Rectangle

Size: 300 x 250 px
Fixed price: €499.00



Cross/Full-Size Banner Text Display Large

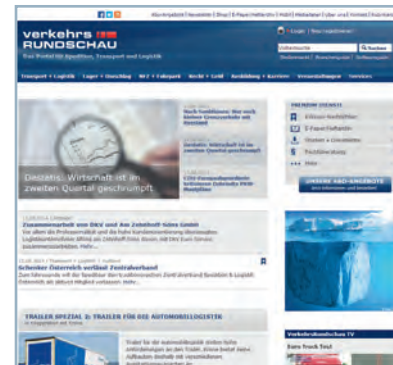
Size: 650 x 150 px
Fixed price: €499.00

ONLINE-Advertorial:

The online advertorial, marked as an advert, appears among the current news on the portal of verkehrsrundschau.de.

For this purpose, please send us an image (size: 620x385 px), a headline, a short teaser/introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

Price: 1,490.00 €/weekly



Topic Dossier:

At www.verkehrsrundschau.de/dossiers you can find current news and background reports about more than 500 topics, the industry, countries, products, enterprises and persons in haulage, transport, logistics and supply chain management.

Among those are topics like minimum wages, driving times and rest periods, truck toll and tender management, as well as about sectors and markets like contract logistics, e-commerce, pharmaceutical logistics, sea cargo and overland transport. Furthermore, you can find extensive information about various countries. VerkehrsRundschau also offers informative dossiers about products and services like heavy-duty trucks, trailers, forklifts, warehouse technology and insurances.

The information section is completed by dossiers about important companies of the sector.

Using the function „Thema beobachten“ („long-term watch topic“), the user can promptly receive free-of-charge e-mail alerts with up-to-date news and background reports about the desired topics.

Here you have the opportunity to occupy a topic exclusively and use the editorial setting.

„Occupy exclusively“ means: your logo as co-operation partner is placed in the topic dossier, you have exclusive access to the banner space and a product box, in which you can store anytime-alterable information about your services.

Price: € 1,000.00/monthly (minimum term 6 months)



Seminar Entries:

Advertise your seminar offer:

Training entry with logo, seminar description, target group, subject area, contact person, fees, lecturers, direct link to booking form, and more.

Price model:

1 bis 10 entries at 59.00 € each
11 bis 20 entries at 54.00 € each
over 20 entries at 49.00 € each



Job Market:

We provide you with the following possibilities to place a job market advert at VerkehrsRundschau.de.

- Job advert at VerkehrsRundschau.de € 495.00 (for 4 weeks)
- Job advert at VerkehrsRundschau.de and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau) € 995.00 (4 Wochen Laufzeit)

Not always is a solely online advert the right way to the new employee. Combine the reach of the VerkehrsRundschau print issue for specialist staff and managers with the full reach of our online offer:

- Combination Price for respective print ad (mm-price) + € 200.00 (for 4 weeks)
- Box fee € 400.00



VerkehrsRundschau News App:

Position your company, your products and services with an advertorial on our **VerkehrsRundschau News App** (for iPhone, iPad, Android).

| Ad type | Specification | Price in € |
|---------|---|------------|
| Slider | <p>① Advertorial is the 2nd slider spot Duration one week <i>Link to your website/conversion in-app possible</i></p> | 1,495.00 |
| Article | <p>② Advertorial article moves through the news stream Visibility appr. 1.5 days <i>Link to your website/conversion in-app possible</i></p> | 499.00 |

Many more online ad types possible – we'll be pleased to advise you!



© LAUFER - FOTOLIA

Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
- For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- Sound: generally permitted, provided that following conditions are fulfilled: as default, the sound of advertising media must be in OFF position. it can only be user-activated (e. g. by pushing a „Sound on“ button or a distinctive symbol like a loudspeaker). The user must always have the possibility to deactivate or to pause the sound. The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Display Large

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Technical specifications: News App

Article image:

- 4:3 format (min. 640 x 480 px / max. 1280 x 960 px)
- the image will be played in the 2nd slider spot or in the article (depending on the booking)
- in the detailed view the image is placed above the article
- a caption can be added to the image
- after the caption, the copyright will be added as follows: ©Foto: XYZ

Text:

- Headline – optimally, no more than 54 characters (if the headline is longer, it will be cut off in the overview)
- Teaser text – no limitation
- Text – no limitation

Optional:

- External URL that will open in the app can be added

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, Germany
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

The new online professional portal of VerkehrsRundschau:
More content. More performance. More benefits.

NEW!

DYNAMIC CONTENTS



- Up-to-date premium news
- Industry data
- Exclusive specialist articles
- Daily newsletter
- Over 800 topic dossiers

FURTHER EDUCATION



- Mandatory courses online
- Individual learning
- Current courses:
 - Driving and rest times
 - Digital tachographs
- Final exam & certificate

PRACTICE-ORIENTED RESEARCH




- Country information
- Liability & Insurance
- Market surveys
- Test database
- Personnel management

REGULATIONS AND LAWS




- Legally secure, comprehensive and up-to-date
- Checked by experts
- Liability and damages law
- Recent judgements
- Includes personal legal advice
- Compliance for legally secure transport logistics

PROFESSIONAL SEARCH ENGINE



- Verified industry knowledge for transport & logistics prepared systematically
- Quick and qualified search
- Filters for your everyday practice
- Magazine archive

★ 5 USERS - 1 PRICE



- Online access for 4 additional users
- Read the e-paper on mobile devices
- Exclusive studies & databases
- Create a favorites list

- Your advantages**
- ✓ Online access for 4 additional users
 - ✓ Further training online
 - ✓ Professional search engine
 - ✓ Regulations & Laws
 - ✓ Practice-oriented research
 - ✓ Dynamic contents



Gerhard Grünig
 Editor-in-Chief
 VerkehrsRundschau

“The new VerkehrsRundschau professional portal supports you in many of your work processes. It offers easy-to-find, clearly arranged cumulative information on individual topics and allows you to instruct your employees online in the future. All contents are checked for legal certainty. See for yourself.”

Interested? Contact us:

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 Phone: +49 89 203043-2124
andrea.volz@springer.com

We'll be pleased to advise you!



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