

2016

MEDIA KIT 2016



The magazine of the taxi
and rental car entrepreneur
www.taxi-zeitschrift.de

Who are the readers of TAXI?

TAXI, as the media partner of the "BG Verkehr" (Employer's Liability Insurance Association for Transport and Traffic), reaches all taxi and rental car entrepreneurs in Germany. The specialist magazine basically addresses entrepreneurs, but through communication in companies is also read by many taxi drivers.

What distinguishes the readers of TAXI?

Most of the readers of TAXI, as taxi and rental car entrepreneurs, are often drivers themselves. Due to frequent waiting times they are, like their employed drivers, very attentive readers. As the number of responses in the publishing house show, they often react to the printed topics of TAXI – proving how important these articles are for their entrepreneurial decisions.

What distinguishes TAXI?

TAXI reports up-to-date and through practical examples about legal, technical and economical topics from the perspective of the mobile sector. Particular attention, on one side, is paid to the integration into taxi dispatches, on the other side to the exploration of new fields for smaller, autonomous companies as well. A novelty is a standardized vehicle check where all cars and minibuses undergo practice-relevant tests. In addition to a detailed description of suitability and technical details a strong emphasis is put on the costs.

What more does TAXI offer?

Through the website www.taxi-zeitschrift.de and a weekly newsletter, TAXI publishes current news as well as reports about new products and services. The offerings are completed by the practice-relevant app „Taxi Business“, facilitating the daily work of entrepreneurs and drivers. Furthermore, TAXI is the media partner of the "Deutscher Taxi- und Mietwagenverband - BZP" (German Taxi and Car Rental Association).

On behalf of the exhibitors TAXI compiles the invitation brochure for the biennial European Taxi Fair in Cologne.



Gerhard Grünig
Editor-in-Chief TAXI

Frequency of publication:	8 issues per year
Year of publication:	23 rd year 2016
Web address (URL):	www.taxi-zeitschrift.de
ISSN:	1437-0336
Subscription cost:	Annual subscription
Inland:	€ 53.50 incl. packing/postage plus statutory VAT
European countries:	€ 61.50 incl. packing/postage plus statutory VAT
Single copy:	€ 8.90 incl. packing/postage plus statutory VAT
Publishing house:	Verlag Heinrich Vogel Springer Fachmedien München GmbH Aschauer Straße 30, 81549 Munich, Germany Phone: +49 89 203043-0, Fax: +49 89 203043-2398 E-mail: anzeigen-vhv@springer.com vhv.mediacentrum.de
Editor:	Editor-in-Chief: Gerhard Grünig E-mail: gerhard.gruenig@springer.com
Advertisements:	Director Sales Transport & Logistics, TAXI: Andrea Volz
Distribution:	Subscription Service, Verlag Heinrich Vogel Phone: +49 89 203043-1100 E-mail: vertriebsservice@springer.com

Circulation monitoring:

Circulation analysis:

Average number of copies per issue in one year (July 1st 2014–June 30th 2015)

Print run:	35,527		
Actual distributed circulation (ADC):	35,456	therefrom abroad:	17
Sold copies:	35,060	therefrom abroad:	14
▪ Subscription copies:	35,047	therefrom member copies:	34,982
▪ Sale by retail:	–		
▪ Other sales:	14		
Complimentary copies:	396		
Reminder, archive and records copies:	71		

Geographical circulation analysis:

Economic area

Quote of actual distributed circulation
%

Economic area	Quote of actual distributed circulation %	copies
Inland	99.9	35,439
Foreign Countries	0.1	17
Actual distributed circulation (ADC):	100.0	35,456

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	5,776
2	6,403
3 a	4,682
3 b	3,289
4	6,203
5	3,701
6	2,626
7	2,759
total	35,439

8 times per year **TAXI** – target groups addressing!

TOPICS	FAIRS
--------	-------

TAXI ISSUE 1 DA: 16.12.2015 PM: 19.01.2016 PD: 05.02.2016	incl. BZP-report and TAXI-classified adverts
--	--

TAXI ISSUE 2 DA: 11.02.2016 PM: 01.03.2016 PD: 18.03.2016	incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Financing and leasing	AMI – Auto Mobil International Leipzig, 09.04.-17.04.2016
--	--	---

TAXI ISSUE 3 DA: 22.03.2016 PM: 12.04.2016 PD: 29.04.2016	incl. BZP-report and TAXI-classified adverts	Reifen (Tires), Essen 24.05.-27.05.2016
--	--	---

TAXI ISSUE 4 DA: 10.05.2016 PM: 31.05.2016 PD: 17.06.2016	incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Mobile payment Alternative gears
--	--

TOPICS	FAIRS
--------	-------

TAXI ISSUE 5 DA: 30.06.2016 PM: 19.07.2016 PD: 05.08.2016	incl. BZP-report and TAXI-classified adverts
--	--

TAXI ISSUE 6 DA: 10.08.2016 PM: 30.08.2016 PD: 16.09.2016	incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Transmission techniques and apps Preview IAA Commercial Vehicles Preview REHACARE Supplement: Invitation brochure European Taxi Fair	IAA Commercial Vehicles Hanover, 22.09.-29.09.2016 REHACARE International Düsseldorf, 28.09.-01.10.2016
--	---	--

TAXI ISSUE 7 DA: 21.09.2016 PM: 11.10.2016 PD: 28.10.2016	incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Preview European Taxi Fair Review IAA Commercial Vehicles Review REHACARE	European Taxi Fair Cologne, 04.11.-05.11.2016
--	--	---

TAXI ISSUE 8 DA: 10.11.2016 PM: 29.11.2016 PD: 16.12.2016	incl. BZP-report and TAXI-classified adverts
--	--

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats

Main magazine

Type area (width x height)
Trim size (width x height)



1/1 Page
175 x 236 mm
210 x 279 mm*



1/2 Page upright
85 x 236 mm
101 x 279 mm*



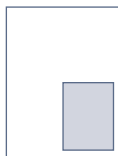
1/2 Page horizontal
175 x 117 mm
210 x 137 mm*



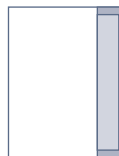
1/3 Page upright
55 x 236 mm
71 x 279 mm*



1/3 Page horizontal
175 x 76 mm
210 x 91 mm*



1/4 Page bloc
85 x 117 mm
–



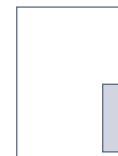
1/4 Page upright
40 x 236 mm
56 x 279 mm*



1/4 Page horizontal
175 x 56 mm
210 x 71 mm*



1/8 Page bloc
85 x 56 mm
–

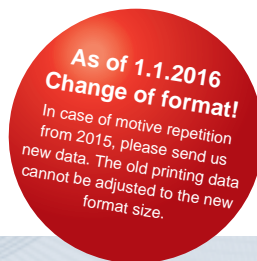


1/8 Page upright
40 x 117 mm
–



1/8 Page horizontal
175 x 31 mm
–

* +3 mm bleed on all outer edges



Circulation:

Print run: 35,527 copies
 Actual distributed circulation in annual average: 35,456 copies

Magazine size:

210 mm width x 279 mm height

Type area:

175 mm width x 236 mm height

Columns 4:

Column width 40 mm

Columns 3:

Column width 55 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.

The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colors, in €
2/3,4. Cover Page	10,550.00
1/1 Page	8,660.00
1/2 Page	4,400.00
1/3 Page	2,960.00
1/4 Page	2,250.00
1/8 Page	1,290.00

Preferential placements:

Fixed positions 785.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 3.78
 Agency price: each mm (1-column, 43 mm wide, colored) € 7.26
 Direct price: each mm (1-column, 43 mm wide, b/w) € 3.21
 Direct price: each mm (1-column, 43 mm wide, colored) € 6.17
 Situations wanted: each mm (1-column, 43 mm wide) € 2.05
 Box number fee: € 13.00

Discounts for classified ads:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads		By number of pages	
2 times	3%	3 pages	10%
4 times	5%	6 pages	15%
6 times	10%	8 pages	20%
8 times	15%		

All surcharges do qualify for discounts.

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, Germany
 IBAN: DE02 7002 0270 1830 2092 00,
 BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

Loose-leaf Insert



Characteristics:

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

Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 285.00
- Up to 50 g total weight per thou. € 460.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

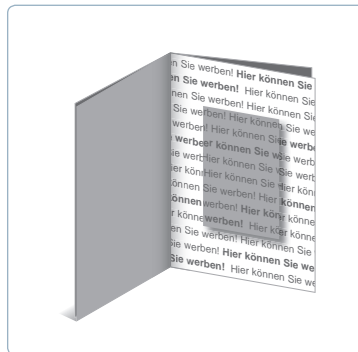
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- Bleed: gutter 3 mm each
- Bleed: on all outer edges 4 mm

Price: (no discounts available)

- 2 pages: € 5,585.00
- 4 pages: € 11,170.00
- 6 pages: € 16,755.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

We offer many more types of special ad forms - we'll be pleased to advise you!

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

Delivery address for loose-leaf and inbound inserts:

L.N. Schaffrath DruckMedien GmbH & Co.KG
Marktweg 42-50
47608 Geldern, Germany

Loose-leaf und inbound inserts must be delivered 10 working days before publication date at the latest.

Delivery note: „Object name issue no. “

Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

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

Please note that special formats/types of fold etc. require manual inserting - always coordinate your insert format with us in advance.

Data creating:

- Please send printable PDF files only (preferably PDF X3).
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 300 percent.
- We recommend profile ISOcoated_v2_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

Data transfer:

- Use Winzip (.ZIP) 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).

Further information on:

- Creating PDF X3
 - Distiller job options
 - Pitstop settings etc
- are available via E-mail: anzeigen@le-tex.de

Connections and Contact:

FTP: on request
E-mail: anzeigen@le-tex.de

Contact:

le-tex publishing services
Advertisement team
Weißenfeller Straße 84
04229 Leipzig, Germany
Tel.: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.

Standard ad forms:

Visits: 8,798 (September 2015)
Page Impressions: 16,491 (September 2015)



Back-ground coloring possible

Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: €75.00

Half Page
Size: 300 x 600 px
CPM*: €150.00

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

Superbanner
Size: 728 x 90 px
CPM*: €75.00

Wallpaper
Size: Superbanner and
Skyscraper
CPM*: €150.00

Expandable Medium
Rectangle small
Size: 300 x 250 px and
630 x 250 px
CPM*: €100.00

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

Expandable Medium
Rectangle large
Size: 300 x 250 px and
630 x 350 px
CPM*: €125.00

Newsletter: TAXI informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 3,625 (September 2015)



Medium Rectangle

Size: 300 x 250 px
Fixed price: €99.00

Cross/Full-Size Banner

Text Display large
Size: 650 x 150 px
Fixed price: €99.00

App:

Always and everywhere informed: The new app „Taxi Business – tip of the day“ delivers daily usable specialist information for taxi and rental car entrepreneurs and their drivers. Use this app as an advertising platform and reach your target group in their taxi directly. We'll be pleased to advise you about the advertising possibilities through the app „Taxi-Business“!

Price on request.



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner we absolutely need redirect. Here and also for layers, gif/jpg files aren't possible anymore.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter**Cross/Full-Size Banner, Medium Rectangle**

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form.
Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- 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/Image: 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, Germany
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



Andrea Volz

Director Sales Transport & Logistics, TAXI

andrea.volz@springer.com

Phone +49 89 203043-2124

Fax +49 89 203043-2398



Hanna Sturm

Media Consultant

hanna.sturm@springer.com

Phone +49 89 203043-2570

Fax +49 89 203043-2398



Eva Loibl

Advertising Service Print

anzeigen.taxi@springer.com

Phone +49 89 203043-2375

Fax +49 89 203043-2100



Veronika Eisele

Advertising Service Online

veronika.eisele@springer.com

Phone +49 89 203043-2312

Fax +49 89 203043-2100