

## 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:** 17<sup>th</sup> year 2009

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

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

## 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: Thomas Maier  
thomas.maier@springer.com

## 10 Advertising office:

General advertising director: Michaela Lenz  
Advertising director: Thomas Merz

## 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: € 140.00 incl. packing/postage and 7% VAT  
Single copy: € 11.50 incl. 7% VAT plus € 1.20 packing/postage

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

**2007 = 12 editions**

<b>Magazine format:</b>	210 mm (w), 279 mm (h)
<b>Total size:</b>	543 pages = 100.0 %
<b>Editorial section:</b>	384 pages = 70.7 %
<b>Advertising section:</b>	159 pages = 29.3 %
of them are	
Classified ads:	17 pages = 10.5 %
Bound insert:	- pages = 0.0 %
One's own ads:	62 pages = 38.9 %
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> 2007 until June 30<sup>th</sup> 2008)

<b>Printed copies:</b>	6,183		
<b>Total circulation</b>	5,852	therefrom abroad:	142
<b>Total net paid circulation:</b>	2,521	therefrom abroad:	111
- subscribed copies	2,311	therefrom copies for members	-
- Sale by retail	-		
- Other sale	210		
<b>Free copies:</b>	3,331		
<b>Remainer, file and checking copies</b>	331		

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

	copies
Nielsen geographical sector 1	908
Nielsen geographical sector 2	1,073
Nielsen geographical sector 3a	874
Nielsen geographical sector 3b	885
Nielsen geographical sector 4	1,382
Nielsen geographical sector 5	103
Nielsen geographical sector 6	214
Nielsen geographical sector 7	271
<b>Total circulation inland</b>	<b>5,710</b>

**18 Geographical circulation analysis:**

Economic area	Quote of real circulated press run %	
		copies
Inland	97.6	5,710
Foreign Country	2.4	142
<b>Total circulation</b>	<b>100.0</b>	<b>5,852</b>

	Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Fairs/Congresses
January	1	<b>Dec 29, 2008</b>	CD: Nov 21, 2008 PM: Dec 2, 2008	<ul style="list-style-type: none"> <li>Buckets</li> <li>Tins</li> <li>Large packaging means</li> </ul>	<ul style="list-style-type: none"> <li><b>Tank cleaning</b> (Europe)</li> <li><b>Special:</b> Booklet + tank cleaning-card</li> <li>Truck test Mercedes-Axor</li> </ul>	<ul style="list-style-type: none"> <li>Hazardous cargo education and improving</li> <li>Hazardous cargo literature</li> </ul>	<p><b>Intern. Nutzfahrzeug-Ausstellung</b>, Brussels, Jan 16 to 25, 2009</p> <p><b>Terra Tec</b>, Leipzig, Jan 27 to 29, 2009</p>
February	2	<b>Jan 30, 2009</b>	CD: Dec 18, 2008 PM: Jan 9, 2009	<ul style="list-style-type: none"> <li><b>Barrels</b></li> <li>- Steel - Plastic</li> <li>Pressure barrels</li> <li>Fibre Drums</li> <li>Salvage barrels</li> </ul>	<ul style="list-style-type: none"> <li>Hazardous cargo by railway</li> <li>Hazardous cargo by aeroplane</li> </ul>	<ul style="list-style-type: none"> <li>Education literature</li> <li>Databases for hazardous cargos and hazardous substances</li> <li>Head protection</li> </ul>	<p><b>EuroCIS</b>, Düsseldorf, Feb 10 to 12, 2009</p> <p><b>easyFairs Logistics &amp; Service</b>, Hamburg, Feb 11 to 12, 2009</p> <p><b>Hamburger Gefahrguttage</b>, Feb 15 to 17 Feb 2009</p> <p><b>Eurorail</b>, Berlin, Feb. 23 to 26, 2009</p>
March	3	<b>Feb 27, 2009</b>	CD: Jan 27, 2009 PM: Feb 6, 2009	<ul style="list-style-type: none"> <li>IBC</li> <li>Pressure gas packaging</li> <li>Packaging solutions for radioactive substances</li> </ul>	<ul style="list-style-type: none"> <li>Telematics</li> <li>Commercial vehicle technology and -safety</li> <li>Internal transport equipment</li> </ul>	<ul style="list-style-type: none"> <li><b>Cargo security systems</b></li> <li>Software for freight carriers</li> <li>Life saving appliances</li> </ul>	<p><b>LogiMAT</b>, Stuttgart, Mar 3 to 5, 2009</p> <p><b>ACT Fachtagung</b>, Hamburg, Mar 5 to 6, 2009</p> <p><b>CeBIT</b>, Hanover, Mar 3 to 8, 2009</p> <p><b>IHM</b>, Munich, Mar 11 to 17, 2009</p> <p><b>SITL</b>, Paris, Mar 24 to 26, 2009</p> <p><b>IPACK-IMA</b>, Milan, Mar 24 to 28, 2009</p> <p><b>StocExpo Europe</b>, Rotterdam, Mar 25 to 27, 2009</p> <p><b>1. RAM-Behältersicherheitstage</b>, Berlin, Mar 26 to 27, 2009</p>
April	4	<b>Mar 27, 2009</b>	CD: Feb 24, 2009 PM: Mar 6, 2009	<ul style="list-style-type: none"> <li><b>FIBC</b></li> <li><b>RFID</b></li> </ul>	<ul style="list-style-type: none"> <li>Ship technology</li> <li>Truck test DAF CF</li> <li>Waste disposal</li> <li>Class 7 transportation</li> </ul>	<ul style="list-style-type: none"> <li>Driver's education and training</li> <li>Accident management</li> <li>Foot guard</li> </ul>	<p><b>European Coatings Show</b>, Munich, Mar 31 to Apr 2, 2009</p> <p><b>AERO</b>, Friedrichshafen, Apr 2 to 5, 2009</p> <p><b>Hannover Messe</b>, Hanover, Apr 20 to 24, 2009</p> <p><b>Fire Retardant Technologies 2009</b>, Preston UK, Apr 21 to 24, 2009</p> <p><b>EasyFairs</b>, Zurich, Apr 22 to 23, 2009</p>
May	5	<b>Apr 24, 2009</b>	CD: Mar 20, 2009 PM: Apr 1, 2009	<ul style="list-style-type: none"> <li>News from IPACK-IMA</li> <li>Tank container (manufacturer + hirer)</li> </ul>	<ul style="list-style-type: none"> <li><b>Special:</b> Transport-/Chemical logistics</li> <li>Chemical technology</li> <li>CEP-service provider (courier, express, parcel)</li> </ul>	<ul style="list-style-type: none"> <li>Personal protective equipment</li> <li>Safety lockers</li> </ul>	<p><b>ACHEMA</b>, Frankfurt, May 11 to 15, 2009</p> <p><b>transport logistic, Marilog</b>, Munich, May 12 to 15, 2009</p> <p><b>Münchner Gefahrgut-Tage</b>, Munich, May 18 to 20, 2009</p>

June	6	May 29, 2009	CD: Apr 25, 2009 PM: May 7, 2009	<ul style="list-style-type: none"> <li>Corrugated board/wood</li> <li>Combination packaging</li> </ul>	<ul style="list-style-type: none"> <li><b>Special:</b> Depots for tankcontainers</li> <li>Tankoperators</li> </ul>	<ul style="list-style-type: none"> <li>Licensed checkpoints</li> <li>Temperature dependent transports</li> <li>Lifting- and transport aids</li> </ul>	10 <sup>th</sup> Gefahrguttag Schweiz, Basel, Jun 10, 2009	
July	7	Jun 26, 2009	CD: May 22, 2009 PM: Jun 4, 2009	<ul style="list-style-type: none"> <li><b>Reconditioning in Europe</b> card + overview</li> </ul>	<ul style="list-style-type: none"> <li>Harbour logistics in inland ports</li> <li>Multimodal transportation</li> <li>Aircargo</li> <li>Truck test Stralis AT</li> </ul>	<ul style="list-style-type: none"> <li>Acid protective clothing</li> <li>Insurances</li> </ul>		
August	8	Jul 31, 2009	<b>Company portraits:</b> CD: Jun 16, 2009 PM: Jun 23, 2009  <b>Advertisements:</b> CD: Jun 30, 2009 PM: Jul 10, 2009	<b>Who is Who</b> The trade directory for the hazardous cargo industry - bilingual issue (german, english) -				
September	9	Aug 28, 2009	CD: Jul 28, 2009 PM: Aug 7, 2009	<ul style="list-style-type: none"> <li>Cans</li> <li>Waste containers</li> </ul>	<ul style="list-style-type: none"> <li><b>Hazardous cargo carriers</b></li> <li>General cargo logistics</li> </ul>	<ul style="list-style-type: none"> <li>Translation bureaus for hazardous cargo</li> <li>Hazardous cargo offices</li> <li>Emergency call numbers</li> </ul>	FachPack, LogIntern, Printpack, Nuremberg, Sep 29 to Oct 1, 2009	
October	10	Sep 25, 2009	CD: Aug 25, 2009 PM: Sep 4, 2009	<ul style="list-style-type: none"> <li><b>Fachpack- packaging special</b></li> </ul>	<ul style="list-style-type: none"> <li>Disposal logistics</li> <li>Waste management</li> <li>Maritime navigation</li> <li>Truck tires</li> </ul>	<ul style="list-style-type: none"> <li>Load restraints</li> <li>Gas monitor</li> </ul>	Deutscher Logistik-Kongress, Berlin, Oct 21 to 23, 2008  Entsorga, Cologne, Oct 27 to 30, 2009	
November	11	Oct 30, 2009	CD: Sep 29, 2009 PM: Oct 9, 2009	<ul style="list-style-type: none"> <li>Thin sheet packaging</li> <li>Packaging technology</li> <li>Solutions for 6.2-materials</li> </ul>	<ul style="list-style-type: none"> <li>Market overview - trailer</li> <li>Tank wagons</li> <li>Technology and services for railcargo</li> </ul>	<ul style="list-style-type: none"> <li><b>Special: Who is Who A+A</b></li> </ul>	A+A, Düsseldorf, Nov 3 to 6, 2009  rail tec, Dortmund, Nov 9 to 11, 2009  Suisse Transport, Bern, Nov 11 to 14, 2009  Medica, Düsseldorf, Nov 18 to 21, 2009  Gefahrstoff-Tage Munich, Nov 26 to 28, 2009	
December	12	Nov 27, 2009	CD: Oct 27, 2009 PM: Nov 6, 2009	<ul style="list-style-type: none"> <li><b>IBC / FIBC</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Special:</b> Storage provider (card + overview)</li> <li>Air cargo carrier</li> </ul>	<ul style="list-style-type: none"> <li>Fire simulation/Extinguishing equipment</li> <li>Breathing protection apparatus</li> </ul>		
January	1/10	Dec 28, 2009	CD: Nov 24, 2009 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 card</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>		



### 1 Circulation:

Printed copies: 6,183  
 Total circulation in annual average 5,852  
 (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, 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:  
 Melanie Heinrich  
 Phone: +49-89 / 43 72 - 21 23  
 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 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 2 colours €	Basic price 3 colours €	Basic price 4 colours €
		type area	truncate				
2/1 page	8 col.	393 x 250	420 x 279	<b>4,430.00</b>	<b>5,040.00</b>	<b>5,650.00</b>	<b>6,260.00</b>
1/1 page	4 col.	185 x 250	210 x 279	<b>2,130.00</b>	<b>2,440.00</b>	<b>2,750.00</b>	<b>3,060.00</b>
2/3 page	4 col.	185 x 170	210 x 192	<b>1,575.00</b>	<b>1,815.00</b>	<b>2,055.00</b>	<b>2,295.00</b>
1/2 page	2 col.	90 x 250	102 x 279	<b>1,235.00</b>	<b>1,405.00</b>	<b>1,575.00</b>	<b>1,745.00</b>
	4 col.	185 x 125	210 x 140				
1/3 page	1 col.	60 x 250	72 x 279	<b>860.00</b>	<b>970.00</b>	<b>1,080.00</b>	<b>1,190.00</b>
	4 col.	185 x 85	210 x 98				
1/4 page	1 col.	43 x 250	57 x 279	<b>685.00</b>	<b>765.00</b>	<b>845.00</b>	<b>925.00</b>
	2 col.	90 x 125	102 x 140				
	4 col.	185 x 65	210 x 82				
1/8 page	1 col.	43 x 125		<b>430.00</b>	<b>500.00</b>	<b>570.00</b>	<b>640.00</b>
	2 col.	90 x 65					
	4 col.	185 x 33					
Front cover page							<b>4,860.00</b>
2., 4. cover page			210 x 279				<b>3,710.00</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 595.00 €

### 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) 2.23 €  
Situations wanted each mm (1 column, b/w) 1.62 €  
Box number fee 11.00 €

Source of supply listing per issue, 1 column, per printed line 10.80 €  
with photo (43 mm x 30 mm) plus 51.00 €  
with ad box (43 mm x 9 mm) plus 25.50 €  
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	2,130.00 €
4 pages	4,260.00 €
6 pages	6,390.00 €
8 pages	8,520.00 €

(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	Price/thousand
Weight of loose-leaf inserts	
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.  
Adverts of a third party not allowed.

## 15 Glued-in postcards (not discountable):

Glued-in postcards/thousands	90.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination with a full page-ad (prices see above).	

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

Stürtz AG, Warenannahme  
Alfred-Nobel-Straße 33  
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 1,960.00 €

Base board small, 62 mm x 185 mm, 4 colours 1,030.00 €

Header incl. logo on the internet,  
40 mm x 400 mm 1,910.00 €

## Reconditioning card (not discountable)

Banner, 125 mm x 185 mm, at the bottom 1,960.00 €

Banner, 40 mm x 400 mm, at the head 1,910.00 €

## Tank cleaning card (not discountable)

Banner small 1,395.00 €

Banner medium 2,375.00 €

Banner large 2,990.00 €

## Calender

Banner at the head or the bottom 3,090.00 €

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:	4,000.00 €
2, 3., 4. cover page:	3,475.00 €
Full page, 4-coloured:	3,140.00 €
Company portrait (1 page):	850.00 €
Company portrait (2 page):	1,495.00 €

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:** July 31, 2009

#### Copy date:

Company portraits:	June 16, 2009
Advertisements:	June 30, 2009

#### Printing material dates:

Company portraits:	June 23, 2009
Advertisements:	July 10, 2009

#### 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 tab or as an attachment to the order  
confirmation). The creation of artwork will be invoiced.

#### Advertising consultant:

Melanie Heinrich  
Phone: +49-89 / 43 72-21 23  
Fax: +49-89 / 43 72-23 98  
E-mail: [anzeigen-vhv@springer.com](mailto:anzeigen-vhv@springer.com)

#### Advertising processing:

Marlies Gatz  
Phone: +49-89 / 43 72-22 22  
Fax: +49-89 / 43 72-21 58  
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:** Springer Transport Media GmbH  
Neumarkter Str. 18, 81673 Munich, Germany  
online-inserate-hvogel@springer.com

**5 Contact person:** Andrea Volz  
Phone: +49 89/43 72 - 21 24  
Fax: +49 89/43 72 - 23 98  
E-mail: andrea.volz@springer.com

**6 Access control:**  certified online service since August 2007

**7 Numbers of hits:** visits: 13,140 (July 2008)  
page impressions: 53,350 (July 2008)

## 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	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 banner:

- 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

### 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:

2,440 (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 150	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 newsletter:

- 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 advertisement 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 advertisement 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

### 9 Seminar entries:

Training entry with logo, seminar description, target group, subjects covered, contact person, fees, lecturers, direct link to booking form, and more.

Pricing example:

- 1 – 10 entries at 59.00 € each
- 11 – 20 entries at 54.00 € each
- over 20 entries at 49.00 € each

### 10 eShop:

Product advertising with link; advert box 300 x 115 px

Pricing example:

- 199.00 € per month
- when booking 12 months: 15 % discount
- when booking more than 4 boxes: 10 % discount

### 11 Job market

Job advertisement

Pricing example 1:	Pricing example 2:	Pricing example 3:
<ul style="list-style-type: none"> <li>• Advert on corporate portal</li> <li>• 495.00 €</li> <li>• Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Advert on corporate portal and “JobWare”</li> <li>• 995.00 €</li> <li>• Duration: 4 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Printed job advert =&gt; At an additional charge of 200.- €, this will be included in our corporate online portal</li> </ul>

### 12 Industry guide

The portal of “Gefahrgut” offers a variegated portfolio of industry overviews and product catalogues.

- Virtual business cards with logo, link and company’s USP
- Extended company portrait with lifestyle pictures and included video
- Illustration and linking of entire distribution chain within the individual industry and product indexes (industry, distribution partners, products)
- All products can be booked as a print and online combination

Minimum entry: Business card at only 15.00 € per month  
Further options can be booked in addition

For more information visit [www.mediacentrum.de](http://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
61.1, 60.24.5, 63.1, 63.4, 62, 64.12	Rail traffic, subject to autorisation 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	2,110
24, 24.4	Manufacturing of chemical and pharmaceutical products	14	800
37, 90	Recycling, sewage and waste disposal, other disposal	9	510
74.14.1, 74.3, 80.4, 80.41	Consulting, technical, physical and chemical examination, adult education and other education, driving schools	7	400
75.1, 91.1	Public administration, Trade and employers associations, professional organisations	6	340
60.24.5,	Subject to autorisation of local traffic(without move transports)	5	290
51.12.1, 23.20.0	Procurement of fuel and mineral oil trade and petroleum processing	4	230
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, 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	510
	Rounding difference		-20
	<b>Total circulation inland</b>	<b>100</b>	<b>5,710</b>
	Foreign countries (unlevied)		142
	<b>Total circulation inland and foreign countries</b>		<b>5,852</b>

# 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 for following publication

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 X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

## Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

## 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.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Support to:

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

obtainable at [www.springer-business-media.de/anzeigendaten](http://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: +49-931/385-11332

## Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Phone: +49-9 31/3 85-332

Modifications and printer's errors excepted

## Please contact us for further information

- **Advertising Director  
Transport & Logistics**

- **Advertising Sales Manager**

- **Key Account Manager Online**

- **Customer Magazines**

- **Advertising Administration**

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