

## 1 Short characterization:

The target group of **Gefahr/gut** includes hazardous-material commissioners, commissioned persons and businessmen in transport companies of long-distance and goods transport, in company traffic firms of the chemical-pharmaceutical and mineral industry, of chemistry wholesalers, and of the manufacturing industry. The topics are close to every-day life and include all areas relevant for hazardous materials, from production to disposal, in particular the transport of hazardous material. With up-to-date examples, "Gefahr/gut" illustrates and facilitates the implementation of legal regulations and decrees within the company.

**2 Frequency of publication:** monthly

**3 Year of publication:** 18<sup>th</sup> year 2010

**4 Web-address (URL):** www.gefahrgut-online.de

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

## 8 Publishing house:

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
P. O. Box 80 20 20, 81620 Munich, Germany  
Aschauer Str. 30, 81549 Munich, Germany  
Phone: +49-89/20 30 43-0  
Fax: +49-89/20 30 43-23 98  
Internet: www.verlag-heinrich-vogel.de  
E-mail: anzeigen-vhv@springer.com

## 9 Editorial department:

Editor in chief: Birgit Bauer  
birgit.bauer@springer.com

## 10 Advertising office:

General advertising director: Jutta Rethmann  
Advertising director: Matthias Pioro

## 11 Distribution director:

Jutta Rethmann  
Phone: 01 80/5 00 92 91 (€ 0.14/min., from the german  
landline/mobile radio deviant)  
E-mail: vertriebsservice@springer.com

## 12 Subscription cost:

Annual subscription rate  
Inland: € 136.90 incl. packing/postage and 7% VAT  
Foreign Countries: € 145.30 incl. packing/postage and 7% VAT  
Single copy: € 11.50 incl. 7% VAT plus € 1.20 packing/postage

**13 ISSN-No:** 0944-6117

**2008 = 12 editions**

|                                   |                        |
|-----------------------------------|------------------------|
| <b>Magazine format:</b>           | 210 mm (w), 279 mm (h) |
| <b>Total size:</b>                | 859 pages = 100.0 %    |
| <b>Editorial section:</b>         | 641 pages = 74.6 %     |
| <b>Advertising section:</b>       | 218 pages = 25.4 %     |
| of them are                       |                        |
| Classified ads:                   | 14 pages = 6.4 %       |
| Bound insert:                     | - pages = 0.0 %        |
| One's own ads:                    | 45 pages = 20.6 %      |
| Supplements (Loose-leaf inserts): | 7 pieces               |

## 15 Content analysis:

Not surveyed



## 16 Circulation control:



## 17 Analysis of circulation:

Average circulation within one year  
(from July 1<sup>st</sup> 2008 until June 30<sup>th</sup> 2009)

|   |       |                              |     |
|---|-------|------------------------------|-----|
| <b>Printed copies:</b>                    | 6,204 |                              |     |
| <b>Total circulation</b>                  | 5,814 | therefrom abroad:            | 228 |
| <b>Total net paid circulation:</b>        | 2,419 | therefrom abroad:            | 108 |
| - subscribed copies                       | 2,226 | therefrom copies for members | -   |
| - Sale by retail                          | -     |                              |     |
| - Other sale                              | 194   |                              |     |
| <b>Free copies:</b>                       | 3,395 |                              |     |
| <b>Remainer, file and checking copies</b> | 390   |                              |     |

## 18 Geographical circulation analysis:

| Economic area            | Quote of real circulated press run<br>% | copies |
|--------------------------|---|--------|
| Inland                   | 96.1                                    | 5,586  |
| Foreign Country          | 3.9                                     | 228    |
| <b>Total circulation</b> | 100.0                                   | 5,814  |

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

|                                 | copies |
|---------------------------------|--------|
| Nielsen geographical sector 1   | 961    |
| Nielsen geographical sector 2   | 1,185  |
| Nielsen geographical sector 3a  | 836    |
| Nielsen geographical sector 3b  | 889    |
| Nielsen geographical sector 4   | 1,133  |
| Nielsen geographical sector 5   | 91     |
| Nielsen geographical sector 6   | 255    |
| Nielsen geographical sector 7   | 236    |
| <b>Total circulation inland</b> | 5,586  |

|          | Issue | Publication Date    | Closing Date<br>Copy date (CD)<br>Printing material (PM) | Packaging   | Logistics/Transport   | Education and practise   | Fairs/Congresses  |
|----------|-------|---------------------|--|---|---|--|---|
| January  | 1     | <b>Dec 28, 2009</b> | CD: Nov 24, 2009<br>PM: Dec 4, 2009                      | <ul style="list-style-type: none"> <li>High-grade steel packaging</li> <li>Barrel handling</li> </ul>                   | <ul style="list-style-type: none"> <li><b>Tank cleaning</b> (Europe)</li> <li><b>Special:</b> booklet + tank cleaning map</li> <li>Inland water navigation</li> </ul> | <ul style="list-style-type: none"> <li>Hazardous cargo on the web</li> <li>Trainings and seminars for occupational safety</li> </ul> |   |
| February | 2     | <b>Jan 29, 2010</b> | CD: Dec 17, 2009<br>PM: Jan 7, 2010                      | <ul style="list-style-type: none"> <li>Barrels</li> <li>Combination packaging</li> </ul>                                | <ul style="list-style-type: none"> <li>Carriers: Best Behaviour</li> <li>Hazardous cargo by railway</li> <li>Radioactive Substances (Class 7)</li> </ul>              | <ul style="list-style-type: none"> <li>“Train the Trainer”</li> <li>Head protection</li> </ul>                                       | <b>easyFairs Logistik und Service Austria</b> , Wels (Austria), 03 – 04 Feb 2010<br><b>easyFairs Verpackung</b> , Wels (Austria), 03 – 04 Feb 2010<br><b>easyFairs Verpackung</b> , Hamburg, 10 – 11 Feb 2010   |
| March    | 3     | <b>Feb 26, 2010</b> | CD: Jan 22, 2010<br>PM: Feb 2, 2010                      | <ul style="list-style-type: none"> <li>IBC</li> <li>Pressure gas packaging</li> </ul>                                   | <ul style="list-style-type: none"> <li><b>Special: Load restraints</b></li> <li>Air cargo</li> </ul>  | <ul style="list-style-type: none"> <li>Hazardous cargo software vs web solutions</li> </ul>  | <b>LogiMAT2010</b> , Stuttgart, 02 – 04 March 2010<br><b>CeBIT</b> , Hanover 02 – 06 March 2010<br><b>IHM</b> , Munich, 03 – 07 March 2010<br><b>Energiesparmesse</b> , Wels (Austria), 05 – 07 March 2010<br><b>Fachtagung Industrielle Reinigung</b> , Munich, 11 – 12 March 2010 |
| April    | 4     | <b>Mar 26, 2010</b> | CD: Feb 23, 2010<br>PM: Mar 4, 2010                      | <ul style="list-style-type: none"> <li><b>Tank container (manufacturer + hirer)</b></li> </ul>                          | <ul style="list-style-type: none"> <li>Sea harbour logistics</li> <li>Disposal</li> <li>Carriers</li> </ul>   | <ul style="list-style-type: none"> <li>Hazardous cargo education and training</li> <li>Foot protection</li> </ul>                    | <b>Aero</b> , Friedrichshafen, 08 – 11 April 2010<br><b>Hanover Trade Fair</b> , Hanover, 19 – 23 April 2010<br><b>Bauma</b> , Munich, 19 – 25 April 2010<br><b>See-Hafen-Kongress</b> , Hamburg, 29 – 30 April 2010  |
| May      | 5     | <b>Apr 30, 2010</b> | CD: Mar 26, 2010<br>PM: Apr 8, 2010                      | <ul style="list-style-type: none"> <li><b>FIBC</b></li> <li><b>RFID</b></li> </ul>                                      | <ul style="list-style-type: none"> <li>CEP-service provider (courier, express, parcel)</li> <li>Multimodal transport</li> </ul>                                       | <ul style="list-style-type: none"> <li>Safety lockers</li> <li>Hand protection</li> </ul>  | <b>20. Münchner Gefahrguttage</b> , Munich, 10 – 12 May 2010<br><b>Rapid.Tech</b> , Erfurt, 18 – 19 May 2010<br><b>easyFairs Verpackung West</b> , Dortmund, 19 – 20 May 2010   |
| June     | 6     | <b>May 28, 2010</b> | CD: Apr 23, 2010<br>PM: May 4, 2010                      | <ul style="list-style-type: none"> <li>Corrugated board</li> <li>Combination packaging</li> <li>Catch basins</li> </ul> | <ul style="list-style-type: none"> <li><b>Special: Depots for tank containers</b></li> <li>Fork lifts</li> <li>REACH-Stacker</li> </ul>                               | Education media  | <b>Automatica</b> , Munich, 08 – 11 June 2010<br><b>SMT/Hybrid/Packaging</b> , Nuremberg, 08 – 10 June 2010<br><b>12. Gefahrguttage Schweiz</b> , Basel (Switzerland), 09 June 2010<br><b>easyFairs Fertigung&amp;Instandhaltung</b> , Wels (Austria), 23 – 24 June 2010            |

|           | Issue | Publication Date    | Closing Date<br>Copy date (CD)<br>Printing material (PM)   | Packaging   | Logistics/Transport  | Education and practise   | Fairs/Congresses   |
|-----------|-------|---------------------|--|---|--|--|--|
| July      | 7     | <b>Jun 25, 2010</b> | <b>Company portraits:</b><br>CD: May 4, 2010<br>PM: May 14, 2010<br><br><b>Advertisements:</b><br>CD: May 21, 2010<br>PM: June 4, 2010 |   | <b>Who Is Who</b><br>The trade directory for the hazardous cargo industry<br>- bilingual issue (german, english) -                           |  |  |
| August    | 8     | <b>Jul 30, 2010</b> | CD: June 29, 2010<br>PM: July 9, 2010  | <ul style="list-style-type: none"> <li>• <b>Reconditioning (map + overview)</b></li> <li>• <b>Special : Packaging</b></li> </ul>  | <ul style="list-style-type: none"> <li>• Air cargo</li> <li>• Harbour logistics</li> </ul>   | <ul style="list-style-type: none"> <li>• Environment protection</li> <li>• Protection suits</li> </ul> |  |
| September | 9     | <b>Aug 27, 2010</b> | CD: Jul 27, 2010<br>PM: Aug 5, 2010  | <ul style="list-style-type: none"> <li>• FIBC</li> <li>• Bags</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Preview IAA Hanover</b></li> <li>• Disposal</li> <li>• Inland water navigation</li> </ul>        | <ul style="list-style-type: none"> <li>• Load restraints</li> </ul>                                    | <b>IFAT</b> , Munich, 13 – 17 Sep 2010<br><b>easyFairs Logistik</b> , Bern (Switzerland), 16 – 17 Sep 2010<br><b>InnoTrans</b> , Berlin, 21 – 24 Sep 2010<br><b>IAA Nutzfahrzeuge 2010</b> , Hanover, 23 - 30. Sep 2010<br><b>FachPack/PrintPack/LogIntern</b> ,<br>Nuremberg, 28 – 30 Sep 2010<br><b>expo PetroTrans</b> , Kassel, 30 Sep – 02 Oct 2010 |
| October   | 10    | <b>Sep 24, 2010</b> | CD: Aug 24, 2010<br>PM: Sep 2, 2010  | <ul style="list-style-type: none"> <li>• Thin sheet packaging</li> <li>• Barrels</li> </ul>                                       | <ul style="list-style-type: none"> <li>• <b>Hazardous cargo carriers</b></li> <li>• Telematics</li> <li>• General cargo logistics</li> </ul> | <ul style="list-style-type: none"> <li>• Refrigerated Transport</li> </ul>                             | <b>Arbeitsschutz aktuell</b> , Leipzig, 19 – 21 Oct 2010<br><b>Deutscher Logistik-Kongress</b> , Berlin, 20 – 22 Oct 2010<br><b>EuroBlech</b> , Hanover, 26 – 30 Oct 2010  |
| November  | 11    | <b>Oct 29, 2010</b> | CD: Sep 28, 2010<br>PM: Oct 7, 2010  | <ul style="list-style-type: none"> <li>• Barrel handling</li> <li>• Tank container</li> </ul>                                     | <ul style="list-style-type: none"> <li>• <b>Special: Storage provider map</b></li> <li>• Storage/Handling</li> </ul>                         | <ul style="list-style-type: none"> <li>• Fire simulation</li> </ul>                                    | <b>ArbeitsSicherheit Schweiz</b> ,<br>Basel (Switzerland), 10 – 11 Nov 2010<br><b>Swisstech</b> , Basel (Switzerland), 16 – 19 Nov 2010<br><b>26. Münchner-Gefahrstofftage</b> , Munich, 24 – 26 Nov 2010<br><b>(21. Internationale Binnenschiffahrts-Gefahrgut-Tage - Netherlands – estimated Nov 2010)</b>   |
| Decem     | 12    | <b>Nov 26, 2010</b> | CD: Oct 25, 2010<br>PM: Nov 4, 2010  | <ul style="list-style-type: none"> <li>• IBC</li> <li>• Corrugated board</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Special: Tank cleaning booklet + map (Europe)</b></li> </ul>                                     | <ul style="list-style-type: none"> <li>• Software for occupational safety</li> </ul>                   |  |
| January   | 1/11  | <b>Dec 27, 2010</b> | CD: Nov 23, 2010<br>PM: Dec 3, 2010  | <ul style="list-style-type: none"> <li>• <b>Buckets</b></li> <li>• <b>Tins</b></li> <li>• <b>Large packaging means</b></li> </ul> | <ul style="list-style-type: none"> <li>• RFID</li> </ul>   | <ul style="list-style-type: none"> <li>• Hazardous cargo trainings and seminars</li> </ul>             |  |



### 1 Circulation:

Printed copies: 6,204  
 Total circulation in annual average 5,814  
 (according to AMF schema 2, number 17)

### 2 Magazine size

#### Size:

210 mm x 279 mm trimmed  
 213 mm 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, 175 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: monthly  
 Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

### 5 Publishing house:

Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 Aschauer Str. 30, 81549 Munich  
 P. O. Box 80 20 20, 81620 Munich  
 Advertising department:  
 Matthias Pioro  
 Phone: +49-89 / 20 30 43 - 11 22  
 Fax: +49-89 / 20 30 43 - 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<br>mm |           | Basic price<br>b/w<br>€ | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------|-------------------------------|
|                   |         | type area            | truncate  |                         |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | <b>4,380.00</b>         | <b>6,300.00</b>               |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | <b>2,190.00</b>         | <b>3,150.00</b>               |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | <b>1,620.00</b>         | <b>2,360.00</b>               |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | <b>1,270.00</b>         | <b>1,790.00</b>               |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                         |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | <b>890.00</b>           | <b>1,230.00</b>               |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                         |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | <b>710.00</b>           | <b>950.00</b>                 |
|                   | 2 col.  | 90 x 125             | 105 x 148 |                         |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                         |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | <b>440.00</b>           | <b>660.00</b>                 |
|                   | 2 col.  | 90 x 65              |           |                         |                               |
|                   | 4 col.  | 185 x 33             |           |                         |                               |
| Front cover page  |         |                      |           |                         | <b>5,000.00</b>               |
| 2., 4. cover page |         |                      | 210 x 279 |                         | <b>3,820.00</b>               |

## 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 610.00 €

### 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) 2.27 €  
Situations wanted each mm (1 column, b/w) 1.65 €  
Box number fee 11.00 €

Source of supply listing per issue, 1 column, per printed line 11.00 €  
with photo (43 mm x 30 mm) plus 52.00 €  
with ad box (43 mm x 9 mm) plus 26.00 €  
It can be booked for 6 or more editions. 10 percent discount when  
12 editions are booked.

## 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 % |
| 9 insertions       | 10 % | 9 pages           | 15 % |
| 12 insertions      | 15 % | 12 pages          | 20 % |

All surcharges do qualify for discounts. Front pages are not qualified for discount.

## 12 Combinations: -

## 13 Bound inserts:

|         |            |
|---------|------------|
| 2 pages | 2,190.00 € |
| 4 pages | 4,380.00 € |
| 6 pages | 6,570.00 € |
| 8 pages | 8,760.00 € |

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

## 16 Delivery address for the positions 13 to 15:

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

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

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

## Gatefolder

Basis price and technical details: on request

## Inventory card

Base board large, 125 mm x 185 mm, 4 colours 2,020.00 €

Base board small, 62 mm x 185 mm, 4 colours 1,060.00 €

Header incl. logo on the internet,  
40 mm x 400 mm 1,970.00 €

## Reconditioning card (not discountable)

Banner, 125 mm x 185 mm, at the bottom 2,020.00 €

Banner, 40 mm x 400 mm, at the head 1,970.00 €

## Tank cleaning card (not discountable)

Banner small 1,440.00 €

Banner medium 2,450.00 €

Banner large 3,080.00 €

## Calender

Banner at the head or the bottom 3,180.00 €

The Who Is Who offers an overview of the **entire hazardous cargo industry**, thus providing important impulses for decisions on future purchases.

Companies have the opportunity to present themselves to international readers in **two languages, German and English**. Topics include all areas from training to transport, from storage establishment to packaging.

Your company portrait will appear both in the trade directory and at the online-portal [www.gefahrgut-online.de](http://www.gefahrgut-online.de)

#### Ad prices:

|                               |            |
|-------------------------------|------------|
| Front cover page, 4-coloured: | 4,120.00 € |
| 2., 3., 4. cover page:        | 3,575.00 € |
| Full page, 4-coloured:        | 3,230.00 € |
| Company portrait (1 page):    | 875.00 €   |
| Company portrait (2 page):    | 1,540.00 € |

Company portraits don't qualify for discount.

The Who Is Who trade directory for the hazardous cargo industry belongs to the most recognized products of the Gefahr/gut-family.

**Advantage for you: Increased contact chances for your advertisements.**

**Magazine size:** 210 mm wide x 279 mm high

**Publication date:** June, 25, 2010

#### Copy date:

|                    |              |
|--------------------|--------------|
| Company portraits: | May 4, 2010  |
| Advertisements:    | May 21, 2010 |

#### Printing material dates:

|                    |              |
|--------------------|--------------|
| Company portraits: | May 14, 2010 |
| Advertisements:    | June 4, 2010 |

#### Printed copies:

10,000 copies

#### Printing materials:

Company portraits:

Photos: 8 cm wide, 6 cm high, tif or eps,  
300 dpi resolution, colour chart: CMYK  
Please send us your information about the company  
portraits by e-mail to [who-is-who@springer.com](mailto:who-is-who@springer.com)

Advertisements:

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 on [www.mediacentrum.de](http://www.mediacentrum.de) or as an  
attachment to the order confirmation). The creation of  
artwork will be invoiced.

#### Advertising consuler:

Matthias Pioro  
Phone: +49-89 / 20 30 43-11 22  
Fax: +49-89 / 20 30 43-23 98  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

#### Advertising processing:

Agnes Frosch:  
Phone: +49-89 / 20 30 43-27 55  
Fax: +49-89 / 20 30 43-21 00  
E-mail: [who-is-who@springer.com](mailto:who-is-who@springer.com)



**1 Web-Address (URL):** www.gefahrgut-online.de

### 2 Short characterization:

Comprehensive internet offer for everyone responsible for the proper handling of hazardous materials. Here, you reach all those who deal with hazardous materials and require practical and specialized knowledge for their daily decisions. Current legal information and commented legal decisions, news and background reports. Seminar and industrial-fair agenda, classified directory, and material database.

**3 Target group:** Hazardous cargo agents and persons in charge of hazardous cargo in forwarding companies.

**4 Publishing house:** Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Str. 30, 81549 Munich, Germany  
online-inserate-hvogel@springer.com

**5 Contact person:** Andrea Volz  
Phone: +49 89/20 30 43 - 21 24  
Fax: +49 89/20 30 43 - 23 98  
E-mail: andrea.volz@springer.com



certified online service since August 2007

**7 Numbers of hits:** visits: 16,802 (September 2009)  
page impressions: 45,990 (September 2009)

## 8. Ad forms and prices:

### 8.1 Banner advertisements

| Types of ads                                | Pixel size     | CPM €*     |
|---|----------------|------------|
| 1 Advertorial + Logo (GIF)                  | 300 x 115      | 55.00      |
| 2 Rectangle / Video Rectangle               | 300 x 250      | 75.00      |
| 3 Expandable Rectangle (to the left side)   | 630 x 250      | 100.00     |
| 4 Expandable Rectangle (at the bottom left) | 630 x 350      | 125.00     |
| 5 Layer Ad + Rectangle Reminder             | 400 x 400      | 150.00     |
| 6 Half Page                                 | 300 x 600      | 150.00     |
| 7 Expandable Half Page                      | 630 x 600      | on request |
| 8 Road Block (two Rectangles)               | 300 x 250 (2x) | 150.00     |
| 9 Corner Ad Large                           | on request     |            |

\*Current prices from Oct 1, 2009; CPM = cost per thousand impressions. All prices are plus VAT.

### Technical specifications banner:

- File formats: swf, gif, jpg, 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:

Every Wednesday hazardous cargo online informs decision makers and executive staff with a current and informative newsletter.

#### Newsletter subscribers:

2,759 (September 2009)

| Types of ads   | Pixel size | CPM €* |
|--|------------|--------|
| 1 Rectangle  | 300 x 250  | 199.00 |
| 2 Horizontal / Fullsizebanner or text ad plus logo/picture | 650 x 150  | 199.00 |

\*Current prices from Oct 1, 2009; CPM = cost per thousand impressions. All prices are plus VAT.

#### Technical specifications newsletter:

- File formats: 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:

Headline: max. 60 characters  
Text: max. 500 characters incl. all blank lines and paragraphs  
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel



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

| Branch/section<br>(approx.)             | Recipients groups<br>According to classification of the industry branches of the Federal Statistical Office  | Quota of total circulation<br>% | Projection   |
|---|--|---------------------------------|--------------|
| 61.1, 60.24.5,<br>63.1, 63.4, 62, 64.12 | Rail traffic, subject to authorisation of long-distance transports on the road (without move transports), freight handling and warehousing, freight carriers, other transportation brokers, air cargo, private postal and courier services | 37                              | 2,070        |
| 24, 24.4                                | Manufacturing of chemical and pharmaceutical products  | 14                              | 780          |
| 37, 90                                  | Recycling, sewage and waste disposal, other disposal   | 9                               | 500          |
| 74.14.1, 74.3, 80.4,<br>80.41           | Consulting, technical, physical and chemical examination, adult education and other education, driving schools   | 7                               | 390          |
| 75.1, 91.1                              | Public administration, Trade and employers associations, professional organisations  | 6                               | 340          |
| 60.24.5,                                | Subject to authorisation of local traffic(without move transports)   | 5                               | 280          |
| 51.12.1, 23.20.0                        | Procurement of fuel and mineral oil trade and petroleum processing   | 4                               | 220          |
| 29, DM                                  | Engine and vehicle construction  | 3                               | 170          |
| 51.12.3, 51.3                           | Procurement of trade with technical chemicals, raw drugs, caoutchouc, plastics and fertilisers, wholesaling of foods, drinks and tobaccos  | 2                               | 110          |
| 74.87.2                                 | Adjusters  | 2                               | 110          |
| 21.21.0, 25.22.0,<br>74.82              | Manufacturing of corrugated papers and pasteboards, packing materials of paper, carton and pasteboard, manufacturing of plastic packing materials, industry of bottling and packing  | 2                               | 110          |
|   | Other  | 9                               | 500          |
|   | Rounding difference  |                                 | + 6          |
|   | <b>Total circulation inland</b>  | <b>100</b>                      | <b>5,586</b> |
|   | Foreign countries (unlevied)   |                                 | 228          |
|   | <b>Total circulation inland and foreign countries</b>  |                                 | <b>5,814</b> |

# Data Ticket



Status quo: September 2009

## Transfer of digital data

If you send your advert via E-mail, to our FTP server or on a data medium, it is vital you include this information:

Sender/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

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## Ad Information for the following publications:

BFA       FS       GG       OR       TAXI       TR       VR

Others \_\_\_\_\_

Issue: \_\_\_\_\_ Heading: \_\_\_\_\_

Ad format: \_\_\_\_\_ Colour: \_\_\_\_\_

File name: \_\_\_\_\_ Application: \_\_\_\_\_ Version \_\_\_\_\_

Operating system:  Apple MacIntosh       Windows PC

Data transfer via  FTP       e-mail       Data medium by mail

Proof  Contract proof (ISO)       content binding      delivered by mail  
(please mark with a cross if necessary)

## Creation of data

- Please provide only printable PDF X3-files in the size of the ad format (without white borders)
- Ads to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Please create coloured illustrations in CMYK mode or convert Data in CMYK.
- The maximum colour application shall not exceed 320%.

## 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\_motif.zip).

## Support concerning

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

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