

1 Short characterization:

Official cross-regional magazine of the federal driving instructors' association. The magazine focuses on issues of road safety and road safety training. Technical, economic, and traffic regulation issues are discussed in detail.

2 Frequency of publication: monthly

3 Year of publication: 60th year 2009

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

5 Memberships: -

6 Medium: Official organ of the Federal Association of Driving Instructor Organisations and their confederated states associations.

7 Publisher: Federal Association of Driving Instructor Organisations

8 Publishing house: Springer Transport Media GmbH
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
Phone: +49-89 / 43 72-0
Fax: +49-89 / 43 72-23 98
Internet: www.verlag-heinrich-vogel.de
E-mail: anzeigen-vhv@springer.com

9 Editorial department:
Editor in chief: Dietmar Fund
dietmar.fund@springer.com

10 Advertising office:

General Advertisement Director: Michaela Lenz
Advertisement 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: 84.90 € incl. packing/postage and 7% VAT
Foreign Countries: 88.50 € incl. packing/postage and 7% VAT
Single copy: 7.20 € incl. 7% VAT, plus 1.20 € packing/postage

13 ISSN-No: 0014-6838

14 Scope analysis:

2007 = 12 editions

Magazine format: 210 mm (wide), 279 mm (high)
Total size: 668 pages = 100.0 %
Editorial section: 381 pages = 57.1 %
Advertising section: 287 pages = 42.9 %

of them are

Classified advertisements: 65 pages = 22.6 %
Bound insert: 1 page = 0 %
One's own advertisements: 85 pages = 29.7 %

Supplements (Loose-leaf inserts): 5 pieces

15 Content analysis: Not surveyed



16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2006 until June 30th 2007)

Printed copies:	17,821		
Total circulation	17,558	therefrom abroad:	36
Total net paid circulation:	16,933	therefrom abroad:	26
- subscribed copies	16,873	therefrom copies for members:	14,485
- Sale by retail	-		
- Other sale	60		
Free copies:	626		
Remainer, file and checking copies	263		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99,8	17,522
Foreign Country	0.2	36
Total circulation	100.0	17,558

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

	copies
Nielsen geographical sector 1	3,417
Nielsen geographical sector 2	3,645
Nielsen geographical sector 3a	2,583
Nielsen geographical sector 3b	1,858
Nielsen geographical sector 4	2,914
Nielsen geographical sector 5	538
Nielsen geographical sector 6	1,352
Nielsen geographical sector 7	1,215
Total circulation inland	17,522

	Issue	Closing Date	Printing Material	Publication Date	Themes	Fairs 2009
January	1	Nov 28, 2008	Dec 9, 2008	Jan 2, 2009	How driving instructors can prepare her student drivers for the PC examination	
February	2	Jan 7, 2009	Jan 19, 2009	Feb 5, 2009	How the two-wheeler manufacturers would like to win young people and rebeginners	
March	3	Feb 2, 2009	Feb 12, 2009	Mar 5, 2009	Actual trends concerning the motorcycle clothes	AMI Automobile International , Leipzig, Mar 28 to Apr 5, 2009
April	4	Mar 4, 2009	Mar 16, 2009	Apr 2, 2009	Mobile navigation systems for driving-school vehicle	
May	5	Apr 3, 2009	Apr 17, 2009	May 7, 2009	Tires optimized in roll resistance and other trends in the tire technology	
June	6	May 4, 2009	May 14, 2009	Jun 4, 2009	Care ideas for the inside and outside cleaning of driving school vehicles	
July	7	Jun 2, 2009	Jun 15, 2009	Jul 2, 2009	Advertising material for driving schools	
August	8	Jul 8, 2009	Jul 20, 2009	Aug 6, 2009	Smart ideas for the showcase creation	
September	9	Aug 5, 2009	Aug 17, 2009	Sep 3, 2009	Market overview: The latest winter tire	IAA, PKW , Frankfurt, Sep 17 to Oct 27, 2009 IFMA Int. Fahrradmarkt , Cologne, date still open

October	10	Sep 2, 2009	Sep 14, 2009	Oct 1, 2009	Driver assistance systems as an object of practical and theoretical driving instructions.	REHACare , Düsseldorf, Oct 14 to Oct 17, 2009
November	11	Oct 7, 2009	Oct 19, 2009	Nov 5, 2009	Market overview: New trailer for the training in the following categories: BE, C1E and CE according to the 3rd EU-driving licence guideline	
December	12	Nov 4, 2009	Nov 16, 2009	Dec 3, 2009	Flipcharts, presentation suitcases and other practical additives for the theoretical lessons	
January	01/10	Dec 2, 2009	Dec 11, 2009	Jan 7, 2010	New office furniture and driving school facilities	

1 Circulation:

Printed copies: 17,821 copies
Total circulation in annual average: 17,558 copies

2 Magazine size:

210 mm x 279 mm
213 mm 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. (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:

Springer Transport Media GmbH
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich

Advertising department:

Elisabeth Huber
Phone: +49-89 / 43 72-23 52
Fax: +49-89 / 43 72-23 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 811148881

Bank accounts:

HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

7 Ads and rates:

All prices are plus VAT.

2/1 page:

W 379 x H 250

2/1 page truncate:*

W 420 x H 279

Basic rate b/w 8,050.00 €
coloured 11,500.00 €

1/1 page:

W 185 x H 250

1/1 page truncate:*

W 210 x H 279

Basic rate b/w 3,960.00 €
coloured 5,680.00 €

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 2,150.00 €
Coloured 3,080.00 €

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 1,445.00- €
coloured 2,130.00 €

1/4 page (upright, 1-column):

W 43 x H 250

1/4 page truncate:*

W 57 x H 279

1/4 page, 2-column:

W 90 x H 125

1/4 page (landscape):

W 185 x H 65

1/4 page truncate:*

W 210 x H 82

Basic rate b/w 1,160.00 €
coloured 1,710.00 €

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 600.00 €
coloured 1,010.00 €

1/16 page, 1-column:

W 44 x H 65

1/16 page, 2-column:

W 92 x H 30

1/16 page (landscape):

W 188 x H 15

Basic rate b/w 340.00 €
coloured 550.00 €

Front cover page

Basic rate, coloured

8,280.00 €

2., 3., 4. cover page

Basic rate, 4-coloured

6,620.00 €

* + 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 635.00 €

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

Commercial ads (1 column, 43 mm wide, b/w) 4.58 €

Commercial ads (1 column, 43 mm wide, coloured) 6.29 €

Private ads (1 column, 43 mm wide, b/w) 3.89 €

Private ads (1 column, 43 mm wide, coloured) 5.35 €

Situations wanted (1 column, 43 mm wide) 1.97 €

Box number fee 11.00 €

10 Special ad forms:

on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions 3%

6 insertions 5%

9 insertions 10%

12 insertions 15%

Quantity discount

3 pages 5%

6 pages 10%

9 pages 15%

12 pages 20%

All surcharges qualify for discount.

Front pages do not qualify for discounts.

12 Combinations:

-

13 Bound inserts:

2 pages 3,960.00 €

4 pages 7,920.00 €

6 pages 11,880.00 €

8 pages 15,840.00 €

(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).

14 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.

15 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.

16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme

Alfred-Nobel-Straße 33

97080 Würzburg, Germany

Delivery notice: for FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

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

2 Short characterization:

Comprehensive Internet offer for driving-school owners and driving instructors.
Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

3 Publishing company: Springer Transport Media GmbH
Neumarkter Str. 18, 81673 Munich, Germany
online-inserate-hvogel@springer.com

4 Contact person: Elisabeth Huber
Phone: +49 89/43 72 - 23 52
Fax: +49 89/43 72 - 23 98
E-mail: elisabeth.huber@springer.com

5 Access control: -

6 Numbers of hits: visits: 14,366 (July 2008)
page impressions: 66,719 (July 2008)

7. Ad forms and prices:

7.1 Banner advertisements

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

*Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications:

- File formats: swf, gif, jpg, html, 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

7.2 Newsletter advertisements

Newsletter subscriber: 2,460 (July 2008)

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.00
2 Horizontal/Fullsizebanner	650 x 150	75.00
3 Text ad large plus logo/picture	650 x 250	75.00
4 Text ad small plus logo/picture	300 x 115	55.00

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

Technical specifications:

- File formats: animated or 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 ad small: headline: max. 30 characters
Text: max. 240 characters incl. all blank lines and paragraphs
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text ad large: headline: max. 60 characters
Text: max. 700 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

8 Basic Entry as Fahrschul Partner

Vehicles – Supplier/Accessories – Service Provider

- Contact addresses and contact persons –**free of charge**
- Company logo
- Further information
- Vehicles/products suitable for exams and their conditions
- Link to your own website/driving school portal
- Link to the main retailers
- Prices on request

For more information visit www.mediacentrum.de

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection (approx.)
80.41	Driving schools	94	16,470
	- Owner of driving schools	83	14,540
	- Employed driving instructors	9	1,560
	- Driving schools of railway, post, fire departements, German Federal Armed Forces and police	2	350
74.84/66	Supply of other services, Insurance industry	1	180
91.1	Trade and employers associations, professional organisations	1	180
75.1	Civil Service (administrations, District Offices, MOT)	1	180
	Other	2	350
	Not specified	1	180
	Rounding difference		-18
	Total circulation inland	100	17,522
	Foreign countries (unlevied)		36
	Total circulation inland and foreign countries		17,558

Data Ticket

Status quo: August 2008

Transfer of digital data:

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

Sender/Company: _____

Contact: _____

Phone: _____ Fax: _____ ISDN: _____

Ad Information:

Issue: _____ Section: _____

Ad format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-mail Data medium by mail

Annotation _____

Creation of data:

- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

Transfer of data:

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Support too:

- PDF XC-pereparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable under www.springer-business-media.de/anzeigendaten or if required under the stated contact address.

Contact details:

FTP: ftp.stuertz.de (Login:gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-11332

Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49-9 31/3 85-3 32

Modifications and printer's errors excepted

Please contact us for further information

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- **Advertising Sales Manager**
- **Advertising Administration**

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