

1 Short characterization: Official cross-regional magazine of the federal driving instructors' association. The magazine focuses on issues of road safety and road safety training. Technical, economic, and traffic regulation issues are discussed in detail.

2 Frequency of publication: monthly

3 Year of publication: 59th year 2006

4 Web-address (URL): www.fahrschule-online.de

5 Memberships: -

6 Medium: Official organ of the Federal Association of Driving Instructor Organisations and their confederated states

7 Publisher: Federal Association of Driving Instructor Organisations

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
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: Dietmar Fund
dietmar.fund@springer.com

10 Advertising office:
Advertising director: Christian M. Rosner
christian.rosner@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.12 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:
Annual subscription rate
Inland: € 66.70 plus 13.20 packing/postage, incl. 7% VAT
Foreign Countries: € 66.70 plus 21.20 packing/postage, incl. 7% VAT
Single copy: € 6.90 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 0014-6838

14 Size analysis: 2004 = 12 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 688 pages = 100.0 %
Editorial section: 368 pages = 53.5 %
Advertising section: 320 pages = 46.5 %

of them are
Classified advertisements: 73 pages = 22.8 %
Image advertisements: 217 pages = 67.8 %
Bound insert: 6 pages = 1.9 %
One's own advertisements: 24 pages = 7.5 %

Supplements (Loose-leaf inserts): 17 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:			
Average circulation within one year (from July 1 st 2004 until June 30 th 2004)			
Printed copies:	18,933		
Total circulation	18,668	therefrom abroad:	53
Total net paid circulation:	17,912	therefrom abroad:	48
- subscribed copies	17,828	therefrom copies for members	
15,107			
- Sale by retail	-		
- Other sale	84		
Free copies:	756		
Remainer, file and checking copies	265		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.7	18,615
Foreign Country	0.3	53
Total circulation	100.0	18,668

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

	%	copies
Nielsen geographical sector 1	19	3,591
Hamburg / Bremen		762
Schleswig-Holstein		819
Lower Saxony		2,010
Nielsen geographical sector 2	22	4,021
North Rhine-Westphalia		4,021
Nielsen geographical sector 3a	14	2,662
Hesse		1,191
Rhineland-Palatinate		1,080
Saarland		391
Nielsen geographical sector 3b	11	1,992
Baden-Wuerttemberg		1,992
Nielsen geographical sector 4	15	2,867
Bavaria		2,867
Nielsen geographical sector 5	4	652
Berlin		652
Nielsen geographical sector 6	8	1,508
Mecklenburg-Western Pomerania		354
Brandenburg		782
Saxony-Anhalt		372
Nielsen geographical sector 7	7	1,322
Thuringia		577
Saxony		545
Total circulation inland	100	18,615

Fahrschule

Media-
Information
2006

Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2006
1	Jan 5, 2006	Nov 30, 2005	Dec 12, 2006	Driving instruction concepts of two-wheeler manufacturers	
2	Feb 2, 2006	Jan 4, 2006	Jan 17, 2006	Advertising material for driving schools	
3	Mar 2, 2006	Feb 2, 2006	Feb 20, 2006	Preview AMI Auto Mobil International	Int. Automobilsalon , Geneva, Mar 2 to 12, 2006 CeBIT, Hanover, Mar 9 to 15, 2006
4	Apr 6, 2006	Mar 9, 2006	Mar 20, 2006	Driving assistance systems used in driving schools	AMI Auto Mobil International , Leipzig, Apr 1 to 9, 2006
5	May 4, 2006	Apr 3, 2006	Apr 13, 2006	Report on AMI Auto Mobil International	Reifen (tires), Essen, May 23 to 26, 2006
6	Jun 1, 2006	May 3, 2006	May 12, 2006	Handheld computers for use by driving instructors	
7	Jul 6, 2006	Jun 7, 2006	Jun 19, 2006	Modern presentation technology for theoretical driving lessons	
8	Aug 3, 2006	Jul 6, 2006	Jul 17, 2006	Telephone systems, rates, and outline contracts	
9	Sep 7, 2006	Aug 9, 2006	Aug 21, 2006	Preview Nutzfahrzeuge-IAA (international commercial vehicles trade fair) Preview Intermot	IFMA , Cologne, Sep 14 to 17, 2006 Nutzfahrzeuge-IAA , Hanover, Sep 21 to 28, 2006
10	Oct 5, 2006	Sep 6, 2006	Sep 15, 2006	Mineral gas used in driving schools	Intermot , Cologne, Oct 11 to 15, 2006 REHACare , Dusseldorf, Oct 18 to 21, 2005
11	Nov 2, 2006	Oct 4, 2006	Oct 13, 2006	New heavy and light motorcycles for the two-wheeler season 2007 Report on Pkw-IAA (international automobiles trade fair)	
12	Dec 7, 2006	Nov 9, 2006	Nov 20, 2006	Driving school conditions of the car manufacturers for 2007	

Further topics covered regularly in FAHRSCHULE:

- New specialized literature and new media for driving instructors
- Offers by the vocational training institutes
- Offers of further vocational training for driving instructors
- New products and services of car manufacturers and their suppliers
- Up-to-date information from driving-school vehicle lessors



1 Circulation:

Printed copies:	18,933 copies
Total circulation in annual average	18,668 copies

2 Magazine size:

210 x 280 mm
213 x 286 mm untrimmed

Type area:

185 mm wide, 250 mm high
4 columns, 43 mm
3 columns, 60 mm

3 Printing process, artworks:

Offset printing, wire-stitching. 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.

7 Ads and rates:

All prices are plus VAT.

4 Publication:

Frequency of publication: monthly
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Publisher:

Verlag Heinrich Vogel GmbH Fachverlag
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising department: Elisabeth Leibmann
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 10 days	2% prompt payment discount
- within 30 days	
from date of invoice	net

VAT no. DE 811148881

Bank accounts:

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

2/1 page: W 393 x H 250

2/1 page truncate:* W 420 x H 280

Basic rate b/w	7,745.00 €
coloured	11,060.00 €

1/1 page: W 185 x H 250

1/1 page truncate:* W 210 x H 280

Basic rate b/w	3,800.00 €
coloured	5,450.00 €

1/2 page (upright): W 90 x H 250

1/2 page truncate:* W 102 x H 280

1/2 page (landscape): W 185 x H 125

1/2 page truncate:* W 210 x H 140

Basic rate b/w	2,060.00 €
coloured	2,940.00 €

1/3 page (upright): W 60 x H 250

1/3 page truncate:* W 72 x H 280

1/3 page (landscape): W 185 x H 85

1/3 page truncate:* W 210 x H 98

Basic rate b/w	1,380.00 €
coloured	2,050.00 €

1/4 page (upright, 1-column): W 43 x H 250

1/4 page truncate:* W 57 x H 280

1/4 page, 2-column: W 90 x H 125

1/4 page (landscape): W 185 x H 60

1/4 page truncate:* W 210 x H 82

Basic rate b/w	1,120.00 €
coloured	1,635.00 €

1/8 page (upright, 1-column): W 43 x H 125

1/8 page, 2-column: W 90 x H 60

1/8 page (landscape): W 185 x H 30

Basic rate b/w	580.00 €
coloured	955.00 €

1/16 page, 1-column: W 43 x H 60

1/16 page, 2-column: W 90 x H 30

1/16 page (landscape): W 185 x H 15

Basic rate b/w	325.00 €
coloured	525.00 €

Front cover page

Basic rate, coloured	7,940.00 €
----------------------	------------

2., 3., 4. cover page

Basic rate, 4-coloured	6,335.00 €
------------------------	------------

* + 4 mm bleed at all edges to be truncated

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 610.00 €

8.3 Ad formats

Bleeding 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) 4.40 €

Commercial ads (1 column, 43 mm wide, coloured) 6.05 €

Private ads (1 column, 43 mm wide, b/w) 3.74 €

Private ads (1 column, 43 mm wide, coloured) 5.14 €

Situations wanted (1 column, 43 mm wide) 1.86 €

Box number fee 10.00 €

10 Special ad forms:

on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions 3%

6 insertions 5%

9 insertions 10%

12 insertions 15%

Quantity discount

3 pages 5%

6 pages 10%

9 pages 15%

12 pages 20%

All surcharges qualify for discount.

Front pages do not qualify for discounts.

12 Combinations: -

13 Bound inserts:

2 pages 3,800.00 €

4 pages 7,600.00 €

6 pages 11,400.00 €

8 pages 15,200.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).

14 Loose-leaf inserts:

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 155.00 €

up to 50 g 215.00 €

over 50 g on request

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

15 Glued-in postcards:

Glued-in postcards/thousands 82.00 €

Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

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

16 Delivery address for the positions 13 to 15:

on request

Delivery notice: for FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

1. Web-Adresse (URL):

www.fahrschule-online.de

2. Short characterization:

Comprehensive Internet offer for driving-school owners and driving instructors.

Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price (per thousand)
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	1) 40.00 €
Combi-Package ²⁾	778 x 90+200 x 400+400 x 40	60.00 €

¹⁾ only in combination with combi-package

²⁾ up to 10 times more effective advertisements and higher click rate!
(Superbanner and Skyscraper and Contentbanner)

4. Newsletter:

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

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices (per thousand)	36,- €* (per workday)	26,- €* (per workday)

* Minimum booking: 5 adverts

All prices are plus VAT. Valid from 01.10.2005.

Number of Newsletter-Subscribers August 2005: 2,590

5. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

6. Contact person:

Christian Plagge
Tel. + 49 (0) 89 43 72-21 49
Christian.Plagge@springer.com

7. Data delivery:

online-inserate@springer.com

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.)
80.41	Driving schools	91	16,940
	- Owner of driving schools	71	13,220
	- Employed driving instructors	16	2,980
	- Driving schools of railway, post, fire departments, German Federal Armed Forces and police	4	750
74.84	Supply of other services	1	190
34	Manufacturing of automobiles and spare parts	1	190
66	Insurance industry	1	190
91.1	Trade and employers associations, professional organisations	1	190
75.1	Civil Service (administrations, District Offices, MOT)	1	190
	Other	3	560
	Not specified	1	190
	Rounding difference		-25
	Total circulation inland	100	18,615
	Foreign countries (unlevied)		53
	Total circulation inland and foreign countries		18,668

Data Ticket

Status quo: October 2005

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 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 / Martha Spanheimer

Beethovenstraße 5

97080 Würzburg

Tel.: +49-9 31/3 85-2 30