

1 Short characterization: TAXI is the only federal German specialized magazine for taxi and car-rental companies tested by the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern, Information Society 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: 13th year 2006

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
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9 Editorial department:
Editor in chief: Dietmar Fund
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10 Advertising office:
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christian.rosner@springer.com

11 Distribution director: Jutta Rethmann
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12 Advertised price:
Annual subscription rate
Inland: € 26.30 plus 9.60 packing/postage, incl. 7% VAT
Foreign Countries: € 26.30 plus 18.20 packing/postage, incl. 7% VAT
Single copy: € 5.10 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 1437-0336


14 Size analysis: 2004 = 8 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 326 pages = 100.0 %
Editorial section: 203 pages = 62.3 %
Advertising section: 123 pages = 37.7 %

of them are

Classified advertisements:	11 pages	=	8.1 %
Image advertisements:	102 pages	=	83.0 %
Bound insert:	- pages	=	- %
One's own advertisements:	10 pages	=	8.9 %

Supplements (Loose-leaf inserts): 3 pieces

15 Content analysis: Not surveyed

16 Circulation control: 

17 Analysis of circulation: Average circulation within one year
(from July 1st 2004 until June 30th 2005)

Printed copies:	35,988		
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Total circulation	35,756	therefrom abroad:	3
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Total net paid circulation:	35,225	therefrom abroad:	2
- subscribed copies	35,225	therefrom copies for members	
35,161			
- Sale by retail	-		
- Other sale	-		

Free copies:	531		
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Remainer, file and checking copies	232		
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18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	100.0	35,753
Foreign Country	-	3
Total circulation	100.0	35,756

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

	%	copies
Nielsen geographical sector 1	16	5,756
Hamburg / Bremen		1,859
Schleswig-Holstein		1,430
Lower Saxony		2,467
Nielsen geographical sector 2	19	6,793
North Rhine-Westphalia		6,793
Nielsen geographical sector 3a	13	4,684
Hesse		2,485
Rhineland-Palatinate		1,806
Saarland		393
Nielsen geographical sector 3b	9	3,146
Baden-Wuerttemberg		3,146
Nielsen geographical sector 4	16	5,863
Bavaria		5,863
Nielsen geographical sector 5	10	3,469
Berlin		3,469
Nielsen geographical sector 6	8	2,967
Mecklenburg-Western Pomerania		822
Brandenburg		983
Saxony-Anhalt		1,162
Nielsen geographical sector 7	9	3,075
Thuringia		1,323
Saxony		1,752
Total circulation inland	100	35,753

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Media- Information 2006

Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2006
1	Feb 10, 2006	Jan 5, 2006	Jan 23, 2006	The taxi conditions and packets of the car manufacturer	Int. Automobil-Salon , Geneva, Mar 2 to 12, 2006
2	Mar 24, 2005	Feb 17, 2006	Mar 6, 2006	Preview AMI Auto Mobil International Advertising material for taxi and car-rental owners	
3	May 05, 2006	Mar 28, 2006	Apr 18, 2006	Report on AMI Auto Mobil International Driving assistance systems	AMI Auto Mobil International , Leipzig, Apr 1 to 9, 2006 Reifen (Tyres), Essen May 23 to 26, 2006
4	Jun 23, 2006	May 16, 2006	Jun 6, 2006	Telephone systems, rates, and outline contracts	
5	Aug 11, 2006	Jul 10, 2006	Jul 24, 2006	Mineral gas used in taxis and hired cars	
6	Sep 22, 2006	Aug 18, 2006	Sep 4, 2006	Preview European Taxi Trade Fair	REHACare , Dusseldorf, Oct 18 to 21, 2006 Europäische Taximesse (European Taxi Trade Fair), Cologne Oct 27 to 28, 2006
7	Nov 17, 2006	Oct 12, 2006	Oct 30, 2006	Report on European Taxi Trade Fair	
8	Dec 15, 2006	Nov 10, 2006	Nov 27, 2006	Card reading systems	



1 Circulation:

Printed copies: 35,988 copies
Total circulation in annual average 35,756 copies

2 Magazine size:

210 x 280 mm
217 x 288 mm untrimmed

Type area:

185 mm wide, 253 mm high
4 columns, 45 mm
3 columns, 60 mm

3 Printing process, artworks:

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.

7 Ads and rates:

All prices are plus VAT.

2/1 page: W 393 x H 253

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

Basic rate b/w 10,595.00 €
2-coloured 12,510.00 €
3-coloured 14,425.00 €
4-coloured 16,340.00 €

1/1 page: W 185 x H 253

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

Basic rate b/w 5,215.00 €
2-coloured 6,175.00 €
3-coloured 7,135.00 €
4-coloured 8,095.00 €

2/3 page (upright): W 124 x H 253

2/3 page truncate:* W 144 x H 280

2/3 page (landscape): W 185 x H 170

2/3 page truncate:* W 210 x H 192

Basic rate b/w 3,455.00 €
2-coloured 4,130.00 €
3-coloured 4,805.00 €
4-coloured 5,480.00 €

1/2 page (upright): W 90 x H 253

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 2,665.00 €
2-coloured 3,145.00 €
3-coloured 3,625.00 €
4-coloured 4,105.00 €

*Truncate additional charge: 515.- €
+ 4 mm bleed at all edges to be truncated

4 Publication:

Frequency of publication: eight times a year
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 8 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

1/3 page (upright): W 60 x H 253

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 1,780.00 €
2-coloured 2,105.00 €
3-coloured 2,430.00 €
4-coloured 2,755.00 €

1/4 page (upright, 1-column): W 45 x H 253

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 65

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

Basic rate b/w 1,395.00 €
2-coloured 1,630.00 €
3-coloured 1,865.00 €
4-coloured 2,100.00 €

1/8 page (upright, 1-column): W 45 x H 125

1/8 page, 2-column: W 90 x H 65

1/8 page (landscape): W 185 x H 33

Basic rate b/w 715.00 €

Front cover page

Basic rate, 4-coloured 11,130.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 9,855.00 €

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 705.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area 515.00 €

9 Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads (1 column, 43 mm wide)	3.24 €
Private ads (1 column, 43 mm wide)	2.75 €
Situations wanted (1 column, 43 mm wide)	1.70 €
Colour surcharge (per mm and colour/1 column)	0.82 €
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		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 do not qualify for discounts.

12 Combinations: -

13 Bound inserts:

2 pages	5,215.00 €
4 pages	10,430.00 €
6 pages	15,645.00 €
8 pages	20,860.00 €

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

Please supply the bound-in inserts in the untrimmed format 217 x wide x 288 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 TAXI no. ...)

Please send in advance 10 samples to advertising sales department.

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Media-
Information
2006

Mailing-list
Analysis

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	30,750
85.14.5	Conveyance of patients and handicapped	4	1,430
60.23.1	Conveyance of passengers in the omnibus occasional services	3	1,070
60.21	Conveyance of passengers in the line operation	2	720
	Other	4	1,430
	Not specified	1	360
	Rounding difference		-7
	Total circulation inland	100	35,753
	Foreign countries (unlevied)		3
	Total circulation inland and foreign countries		35,756

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

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Fax: +49-9 31/385-383

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