

1 Short characterization: The **Yearbook/Test Yearbook Trucks** is the most comprehensive compendium relating to lorries. It contains detailed information about trucks from light-duty 7.5-ton distributors to heavy-duty distribution and construction vehicles and classical articulated lorries, vans, bodies and trailers. We also give information about specialized vehicles for municipal or heavy-duty applications. Detailed tables are completed by short characteristics to give an overview of the vehicles. In addition, the Yearbook for the first time summarizes the most important tests of the year in a test yearbook. The market overview and tests are completed by topics such as cost calculation, renting & leasing, cargo securing, telematics, repair services, and petrol credit cards.

2 Circulation:
Printed copies: 24,000 copies

3 Magazine format: 207 mm wide x 279 mm high trimmed
Type area: 185 mm wide x 250 mm high

4 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 (as an attachment to the order confirmation). The creation of artwork will be invoiced.

5 Dates:
Frequency: yearly
Publication date: Oct 15, 2010
Copy date: Aug 16, 2010
Printing material: Aug 23, 2010

6 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
House address: Aschauer Str. 30, 81549 Munich, Germany
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany

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7 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

8 Ads and rates:

All prices are plus VAT.

| Format | Columns | Width x Height mm | | Basic price b/w | Basic price 4-col. |
|-------------------|-----------|----------------------|-----------|-----------------------|--------------------------|
| | | type area | truncate | | |
| 2/1 page | 8 columns | 393 x 250 | 414 x 279 | 9,100.- | 17,650.- |
| 1/1 page | 4 columns | 185 x 250 | 207 x 279 | 4,465.- | 8,740.- |
| 2/3 page | 4 columns | 185 x 170 | 207 x 192 | 2,970.- | 5,835.- |
| 1/2 page | 2 columns | 90 x 250 | 102 x 279 | 2,235.- | 4,380.- |
| | 4 columns | 185 x 125 | 207 x 140 | | |
| 1/3 page | high | 60 x 250 | 72 x 279 | 1,515.- | 3,015.- |
| | 4 columns | 185 x 85 | 207 x 98 | | |
| 1/4 page | 4 columns | 185 x 65 | 207 x 82 | 1,140.- | 2,340.- |
| 1/8 page | 4 columns | 185 x 33 | 207 x 49 | 585.- | 1,485.- |
| 2., 4. cover page | | | 207 x 279 | | 9,485.- |

9 Surcharges (discountable)

9.1. Colours:

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

Colour adjustments reserved for technical reasons.

each normal colour

9.2 Preferential positions

Fixed positions

695.00 €

9.3 Ad formats

Bleeding across the gutter

-

Bleeding advertisement over type area

-

Truncated pages (1/1 only)

-

10 Special ad forms:

on request

11 Discounts: acceptance within a year

Existing discounts from VerkehrsRundschau can also be applied to the Yearbook.

The insertion in the Yearbook doesn't add to the fulfilment of the discounts of VerkehrsRundschau

12 Bound inserts:

2 pages

4,465.- €

4 pages

8,930.- €

6 pages

13,395.- €

8 pages

17,860.- €

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

The numbers of bound inserts are limited. Please consult with the publisher. In trimmed format the bound inserts must concur with the magazine format (207 mm wide x 279 mm high). Delivery of the bound inserts in untrimmed format and folded. Please contact the publisher about format details.

13 Loose-leaf inserts (not discountable):

loose inserted, max. format 203 mm x 275 mm, on request

14 Delivery address for the positions 12 to 13:

Stürtz GmbH

Warenannahme

Alfred-Nobel-Straße 33

97080 Würzburg, Germany

Delivery notice: for "Nutzfahrzeugkatalog"

Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions

Please contact us for further information

Your contact persons for transport & logistics

| | |
|--|---|
| <p>Susanne Nieme Advertising consultant</p> <p>susanne.nieme@springer.com Phone: +49-89/20 30 43 – 22 17 Fax: +49-89/20 30 43 – 23 98</p> | <p>Eva Loibl Advertising Administration</p> <p>anzeigen.verkehrsrundschau@springer.com Phone: +49-89/20 30 43 – 23 75 Fax: +49-89/20 30 43 – 21 58</p> |
|--|---|

Your contact persons for trade, renting, leasing as well as trailers and trailer parts

| | | | | | | |
|--|---|---|--|--|--|--|
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