

1 Short characterization:

VerkehrsRundschau A is the weekly independent magazine for transport and logistics. Regardless of transport type, it is aimed at all decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers.

VerkehrsRundschau B is published 8x per year as the official newsletter of the professional organization of registered keepers of vehicles.

VerkehrsRundschau C is published 12x per year as the newsletter of the Technical Inspection Authority of Southern Germany, the Technical Inspection Authority of Northern Germany Mobility Ltd. & Co., and the Technical Inspection Authority Rhineland Group, as well as the newsletter of the German federal association for economy, transport and logistics.

VerkehrsRundschau reports on logistics, politics, legal and tax issues, management, markets & companies, IT & communications, and tests & technologies.

It offers a range of topics including news and personalities, trend topics, check lists, guidebooks, independent vehicle tests, and product and market overviews.

VerkehrsRundschau also includes an online service, a newsletter two times a day, the event academy, special publications, and a literature program.

2 Frequency of publication:

VR A: 29 times per year
VR B: 8 times per year
VR C: 12 times per year

3 Year of publication:

65th year 2011

4 Web-address (URL):

www.verkehrsrundschau.de

5 Memberships:

-

6 Medium:

-

7 Publisher:

-

8 Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
P. O. Box 80 20 20, 81620 Munich, Germany
Aschauer Str. 30, 81549 Munich, Germany
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www.mediacentrum.de
anzeigen-vhv@springer.com

Postal address:

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9 Editorial department:

Editor in Chief: Birgit Bauer
birgit.bauer@springer.com

10 Advertising office:

General advertising director: Jutta Rethmann
Advertising Director: Matthias Pioro

11 Distribution department:

Phone: subscription service: +49-89 / 20 30 43-11 00
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate VR A

Inland: 169.90 €incl. packing/postage and 7% VAT
European Countries: 221.90 €incl. packing/postage and 7% VAT
Single copy: 3.70 €plus 7% VAT 1.90 €packing/postage

13 ISSN-No:

VR A + B 0341-2148
VR C 1860-0409

14 Scope analysis (VR A, B, C):

2009 = 50 editions
Magazine format: 210 mm (wide), 279 mm (high)
Total size: 3,516 pages = 100.0 %
Editorial section: 2,408 pages = 68.5 %
Advertising section: 1,108 pages = 31.5 %

of them are

Classified advertisements: 260 pages = 23.5 %
Bound insert: 2 pages = 0.0 %
One's own advertisements: 241 pages = 21.8 %

Supplements (Loose-leaf inserts): 35 pieces

15 Content analysis:

Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2009 until June 30th 2010)

Printed copies:	19,948		
Total circulation	19,488	therefrom abroad:	396
Total net paid circulation:	13,001	therefrom abroad:	382
- subscribed copies	8,936	therefrom copies for members	-
- Sale by retail	-		
- Other sale	4,065		
Free copies:	6,487		
Remainer, file and checking copies	460		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	98.0	19,092
Foreign Country	2.0	396
Total circulation	100.0	19,488

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

	copies
Nielsen geographical sector 1	3,418
Nielsen geographical sector 2	4,187
Nielsen geographical sector 3a	2,629
Nielsen geographical sector 3b	2,903
Nielsen geographical sector 4	3,844
Nielsen geographical sector 5	185
Nielsen geographical sector 6	745
Nielsen geographical sector 7	1,181
Total circulation inland	19,092

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2009 until June 30th 2010)

Printed copies:	206,566		
Total circulation	205,989	therefrom abroad:	396
Total net paid circulation:	201,135	therefrom abroad:	171
- subscribed copies	199,253	therefrom copies for members	194,657
- Sale by retail	-		
- Other sale	1,882		
Free copies:	4,854		
Remainer, file and checking copies	577		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99.8	205,593
Foreign Country	0.2	396
Total circulation	100.00	205.989

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

	copies
Nielsen geographical sector 1	39,102
Nielsen geographical sector 2	39,003
Nielsen geographical sector 3a	26,731
Nielsen geographical sector 3b	24,706
Nielsen geographical sector 4	34,917
Nielsen geographical sector 5	6,208
Nielsen geographical sector 6	18,442
Nielsen geographical sector 7	16,484
Total circulation inland	205,593

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2009 until June 30th 2010)

Printed copies:	31,334		
Total circulation	30,551	therefrom abroad:	849
Total net paid circulation:	24,137	therefrom abroad:	650
- subscribed copies	9,316	therefrom copies for members	-
- Sale by retail	-		
- Other sale	14,821		
Free copies:	6,414		
Remainer, file and checking copies	783		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	97.2	29,702
Foreign Country	2.8	849
Total circulation	100.0	30,551

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

	copies
Nielsen geographical sector 1	3,241
Nielsen geographical sector 2	5,357
Nielsen geographical sector 3a	5,915
Nielsen geographical sector 3b	3,599
Nielsen geographical sector 4	6,276
Nielsen geographical sector 5	581
Nielsen geographical sector 6	884
Nielsen geographical sector 7	3,849
Total circulation inland	29,702

	Issue VR	Issue Truck-Market	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
January	A 1	1	Jan 8, 2011	Dec 16, 2010	Dec 22, 2010	Tires CO ₂ -optimised transport		
	C 2		Jan 14, 2011	Dec 22, 2010	Jan 7, 2011	Hall building, ramps Heavy haulage for wind power		
	B 3	2	Jan 21, 2011	Jan 7, 2011	Jan 14, 2011	Special bodies for vans Pick-ups		
	A 4		Jan 28, 2011	Jan 14, 2011	Jan 21, 2011	Contract logistics Fleet management Basic and advanced training Start of "Logistics Masters"		
February	A 5	3	Feb 4, 2011	Jan 21, 2011	Jan 28, 2011	Refrigerated trucks Fork- lifts, storage equipment Load restraint Barcodes, Auto-ID		LogiMAT , Stuttgart, Feb 8 to 10, 2011 Fruit Logistica , Berlin, Feb 9 to 11, 2011
	A 6		Feb 11, 2011	Jan 28, 2011	Feb 4, 2011	Electrical mobility Green logistics		Eurorail , Berlin, Feb 23 to 25, 2011
	A7	4	Feb 18, 2011	Feb 4, 2011	Feb 11, 2011	Intermodal transport Sea cargo, ports		CeBIT , Hanover, Mar 1 to 5, 2011
	C 8		Feb 25, 2011	Feb 11, 2011	Feb 18, 2011	Telematics, navigation, telecommunication Imageranking survey: Commercial vehicles & equipment		
March	B 9	5	Mar 4, 2011	Feb 18, 2011	Feb 25, 2011	Loading cranes Building material logistics		
	A10		Mar 11, 2011	Feb 23, 2011	Mar 2, 2011	Tanks and dry-bulks		
	A 11	6	Mar 18, 2011	Mar 2, 2011	Mar 11, 2011	Freight exchange	Driving ban timetable	
	C 12		Mar 25, 2011	Mar 11, 2011	Mar 18, 2011	Focus point: Tippers		SITL , Paris; Mar 29 to 31, 2011
April	A 13	7	Apr 1, 2011	Mar 18, 2011	Mar 25, 2011	Skiploader	Intermodel transport	Hanover Trade Fair , Apr 4 to 8, 2011 NUFAM , Karlsruhe, Apr 14 to 17, 2011
	A 14		Apr 8, 2011	Mar 25, 2011	Apr 1, 2011	Innovative load restraint systems Renting, leasing, buying		
	C 15	8	Apr 15, 2011	Apr 1, 2011	Apr 8, 2011	Vans Fork-lifts, lift trucks		
	B 16		Apr 23, 2011	Apr 8, 2011	Apr 14, 2011	Washing facilities for trucks Workshops, equipment		
	A 17	9	Apr 29, 2011	Apr 13, 2011	Apr 20, 2011	Intralogistics, fork-lifts, storage equipment, packaging, storage software, Auto-ID, barcode, cranes, rail logistics		CeMAT , Hanover, May 2 to 6, 2011

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May	A 18		May 6, 2011	Apr 20, 2011	Apr 29, 2011	Preview "transport logistic" trade fair Logistics services, port logistics, air cargo Logistics real estate Packaging, telematics	CEP Special (courier, express and parcel services)	transport logistic , Munich, May 10 to 13, 2011 Interpack , Düsseldorf May 12 to 18, 2011
	A 19	10	May 13, 2011	Apr 29, 2011	May 6, 2011	Soot particle filters Lubricants and oils		
	C 20		May 20, 2011	May 6, 2011	May 13, 2011	Review "transport logistic" trade fair Banks und insurances		
	A 21	11	May 27, 2011	May 13, 2011	May 20, 2011	Heavy haulage Load restraint		
June	A 22		Jun 4, 2011	May 20, 2011	May 27, 2011	Tank cards Tires	Telematics	
	C 23	12	Jun 10, 2011	May 26, 2011	Jun 3, 2011	Electrical mobility		
	B 24		Jun 17, 2011	Jun 1, 2011	Jun 9, 2011	Tail lifts	Driving ban timetable	
	A 25	13	Jun 25, 2011	Jun 9, 2011	Jun 17, 2011	Hall building, gates, ramps		
July	A 26		Jul 1, 2011	Jun 16, 2011	Jun 24, 2011	Freight exchange		Truck-Grand-Prix , Nürburgring Jul 8 to 10, 2011
	A 27	14	Jul 8, 2011	Jun 24, 2011	Jul 1, 2011	Intermodal transport Sea cargo, port logistics		
	C 28		Jul 15, 2011	Jul 1, 2011	Jul 8, 2011	Racking systems, storage equipment		
	A 29	15	Jul 22, 2011	Jul 8, 2011	Jul 15, 2011	Semitrailers with extending floors		
	A 30		Jul 29, 2011	Jul 15, 2011	Jul 22, 2011	Forklifts, lift trucks		
August	B 31/32	16	Aug 5, 2011	Jul 22, 2011	Jul 29, 2011	Van bodies and van trailers		
	C 33/34	17	Aug 19, 2011	Aug 4, 2011	Aug 11, 2011	Focus point: Aerodynamics		
September	A 35	18	Sep 2, 2011	Aug 19, 2011	Aug 26, 2011	Auto-ID, barcode, printers Start of "Best Azubi" (Best Trainee)		Int. Holzmesse , Klagenfurt, Sep 10 to 18, 2011
	A 36		Sep 9, 2011	Aug 26, 2011	Sep 2, 2011	Timber transport and logistics Basic and advanced training		
	B 37	19	Sep 16, 2011	Sep 2, 2011	Sep 9, 2011	Banks, insurances	Nutzfahrzeugkatalog/ Commercial vehicles catalogue (in A-edition) Driving ban timetable	

	Issue VR	Issue Truck-Market	Publication Date	Copy date/Closing date printing material Image Ads	Copy date Classified ads (12.00 h)	Topics of the week	Supplements	Trade fairs
Sept.	C 38		Sep 23, 2011	Sep 9, 2011	Sep 16, 2011	Winter equipment		
	A 39	20	Sep 30, 2011	Sep 16, 2011	Sep 23, 2011	Logistics centers and logistics real estates		Expo Real , Munich Oct 4 to 6, 2011
October	A 40		Oct 7, 2011	Sep 22, 2011	Sep 29, 2011	Axles, brakes Pallets, packaging	CEP Special (courier, express and parcel services)	
	A41	21	Oct 14, 2011	Sep 29, 2011	Oct 7, 2011	Logistics services Outsourcing Contract logistics		Pack & Move , Basel Oct 18 to 21, 2011
	C42		Oct 21, 2011	Oct 7, 2011	Oct 14, 2011	Municipal vehicles Telematics		Deutscher Logistik-Kongress , Berlin Oct 19 to 21, 2011
	A 43	22	Oct 28, 2011	Oct 14, 2011	Oct 21, 2011	CEP-vehicles (courier, express and parcel services)		
November	B 44		Nov 4, 2011	Oct 20, 2011	Oct 27, 2011	Beverages vehicles		BRAU , Nuremberg, Nov 9 to 11, 2011
	A 45	23	Nov 11, 2011	Oct 27, 2011	Nov 4, 2011	Fork-lifts, storage technology		
	C 46		Nov 18, 2011	Nov 4, 2011	Nov 11, 2011	Review: BRAU Trade fair Renting, leasing, buying		
	A 47	24	Nov 25, 2011	Nov 11, 2011	Nov 18, 2011	CO ₂ -optimised transport Green logistics	Annual calendar	
December	A 48		Dec 2, 2011	Nov 18, 2011	Nov 25, 2011	Load restraint Driver assistance systems		
	A 49	25	Dec 9, 2011	Nov 25, 2011	Dec 2, 2011	Fleet management	Driving ban timetable	
	B 50		Dec 16, 2011	Dec 2, 2011	Dec 9, 2011	Alternative gears		
	C 51/52	26	Dec 23, 2011	Dec 9, 2011	Dec 16, 2011	Review of the year's events	Who Is Who of Logistics 2012	

1 Circulation:

Printed copies: 19,948
Total circulation in annual average 19,488
(according to AMF schema 2, number 17)

2 Magazine size

Size:

210 x 279 mm trimmed
213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
Number of columns: 4 columns, 43 mm
Number of columns: 3 columns, 60 mm

3 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.
(see Data Ticket tab or as an attachment to the order confirmation).
The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: 29 issues per year

Publications dates, closings dates and dates for submission:

see timetable "Subjects and Dates"

5 Publishing house: Verlag Heinrich Vogel

Springer Fachmedien München GmbH

House address: Aschauer Str. 30, 81549 Munich

Postal address: P. O. Box 80 20 20, 81620 Munich

Advertising

department: Kerstin Schaubhut

Phone: +49-89 / 20 30 43-22 39

Fax: +49-89 / 20 30 43-23 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 4 colours €
		type area	truncate	
2/1 page	8 col.	393 x 250	420 x 279	12,495.-
1/1 page	4 col.	185 x 250	210 x 279	6,160.-
2/3 page	4 col.	185 x 170	210 x 192	4,100.-
1/2 page	2 col.	90 x 250	102 x 279	3,300.-
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	2,565.-
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	2,260.-
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		1,625.-
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				8,990.-
2., 4. cover page			210 x 279	7,190.-

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 710.00 €

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) 3.78 €
Commercial ads each mm (1 column, coloured) 5.46 €
Private ads each mm (1 column, b/w) 3.21 €
Private ads each mm (1 column, coloured) 4.64 €
Situations wanted each mm (1 column) 1.94 €
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		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
24 insertions	15 %	24 pages	20 %
50 insertions	20 %		

All surcharges do qualify for discounts. Front pages are not qualified for discount.
Ads in A-, B- and C-Edition do qualify for discount together.

12 Combinations: -

13 Bound inserts:

on request

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

Please supply the bound inserts in the untrimmed format
213 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 (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 €
up to 75 g	635.00 €
up to 100 g	810.00 €
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.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 93.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination
with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau" (No. ...)
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions



1 Circulation:

Printed copies: 206,566
 Total circulation in annual average 205,989
 (according to AMF schema 2, number 17)

2 Magazine size:

Size:
 210 x 279 mm trimmed
 213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 mm
 Number of columns: 3 columns, 60 mm

3 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. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: 8 issues per year
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

5 Publishing house:

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 Springer Fachmedien München GmbH
 House address: Aschauer Str. 30, 81549 Munich
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All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price 4 colours €
		type area	truncate	
2/1 page	8 col.	393 x 250	420 x 279	26,530.-
1/1 page	4 col.	185 x 250	210 x 279	13,660.-
2/3 page	4 col.	185 x 170	210 x 192	8,950.-
1/2 page	2 col.	90 x 250	102 x 279	7,130.-
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	5,625.-
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	5,210.-
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		4,050.-
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				18,335.-
2., 4. cover page			210 x 279	15,160.-

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 1,375.00 €

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) 8,12 €
Commercial ads each mm (1 column, coloured) 11,18 €
Private ads each mm (1 column, b/w) 6,90 €
Private ads each mm (1 column, coloured) 9,50 €
Situations wanted each mm (1 column) 3,72 €
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		Quantity discount	
3 insertions	3 %	3 pages	5 %
6 insertions	5 %	6 pages	10 %
12 insertions	10 %	9 pages	12 %
18 insertions	12 %	12 pages	15 %
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14 Loose-leaf inserts (not discountable):

loose inserted, max. format: 203 mm x 275 mm

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Glued-in postcards/thousands 93.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination
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4 Publication:

Frequency of publication: 12 issues per year

Publications dates, closings dates and dates for submission:

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1/2 page	2 col.	90 x 250	102 x 279	3,995.-
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	2,760.-
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	2,635.-
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		1,835.-
	2 col.	90 x 65		
	4 col.	185 x 33		
Front cover page				9,930.-
2., 4. cover page			210 x 279	8,840.-

8 Surcharges: (discount possible)

8.1 Colours

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each normal colour -

8.2 Preferential positions

Fixed positions 835.00 €

8.3 Ad formats

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Bleeding advertisement over type area -
Truncated pages (1/1 only) -

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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 93.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination
with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "VerkehrsRundschau" (No. ...)
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions

1 Characteristics

The VerkehrsRundschau "Extra" is an editorial special issue to present a specialized topic in cooperation with an exclusive partner. Its contents, compiled by specialised journalists, makes it a communication instrument of high value. The editorial focus of this extra issue is beneficial to the reader. The company profits from the positive image of the brand name of VerkehrsRundschau and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

2. Advantages and use for the exclusive partner

- Comprehensive information instrument that can be applied in many ways
- Positive image transfer by the use of the brand name of VerkehrsRundschau
- Positioning of the company as an innovative opinion leader and solution supplier
- Targeted distribution to the relevant target group by way of inserts to the extra issue of VerkehrsRundschau
- Complete package: Ready-for-use compilation of the special issue in the supplement standard layout of the VerkehrsRundschau
- Supply of pictures/illustrations/photographs as well as proof-reading and imprimatur of the editorial contents
- Extra issues (following agreements) for the customer, as well as a cost-free PDF for online usage
- Two advertisement pages in the supplement (inside front cover page and back cover page)

3. Prices and sizes

- Prices from 29,900 €(plus VAT)
- Number of pages: 12, 24, 28 or 36
- Format: 20 x 27 cm
- Paper: Cover 135g/m² (with printing coating), inside pages 100g/m²
- Design: 4 colours

Who is Who of the Logistics 2012**Short characterization:**

This well-known Who is Who of Logistics comprises more than 100 pages of overview of the entire logistics industry and offers important impulses for decisions about future purchases. The concise industry sector-guide helps readers find suppliers and products. The company portraits are accompanied by articles about current trends in the industry sector.

Frequency of publication: annually**Printed copies:** approx. 30,000 copies**Size:** approx. 100 pages**Magazine format:** 207 mm wide, 279 mm high**Publication date:** December 23, 2011**Company portraits**

Copy date: November 14, 2011

Printing material dates: November 17, 2011

Advertisements

Copy date: November 25, 2011

Printing material dates: November 30, 2011

Prices and formats:**Company portrait: (1/1 page, coloured)**

-Print (210 mm wide, 279 mm high) and
Online (for one year) 1,630.00 €

Advertisements truncate (coloured)

-Cover page, (210 mm wide, 279 mm high) 6,890.00 €
-1/1 page (210 mm wide, 279 mm high) 5,990.00 €
-1/2 page high (102 mm wide, 279 mm high) 3,200.00 €
-1/2 page cross (210 mm wide, 140 mm high) 3,200.00 €

Advertising consulting: Kerstin Schaubhut
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Stephanie Rinsche
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Print portraits

Magazine topics

Logistics services
Intra-logistics / storage technology
IT-solutions
Consultation
Logistic real estates
Commercial vehicles
Financial services
Further education
Organizations / fairs / authorities

Address account:

Alphabetic order

Elements of company portraits

- Address field with company logo
- 2 columns with maximal 4 mean headings
- Options: company / achievement profile / services / philosophy
- Pictures, schedules, cards

Printing materials:

- Text: maximal 2,600 signs including blanks; data delivery as a Word document for example or doing yourself by our special browser tool.
- Pictures: 8 cm wide, 6 cm high, tif or eps,
- 300 dpi resolution, colour chart: CMYK
- Printing: Offset printing (coloured)

Advertising processing:

Agnes Frosch
Phone: +49-89 / 43 72-27 55
Fax: +49-89 / 43 72-21 00
E-mail: who-is-who@springer.com

Online portraits

Web-Adresse (URL):

www.verkehrsrundschau.de/branchenguide

Online topics

Personal service provider
Container
Air cargo
Logistics service provider
Intra-logistics
IT-software
Consultation
Logistic real estate
Property / trade
Further education
Organizations / fairs / bodies

Online Industry guide

As a close component of the online platform “www.verkehrsrundschau.de” the online industry guide offers a comprehensive market survey of the logistics branch in Germany. The clearly company portraits are online investigateable a whole year and offer a linking on the own homepage.

1 Web-Address (URL): www.verkehrsrundschau.de

2 Short characterization:

Target-group-specific Internet offer for decision makers in the transport and logistics industry. Daily updates with the latest news, background information and special issues with product databases, downloads, photo galleries, job markets and further information pertaining to the industry sector.

3 Target group:

Decision makers in all companies involved in organizing logistics supply chains: carriers, haulage contractors, and logistics service providers, transport companies on own accounts, logisticians in industry and trade as well as courier, express, parcels services and workshops.

4 Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
online-inserate-hvogel@springer.com

5 Contact person:

Andrea Volz
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6 Access control:

 certified online service since August 2007

7 Numbers of hits:

Visits: 177.243 (August 2010)
Page impressions: 551.772 (August 2010)

8. Ad forms and prices:

8.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Text ad + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangle	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	on request	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	on request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Wallpaper	on request	150.-
10 Corner Ad Large	on request	

* Current prices from Oct 1, 2010; CPM = cost per 1,000 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

8.2 Newsletter advertisements

Short characterization:

Verkehrsrundschau Online informs the decision makers and executive managers workdaily with a up-to-date and informative newsletter.

Newsletter subscribers:

11,057 (August 2010)

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	499.00
2 Horizontal/Fullsize banneror Text ad	650 x 150	499.00
3 Classified ad	on request	on request

* Current prices from Oct 1, 2010; 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 large:

Headline: max. 60 characters
Text: max. 500 characters incl. all blank lines and paragraphs
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

For more information visit www.mediacentrum.de.

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 Marketplace (eShop):

Product advertising with link; advert box 300 x 115 pixel

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">Advert on corporate portal495.00 €Duration: 4 weeks	<ul style="list-style-type: none">Advert on corporate portal and "JobWare"995.00 €Duration: 4 weeks	<ul style="list-style-type: none">Printed job advert => At an additional charge of 200.- € this will be included in our corporate online portal

12 Industry guide

The portal of VerkehrsRundschau 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 29.00 €per month
Further options can be booked in addition

13 Info lines

Complex special topics are prepared for our online magazine by our editorial team in a compact and multimedial way.

Cooperation partners are given the opportunity to present their current campaigns exclusively, apart from neutrally written topics.

Additionally, interviews or other topical contributions can be added to the contents of the info lines.
Prices on request

14 Micro sites

The campaign is graphically embedded into the appearance of VerkehrsRundschau. This strong brand name can thus be used to reach communication and distribution targets.

Possibilities:

- Including videos
- Interaction with online applications and forms within the micro site
- Direct customer acquisition with linked applications to your portal pages
- Providing download areas for product brochures etc.

Prices on request

15 Area sponsoring

The portal of VerkehrsRundschau offers users not only the day's latest news, but also a high usage value with target group-oriented databases, applications and download areas.

Examples:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services

=> detailed information on request

For more information visit www.mediacentrum.de

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation			
		VerkehrsRundschau excl. TruckMarket ca. % Projection		VerkehrsRundschau incl. TruckMarket ca. % Projection	
H	Logistics service providers (transporters, forwarding agents, handling operators)	51	9,330	48	10,370
C	Industrial companies	15	2,750	14	3,020
G	Trade (incl. automobile trade)	11	2,010	16	3,460
84.1, 94.1	Authorities, associations, professional organisations	5	920	4	860
85.59.2	Providers of basic and advanced education	4	730	4	860
M	Other service providers	13	2,380	13	2,810
	Other/No information	1	180	1	220
	Total circulation inland	100	18,300	100	21,600
	Foreign countries (unlevied)		396		4,113
	Total circulation inland and foreign countries		18,640		25,713

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation %	Projection
H	Logistics service providers (transporters, forwarding agents, handling operators)	32	59,550
64.1	CEP (incl. private courier services)	21	39,080
60.22.0	Operators of taxis and rented cars with chauffeur	19	35,360
G	Trade (incl. automobile trade)	8	14,890
80.41	Driving schools	6	11,170
60.21.2/60.23.1	Passenger conveyance in local traffic and in non-scheduled services	4	7,440
71.1	Vehicle renting	4	7,440
74.8	Other services	3	5,580
51.2	Air cargo	1	1,860
50.2, 50.4	Sea cargo, inland navigation cargo	1	1,860
	Other	1	1,860
	Rounding difference		15
	Total circulation B-issue	100	186,105
	+ A-issue (averaging circulation per month)		19,488
	Total circulation A- + B-issue		205,593

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	%	Quota of total circulation	Projection
H	Logistics service providers (transporters, forwarding agents, handling operators)	47		13,960
C/G	Industry and trade (incl. own-account transport and automobile trade)	30		8,910
75.1, 90.02, 91.1	Public administrations, trade and employers associations, professional organisations	15		4,460
	Collection, transportation and interim storage of disposal			
	Other	7		4,460
	No information	1		300
	Rounding difference			-8
	Total circulation inland	100		29,702
	Foreign countries (unlevied)			849
	Total circulation inland and foreign countries			30,551

Your competent advertising team

Please contact us for further information!

Your contact persons for transport & logistics:

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Regional Representatives

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