

1 Short characterization:

VerkehrsRundschau A is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

VerkehrsRundschau B is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

VerkehrsRundschau C is published 12x per year as the newsletter of the Technical Inspection Authority of Southern Germany, the Technical Inspection Authority of Northern Germany Mobility Ltd. & Co., and the Technical Inspection Authority Rhineland Group, as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a daily newsletter, the event academy, special publications, and a literature program.

2 Frequency of publication:

VR A: 30 times per year
VR B: 8 times per year
VR C: 12 times per year

3 Year of publication:

63rd year 2009

4 Web-address (URL):

www.verkehrsrundschau.de

5 Memberships:

-

6 Medium:

-

7 Publisher:

-

8 Publishing house:

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.mediacentrum.de
E-mail: anzeigen-vhv@springer.com

9 Editorial department:

Editor in chief: Anita Würmser
anita.wuermser@springer.com

10 Advertising office:

General advertising director: Michaela Lenz
Advertising director: Thomas Merz
thomas.merz@springer.com

11 Distribution director:

Jutta Rethmann
Phone: subscription service: 01 80/5 26 26 18
(0.14 €/min., from the German landline/ mobile radio deviant)
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate VR A

Inland: 165.90 € incl. packing/postage and 7% VAT
Foreign Countries: 171.00 € incl. packing/postage and 7% VAT
Single copy: 3.70 € plus 7% VAT 1.20 € packing/postage

13 ISSN-No:

VR A + B 0341-2148
VR C 1860-0409

14 Size analysis (VR A, B, C):

2007 = 50 editions
Magazine format: 210 mm (wide), 279 mm (high)
Total size: 3,878 pages = 100.0 %
Editorial section: 2,386 pages = 61.5 %
Advertising section: 1,492 pages = 38.5 %

of them are

Classified advertisements: 644 pages = 43.2 %
Bound insert: 5 pages = 0.3 %
One's own advertisements: 464 pages = 31.1 %

Supplements (Loose-leaf inserts): 41 pieces

15 Content analysis:

Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2007 until June 30th 2008)

Printed copies:	17,835		
Total circulation	17,431	therefrom abroad:	256
Total net paid circulation:	12,439	therefrom abroad:	182
- subscribed copies	9,591	therefrom copies for members	-
- Sale by retail	-		
- Other sale	2,847		
Free copies:	4,992		
Remainer, file and checking copies	404		

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

	copies
Nielsen geographical sector 1	2,718
Nielsen geographical sector 2	3,511
Nielsen geographical sector 3a	2,257
Nielsen geographical sector 3b	3,162
Nielsen geographical sector 4	3,439
Nielsen geographical sector 5	188
Nielsen geographical sector 6	714
Nielsen geographical sector 7	1,186
Total circulation inland	17,175

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	press run copies
Inland	98.5	17,175
Foreign Country	1.5	256
Total circulation	100.0	17,431

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2007 until June 30th 2008)

Printed copies:	209,303		
Total circulation	208,776	therefrom abroad:	68
Total net paid circulation:	200,815	therefrom abroad:	50
- subscribed copies	197,984	therefrom copies for members	190,176
- Sale by retail	-		
- Other sale	2,832		
Free copies:	7,961		
Remainer, file and checking copies	527		

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

	copies
Nielsen geographical sector 1	57,352
Nielsen geographical sector 2	46,547
Nielsen geographical sector 3a	29,941
Nielsen geographical sector 3b	28,523
Nielsen geographical sector 4	34,177
Nielsen geographical sector 5	2,116
Nielsen geographical sector 6	5,055
Nielsen geographical sector 7	4,997
Total circulation inland	208,708

18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run %	copies
Inland	99.97	208,708
Foreign Country	0.03	68
Total circulation	100.00	208,776

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
 (from July 1st 2007 until June 30th 2008)

Printed copies:	32,829		
Total circulation	32,189	therefrom abroad:	291
Total net paid circulation:	27,142	therefrom abroad:	186
- subscribed copies	9,591	therefrom copies for members	-
- Sale by retail	-		
- Other sale	17,551		
Free copies:	5,047		
Remainer, file and checking copies	640		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.1	31,898
Foreign Country	0.9	291
Total circulation	100.0	32,189

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

	copies
Nielsen geographical sector 1	4,813
Nielsen geographical sector 2	6,140
Nielsen geographical sector 3a	5,827
Nielsen geographical sector 3b	4,502
Nielsen geographical sector 4	6,557
Nielsen geographical sector 5	336
Nielsen geographical sector 6	1,008
Nielsen geographical sector 7	2,715
Total circulation inland	31,898

	Issue	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Standard contents:	Trade fairs		
January	A 1/2	Jan 9, 2009	Dec 16, 2008	Dec 23, 2008	Perspectives 2009		Regular columns and topics: Current issues from the industry: <ul style="list-style-type: none"> Politics from Brussels and Berlin Market data Companies Associations Transport types: <ul style="list-style-type: none"> Goods transported by road Sea and inland ports inland navigation Goods transported by railway Intermodal transport Airlines / Aircargo Markets and companies: <ul style="list-style-type: none"> Logistics provider CEP (Courier, Express and Parcel Services) Commercial vehicles industry and trade 	Fruit Logistica , Berlin Feb 4 - 6, 2009		
	C 3	Jan 16, 2009	Dec 23, 2008	Jan 9, 2009	Washing plants					
	A 4	Jan 23, 2009	Jan 9, 2009	Jan 16, 2009	Refrigerated trucks					
	B 5	Jan 30, 2009	Jan 16, 2009	Jan 23, 2009	City-transporter versus combis VR Imageranking					
February	A 6	Feb 6, 2009	Jan 23, 2009	Jan 30, 2009	Sea cargo			Transport types: <ul style="list-style-type: none"> Goods transported by road Sea and inland ports inland navigation Goods transported by railway Intermodal transport Airlines / Aircargo Markets and companies: <ul style="list-style-type: none"> Logistics provider CEP (Courier, Express and Parcel Services) Commercial vehicles industry and trade 	Eurorail , Berlin, Feb 23 - 26, 2009 VDA Logistik Kongress , Munich Feb 26 - 27, 2009	
	A 7	Feb 13, 2009	Jan 30, 2009	Feb 6, 2009	Renting/Leasing/Buying					
	C 8	Feb 20, 2009	Feb 6, 2009	Feb 13, 2009	Hoisting technology LogiMAT-preview					
	A 9	Feb 27, 2009	Feb 11, 2009	Feb 18, 2009	Container-chassis CeBIT-trade fair preview, telematics					
March	A 10	Mar 6, 2009	Feb 18, 2009	Feb 27, 2009	Logistics real estates in freight villages	Rail services			Transport types: <ul style="list-style-type: none"> Goods transported by road Sea and inland ports inland navigation Goods transported by railway Intermodal transport Airlines / Aircargo Markets and companies: <ul style="list-style-type: none"> Logistics provider CEP (Courier, Express and Parcel Services) Commercial vehicles industry and trade 	CeBIT , Hanover, Mar 3 - 8, 2009 LogiMAT , Stuttgart, Mar 3 - 5, 2009 Logistics Forum , Duisburg, Mar 4 - 5, 2009 IHM , Munich, Mar 11 - 17, 2009 SITL , Paris, Mar 24 - 26, 2009 AMI Auto Mobil Int. + AMITEC , Leipzig, Mar 28 - Apr 5, 2009
	B 11	Mar 13, 2009	Feb 27, 2009	Mar 6, 2009	Tank cards					
	C 12	Mar 20, 2009	Mar 6, 2009	Mar 13, 2009	Summer tyres Tyre assembly service	Workshop Special				
	A 13	Mar 27, 2009	Mar 13, 2009	Mar 20, 2009	Megatrailer, VR-Index					
April	A 14	Apr 3, 2009	Mar 20, 2009	Mar 27, 2009	Fifth-wheel and trailer coupling		Transport types: <ul style="list-style-type: none"> Goods transported by road Sea and inland ports inland navigation Goods transported by railway Intermodal transport Airlines / Aircargo Markets and companies: <ul style="list-style-type: none"> Logistics provider CEP (Courier, Express and Parcel Services) Commercial vehicles industry and trade 			Hannover Messe (Hanover trade fair), Hanover, Apr 20 - 24, 2009
	A 15	Apr 11, 2009	Mar 27, 2009	Apr 3, 2009	Dry-bulk and tank vehicles Hall building, gates, ramps, locks	Yearbook Transporter				
	B 16	Apr 17, 2009	Apr 1, 2009	Apr 8, 2009	Pallets					
	C 17	Apr 24, 2009	Apr 8, 2009	Apr 17, 2009	Lubricants and oils	CEP I (courier, express and package)				

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May	A 18	May 2, 2009	Apr 17, 2009	Apr 24, 2009	Fork-lifts Intermodal transport		Logistics: <ul style="list-style-type: none"> Outsourcing Logistics trends and strategies Contract logistics Supply chain management Logistics real estates Intralogistics Added Values Techniques: <ul style="list-style-type: none"> Light and heavy-duty commercial vehicle Special-purpose vehicles Used vehicles Trailer and bodies Commercial vehicle parts and components Storage and materials handling techniques Security and load restraint 	transport logistics + Air Cargo Europe , Munich, May 12 - 15, 2009 Carrosserie Industrielle , Lyon, May 12 - 16, 2009 Solutrans , Lyon, May 12 - 16, 2009 AUTOPROMOTEC , Bologna, May 20 - 24, 2009
	A 19	May 8, 2009	Apr 23, 2009	Apr 30, 2009	Main trade fair issue transport logistics Air cargo			
	A 20	May 15, 2009	Apr 30, 2009	May 8, 2009	Coil and steel transports			
	C 21	May 22, 2009	May 7, 2009	May 14, 2009	Filter technology, oel and air filter transport logistics-news			
	A 22	May 29, 2009	May 14, 2009	May 22, 2009	Breakdown services Recovery vehicles			
June	A 23	Jun 5, 2009	May 20, 2009	May 28, 2009	Light construction Freight carriers-software			IFBA Bergen + Abschleppen (Recovering + Towing), Kassel, Jun 4 - 6, 2009
	B 24	Jun 12, 2009	May 27, 2009	Jun 4, 2009	Insurances			
	C 25	Jun 19, 2009	Jun 4, 2009	Jun 12, 2009	Fleetmanagement Floor cleaning	Renting and leasing		
	A 26	Jun 26, 2009	Jun 12, 2009	Jun 19, 2009	Tail-lifts Air Cargo, VR-Index			
July	A 27/28	Jul 3, 2009	Jun 19, 2009	Jun 26, 2009	Brokerage systems, Cooling units, Refrigerated transport			Truck Grand-Prix , Nürburgring, Jul 24 - 26, 2009
	C 29	Jul 17, 2009	Jul 3, 2009	Jul 10, 2009	Workshop systems			
	A 30	Jul 24, 2009	Jul 10, 2009	Jul 17, 2009	Euro 5 + 6, alternative gears			
	B 31	Jul 31, 2009	Jul 17, 2009	Jul 24, 2009	Tour planning			
August	A 32	Aug 7, 2009	Jul 24, 2009	Jul 31, 2009	Semitrailer with extending floor	Yearbook Trailer		
	C 33	Aug 14, 2009	Jul 31, 2009	Aug 7, 2009	Banks, financing Work clothes			
	A 34/35	Aug 21, 2009	Aug 7, 2009	Aug 14, 2009	Loading crane-bodies, Air cargo			
	A 36	Sep 4, 2009	Aug 21, 2009	Aug 28, 2009	Beverage vehicles Fork lifts	Yearbook Trucks	drintec-interbrau , Munich, Sep 14 - 19, 2009	
	C 37	Sep 11, 2009	Aug 28, 2009	Sep 4, 2009	Lacquer and enameling technique	Who is Who Workshop and Service		

	Issue	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Standard contents:	Trade fairs
Septem-ber	B 38	Sep 18, 2009	Sep 4, 2009	Sep 11, 2009	Advertising on vehicles		Products and services: <ul style="list-style-type: none"> News and market overviews concerning the vital products from and for the logistics industry Products and services for the vehicle fleet Insurance, financing, renting and leasing IT and communication solutions in logistics Management: <ul style="list-style-type: none"> Corporate management Education and advanced training, career Legal issues and taxes Free VerkehrsRundschau newsletter: <ul style="list-style-type: none"> Online-news of the logistics branch: products - persons - companies 	FachPack , Nuremberg, Sep 29 - Oct 1, 2009 ExpoReal , Munich Oct 5 - 7, 2009
	A 39	Sep 25, 2009	Sep 11, 2009	Sep 18, 2009	Dump bodies (trailers and bodies) VR-Index			
October	A 40	Oct 2, 2009	Sep 18, 2009	Sep 25, 2009	Axles Logistics real estates, hall building			Deutscher Logistik Kongress , Berlin, Oct. 21 - 23, 2009 Entsorga , Cologne, Oct 27 - 30, 2009 European Road Transport Show RAI , Amsterdam, Oct 30 - Nov 7, 2009 #Rail2009 , Dortmund, Nov 9 - 11, 2009 Trailer , Kortrijk, Nov 20 - 24, 2009
	A 41	Oct 9, 2009	Sep 25, 2009	Oct 2, 2009	Technology for intermodal transport (Trailers, swap trailers)			
	C 42	Oct 16, 2009	Oct 2, 2009	Oct 9, 2009	Waste disposal Winter equipment	CEP II (courier, express and package)		
	A 43	Oct 23, 2009	Oct 9, 2009	Oct 16, 2009	Municipal vehicles Skiploader			
	B 44	Oct 30, 2009	Oct 16, 2009	Oct 23, 2009	Tank cards			
Novem-ber	A 45	Nov 6, 2009	Oct 23, 2009	Oct 30, 2009	See cargo	Intermodal transport		
	A 46	Nov 13, 2009	Oct 30, 2009	Nov 6, 2009	TOY/VOY			
	C 47	Nov 20, 2009	Nov 6, 2009	Nov 13, 2009	Components and parts			
	A 48	Nov 27, 2009	Nov 13, 2009	Nov 20, 2009	Renting, leasing			
December	A 49	Dec 4, 2009	Nov 20, 2009	Nov 27, 2009	Load restraint			
	B 50	Dec 11, 2009	Nov 27, 2009	Dec 4, 2009	Buying of vehicles (used/new) VR-Index			
	C 51/52	Dec 18, 2009	Dec 4, 2009	Dec 11, 2009	Christmas greetings Frame repair system Accident service Large review of the year			
	A 01/10	Jan 8, 2010	Dec 15, 2009	Dec 22, 2009	Perspectives 2010			



1 Circulation:

Printed copies: 17,835
 Total circulation in annual average 17,431
 (according to AMF schema 2, number 17)

2 Magazine size

Size:
 210 x 279 mm trimmed
 213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 mm

3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 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: 30 issues per year
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Publishing house:

Springer Transport Media GmbH
 House address: Neumarkter Str. 18, 81673 Munich
 Postal address: P. O. Box 80 20 20, 81620 Munich
 Advertising department: Susanne Nieme
 Phone: +49-89 / 43 72-22 17
 Birgit Zipfel
 Phone: +49-89 / 43 72-21 46
 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 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		Basic price	Basic price	Basic price	Basic price
		type area	truncate	b/w €	2 colours €	3 colours €	4 colours €
2/1 page	8 col.	393 x 250	420 x 279	7,005.-	8,520.-	10,035.-	11,550.-
1/1 page	4 col.	185 x 250	210 x 279	3,415.-	4,175.-	4,935.-	5,695.-
2/3 page	4 col.	185 x 170	210 x 192	2,280.-	2,785.-	3,290.-	3,795.-
1/2 page	2 col.	90 x 250	102 x 279	1,710.-	2,155.-	2,600.-	3,045.-
	4 col.	185 x 125	210 x 140				
1/3 page	1 col.	60 x 250	72 x 279	1,155.-	1,560.-	1,965.-	2,370.-
	4 col.	185 x 85	210 x 98				
1/4 page	1 col.	43 x 250	57 x 279	995.-	1,360.-	1,725.-	2,090.-
	2 col.	90 x 125	102 x 140				
	4 col.	185 x 65	210 x 82				
1/8 page	1 col.	43 x 125		540.-	860.-	1,180.-	1,500.-
	2 col.	90 x 65					
	4 col.	185 x 33					
Front cover page							8,310.-
2., 4. cover page			210 x 279				6,650.-

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions

Fixed positions 690.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

9 Prices for classified ads/situations wanted:

Single column millimetre rate for -
Commercial ads each mm (1 column, b/w) 3.71 €
Commercial ads each mm (1 column, coloured) 5.35 €
Private ads each mm (1 column, b/w) 3.15 €
Private ads each mm (1 column, coloured) 4.55 €
Situations wanted each mm (1 column) 1.90 €
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	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.
Ads in A-, B- and C-Edition do qualify for discount together.

12 Combinations: -

13 Bound inserts:

2 pages 3,415.00 €
4 pages 6,830.00 €
6 pages 10,245.00 €
8 pages 13,660.00 €

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

Please supply the bound inserts in the untrimmed format
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width
of 11 cm. 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
up to 25 g 285.00 €
up to 50 g 460.00 €
up to 75 g 635.00 €
up to 100 g 810.00 €
per further 5 g 35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.
Adverts of a third party not allowed.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 90.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination
with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau" (no...)
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions



1 Circulation:

Printed copies: 209,303
 Total circulation in annual average 208,776
 (according to AMF schema 2, number 17)

2 Magazine size

Size:
 210 x 279 mm trimmed
 213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 mm

3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 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 issues per year
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Publishing house:

Springer Transport Media GmbH
 House address: Neumarkter Str. 18, 81673 Munich
 Postal address: P. O. Box 80 20 20, 81620 Munich
 Advertising department: Susanne Nieme
 Phone: +49-89 / 43 72-22 17
 Birgit Zipfel
 Phone: +49-89 / 43 72-21 46
 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 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		Basic price b/w €	Basic price 2 colours €	Basic price 3 colours €	Basic price 4 colours €
		type area	truncate				
2/1 page	8 col.	393 x 250	420 x 279	15,720.-	19,200.-	22,680.-	26,160.-
1/1 page	4 col.	185 x 250	210 x 279	7,780.-	9,520.-	11,260.-	13,000.-
2/3 page	4 col.	185 x 170	210 x 192	5,190.-	6,300.-	7,410.-	8,520.-
1/2 page	2 col.	90 x 250	102 x 279	3,880.-	4,850.-	5,820.-	6,790.-
	4 col.	185 x 125	210 x 140				
1/3 page	1 col.	60 x 250	72 x 279	2,535.-	3,475.-	4,415.-	5,355.-
	4 col.	185 x 85	210 x 98				
1/4 page	1 col.	43 x 250	57 x 279	2,145.-	3,085.-	4,025.-	4,965.-
	2 col.	90 x 125	102 x 140				
	4 col.	185 x 65	210 x 82				
1/8 page	1 col.	43 x 125		1,105.-	2,020.-	2,935.-	3,850.-
	2 col.	90 x 65					
	4 col.	185 x 33					
Front cover page							17,450.-
2., 4. cover page			210 x 279				14,435.-

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions

Fixed positions 1,335.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

9 Prices for classified ads/situations wanted:

Single column millimetre rate for -
Commercial ads each mm (1 column, b/w) 7.95 €
Commercial ads each mm (1 column, coloured) 10.95 €
Private ads each mm (1 column, b/w) 6.76 €
Private ads each mm (1 column, coloured) 9.31 €
Situations wanted each mm (1 column) 3.65 €
Box number fee 11.00 €

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(Starting with appearance of the first advertisement)

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3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
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50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.
Ads in A-, B- and C-Edition do qualify for discount together.

12 Combinations: -

13 Bound inserts:

2 pages 7,780.00 €
4 pages 15,560.00 €
6 pages 23,340.00 €
8 pages 31,120.00 €

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

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213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width
of 11 cm. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates
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loose inserted, max. format: 203 mm x 275 mm
Weight of loose-leaf inserts Price/thousand
up to 25 g 285.00 €
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up to 75 g 635.00 €
up to 100 g 810.00 €
per further 5 g 35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.
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Glued-in postcards/thousands 90.00 €
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210 x 279 mm trimmed
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Type area:

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 mm

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Offset print, saddle stitching, 133 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: 12 issues per year

Publications dates, closings dates and dates for submission:
 see timetable "Subjects and Dates"

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6 Payment terms:

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 - within 10 days 2% prompt payment discount
 - within 30 days
 from date of invoice net

VAT no. DE 152942001

Bank accounts: HypoVereinsbank, Munich
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 BIC: HYVEDEMMXXX

7 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price 2 colours €	Basic price 3 colours €	Basic price 4 colours €
		type area	truncate				
2/1 page	8 col.	393 x 250	420 x 279	8,755.-	10,630.-	12,505.-	14,380.-
1/1 page	4 col.	185 x 250	210 x 279	4,640.-	5,635.-	6,630.-	7,625.-
2/3 page	4 col.	185 x 170	210 x 192	3,095.-	3,760.-	4,425.-	5,090.-
1/2 page	2 col.	90 x 250	102 x 279	2,320.-	2,815.-	3,310.-	3,805.-
	4 col.	185 x 125	210 x 140				
1/3 page	1 col.	60 x 250	72 x 279	1,565.-	2,020.-	2,475.-	2,630.-
	4 col.	185 x 85	210 x 98				
1/4 page	1 col.	43 x 250	57 x 279	1,280.-	1,690.-	2,100.-	2,510.-
	2 col.	90 x 125	102 x 140				
	4 col.	185 x 65	210 x 82				
1/8 page	1 col.	43 x 125		680.-	1,035.-	1,390.-	1,745.-
	2 col.	90 x 65					
	4 col.	185 x 33					
Front cover page							9,450.-
2., 4. cover page			210 x 279				8,410.-

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions

Fixed positions 810.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

9 Prices for classified ads/situations wanted:

Single column millimetre rate for -
Commercial ads each mm (1 column, b/w) 3.71 €
Commercial ads each mm (1 column, coloured) 5.35 €
Private ads each mm (1 column, b/w) 3.15 €
Private ads each mm (1 column, coloured) 4.55 €
Situations wanted each mm (1 column) 1.90 €
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	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.
Ads in A-, B- and C-Edition do qualify for discount together.

12 Combinations: -

13 Bound inserts:

2 pages 4,640.00 €
4 pages 9,280.00 €
6 pages 13,920.00 €
8 pages 18560.00 €

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

Please supply the bound inserts in the untrimmed format
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width
of 11 cm. 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
up to 25 g 285.00 €
up to 50 g 460.00 €
up to 75 g 635.00 €
up to 100 g 810.00 €
per further 5 g 35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.
Adverts of a third party not allowed.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 90.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination
with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau" (no...)
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions

1 Characteristics

The VerkehrsRundschau "Extra" is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of VerkehrsRundschau and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

2. Advantages and use for the exclusive partner

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of VerkehrsRundschau
- Positioning of the company as an innovative opinion leader and solution supplier
- Targeted distribution to the relevant target group by way of inserts to the extra issue of VerkehrsRundschau
- Complete package: Ready-for-use compilation of the special issue in the supplement standard layout of the VerkehrsRundschau
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement (inside front cover page and back cover page)

3. Prices and sizes

- Prices from 29,900 € (plus VAT)
- Sizes from 8+4 to 32+4 pages
- Paper: Cover 135g/m² (with printing coating), inside pages 100g/m²
- Design: 4 colours

1 Web-Address (URL): www.verkehrsrundschau.de

2 Short characterization:

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, foto galleries, job markets and further information pertaining to the industry sector.

3 Target group:

Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.

4 Publishing house:

Springer Transport Media GmbH
 Neumarkter Str. 18, 81673 Munich, Germany
 online-inserate-hvogel@springer.com

5 Contact person:

Andrea Volz
 Phone. +49 89/43 72 - 21 24
 Fax: +49 89/43 72 - 23 98
 E-mail. andrea.volz@springer.com

6 Access control:



certified online service since August 2007

7 Numbers of hits:

Visits: 125,101 (July 2008)
 Page impressions: 439,745 (July 2008)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.-
2 Rectangle	300 x 250	75.-
3 Video Rectangle (polite streaming)	300 x 250	75.-
4 Expandable Rectangle (to the left side)	630 x 250	100.-
5 Expandable Rectangle (at the bottom left)	630 x 350	125.-
6 Layer Ad + Rectangle Reminder	on request	150.-
7 Half Page	300 x 600	150.-
8 Expandable Half Page	630 x 600	on request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.-
10 Corner Ad Large	on request	

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions
 All prices are plus VAT.

Technical specifications:

- 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

8.2 Newsletter advertisements

Short characterization:

Verkehrsrundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

9,324 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.-
2 Horizontal/Fullsizebanner	650 x 150	75.-
3 Text ad large plus logo/picture	650 x 150	75.-
4 Text ad small plus logo/picture	300 x 115	55.-

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications newsletter:

- 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 advertisement small:

Headline: max. 30 characters
 Text: max. 240 characters incl. all blank lines and paragraphs
 Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text advertisement large:

Headline: max. 60 characters
 Text: max. 700 characters incl. all blank lines and paragraphs
 Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

For more information visit www.mediacentrum.de.

15 Area sponsoring

The portal of VerkehrsRundschau offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services
=> detailed information on request

16 WebTV – Experience information

- WebTV offers high-quality information and entertainment
- High-quality specialised information is made available in familiar TV quality
- Features are available around the clock and can be retrieved for up to one year
- WebTV is the ideal way to make your media mix perfect
- As first supplier on a market relevant for the target group of the transport and logistics industry, you profit by the high amount of attention you will attract
- Our online service “www.verkehrsrundschau.de” with its high coverage guarantees a high distribution of your advertisement message

Possibilities:	Over the entire year	For trade fairs:
• Creating and putting online image features	x	x
• Company portrait	x	
• Product introduction	x	x
• Sponsoring of daily trade fair news		x
• Exhibitor's portrait		x
• “Under discussion”		x
• Putting your press conference online		x

Your advantages:

- Effectively addressing customers by offering them a holistic experience in a familiar TV format
- attractive editorial environment
- secured attention
- manifold uses
- Downstream exploitation rights without additional charge

- Best value for money
- Minimal wastage, high target-group affinity
- Expert advice, production, and broadcasting all in one hand

On selected trade fairs, we offer sponsoring of news broadcasts, the creation of company portraits, or filming conversations, which will then be made available on our online platform “www.verkehrsrundschau.de” for one year.

Sponsoring of **news broadcasts**: In the opening and end credits of the feature, a short advertisement clip of 25 seconds maximum of the customer is shown.

Charges for news sponsoring:

3 news broadcasts	5,400.00 € each
2 news broadcasts	5,900.00 € each
1 news broadcast	6,500.00 €

For an **exhibitor's portrait** or “**Under discussion**”, our film team will shoot a feature of about 3-5 minutes at the customer's stand.

Charges for company portrait:

Duration of 3-5 minutes 5,100.00 €

Apart from making your web presence available via our online service, we take over the entire handling and production from A to Z. You tell us your wishes, and we will see to the details.

For more information, see www.mediacentrum.de

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
60.24	Transportation of goods in the road traffic	46	7,900
63.40, 63.12.	Freight carriers / Transportation agencies / Warehousing	24	4,120
C/D/E/F/G	Own account operator with inhouse vehicles / Shipper of industry and merchandise	14	2,410
75.1, 91.1	Trade and employers associations, professional organisations	4	690
M	Supply of free-lance, scientific and technical services	4	690
50.1, 50.2, 50.5	Vehicle trade / Maintenance and repair of vehicles / Filling stations	3	520
64.12	Private postal and courier services	2	340
90	Sewage and waste disposal, other disposal	2	340
	Other	1	170
	Rounding difference		-5
	Total circulation inland	100	17,175
	Foreign countries (unlevied)		256
	Total circulation inland and foreign countries		17,431

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
60.24/ 90	Transportation of goods in the road traffic / Sewage and waste disposal, other disposal	27	56,350
60.22.0	Companies of taxis and rented cars with driver	14	29,220
63.40	Freight carriers, other transportation agencies	12	25,050
64.1	Postal administration and private courier services	12	25,050
71.1	Vehicle renting	8	16,700
50.1/50.2/50.5	Vehicle trade / Maintenance and repair of vehicles / Filling stations	7	14,610
60.21.2/60.23.1	Passenger conveyance in local traffic and in non-scheduled services	6	12,520
80.41	Driving schools	4	8,350
F	Building contractors	3	6,260
63.40.1	Freight carriers for relocations	2	4,170
74.8	Other services	2	4,170
	Other	3	6,260
	Rounding difference		-2
	Total circulation inland	100	208,708
	Foreign countries (unlevied)		68
	Total circulation inland and foreign countries		208,776

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
60.24	Transportation of goods in the road traffic	28	8,930
63.12, 63.40., 64.12.	Freight carriers / Other transportation agencies / Warehousing / Private courier services	19	6,060
C/D/E/F/G	Own account operator with inhouse vehicles, industry and merchandise	18	5,740
75.1, 90.02, 91.1	Public administration / Trade and employers associations, professional organisations, collection, transportation and intermediate storage of wastes	15	4,790
34, 50.1, 50.2, 50.5	Manufacturing of vehicles and vehicle parts / Vehicle trade / Maintenance and repair of vehicles / Filling stations	12	3,830
	Other	7	2,230
	Not specified	1	320
	Rounding difference		-2
	Total circulation inland	100	31,898
	Foreign countries (unlevied)		291
	Total circulation inland and foreign countries		32,189

Data Ticket

Status quo: August 2008

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: _____

Phone: _____ Fax: _____ ISDN: _____

Ad Information for following publication

Issue: _____ Section: _____

Ad format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-mail Data medium by mail

Annotation: _____

Creation of data

- Please provide only printable PDF X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine_issue_customer.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Support to:

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at www.springer-business-media.de/anzeigendaten or if required under the stated contact address.

Contact details

FTP: ftp.stuertz.de (Login: gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-931/385-11332

Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Tel.: +49-9 31/3 85-332

Modifications and printer's errors excepted

Please contact us for further information

Your contact persons for transport & logistics

<p>Thomas Merz Advertising director Transport & Logistics</p> <p>thomas.merz@springer.com Phone: +49-89/43 72 – 21 36 Fax: +49-89/43 72 – 23 98</p>	<p>Susanne Niemc Advertising consultant</p> <p>susanne.niemc@springer.com Phone: +49-89/43 72 – 22 17 Fax: +49-89/43 72 – 23 98</p>	<p>Birgit Zipfel Advertising consultant</p> <p>birgit.zipfel@springer.com Phone: +49-89/43 72 – 21 46 Fax: +49-89/43 72 – 23 98</p>	<p>Andrea Volz Key Account Manager Online</p> <p>andrea.volz@springer.com Phone: +49-89/43 72 – 21 24 Fax: +49-89/43 72 – 23 98</p>	<p>Matthias Piro Customer magazines Consulting Corporate Publishing</p> <p>matthias.piro@springer.com Phone: +49-89/43 72 – 11 22 Fax: +49-89/43 72 – 24 77</p>	<p>Eva Loibl Advertising administration</p> <p>anzeigen.verkehrsrundschau@springer.com Phone: +49-89/43 72 – 23 75 Fax: +49-89/43 72 – 21 58</p>
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Your contact persons for trade, renting, leasing as well as trailers and trailer parts

<p>Vivica Schendel Advertising director Trade</p> <p>vivica.schendel@springer.com Phone: +49-89/43 72 – 22 21 Fax: +49-89/43 72 – 23 98</p>	<p>Gunnar Schmidt Regional representative East Germany, Poland</p> <p>gunnar.schmidt@springer.com Phone: +49-30 / 84 70 94 94 Fax: +49-30 / 84 70 92 22</p>	<p>Gerold Lohse Regional representative Hamburg/Bremen, Denmark, Great Britain, Ireland</p> <p>gerold.lohse@springer.com Phone: +49-41 72 / 9 80 92 92 Fax: +49-41 72 / 9 80 92 93</p>	<p>Guido Göldenitz Regional representative Hanover/Kassel/Cologne</p> <p>guido.goeldenitz@springer.com Phone: +49-53 03 / 94 13 17 Fax: +49-53 03 / 94 13 18</p>	<p>Norbert Dietz Regional representative Southwest Germany, France, Switzerland</p> <p>norbert.dietz@springer.com Phone: +49-70 21 / 97 62 98 Fax: +49-70 21 / 97 62 99</p>	<p>Achim Wendland Regional representative Belgium, Netherlands</p> <p>achim.wendland@springer.com Phone: +49-211/2 88 04 07 Fax: +49-211/2 88 04 08</p>	<p>Ralf Schmidt Regional representative Bavaria, Austria, Czech Republic</p> <p>ralf.schmidt@springer.com Phone: +49-87 42 / 91 99 94 Fax: +49-87 42 / 91 99 95</p>
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