



[verkehrsrundschau.de](http://verkehrsrundschau.de)

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# MEDIA KIT 2013

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**Short characteristics:**

**verkehrsRUNDSCHAU A** is the weekly independent magazine for forwarding, transport and logistics.

**verkehrsRUNDSCHAU B** is the official gazette of the German Professional Association for Transport and Traffic.

**Frequency of publication:** VR A: 40 times per year  
VR B: 8 times per year

**Year of publication:** 67<sup>th</sup> year 2013

**Web-address (URL):** [www.verkehrsrundschau.de](http://www.verkehrsrundschau.de)

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**Subscription cost:**

Annual subscription rate **verkehrsRUNDSCHAU A**

Inland: 175.00 € incl. packing/postage and 7% VAT  
European Countries: 227.00 € incl. packing/postage and 7% VAT  
Single copy: 3.70 € plus 1.90 € packing/postage, incl. 7% VAT



|   |  |                                |
|---|--|--------------------------------|
| <b>Circulation control:</b>               |  | <b>A-Issue</b>                 |
| <b>Analysis of circulation:</b>           | Average circulation within one year<br>(from July 1 <sup>st</sup> 2011 until June 30 <sup>th</sup> 2012) |                                |
| <b>Printed copies:</b>                    | 17,942   |                                |
| <b>Total circulation</b>                  | 17,608   | therefrom abroad: 281          |
| <b>Total net paid circulation:</b>        | 13,562   | therefrom abroad: 213          |
| - subscribed copies                       | 7,695  | therefrom copies for members - |
| - Sale by retail                          | -  |                                |
| - Other sale                              | 5,867  |                                |
| <b>Free copies:</b>                       | 4,046  |                                |
| <b>Remainer, file and checking copies</b> | 334  |                                |

**Geographical circulation analysis:**

| Economic area            | Quote of real circulated press run % | copies |
|--------------------------|--------------------------------------|--------|
| Inland                   | 98.4                                 | 17,327 |
| Foreign Country          | 1.6                                  | 281    |
| <b>Total circulation</b> | 100.0                                | 17,608 |

|   |  |                                      |
|---|--|--------------------------------------|
| <b>Circulation control:</b>               |  | <b>B-Issue</b>                       |
| <b>Analysis of circulation:</b>           | Average circulation within one year<br>(from July 1 <sup>st</sup> 2011 until June 30 <sup>th</sup> 2012) |                                      |
| <b>Printed copies:</b>                    | 200,057  |                                      |
| <b>Total circulation</b>                  | 199,973  | therefrom abroad: 18                 |
| <b>Total net paid circulation:</b>        | 199,373  | therefrom abroad: 15                 |
| - subscribed copies                       | 199,085  | therefrom copies for members 199,009 |
| - Sale by retail                          | -  |                                      |
| - Other sale                              | 288  |                                      |
| <b>Free copies:</b>                       | 600  |                                      |
| <b>Remainer, file and checking copies</b> | 84   |                                      |

**Geographical circulation analysis:**

| Economic area            | Quote of real circulated press run % | copies  |
|--------------------------|--------------------------------------|---------|
| Inland                   | 100.0                                | 199,955 |
| Foreign Country          | 0.0                                  | 18      |
| <b>Total circulation</b> | 100.0                                | 199,973 |

#### Industrial sectors/branches of industry/types of business

| <b>A-Issue<sup>1</sup></b>     |   | Quota of total circulation<br>ca. % Projection |                |
|--------------------------------|---|--|----------------|
| Branch/section<br>(approx.)    | Recipients groups<br>According to classification of the industry branches of the Federal Statistical Office |  |                |
| H                              | Logistics service providers (transporters, forwarding agents, handling operators)                           | 51   | 8,840          |
| C                              | Industrial companies  | 15   | 2,600          |
| G                              | Trade (incl. automobile trade)  | 11   | 1,910          |
| 84.1, 94.1                     | Authorities, associations, professional organisations   | 5  | 870            |
| 85.59.2                        | Providers of basic and advanced education   | 4  | 690            |
| M                              | Other service providers   | 13   | 2,250          |
|                                | Other/No information  | 1  | 170            |
|                                | Rounding difference   |  | - 3            |
|                                | <b>Total circulation inland</b>   | <b>100</b>                                     | <b>17,327</b>  |
|                                | Foreign countries (unlevied)  |  | 281            |
|                                | <b>Total circulation inland and foreign countries</b>   |  | <b>17,608</b>  |
| <b>A + B-Issue<sup>2</sup></b> |   |  |                |
| H                              | Logistics service providers (transporters, forwarding agents, handling operators)                           | 32   | 63,970         |
| 64.1                           | CEP (incl. private courier services)  | 21   | 41,990         |
| 60.22.0                        | Operators of taxis and rented cars with chauffeur   | 19   | 37,990         |
| G                              | Trade (incl. automobile trade)  | 8  | 16,000         |
| 80.41                          | Driving schools   | 6  | 12,000         |
| 60.21.2/60.23.1                | Passenger conveyance in local traffic and in non-scheduled services   | 4  | 8,000          |
| 71.1                           | Vehicle renting   | 4  | 8,000          |
| 74.8                           | Other services  | 3  | 6,000          |
| 51.2                           | Air cargo   | 1  | 2,000          |
| 50.2, 50.4                     | Sea cargo, inland navigation cargo  | 1  | 2,000          |
|                                | Other   | 1  | 2,000          |
|                                | Rounding difference   |  | 5              |
|                                | <b>Total circulation</b>  | <b>100</b>                                     | <b>199,955</b> |
|                                | Foreign countries (unlevied)  |  | 18             |
|                                | <b>Total circulation</b>  |  | <b>199,973</b> |

<sup>1</sup> Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010. <sup>2</sup> Source: TNS Emnid research institute in 2007

|          | Issue VR                      | Publication Date | Deadline/<br>Closing date<br>printing<br>material<br>Display Ads | Deadline<br>Classified ads<br>(12.00 h) | Commercial Vehicles and<br>Vehicle Fleet                                     | Logistics   | Supplements  | Trade fairs   |
|----------|-------------------------------|------------------|--|---|--|---|--|---|
| January  | <b>A 1-2</b><br>(TÜV-Issue 1) | Jan 11, 2013     | Dec 21, 2012   | Jan 4, 2013                             | Heavy haulage for wind power   | Automobile logistics<br>Procurement logistics                                       |  |   |
|          | <b>A 3</b><br>(TÜV-Issue 2)   | Jan 18, 2013     | Jan 4, 2013  | Jan 11, 2013                            | Green Truck, Green Van<br>CO <sub>2</sub> -optimised transport               | Banks, insurances   |  | <b>EasyFairs Logistics</b> ,<br>Hamburg, Jan 23 to 24, 2013                                   |
|          | <b>B 4</b>                    | Jan 25, 2013     | Jan 11, 2013   | Jan 18, 2013                            | Coil and paper transport   | Air cargo, airports<br>Intralogistics<br>Career, education                          |  |   |
| February | <b>A 5</b>                    | Feb 1, 2013      | Jan 18, 2013   | Jan 25, 2013                            | Cooled distribution trucks up to 18 t  | Food logistics  |  | <b>Fruit Logistica</b> ,<br>Berlin, Feb 6 to 8, 2013  |
|          | <b>A 6</b><br>(TÜV-Issue 3)   | Feb 8, 2013      | Jan 25, 2013   | Feb 1, 2013                             | Load restraint<br>Loading cranes (construction<br>material, pallets)         | <b>Preview: LogiMAT Trade<br/>Fair</b><br>Intralogistics, packaging<br>Logistics IT |  | <b>LogiMAT</b> ,<br>Stuttgart, Feb 19 to 21, 2013   |
|          | <b>A7</b>                     | Feb 15, 2013     | Jan 30, 2013   | Feb 6, 2013                             | Rail-loadable trailers/<br>Intermodal transport,<br>Telematics               | Rail cargo  |  |   |
|          | <b>A 8</b>                    | Feb 22, 2013     | Feb 8, 2013  | Feb 15, 2013                            | Image Ranking Results: Commercial<br>vehicles and transport fleet<br>Tippers | Image Ranking Results:<br>Forklifts/Truck mounted<br>forklifts                      |  | <b>Transpotec Logitec</b> ,<br>Milano, Feb 28 to Mar 3, 2013                                  |
| March    | <b>A 9</b><br>(TÜV-Issue 4)   | Mar 1, 2013      | Feb 15, 2013   | Feb 22, 2013                            | Renting, leasing, buying   | Logistics IT  | <b>verkehrsRUNDSCHAU<br/>Special: Logistics for<br/>the high-tech and<br/>electronics industry</b> | <b>Usetec</b> ,<br>Cologne, Mar 20 to 22, 2013<br><b>CeBIT</b> ,<br>Hanover, Mar 5 to 9, 2013 |
|          | <b>B10</b>                    | Mar 8, 2013      | Feb 22, 2013   | Mar 1, 2013                             | Refrigerated trucks and aggregates<br>Interior fixtures for vans             | Banks, insurances   |  |   |
|          | <b>A 11</b>                   | Mar 15, 2013     | Mar 1, 2013  | Mar 8, 2013                             | Used vehicle online market   | Freight Exchange<br>Career, education   | <b>Driving ban timetable</b>   |   |
|          | <b>A 12</b><br>(TÜV-Issue 5)  | Mar 22, 2013     | Mar 8, 2013  | Mar 15, 2013                            | Skip loaders   | Logistics services<br>Contract logistics,<br>outsourcing                            |  | <b>SITL</b> ,<br>Paris, Mar 26 to 28, 2013  |
|          | <b>A 13</b>                   | Mar 30, 2013     | Mar 14, 2013   | Mar 21, 2013                            | Tank credit cards  | Green logistics   |  |   |
| April    | <b>A 14</b>                   | Apr 5, 2013      | Mar 20, 2013   | Mar 27, 2013                            | Tires for construction areas and<br>traction tires                           | Fork lifts  |  |   |
|          | <b>A 15</b><br>(TÜV-Issue 6)  | Apr 12, 2013     | Mar 27, 2013   | Apr 5, 2013                             | <b>Preview: bauma Trade Fair</b><br>Storage equipment                        | Sea cargo, sea ports,<br>port logistics   |  | <b>bauma</b> ,<br>Munich, Apr 15 to 21, 2013  |
|          | <b>A 16</b>                   | Apr 19, 2013     | Apr 5, 2013  | Apr 12, 2013                            | Vehicles with electric or hybrid drive                                       | CEP   |  | <b>Hanover Trade Fair</b> ,<br>Apr 8 to 12, 2013  |
|          | <b>B 17</b><br>(TÜV-Issue 7)  | Apr 26, 2013     | Apr 12, 2013   | Apr 19, 2013                            | <b>Review: bauma Trade Fair</b><br>Washing plants                            | Insurances, banks   |  |   |

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|--------|------------------------|------------------|--|---|--|---|--|--|
| May    | A 18                   | May 3, 2013      | Apr 19, 2013   | Apr 26, 2013                            | Cranes for recovery and salvage vehicles           | RFID, auto-ID, barcode, printers  |  | <b>IFBA Bergen + Abschleppen</b> , Kassel, May 16 to 18, 2013        |
|        | A 19<br>(TÜV-Issue 8)  | May 11, 2013     | Apr 25, 2013   | May 3, 2013                             | Heavy haulage up to 100 t payload                  | Freight carrier software  |  |  |
|        | A 20                   | May 17, 2013     | May 2, 2013  | May 10, 2013                            | <b>Preview: transport logistics Trade Fair</b>     | Air cargo, airports   |  |  |
|        | A 21                   | May 24, 2013     | May 8, 2013  | May 16, 2013                            | Megatrailers<br>Pickups                            | Automobile logistics<br>Procurement logistics   |  | <b>AMI Auto Mobil International</b> , Leipzig, May 31 to Jun 8, 2013 |
|        | A 22<br>(TÜV-Issue 9)  | June 1, 2013     | May 16, 2013   | May 24, 2013                            | Load restraint<br>Energy saving tires              | <b>Preview: transport logistics Trade Fair</b><br>Logistics services<br>Contract logistics<br>Outsourcing |  | <b>transport logistics</b> , Munich, Jun 4 to 7, 2013                |
| June   | A 23<br>(TÜV-Issue 10) | Jun 7, 2013      | May 23, 2013   | May 31, 2013                            | Electric mobility                                  |   | <b>verkehrsRUNDSCHAU Special: Pharma logistics</b>                                 |  |
|        | B 24                   | Jun 14, 2013     | May 31, 2013   | Jun 7, 2013                             | <b>Review: transport logistics Trade Fair</b>      | <b>Review: transport logistics Trade Fair</b>   | <b>Driving ban timetable</b>   |  |
|        | A 25                   | Jun 21, 2013     | Jun 7, 2013  | Jun 14, 2013                            | Tail lifts   | Inland ports<br>Logistics regions   |  |  |
|        | A 26                   | Jun 28, 2013     | Jun 14, 2013   | Jun 21, 2013                            | Aerodynamics                                       | Freight exchange  |  |  |
| July   | A 27                   | Jul 5, 2013      | Jun 21, 2013   | Jun 28, 2013                            | Container chassis                                  | Sea cargo, sea ports, port logistics  |  |  |
|        | A 28                   | Jul 12, 2013     | Jun 28, 2013   | Jul 5, 2013                             | Light-weight trailers                              | Intermodal transport<br>Transalpine transport   |  |  |
|        | A 29                   | Jul 19, 2013     | Jul 5, 2013  | Jul 12, 2013                            | Renting, leasing, buying                           | Air cargo   |  |  |
|        | A 30                   | Jul 26, 2013     | Jul 12, 2013   | Jul 19, 2013                            | Refuse and sewage disposal vehicles                | Intralogistics  |  | <b>Truck-Grand-Prix</b> , Nürburgring, Jul 12 to 14, 2013            |
| August | B 31-32                | Aug 2, 2013      | Jul 19, 2013   | Jul 26, 2013                            | Semitrailer with extending floor                   | CEP   |  |  |
|        | A 33-34                | Aug 17, 2013     | Aug 2, 2013  | Aug 9, 2013                             | Cranes for the timber and disposal industry        | Logistics IT  |  |  |
|        | A 35<br>(TÜV-Issue 11) | Aug 30, 2013     | Aug 16, 2013   | Aug 23, 2013                            |  | Energy efficiency<br>Green logistics  |  |  |
| Sept.  | A 36                   | Sep 6, 2013      | Aug 23, 2013   | Aug 30, 2013                            | Light-weight constructions for commercial vehicles | Industrial trucks<br>Career, education  | <b>verkehrsRUNDSCHAU Special: Automotive and auto industry suppliers logistics</b> |  |

|           | Issue VR                  | Publication Date | Deadline/<br>Closing date<br>printing<br>material<br>Display Ads | Deadline<br>Classified ads<br>(12.00 h) | Commercial Vehicles and<br>Vehicle Fleet                     | Logistics  | Supplements  | Trade fairs   |
|-----------|---------------------------|------------------|--|---|--|--|--|---|
| September | B 37                      | Sep 13, 2013     | Aug 30, 2013   | Sep 6, 2013                             | Focus: City vans<br>Winter tires                             | Rail cargo   | <b>Commercial Vehicles Catalogue</b><br><b>Driving ban timetable</b><br>(in A-edition) | <b>IAA Passenger Cars</b> ,<br>Frankfurt, Sep 12 to 22, 2013<br><b>drinktec</b> ,<br>Munich, Sep 16 to 20, 2013 |
|           | A 38<br>(TÜV-Issue<br>12) | Sep 20, 2013     | Sep 6, 2013  | Sep 13, 2013                            | Dry-bulk and tank vehicles<br>Winter equipment               | <b>Preview FachPack Trade Fair</b><br>Pallets, transport packaging         |  | <b>FachPack</b> ,<br>Nuremberg, Sep 24 to 26, 2013<br><b>NUFAM</b> ,<br>Karlsruhe, Sep 26 to 29, 2013           |
|           | A 39                      | Sep 27, 2013     | Sep 13, 2013   | Sep 20, 2013                            |  | Banks, insurances  |  |   |
| October   | A 40                      | Oct 5, 2013      | Sep 20, 2013   | Sep 27, 2013                            | Trailer axles and brakes<br>Trailer and fifth wheel coupling | Logistics real estates<br>Hall building, ramps, gates<br>Career, education |  | <b>Expo Real</b> ,<br>Munich, Oct 7 to 9, 2013  |
|           | A 41                      | Oct 11, 2013     | Sep 26, 2013   | Oct 4, 2013                             | Low body trailers with 2 to 4 axles                          |  |  |   |
|           | A 42                      | Oct 18, 2013     | Oct 4, 2013  | Oct 11, 2013                            | Trailers for paper logistics                                 | Logistics services<br>Outsourcing<br>Contract logistics                    | <b>Copytest</b>  | <b>30. Deutscher Logistik-Kongress (German Logistics Congress)</b> ,<br>Berlin, Oct 23 to 25, 2013              |
|           | A 43                      | Oct 25, 2013     | Oct 11, 2013   | Oct 18, 2013                            | Survey: Renting, leasing                                     | Intermodal transport   | <b>verkehrsRUNDSCHAU Special: Food and consumer goods logistics</b>                    |   |
| November  | B 44                      | Nov 2, 2013      | Oct 17, 2013   | Oct 24, 2013                            | <b>Preview Solutrans Trade Fair</b><br>Swap bodies           | CEP  |  |   |
|           | A 45<br>(TÜV-Issue<br>13) | Nov 8, 2013      | Oct 24, 2013   | Oct 31, 2013                            | Focus: Beverages vehicles<br>Telematics                      |  |  |   |
|           | A46                       | Nov 15, 2013     | Nov 2, 2013  | Nov 8, 2013                             | Light-weight constructions for<br>commercial vehicles        | Pallets, packaging<br>Industrial trucks                                    |  | <b>Solutrans</b> ,<br>Lyon, Nov 19 to 23, 2013  |
|           | A 47                      | Nov 22, 2013     | Nov 8, 2013  | Nov 15, 2013                            | <b>Preview Kortrijk Trade Fair</b>                           | Sea cargo, sea ports,<br>port logistics                                    | <b>Annual calendar</b>   | <b>Trailer</b> ,<br>Kortrijk, Nov 22 to 26, 2013  |
|           | A 48                      | Nov 29, 2013     | Nov 15, 2013   | Nov 22, 2013                            | Low body trailers for lifting platforms                      | Energy efficiency<br>Green logistics                                       |  |   |
| December  | A 49<br>(TÜV-Issue<br>14) | Dec 6, 2013      | Nov 22, 2013   | Nov 29, 2013                            | Used vehicle online market                                   | Freight exchange   | <b>Driving ban timetable</b>   |   |
|           | B 50                      | Dec 13, 2013     | Nov 29, 2013   | Dec 6, 2013                             | Alternative gears  | Inland ports<br>Logistics regions  |  |   |
|           | A 51-52                   | Dec 20, 2013     | Dec 6, 2013  | Dec 13, 2013                            | Annual review  | Annual review  | <b>Who is Who Logistics 2014</b>   |   |



**Circulation:**

Printed copies: 17,942  
Total circulation in annual average 17,608

**Magazine size:**

**Size:** 210 x 279 mm trimmed

**Type area:** 185 mm wide, 250 mm high

**Number of columns:** 4 columns, 43 mm

**Number of columns:** 3 columns, 60 mm

**Printing and binding procedures, artwork:**

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

The creation of artwork will be invoiced.

**Publication:**

**Frequency of publication:** 40 issues per year

**Publications dates, deadlines and dates for submission:**

see "Time Schedule and Topics"

**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

**Ads and rates:**

All prices are plus VAT.

| Format            | Columns | Width x Height<br>mm |           | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------------|
|                   |         | type area            | truncate* |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | <b>12,690.-</b>               |
| Front cover page  |         |                      | 210 x 195 | <b>9,260.-</b>                |
| 2., 4. cover page |         |                      | 210 x 279 | <b>7,400.-</b>                |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | <b>6,350.-</b>                |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | <b>5,280.-</b>                |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | <b>3,400.-</b>                |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | <b>2,640.-</b>                |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | <b>2,325.-</b>                |
|                   | 2 col.  | 90 x 125             | 102 x 140 |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | <b>1,675.-</b>                |
|                   | 2 col.  | 90 x 65              |           |                               |
|                   | 4 col.  | 185 x 33             |           |                               |

\*plus 3 mm trim on all outer edges.

**Preferential positions**

Fixed positions

730.00 €



### Prices for classified ads/situations wanted:

|                   |                              |         |
|-------------------|------------------------------|---------|
| Agency price      | each mm (1 column, b/w)      | 3.78 €  |
| Agency price      | each mm (1 column, coloured) | 5.46 €  |
| Direct price      | each mm (1 column, b/w)      | 3.21 €  |
| Direct price      | each mm (1 column, coloured) | 4.64 €  |
| Situations wanted | each mm (1 column)           | 1.94 €  |
| Box number fee    |                              | 11.00 € |

**Special ad forms:** on request

**Discounts:** acceptance within a year

(Starting with appearance of the first advertisement)

#### Frequency discount

|               |      |
|---------------|------|
| 3 insertions  | 3 %  |
| 6 insertions  | 5 %  |
| 12 insertions | 10 % |
| 18 insertions | 12 % |
| 24 insertions | 15 % |
| 50 insertions | 20 % |

#### Quantity discount

|          |      |
|----------|------|
| 3 pages  | 5 %  |
| 6 pages  | 10 % |
| 9 pages  | 12 % |
| 12 pages | 15 % |
| 24 pages | 20 % |

All surcharges do qualify for discounts.

Ads in A- and B-Edition do qualify for discount together.

Front pages are not qualified for discount.

### Bound inserts (not discountable):

|         |             |
|---------|-------------|
| Price:  |             |
| 2-pages | 3,800.00 €  |
| 4-pages | 7,600.00 €  |
| 6-pages | 11,400.00 € |

Please supply the bound inserts in the untrimmed format

217 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 mm. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

### 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.

### Glued-in postcards (not discountable):

|  |         |
|--|---------|
| Glued-in postcards/thousands   | 93.00 € |
| Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above). |         |

### Delivery address for bound inserts and loose-leaf inserts:

Stürtz GmbH, 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 [vhv.mediacentrum.de](http://vhv.mediacentrum.de) for our terms and conditions.

All prices are plus VAT.



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IBAN: DE02 7002 0270 1830 2092 00,

BIC: HYVEDEMMXXX

**Ads and rates:**

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| Format            | Columns | Width x Height<br>mm |           | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------------|
|                   |         | type area            | truncate* |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | <b>26,530.-</b>               |
| Front cover page  |         |                      |           | <b>18,335.-</b>               |
| 2., 4. cover page |         |                      |           | <b>15,160.-</b>               |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | <b>13,660.-</b>               |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | <b>8,950.-</b>                |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | <b>7,130.-</b>                |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | <b>5,625.-</b>                |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | <b>5,210.-</b>                |
|                   | 2 col.  | 90 x 125             | 102 x 140 |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | <b>4,050.-</b>                |
|                   | 2 col.  | 90 x 65              |           |                               |
|                   | 4 col.  | 185 x 33             |           |                               |

\*plus 3 mm trim on all outer edges.

**Preferential positions**

Fixed positions

1,375.00 €

### Prices for classified ads/situations wanted:

|                   |                              |         |
|-------------------|------------------------------|---------|
| Agency price      | each mm (1 column, b/w)      | 8.12 €  |
| Agency price      | each mm (1 column, coloured) | 11.18 € |
| Direct price      | each mm (1 column, b/w)      | 6.90 €  |
| Direct price      | each mm (1 column, coloured) | 9.50 €  |
| Situations wanted | each mm (1 column)           | 3.72 €  |
| Box number fee    |                              | 11.00 € |

**Special ad forms:** on request

### Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

#### Frequency discount

|               |      |
|---------------|------|
| 3 insertions  | 3 %  |
| 6 insertions  | 5 %  |
| 12 insertions | 10 % |
| 18 insertions | 12 % |
| 24 insertions | 15 % |
| 50 insertions | 20 % |

#### Quantity discount

|          |      |
|----------|------|
| 3 pages  | 5 %  |
| 6 pages  | 10 % |
| 9 pages  | 12 % |
| 12 pages | 15 % |
| 24 pages | 20 % |

All surcharges do qualify for discounts.

Ads in A- and B-Edition do qualify for discount together.

Front pages are not qualified for discount.

### Bound inserts (not discountable):

Price: on request

Please supply the bound inserts in the untrimmed format  
217 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 mm. The  
price applies to inserts with a paper weight up to 170 g / sq. metre (rates for  
heavier papers on request)

### 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.

### Glued-in postcards (not discountable):

|   |         |
|---|---------|
| Glued-in postcards/thousands  | 93.00 € |
| Prospect/commercial sample on request, after sight of a sample. Only in<br>combination with an full page-ad (prices see above). |         |

### Delivery address for bound inserts and loose-leaf inserts:

Stürtz GmbH, 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 [vhv.mediacentrum.de](http://vhv.mediacentrum.de) for our terms and conditions.

All prices are plus VAT.

**Data formats:**

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

**Data transfer:**

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal\_issue\_customer\_motive.zip).

**Support:**

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: [gecont@stuertz.de](mailto:gecont@stuertz.de).

**Connections:**

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: gecont, Password: dE41yG)

E-Mail: [gecont@stuertz.de](mailto:gecont@stuertz.de)

Fax: +49 931 385-11332

**Contact Print Shop:**

Stürtz GmbH Journals & Magazines

Advertisement team

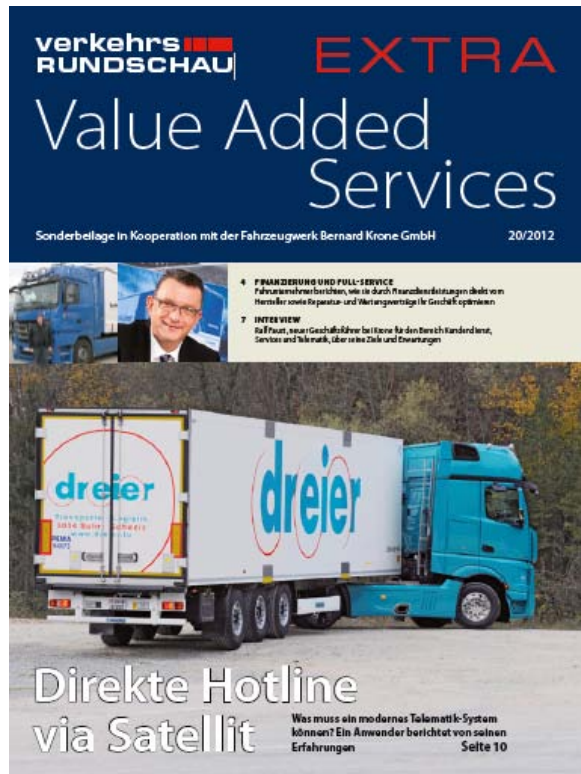
Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).



## 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

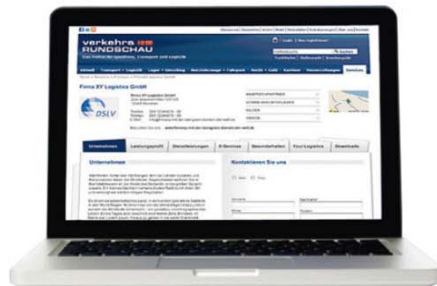
- Prices from 24,900 € (plus VAT)
- Number of pages: 12, 24, 28 or 36
- Format: 20 x 27 cm
- Paper: Cover 135g/m<sup>2</sup> (with printing coating), inside pages 100g/m<sup>2</sup>
- Design: 4 colours

For the eleventh time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazines goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

Through concise company portraits your company can be presented individually. Your entry will be published both in the magazine „Who is Who“ and as an extensive online-portfolio. We'll be pleased to advise you with the design of the content.

You can book online at any time and in a short time your portrait will be put on the website.

Then you will automatically appear in the next „Who is Who“ magazine. Thus, we guarantee you a 12-month running time in both print and online without additional costs.



**Online-Features:**

- Entry in the large verkehrsRUNDSCHAU online marketplace
- Optimised search function: Thus you can be found much quicker
- Contact form
- Linking to your social media activities – like
- Images and video galleries
- Using your individual online access, you can keep your data up-to-date throughout the whole year.

**Present yourself with an extensive and individual company portrait!**

Magazine format: 207 mm x 279 mm  
 Circulation: 30,000 copies  
 Distribution: As a supplement in verkehrsRUNDSCHAU No 51 from December 20, 2013

**Deadlines Portraits:**

- Copy date: November 11, 2013
- Closing date printing materials: November 14, 2013

**Ad types and prices:**

- 1/1 page in the magazine 1,980.00 € (incl. Online-Entry with many additional features)
- 2/1 page in the magazine 3,750.00 € (incl. Online-Entry with many additional features)

**Don't miss the opportunity to run an advertisement in the „Who is Who“ magazine!**

**Deadlines Display Adverts:**

- Copy date: November 22, 2013
- Closing date printing materials: November 27, 2013

**Ad types and prices:**

|                    |                           |            |
|--------------------|---------------------------|------------|
| Cover page         | 207 mm wide x 279 mm high | 6,890.00 € |
| 1/1 page           | 207 mm wide x 279 mm high | 5,990.00 € |
| 1/2 page high      | 102 mm wide x 279 mm high | 3,200.00 € |
| 1/2 page landscape | 207 mm wide x 140 mm high | 3,200.00 € |

**We'll be pleased to advise you!**

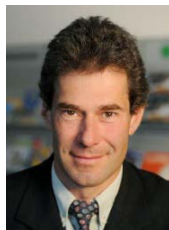
Katharina Steyrer  
 Phone: +49 89 203043-2239  
 Fax: +49 89 203043-2398  
 E-Mail: [katharina.steyrer@springer.com](mailto:katharina.steyrer@springer.com)

Andrea Volz  
 Phone: +49 89 203043-2124  
 Fax: +49 89 203043-2398  
 E-Mail: [andrea.volz@springer.com](mailto:andrea.volz@springer.com)

**We'll be pleased to advise you!**



**Matthias Piro**  
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Fax: +49-89 / 20 30 43 - 23 98



**Jürgen Kathke**  
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Fax: +49-89 / 20 30 43 - 23 98



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Fax: +49-89 / 20 30 43 - 23 98



**Eva Loibl**  
Advertising Service  
anzeigen.verkehrsrundschau@springer.com  
**Phone: +49-89 / 20 30 43 - 23 75**  
Fax: +49-89 / 20 30 43 - 21 00



**Norbert Dietz**  
Field Service Representatives  
norbert.dietz@springer.com  
**Phone: +49-70 21 / 97 62-98**  
Fax: +49-70 21 / 97 62-99  
Postal area Germany:  
04, 16-20, 23-27, 35-36, 49, 51, 53-58,  
60-79, 98  
FR, CH



**Guido Göldenitz**  
Field Service Representatives  
guido.goeldenitz@springer.com  
**Phone: +49-53 03 / 94 13-17**  
Fax: +49-53 03 / 94 13-18  
Postal area Germany:  
D: 06, 15, 30-34, 37-48, 50, 52, 59, 99  
NL, BE, DK, GB, IRL



**Ralf Schmidt**  
Field Service Representatives  
ralf.schmidt@springer.com  
**Phone: +49-87 42 / 91 99-94**  
Fax: +49-87 42 / 91 99-95  
Postal area Germany:  
01-03, 05, 07-14, 21-22, 28-29, 80-97  
AT, CZ, PL



verkehrsrundschau.de

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# MEDIA KIT 2013

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Online Ad Types and Online Prices



verkehrs.rundschau.de is the information portal for decision makers in the transport and logistics industry. The portal offers the latest news, background information, and analyses, and provides information about commercial vehicles, transport, storage, cargo handling, toll, driving ban, fleet management and CEP (Courier Express Parcel).

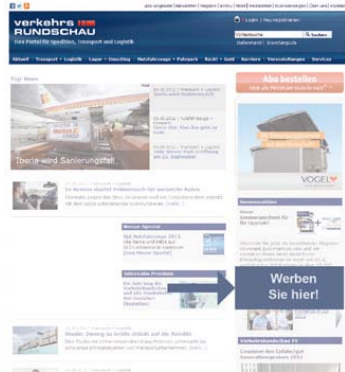
Visits:

Page Impressions:



168,718 (July 2012)

416,135 (July 2012)



**Text Display Small**  
Size: 300 x 115 px

CPM\*: 55.00 €



**Medium Rectangle**  
**Video Medium Rectangle**  
Size: 300 x 250 px

CPM\*: 75.00 €



**Expandable Medium Rectangle Small**  
Size: 300 x 250 px  
630 x 250 px

CPM\*: 100.00 €



**Expandable Medium Rectangle Large**  
Size: 300 x 250 px  
630 x 350 px

CPM\*: 125.00 €



**Flash Layer and Medium Rectangle Reminder (Tandem Ad)**  
Size: 400 x 400 px  
300 x 250 px

CPM\*: 150.00 €



**Half Page**  
Size: 300 x 600 px

CPM\*: 150.00 €



**Expandable Half Page**  
Size: 300 x 600 px  
630 x 600 px  
Price on request



**Skyscraper**  
Size: 120 x 600 px  
160 x 600 px  
CPM\*: 75.00 €



**Superbanner**  
Size: 728 x 90 px

CPM\*: 75.00 €



**Wallpaper**  
Size: Superbanner and Skyscraper  
CPM\*: 150.00 €

Background coloring possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

### Newsletter:

On every working day, verkehrsrUNDschau informs the decision makers and executives in an up-to-date and informative **online newsletter**.

**Newsletter subscribers: 8,283 (July 2012)**



### Text Display Small

Size: 300 x 115 px  
Price: 259.00 €



### Medium Rectangle

Size: 300 x 250 px  
Price: 499.00 €

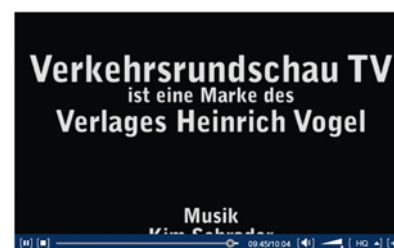


### Cross-/Full-size banner Text display large

Size: 650 x 150 px  
Price: 499.00 €

### Video in editorial surrounding (Opening or ending credits)

At **verkehrsrundschau.de**, we provide the opportunity to place a pre-/post-roll ad before/after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



### Pre or Post Roll (Opening or ending credits)

Format: 4:3 or 16:9  
Size: max. 5 MB,  
Duration: max. 10 sec.

**CPM\*: 75.00 €**

Furthermore, at **verkehrsrundschau.de** you have the possibility to insert a **video of your own**. We ensure indexing for SEO-effective dissemination. Price and technical details on request.

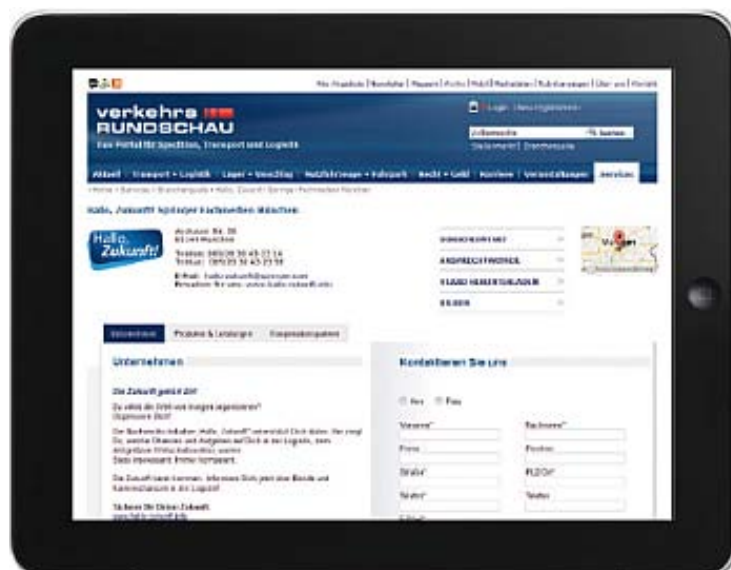
The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

### Market Place

Prices on request

The portal of verkehrsRUNDSCHAU offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company's USP
- Extended company portrait with lifestyle images and included video
- Illustration and link of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination entry
- Images and video gallery
- Embedding of your social media channels.



### Micro Sites

Price on request

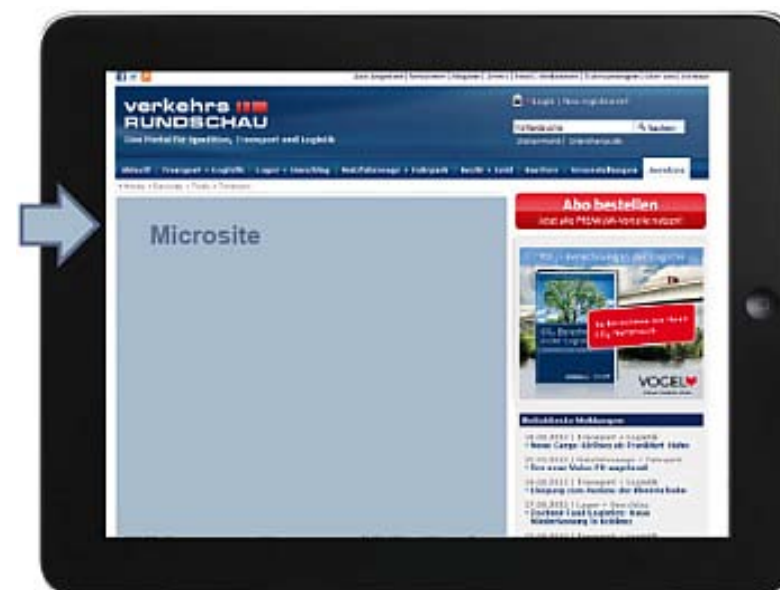
The portal of verkehrsRUNDSCHAU offers the ideal platform to position your campaign in a target group relevant way. Your campaign is graphically implemented in our portal as an own micro site. Additional teaser boxes on the portal start page are being linked to your micro site to increase the degree of attention.

#### Examples:

- Freight exchange
- CEP services
- Toll fee calculator

#### Possibilities:

- Embedding of videos, slide shows, Flash- and Javascript animations
- Interaction with online applications and forms within the micro site
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.



**Seminar Entries:**

Training entry with logo, seminar description, target group, subject area, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example:

|                                 |
|---------------------------------|
| 1 – 10 entries at 59.00 € each  |
| 11 – 20 entries at 54.00 € each |
| over 20 entries at 49.00 € each |

**Job Market:**

We provide you with the following possibilities to place a job market ad at [verkehrsrundschau.de](http://verkehrsrundschau.de).

|   |          |
|---|----------|
| Job advert at <a href="http://verkehrsrundschau.de">verkehrsrundschau.de</a> for 4 weeks  | 495.00 € |
| Job advert at <a href="http://verkehrsrundschau.de">verkehrsrundschau.de</a> and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau) for 4 weeks | 995.00 € |

Not always is a solely online advert the right way to the new employee. Combine the reach of the VerkehrsRundschau print issue for specialist staff and managers with the full reach of our online offer.

|                     |   |
|---------------------|---|
| Booking for 4 weeks | Price for respective print ad (mm-price) + 200.00 € |
| Box number fee      | 400.00 €  |

**Topic Special (Dossier)**

Price on request

Complex special topics are prepared as an online magazine by our editorial team in a compact and multimedial way. Cooperation partners are given the opportunity to present their current campaigns exclusively, apart from neutrally written topics. Additionally, interviews or other topical contributions can be added to the contents of the info lines.

**Area Sponsoring:**

Price on request

High-quality content, applications and download areas of the VerkehrsRundschau website can be occupied by a sponsor fittingly.

**You can act as a sponsor in following areas:**

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services
- Knowledge contests like Best Azubi (Best Apprentice), Logistics Masters etc.
- Detailed information on request.

The currently valid VAT must be added to all prices.

Mobile Ads: Advertising places



**Home Ad 1**

- Positioning: Embedding above the Key Visual
- Formats: Extra Large Banner, Large Banner



**Home Ad 2 und 3**

- Positioning Home Ad 2: Section Transport + Logistics
- Positioning Home Ad 3: Section Law + Money
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



**Category Ad**

- Positioning: Embedding in header area of a section. Only one banner for each section possible.
- Sections: Transport + Logistics, Commercial Vehicles + Vehicle Fleet, Storage + Handling, Law + Money, Education + Career, Events
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



**Article Ad**

- Positioning: Embedding above the article
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner

Mobile Ads: Advertising types



**Extra Large Banner**

- static or animated GIF/JPG/PNG files
- 300 x 50 px or 320 x 50 px
- max. 50 KB
- CKP: 105,00 €



**Extra Large High Banner**

- static or animated GIF/JPG/PNG files
- 300 x 75 px or 320 x 75 px
- max. 50 KB
- CKP: 115,00 €



**Large Banner**

- static or animated GIF/JPG/PNG files
- 216 x 36 px
- max. 9 KB
- CKP: 95,00 €



**Large High Banner**

- static or animated GIF/JPG/PNG files
- 216 x 54 px
- max. 9 KB
- CKP: 95,00 €

## Online Ad Types

- File formats: SWF, GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.  
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:  
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).  
The user must always have the possibility to deactivate or to pause the sound.  
The volume of the advertising media must be set to an appropriate level.
- Target-URL/ClickCommand;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.  
Please use the following code in your Flash file:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

## Video

### Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

## Newsletter

### Landscape/Full-size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

### Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

### Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters and paragraphs;
- Text display size: 650 x 150 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

## 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

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

**We'll be pleased to advise you!**



**MATTHIAS PIORO**  
Director Sales Logistics

matthias.pioro@springer.com

**Phone: +49-89 / 20 30 43 - 11 22**

Fax: +49-89 / 20 30 43 - 23 98



**ANDREA VOLZ**  
Senior Key Account Manager

andrea.volz@springer.com

**Phone: +49-89 / 20 30 43 - 21 24**

Fax: +49-89 / 20 30 43 - 23 98



**VERONIKA EISELE**  
Advertising Service

veronika.eisele@springer.com

**Phone: +49-89 / 20 30 43 - 23 12**

Fax: +49-89 / 20 30 43 - 21 00



verkehrs  **SPEZIAL**  
RUNDschau

# NUTZFAHRZEUG Jahrbuch

Das Jahrbuch für den Transport-Profi

2013



10 **NEUELEW** Die A-Boxen von Euro 6 beschreiben so viele Komponenten wie LKW wie noch nie zuvor. Das Jahrbuch präsentiert alle Hersteller im Detail.

54 **ARTIKULLETRAMSPORTER** Das Handelsgesamtpaket ist ein neues Konzept ohne komplette Packung, alle anderen legen rasch nach.



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# MEDIA KIT 2013

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**Short characterization:** The Commercial Vehicles Catalogue – the annually published compendium about trucks, vans and trailers – provides experts with extensive information about all novelties in the area of commercial vehicles.

On more than 100 pages, the Commercial Vehicles Catalogue gives detailed information about trucks, city vans, pick ups and vans in the range from 2.8 to 7.5 tonnes. Furthermore, information about special-purpose vehicles, trailers, bodies and loading aids makes this compendium your one-stop source.

The Yearbook offers, in addition to a growing manufacturer directory, product overviews, model range short descriptions and class divisions, a summary of the most important tests of the year, market surveys as well as tips and tricks for the vehicle user and vehicle fan.

**The Commercial Vehicles Catalogue is therefore THE comprehensive reference for the commercial vehicle professional.**

**Circulation:**

Printed copies: 24,000 copies

**Magazine format:**

207 mm wide x 279 mm high trimmed

**Type area:**

185 mm wide x 238.5 mm high

**Printing and binding procedures, artwork:**

Offset print, perfect binding, 175 line screen.  
Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at [www.mediacentrum.de](http://www.mediacentrum.de).  
The creation of artwork will be invoiced.

**Time schedule:**

**Frequency:** yearly  
**Publication date:** Sep 13, 2013  
**Copy date:** Jul 15, 2013  
**Printing material:** Aug 2, 2013

**Publishing house:**

Verlag Heinrich Vogel  
**House address:** Springer Fachmedien München GmbH  
**Postal address:** Aschauer Str. 30, 81549 Munich, Germany  
**E-mail:** P. O. Box 80 20 20, 81664 Munich, Germany  
**Website:** [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)  
[vhv.mediacentrum.de](http://vhv.mediacentrum.de)

**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

**Ads and rates:**

All prices are plus VAT.

| Format            | Columns      | Width x Height<br>mm |               | Basic price<br>4-col. |
|-------------------|--------------|----------------------|---------------|-----------------------|
|                   |              | type area            | truncate*     |                       |
| 2/1<br>page       | 8<br>columns | 383.0 x 238.5        | 414.0 x 279.0 | <b>17,650.-</b>       |
| 2., 4. cover page |              |                      | 207.0 x 279.0 | <b>9,485.-</b>        |
| 1/1<br>page       | 4<br>columns | 174.5 x 238.5        | 207.0 x 279.0 | <b>8,740.-</b>        |
| 2/3<br>page       | 4<br>columns | 174.5 x 159.0        | 207.0 x 186.0 | <b>5,835.-</b>        |
| 1/2<br>page       | 4<br>columns | 174.5 x 120.0        | 207.0 x 139.5 | <b>4,380.-</b>        |
| 1/3<br>page       | high         | 55.0 x 238.5         | 70.0 x 279.0  | <b>3,015.-</b>        |
|                   | 4<br>columns | 174.5 x 79.5         | 207.0 x 93.0  |                       |
| 1/4<br>page       | 4<br>columns | 174.5 x 60.0         | 207.0 x 70.0  | <b>2,340.-</b>        |
| 1/8<br>page       | 4<br>columns | 174.5 x 30.0         | 207.0 x 35.0  | <b>1,485.-</b>        |

\*plus 3 mm trim on all outer edges.

**Preferential positions**

Fixed positions 695.00 €

**Special ad forms:**

on request

**Discounts:** acceptance within a year

Existing discounts from verkehrsRUNDSCHAU can also be applied to the Yearbook.

The insertion in the Yearbook doesn't add to the fulfilment of the discounts of VerkehrsRundschau

**Bound inserts (not discountable):**

|         |             |
|---------|-------------|
| 2 pages | 4,465.00 €  |
| 4 pages | 8,930.00 €  |
| 6 pages | 13,395.00 € |
| 8 pages | 17,860.00 € |

Please supply the bound inserts in the untrimmed format

213 wide x 287 high (folded). Bleed: gutter 3 mm, outer edges 4 mm. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).

**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 €        |

Number of inserts available on request.

Adverts of a third party not allowed.

**Delivery address for bound and loose-leaf inserts:**

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

Delivery notice: for "verkehrsRUNDSCHAU Nutzfahrzeug Jahrbuch"

Please send in advance 10 samples to the advertising sales department.

See [vhv.mediacentrum.de](http://vhv.mediacentrum.de) for our terms and conditions.

**We'll be pleased to advise you!**



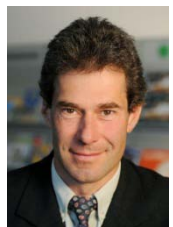
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