

<b>1 Circulation:</b>	30,000 copies
<b>2 Magazine size:</b>	210 x 280 mm trimmed
<b>Type area:</b>	185 mm wide, 253 mm high 4 columns, 45 mm
<b>3 Printing process, artworks:</b>	Offset printing, perfect binding. 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.
<b>4 Dates:</b>	
<b>Publication frequency:</b>	annual
<b>Publication date:</b>	June 2006
<b>Dates for submission:</b>	Apr 3, 2006
<b>5 Editorial Board:</b>	Verlag Heinrich Vogel GmbH Fachverlag
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<b>6 Payment terms:</b>	
- 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	

## 7 Anzeigenformate und Preise:

Format	Width x Height mm	Basis price s/w €	2-coloured €	3-coloured €	4-coloured €
Double page	393 x 253	9,010.00	11,830.00	14,650.00	17,470.00
Full page	185 x 253	4,420.00	5,830.00	7,240.00	8,650.00
2/3 page upright	121 x 253	2,935.00	3,880.00	4,825.00	5,770.00
2/3 page landscape	185 x 170				
1/2 page upright	90 x 253	2,210.00	2,915.00	3,620.00	4,325.00
1/2 page landscape	185 x 125				
1/3 page upright	60 x 253	1,500.00	1,995.00	2,490.00	2,985.00
1/3 page landscape	185 x 85				
1/4 page upright (1-column)	45 x 253	1,130.00	1,525.00	1,920.00	2,315.00
1/4 page upright (2- columns)	90 x 125				
1/4 page landscape	185 x 65				
1/8 page upright (1- column)	45 x 125	580.00			
1/8 page upright (2- columns)	90 x 65				
1/8 page landscape	185 x 33				
2., 4. cover page					9,390.00

## 8 Surcharges: (discount possible)

### 8.1 Colours

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

### 8.2 Preferential positions

Fixed positions 615.00 €

### 8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area -

Bleeding advertisement (only fullpage) -

All surcharges qualify for discount.

## 9 Special ad forms:

Reprints: on request

Other ad forms

(e.g. Gatefolders, bookmarks): on request

Possibility for insertion

www.nutzfahrzeugkatalog.de on request

## 10 Discounts:

Existing agreed discounts from VerkehrsRundschau can also be applied to the Nutzfahrzeug-Katalog. The insertion in the catalogue is not part of the agreement fulfillment.

## 11 Bound inserts:

2 pages 4,420.00 €

4 pages 8,840.00 €

6 pages 13,260.00 €

8 pages 17,680.00 €

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

The number of inserts is limited. Please contact the publisher.

In trimmed format, inserts must match the magazine's format

(280 mm vertical, 210 mm horizontal). Inserts to be sent in

untrimmed format and folded, format information can be obtained from the publisher.

## 12 Loose-leaf inserts:

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

Loose inserts do not qualify for discounts.

## Nutzfahrzeugkatalog (Catalogue for commercial vehicles) offers more:

Primary target group: Transport company owners, KEP services, subcontractors, and traders.

The practical manual is published annually in Germany, Austria, and Switzerland, always in the first half of the year with a circulation of 30,000 copies. The buyers and subscribers of VerkehrsRundschau use this comprehensive and indispensable reference book for making decisions about purchases and sales of commercial vehicles. The catalogue can also be obtained at selected kiosks or via the publisher's distribution service.

The website at [www.nutzfahrzeug-katalog.de](http://www.nutzfahrzeug-katalog.de) is the ideal complement for a faster search for vehicles, implementation possibilities, test result comparisons, and cost calculation.

**The current media information on all our specialized titles can also be found at: [www.mediacentrum.de](http://www.mediacentrum.de)**

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