

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: 6th year 2009

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house: Springer Transport Media GmbH
Postal address: Post-office box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
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Fax: +49-89 / 43 72-23 98
Internet: www.mediacentrum.de
E-Mail: anzeigen-vhv@springer.com

9 Editorial department: Editor in chief: Birgit Bauer
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10 Advertising office:

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Advertising director: Marisa d'Arbonneau

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

12 Subscription cost:

Annual subscription rate
Inland: € 17.50 incl. packing/postage and 7% VAT
Foreign Countries: € 20.80 incl. packing/postage and 7% VAT
Single copy: € 3.90 incl. 7% VAT plus € 1.20 packing/postage

13 ISSN-No: 1614-0656

14 Publishing dates:

No.	PD	CD Image ads	CD Classified ads	PM
01/2009	Feb 24, 2009	Jan 26, 2009	Feb 9, 2009	Feb 5, 2009
02/2009	May 26, 2009	Apr 23, 2009	May 8, 2009	May 5, 2009
03/2009	Aug 25, 2009	Jul 27 2009	Aug 10, 2009	Aug 6, 2009
04/2006	Nov 24, 2009	Oct 26, 2009	Nov 9, 2009	Nov 5, 2009

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

1 Circulation:

Printed copies: 16,000 copies

2 Magazine size

Size:

210 x 279 mm trimmed

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 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 (as an attachment to the order confirmation).

The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: quarterly

Publications dates, closings dates and dates for submission:

see timetable "Publishing dates"

5 Publishing house:

Springer Transport Media GmbH

House address: Neumarkter Str. 18, 81673 Munich

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Advertising

department:

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6 Payment terms:

- direct debit 3% prompt payment discount

- within 10 days 2% prompt payment discount

- within 30 days
from date of invoice net

VAT no. DE 152942001

Bank accounts: HypoVereinsbank, Munich

IBAN: DE02 7002 0270 1830 2092 00,

BIC: HYVEDEMMXXX

7 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price 4 colours €
		type area	truncate		
2/1 page	8 col.	397 x 250	420 x 279	5,600.-	8,000.-
1/1 page	4 col.	185 x 250	210 x 279	2,800.-	4,000.-
1/2 page	2 col.	90 x 250	102 x 279	1,670.-	2,350.-
	4 col.	185 x 125	210 x 140		
1/3 page	1 col.	60 x 250	72 x 279	1,080.-	1,550.-
	4 col.	185 x 85	210 x 98		
1/4 page	1 col.	43 x 250	57 x 279	850.-	1,220.-
	2 col.	90 x 125	102 x 140		
	4 col.	185 x 65	210 x 82		
1/8 page	1 col.	43 x 125		440.-	620.-
	2 col.	90 x 60			
	4 col.	185 x 33			
2., 3., 4. cover page					4,800.-
Front cover page					5,080.-
Island ads, each mm					20,40

* + 4 mm bleed at all edges to be truncated



Media-information 2009

Advertisement rate card
No. 5, page 2
Current prices from Oct 1, 2008

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 610.00 €

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	2.99 €
coloured	4.16 €
Situations wanted	1.62 €
Box number fee	11.00 €

10 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	3%	2 pages	5%
3 insertions	5%	3 pages	10%
4 insertions	10%	4 pages	15%

All surcharges qualify for discount. Front cover pages not discountable.

11 Bound inserts:

2 pages	2,800.00 €
4 pages	5,600.00 €
6 pages	8,400.00 €
8 pages	11,200.00 €

(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)

12 Loose-leaf inserts:

loose inserted, max. format: 203 mm x 275 mm	
Weight of loose-leaf inserts	Price/thousand
up to 25 g	170.00 €
up to 50 g	230.00 €
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	90.00 €
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
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15 Delivery address for the positions 11 to 14:

Stürtz AG, Warenannahme
Alfred-Nobel-Str. 33
97080 Würzburg

Delivery notice: for BUSFahrer no. ...)

Please send in advance 10 samples to advertising sales department.

See www.mediacentrum.de for our terms and conditions

Contact persons:

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- **Advertising Director Bus**

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