

# SicherheitsProfi TAXI

**SicherheitsProfi** – Die Zeitschrift für den Arbeitsschutz für Handwerker und Gewerbetreibende  
Nr. 1 – Die Arbeit der Polizei und des Rettungsdienstes  
www.sicherheitsprofi.de 4000 4000 4000



**REPORTAGE**  
Schulbusse RHEIN: Sicherheit von Anfang an  
**TIPPS FÜR DEN SOMMER**  
Zu heiß zum Arbeiten?



[taxi-zeitschrift.de](http://taxi-zeitschrift.de)

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# MEDIA KIT 2015

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**Short characterization:**

As media partner of BG Verkehr (German association for transport and traffic), TAXI reaches all taxi and car-rental companies in Germany. The trade magazine is aimed at entrepreneurs, but through communication within the company is also read by taxi drivers.

**Frequency of publication:** 8 times a year

**Year of publication:** 22<sup>nd</sup> year 2015

**Web-address (URL):** taxi-zeitschrift.de

**ISSN-No:** 1437-0336

**Subscription cost:**

Annual subscription  
Inland: 57.20 € incl. packing/postage, incl. 7% VAT  
European countries: 65.20 € incl. packing/postage, incl. 7% VAT  
Single copy: 6.90 € plus 1.90 € packing/postage, incl. 7% VAT

**Publishing house:**

Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Str. 18, 81549 Munich, Germany  
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**Distribution:**

Vertriebsservice, Verlag Heinrich Vogel  
Phone: +49-89 /20 30 43 – 11 00  
E-Mail: vertriebsservice@springer.com

Circulation control: 

**Analysis of circulation:** Average circulation within one year  
(from July 1<sup>st</sup> 2013 until June 30<sup>th</sup> 2014)

<b>Printed copies:</b>	35,844		
<b>Total circulation</b>	35,708	there from abroad:	16
<b>Total net paid circulation:</b>	35,318	therefrom abroad:	13
- subscribed copies	35,305	therefrom copies for members:	35,232
- Sale by retail	-		
- Other sale	14		
<b>Free copies:</b>	390		
<b>Remainer, file and checking copies</b>	136		

**Geographical circulation analysis:**

Economic area	Quote of actual distributed circulation %	copies
Inland	99.9	35,692
Foreign Country	0.1	16
<b>Total circulation</b>	<b>100.0</b>	<b>35,708</b>

# TAXI

## Media- Information 2015

### Time Schedule and Topics

Topics	Trade fairs	Topics	Trade fairs
<b>TAXI Issue 1</b> DA: Dec 15, 2014 PM: Jan 13, 2015 PD: Jan 30, 2015	Incl. BZP-report and TAXI-classified adverts	<b>TAXI Issue 5</b> DA: Jun 25, 2015 PM: Jul 14, 2015 PD: Jul 31, 2015	Incl. BZP-report and TAXI-classified adverts
<b>TAXI Issue 2</b> DA: Feb 3, 2015 PM: Feb 24, 2015 PD: Mar 13, 2015	Incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Alternative gears Office and administration software	<b>TAXI Issue 6</b> DA: Aug 6, 2015 PM: Aug 25, 2015 PD: Sep 11, 2015	Incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Preview IAA (International Automobile Fair) Transmission techniques and apps <b>IAA Pkw</b> , Frankfurt/Main Sep 17 to 27, 2015 <b>Rehacare</b> , Düsseldorf Oct 14 to 17, 2015
<b>TAXI Issue 3</b> DA: Mar 24, 2015 PM: Apr 14, 2015 PD: May 2, 2015	Incl. BZP-report and TAXI-classified adverts	<b>TAXI Issue 7</b> DA: Sep 24, 2015 PM: Oct 13, 2015 PD: Oct 30, 2015	Incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Review IAA Spare parts and accessories
<b>TAXI Issue 4</b> DA: May 4, 2015 PM: May 22, 2015 PD: Jun 12, 2015	Incl. BZP-report, TAXI-classified adverts and editorial TAXI-part Financing and leasing Mobile payment	<b>TAXI Issue 8</b> DA: Nov 5, 2015 PM: Nov 18, 2015 PD: Dec 11, 2015	Incl. BZP-report and TAXI-classified adverts

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.  
DA: Deadline Display Adverts / PM: Deadline Printing Materials / PD: Publication Date

### Circulation:

Printed copies: 35,844 copies  
Total circulation in annual average 35,708 copies

### Magazine size:

210 mm x 279 mm trimmed

### Type area:

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

### Printing and binding procedures, artwork:

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at [www.mediacentrum.de](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Publication:

**Publications dates, deadlines for display adverts and printing materials:**  
see timetable "Time Schedule and Topics "

### Payment terms:

- direct debit 3% prompt payment discount  
- within 8 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

**General conditions:** Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

### Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		coloured €
		type area	truncate*	
Front cover (not discountable)				<b>on request</b>
2., 3., 4. cover				<b>10,550.00</b>
1/1 page	4 columns	185 x 250	210 x 279	<b>8,660.00</b>
1/2 page	2 columns	90 x 250	102 x 279	<b>4,400.00</b>
	4 columns	185 x 125	210 x 140	
1/3 page	1 column	60 x 250	72 x 279	<b>2,960.00</b>
	4 columns	185 x 85	210 x 98	
1/4 page	1 column	43 x 250	57 x 279	<b>2,250.00</b>
	2 columns	90 x 125		
	4 columns	185 x 65	210 x 82	
1/8 page	1 column	43 x 125		<b>1,290.00</b>
	2 columns	90 x 65		
	4 columns	185 x 33		

\*plus 3 mm trim on all outer edges.

### Preferential positions

Fixed positions 785.00 €

### Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads (1 column, 43 mm wide) b/w	3.46 €
Commercial ads (1 column, 43 mm wide) coloured	6.61 €
Private ads (1 column, 43 mm wide) b/w	2.95 €
Private ads (1 column, 43 mm wide) coloured	5.62 €
Situations wanted (1 column, 43 mm wide)	1.84 €
Box number fee	13.00 €

**Special ad forms:** on request

**Classified adverts - discounts:** acceptance within a year  
(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	3%	3 pages	10%
4 insertions	5%	6 pages	15%
6 insertions	10%	8 pages	20%
8 insertions	15%		

All surcharges qualify for discount.  
Front covers are not qualified for discounts.

### Bound inserts: (not discountable)

Price:

2-pages	5,585.00 €
4-pages	11,170.00 €
6-pages	16,755.00 €

- Please supply the bound inserts in the untrimmed format 217 wide x 287 high (folded).
- Bleed: gutter 3 mm, on all outer edges 4 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

### 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.

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

Glued-in postcards/thousands 95.00 €  
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.

### Delivery address for bound and other inserts:

Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,  
Lager – Einfahrt 4  
Alfred-Nobel-Straße 33  
97080 Würzburg, Germany

Delivery note: for "Journal name – Issue no. ..."  
The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.

#### Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated\_v2\_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

#### Data transfer

- Use Winzip (.ZIP) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer.
- (journal\_issue\_customer\_motive.zip).

#### Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: [gecont@stuertz.de](mailto:gecont@stuertz.de).

#### Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)

E-Mail: [gecont@stuertz.de](mailto:gecont@stuertz.de)

Fax: +49 931 385-11332

#### Contact:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at [vhv.mediacentrum.de](http://vhv.mediacentrum.de) underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



taxi-zeitschrift.de

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# MEDIA KIT 2015

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Online Ad Types and Online Prices



**Standard Ad Forms:**

**Visits:** 6,642 (May 2014)  
**Page Impressions:** 15,698 (May 2014)



**Medium Rectangle**  
**Video Medium Rectangle**  
Size: 300 x 250 px  
CPM\*: 75.00 €

**Expandable Medium Rectangle Small**  
Size: 300 x 250 px and 630 x 250 px  
CPM\*: 100.00 €

**Expandable Medium Rectangle Large**  
Size: 300 x 250 px and 630 x 350 px  
CPM\*: 125.00 €



**Half Page**  
Size: 300 x 600 px  
CPM\*: 150.00 €

**Expandable Half Page**  
Size: 300 x 600 px and 630 x 600 px  
Price on request



**Skyscraper**  
Size: 120 x 600 px and 160 x 600 px  
CPM\*: 75.00 €



**Superbanner**  
Size: 728 x 90 px  
CPM\*: 75.00 €



**Wallpaper**  
Size: Superbanner and Skyscraper  
CPM\*: 150.00 €

Back-ground coloring possible

## Newsletter:

**TAXI** informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

**Newsletter subscribers:** 1,707 (June 2014)



**Medium Rectangle**

Size: 300 x 250 px  
Price: 99.00 €



**Cross-/Full-Size Banner  
Text Display Large**

Size: 650 x 150 px  
Price: 99.00 €

### Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)  
For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, GIF/JPG files aren't necessary anymore.
- Fallback image: When using a flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.  
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:  
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).  
The user must always have the possibility to deactivate or to pause the sound.  
The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand;
- Inserting the ClickTag: No hard linking allowed in the flash files. All URLs and the target window will be generated by our AdServer.  
Please use the following code in your flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

### Newsletter

#### **Cross/Full-Size Banner, Medium Rectangle**

- File formats: static or animated GIF/JPG files
- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

#### **Text Display Large**

- File formats: static or animated GIF/JPG files
- File size: up to 10 KB
- Logo/Images: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

#### **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

#### **General conditions:**

Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

### We'll be pleased to advise you!



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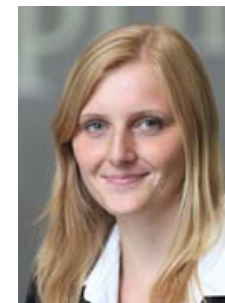
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