

**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:** 15<sup>th</sup> year 2008

**4 Web-address (URL):** [www.taxi-zeitschrift.de](http://www.taxi-zeitschrift.de)

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Springer Transport Media GmbH  
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](http://www.verlag-heinrich-vogel.de)  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

**9 Editorial department:**  
Editor in chief: Dietmar Fund  
[dietmar.fund@springer.com](mailto:dietmar.fund@springer.com)

**10 Advertising office:**

General Advertisement Director: Michaela Lenz  
Advertising director: Michael Harms  
[michael.harms@springer.com](mailto:michael.harms@springer.com)

**11 Distribution director:** Jutta Rethmann  
Phone: 01 80/5 26 26 18 (0.14 €/min., from the German landline/ mobile radio deviant)  
E-mail: [vertriebsservice@springer.com](mailto:vertriebsservice@springer.com)

**12 Subscription cost:**

Annual subscription rate  
Inland: 27.30 € plus 9.60 € packing/postage, incl. 7% VAT  
Foreign Countries: 27.30 € 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 Scope analysis:** 2006 = 8 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 336 pages = 100.0 %  
**Editorial section:** 220 pages = 65.4 %  
**Advertising section:** 116 pages = 34.6 %

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of them are

Classified advertisements:	8 pages	=	6.6 %
Bound insert:	- pages	=	- %
One's own advertisements:	34 pages	=	29.5 %

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**Supplements (Loose-leaf inserts):** 7 pieces

**15 Content analysis:** Not surveyed

### 16 Circulation control:



### 17 Analysis of circulation:

Average circulation within one year  
(from July 1<sup>st</sup> 2006 until June 30<sup>th</sup> 2007)

<b>Printed copies:</b>	36,338		
<b>Total circulation</b>	36,229	therefrom abroad:	24
<b>Total net paid circulation:</b>	35,721	therefrom abroad:	22
- subscribed copies	35,701	therefrom copies for members	35,625
- Sale by retail	-		
- Other sale	20		
<b>Free copies:</b>	508		
<b>Remainer, file and checking copies</b>	108		

### 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	
	%	copies
Inland	99.9	36,205
Foreign Country	0.1	24
<b>Total circulation</b>	100.0	36,229

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

<b>Nielsen geographical sector 1</b>	15,925
<b>Nielsen geographical sector 2</b>	4,352
<b>Nielsen geographical sector 3a</b>	5,788
<b>Nielsen geographical sector 3b</b>	2,541
<b>Nielsen geographical sector 4</b>	3,968
<b>Nielsen geographical sector 5</b>	1,239
<b>Nielsen geographical sector 6</b>	936
<b>Nielsen geographical sector 7</b>	1,456
<b>Total circulation inland</b>	36,205

# TAXI

## Media- Information 2008

## Subjects and Dates

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes	Trade fairs 2008
1	Feb 1, 2008	Dec 18, 2007	Jan 14, 2008	Market survey: New Cars guarantees, Access guarantees and Mobility guarantees for the taxi business	
2	Mar 14, 2008	Feb 7, 2008	Feb 25, 2008	Cleanser for the inside and outside cleaning from taxis	<b>AMI Auto Mobil International</b> , Leipzig, Apr 5 to 13, 2008
3	May 18, 2008	Mar 11, 2008	Mar 31, 2008	Safety training for taxi driver Tyre-trends	<b>Tires</b> , Essen, May 20 to 23, 2008
4	Jun 18, 2008	May 6, 2008	May 20, 2008	Integral and mobile navigation systems	
5	Aug 1, 2008	Jul26, 2008	Jul 14, 2008	How used taxis achieve the best resale value	
6	Sep 19, 2008	Aug 13, 2008	Sep 1, 2008	Advertising strategies for the taxi and car-rent-industries Preview to the IAA commercial vehicles <b>Special edition: European taxi mess</b>	<b>IAA, commercial vehicles</b> , Hanover, Sep 25 to Oct 2, 2008 <b>REHACare</b> , Düsseldorf, Oct 15 to 18, 2008 <b>Orgatec</b> , Cologne, Oct 21 to 25, 2008
7	Oct 31, 2008	Sep 24, 20078	Oct 13, 2008	Preview to the European taxi mess	<b>European taxi mess</b> , cologne, Nov 7 to 8, 2008
8	Dec 12, 2008	Nov 6, 2008	Nov 24, 2008	New transporters and vans for the service as conurbation taxi and car rent	



## 1 Circulation:

Printed copies: 36,338 copies  
Total circulation in annual average 36,229 copies

## 2 Magazine size:

210 x 279 mm  
217 x 287 mm untrimmed

## Type area:

185 mm wide, 250 mm high  
4 columns, 43 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.

## 4 Publication:

Frequency of publication: eight times a year  
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

## 5 Publisher:

Springer Transport Media GmbH  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising department: Elisabeth Huber  
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 152942001

**Bank accounts:** HypoVereinsbank, Munich  
IBAN: DE02 7002 0270 1830 2092 00,  
BIC: HYVEDEMMXXX

**2/1 page:** W 393 x H 250  
**2/1 page truncate:\*** W 420 x H 279  
Basic rate b/w 10,800.00 €  
4-coloured 16,650.00 €

**1/1 page:** W 185 x H 250  
**1/1 page truncate:\*** W 210 x H 279  
Basic rate b/w 5,320.00 €  
4-coloured 8,250.00 €

**1/2 page (upright):** W 90 x H 250  
**1/2 page truncate:\*** W 102 x H 279  
**1/2 page (landscape):** W 185 x H 125  
**1/2 page truncate:\*** W 210 x H 140  
Basic rate b/w 2,720.00 €  
4-coloured 4,190.00 €

\*Truncate additional charge: 520.- €  
+ 4 mm bleed at all edges to be truncated

**1/3 page (upright):** W 60 x H 250  
**1/3 page truncate:\*** W 72 x H 279  
**1/3 page (landscape):** W 185 x H 85  
**1/3 page truncate:\*** W 210 x H 98  
Basic rate b/w 1,820.00 €  
4-coloured 2,820.00 €

**1/4 page (upright, 1-column):** W 45 x H 250  
**1/4 page truncate:\*** W 57 x H 279  
**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 1,425.00 €  
4-coloured 2,140.00 €

**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 730.00 €  
4-coloured 1,230.00 €

## Front cover page

Basic rate, 4-coloured 11,400.00 €

## 2., 3., 4. cover page

Basic rate, 4-coloured 10,050.00 €

# TAXI

Media-  
Information  
2008

Surcharges  
Classified ads  
Discounts  
Loose and bound inserts

## 8 Surcharges: (discount possible)

### 8.1 Colours

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

### 8.2 Preferential positions

Fixed positions 720.00 €

### 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) 3.29 €

Private ads (1 column, 43 mm wide) 2.80 €

Situations wanted (1 column, 43 mm wide) 1.75 €

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 5,320.00 €

4 pages 10,640.00 €

6 pages 15,975.00 €

8 pages 21,280.00 €

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

Please supply the bound-in 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:

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

Weight of loose-leaf inserts	Price/thousand
up to 25 g	160.00 €

up to 50 g	220.00 €
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over 50 g	on request
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Number of inserts available on request. Inserts possible at press run of 5,000 copies.

## 15 Glued-in postcards:

Glued-in postcards/thousands 85.00 €

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.

**1. Web-Adresse (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. Ads and rates:**

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Rectangle	300 x 250	62.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €

\* valid from Oct, 1 2007; Prices are subject to VAT.

**4. Newsletter:**

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

Positioning	Top sponsoring	Second position
Prices*	directly before topic overview	between topics
(per thousand)	38.00 € (per workday)	28.00 € (per workday)

\* valid from Oct, 1 2007; Prices are subject to VAT.

Number of Newsletter-Subscribers July 2007: 834

**Data delivery:**

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

**5. Online Special ad forms:**

Infolines, sponsoring, cooperations on request.

**6. Data delivery:**

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

### 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.)
<b>60.22.0</b>	<b>Company of taxis and hired cars with driver</b>	<b>86</b>	<b>33,140</b>
<b>85.14.5</b>	<b>Conveyance of patients and handicapped</b>	<b>4</b>	<b>1,450</b>
<b>60.23.1</b>	<b>Conveyance of passengers in the omnibus occasional services</b>	<b>3</b>	<b>1,090</b>
<b>60.21</b>	<b>Conveyance of passengers in the line operation</b>	<b>2</b>	<b>720</b>
	<b>Other</b>	<b>4</b>	<b>1,450</b>
	<b>Not specified</b>	<b>1</b>	<b>360</b>
	<b>Rounding difference</b>		<b>5</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>36,205</b>
	<b>Foreign countries (unlevied)</b>		<b>24</b>
	<b>Total circulation inland and foreign countries</b>		<b>36,229</b>

# Data Ticket

# TAXI

Status quo: August 2007

## 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](http://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](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](mailto:gecont@stuertz.de)

Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH  
Science / Anja Eichelbrönner  
Beethovenstraße 5  
97080 Würzburg  
Tel.: +49-9 31/3 85-3 32

*Modifications and printer's errors excepted*