

1 Short characterization: BUSFahrer, the only title in this market segment, meets the target group's information demands perfectly with its highly interesting topic range covering vehicle tests, driving reports, reports and portraits of industry sector experts, and entertaining stories. Adverts and their message are thus targeted directly at the opinion makers in the companies.

2 Frequency of publication: quarterly

3 Year of publication: 5th year 2008

4 Web-adress (URL): www.busfahrer-magazin.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
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12 Subscription cost:

Annual subscription rate
Inland: 13.70 € plus 3.20 € packing/postage,
incl. 7% VAT
Foreign Countries: 13.70 € plus 5.30 € packing/postage, incl. 7% VAT
Single copy: 3.90 € plus 1.90 € packing/postage, incl.
7% VAT

13 ISSN-No: 1614-0656

14 Publishing dates 2008:

No.	PD	CD	PM
01/06	Feb 26, 2008	Jan 24, 2008	Feb 7, 2007
02/06	May 27, 2008	Apr 23, 2008	May 6, 2007
03/06	Aug 26, 2008	Jul 25, 2008	Aug 6, 2007
04/06	Nov 25, 2008	Oct 21, 2008	Nov 6, 2007

PD = Publishing date, CD = Copy date, PM = Printing material

1 Circulation:

Printed copies: 26,000 copies

2 Magazine size:

210 x 279 mm
213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
4 columns, 43 mm
3 columns, 60 mm

3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

7 Ads and rates:

All prices are plus VAT.

4 Publication:

Frequency of publication: quarterly
Publications dates, closings dates and dates for submission: see timetable

5 Publisher:

Springer Transport Media GmbH
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Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising department:
phone: +49-89 / 43 72-21 86
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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

2/1 page: W 397 x H 250
2/1 page truncate:* W 420 x H 279
Basic rate b/w 5,520.00 €
coloured 7,885.00 €

1/1 page: W 185 x H 250
1/1 page truncate:* W 210 x H 279
Basic rate b/w 2,760.00 €
coloured 3,940.00 €

1/2 page (upright): W 90 x H 250
1/2 page truncate:* W 102 x H 279
1/2 page (landscape): W 185 x H 125
1/2 page truncate:* W 210 x H 140
Basic rate b/w 1,645.00 €
coloured 2,320.00 €

1/3 page (upright): W 60 x H 250
1/3 page truncate:* W 72 x H 279
1/3 page (landscape): W 185 x H 85
1/3 page truncate:* W 210 x H 98
Basic rate b/w 1,060.00 €
coloured 1,520.00 €

1/4 page (upright, 1-column): W 43 x H 250
1/4 page truncate:* W 57 x H 279
1/4 page (landscape): W 185 x H 65
1/4 page truncate:* W 210 x H 82
1/4 page, 2-column: W 90 x H 125
Basic rate b/w 835.00 €
coloured 1,200.00 €

1/8 page (upright, 1-column): W 43 x H 125
1/8 page, 2-column: W 90 x H 65
1/8 page (landscape): W 185 x H 33
Basic rate b/w 430.00 €
coloured 605.00 €

Island ads

mm-price, 4-coloured, 1-col, 43 mm wide 20.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 4,730.00 €

* + 4 mm bleed at all edges to be truncated



8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 600.00 €

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area -

9 Prices for classified ads/situations wanted:

1 column millimetre rate for

b/w 2.95 €

coloured 4.10 €

Situations wanted 1.60 €

Box number fee 10.00 €

10 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

2 insertions 3%

3 insertions 5%

4 insertions 10%

Quantity discount

2 pages 5%

3 pages 10%

4 pages 15%

All surcharges qualify for discount.

11 Bound inserts:

2 pages 2,760.00 €

4 pages 5,520.00 €

6 pages 8,280.00 €

8 pages 10,040.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 285 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

12 Loose-leaf inserts:

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 120.00 €

up to 50 g 190.00 €

over 50 g on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

13 Glued-in postcards:

Glued-in postcards/thousands 85.00 €

Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).

Loose inserts and glued-in postcards do not qualify for discounts.

14 Special ad forms:

Gatefolder, booklets and other ad forms: on request

15 Delivery address for the positions 11 to 14:

L.N.Schaffrath GmbH & Co. KG

Marktweg 42-50

47608 Geldern

Delivery notice: for BUSFahrer no. ...)

Please send in advance 10 samples to advertising sales department.



Media- information 2008

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