

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). 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: 8 times a year

3 Year of publication: 17th year 2010

4 Web-address (URL): www.taxi-zeitschrift.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
P. O. Box 80 20 20, 81620 Munich, Germany
Postal address: Aschauer Str. 18, 81549 Munich, Germany
House address: +49-89 / 20 30 43-0
Phone: +49-89 / 20 30 43-23 98
Fax: www.mediacentrum.de
Internet: anzeigen-vhv@springer.com
E-mail:

9 Editorial department:
Editor in chief: Dietmar Fund
dietmar.fund@springer.com

10 Advertising department:

Head of Sales: Jutta Rethmann
Advertising director: Marisa D`Arbonneau

11 Distribution department:

Vertriebsservice, Verlag Heinrich Vogel
Phone: 0 89/20 30 43 – 11 00

e-Mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate

Inland: 37.90 € incl. packing/postage, incl. 7% VAT

Foreign countries: 45.50 € 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:

2008 = 8 editions

Magazine format: 210 mm (wide), 279 mm (high)

Total size: 312 pages = 100.0 %

Editorial section: 210 pages = 67.3 %

Advertising section: 102 pages = 32.7 %

of them are

Classified advertisements: 5 pages = 4.9 %

Bound insert: - pages = 0.0 %

One's own advertisements: 18 pages = 17.7 %

Supplements (Loose-leaf inserts): - pieces

15 Content analysis:

-



16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2008 until June 30th 2009)

Printed copies:	36,501		
Total circulation	36,442	there from abroad:	23
Total net paid circulation:	35,894	there from abroad:	21
- subscribed copies	35,873	there from copies for members	35,785
- Sale by retail	-		
- Other sale	21		
Free copies:	548		
Remainer, file and checking copies	59		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.9	36,419
Foreign Country	0.1	23
Total circulation	100.0	36,442

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

	copies
Nielsen geographical sector 1	6,010
Nielsen geographical sector 2	6,729
Nielsen geographical sector 3a	4,668
Nielsen geographical sector 3b	3,270
Nielsen geographical sector 4	6,203
Nielsen geographical sector 5	3,601
Nielsen geographical sector 6	2,847
Nielsen geographical sector 7	3,092
Total circulation inland	36,419

TAXI

Media- Information 2010

Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs
1	Jan 22, 2010	Dec 7, 2009	Jan 4, 2010	Insurance	
2	Mar 12, 2010	Feb 2, 2010	Feb 23, 2010	Preview AMI Leipzig	AMI Auto Mobil International , Leipzig, Apr 10 to 18, 2010
3	Apr 23, 2010	Mar 16, 2010	Apr 4, 2010	Seats	
4	Jun 18, 2010	May 10, 2010	Jun 1, 2010	Review AMI Leipzig Survey car manufacturers	
5	Aug 6, 2010	Jul 1, 2010	Jul 20, 2010	Cashless payment transactions	
6	Sep 17, 2010	Aug 12, 2010	Aug 31, 2010	Preview European Taxi Trade Fair accounting software for ambulance service taxies	IAA (Int. Motor Show Trucks), Hanover, Sep 23 to 30, 2010 REHACare , Düsseldorf, Oct 6 to 9, 2010
7	Nov 5, 2010	Sep 29, 2010	Oct 18, 2010	Retrofitting, technique for handicapped persons, workshops	European Taxi Trade Fair , Cologne, Nov 5 to 6, 2010
8	Dec 17, 2010	Nov 11, 2010	Nov 30, 2010	Review European Taxi Trade Fair	



1 Circulation:

Printed copies: 36,501 copies
Total circulation in annual average 36,442 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, perfect binding, 175 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: 8 times a year

Publications dates, closings dates and dates for submission:

see timetable "Subjects and Dates"

5 Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
House address: Aschauer Str. 30, 81549 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
Advertising department: Elisabeth Huber
Phone: +49-89 / 20 30 43-23 52
Fax: +49-89 / 20 30 43-23 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					11,845.-
2., 3., 4. cover page (not discountable)					10,460.-
2/1 page	8 columns	379 x 250	420 x 279	11,230.-	17,300.-
1/1 page	4 columns	185 x 250	210 x 279	5,530.-	8,580.-
1/2 page	2 columns	90 x 250	102 x 279	2,830.-	4,360.-
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	1,890.-	2,930.-
	4 columns	185 x 85	210 x 98		
1/4 page	1 column	43 x 250	57 x 279	1,480.-	2,230.-
	2 columns	90 x 125			
	4 columns	185 x 65	210 x 82		
1/8 page	1 column	43 x 125		760.-	1,280.-
	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 780.00 €

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 3.43 €

Commercial ads (1 column, 43 mm wide) coloured 6.54 €

Private ads (1 column, 43 mm wide) b/w 2.92 €

Private ads (1 column, 43 mm wide) coloured 5.56 €

Situations wanted (1 column, 43 mm wide) 1.82 €

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 5,530.00 €

4 pages 11,060.00 €

6 pages 16,590.00 €

8 pages 22,120.00 €

(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
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up to 25 g	285.00 €
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up to 50 g	460.00 €
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per further 5 g	35.00 €
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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 93.00 €

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 GmbH, 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 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:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
online-inserate-hvogel@springer.com

4 Contact person:

Andrea Volz
Phone: +49 89/20 30 43 - 21 24
Fax: +49 89/20 30 43 - 23 98
E-mail: andrea.volz@springer.com

5 Access control:

-

6 Numbers of hits:

visits: 3,891 (September 2009)
page impressions: 11,655 (September 2009)

7. Ad forms and prices:

7.1 Banner advertisements

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

*Current prices from Oct 1, 2009; 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:

895 (September 2009)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	99.00
2 Horizontal/Fullsize banner, Text ad plus logo/picture	650 x 150	99.00

*Current prices from Oct 1, 2009; 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 large: headline: max. 60 characters
Text: max. 500 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

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipients groups 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	31,320
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		-1
	Total circulation inland	100	36,419
	Foreign countries (unlevied)		23
	Total circulation inland and foreign countries		36,442

Please contact us for further information

- **Head of Sales**
OMNIBUSREVUE, BUSFahrer,
TAXI, Fahrschule
- **Advertising Sales Manager**
- **Key Account Manager Online**
- **Advertising Administration**

Marisa D'Arbonneau
marisa.darbonneau@springer.com
phone: +49-89/20 30 43 - 22 27
fax: +49-89/20 30 43 - 23 98

Elisabeth Huber
elisabeth.huber@springer.com
phone: +49-89/20 30 43 - 23 52
fax: +49-89/20 30 43 - 23 98

Andrea Volz
andrea.volz@springer.com
phone: +49-89/20 30 43 - 21 24
fax: +49-89/20 30 43 - 23 98

Eva Loibl
eva.loibl@springer.com
phone: +49-89/20 30 43 - 23 75
fax: +49-89/20 30 43 - 21 58

Verlag Heinrich Vogel • Springer Fachmedien München GmbH •
Aschauer Straße 30 • D-81549 Munich
Phone: +49-89 / 20 30 43-22 24 • Fax +49-89 / 20 30 43-23 98
anzeigen-vhv@springer.com • www.taxi-zeitschrift.de