

Short description:

The special edition "KEP-Spezial" is inserted in the "VerkehrsRundschau C" and "LOGISTIK inside" twice a year. Adverts in "KEP-Spezial" thus reach about 52,000 decision makers and decision preparers in courier services, express services, parcel services, logistics companies, loading companies, trading companies, transport companies, hauliers, and company traffic firms.

Formats and basic pricing	Format Height x Width mm		b/w	coloured
	Print space	truncate*		
2/1 Pages	368 x 253	400 x 280	16,170.00	18,840.00
1/1 Page	185 x 253	200 x 280	8,010.00	9,355.00
1/2	90 x 253	98 x 280	4,005.00	4,675.00
	185 x 125	200 x 140		
1/3 Page	185 x 85	200 x 98	2,675.00	3,140.00
	60 x 253	72 x 280		
1/4 Page	45 x 253		2,025.00	2,360.00
	90 x 125			
	185 x 65			
1/8 Page	45 x 125		1,070.00	
	185 x 33			

Other formats on request. All prices plus VAT.

* + 4 mm bleed at all edges to be truncated

Surcharges:

2./4. Cover page	715,00
Gatefolder	on request
Bound inserts, glued-in postcards	on request

Discounts:

Existing agreed discounts from VerkehrsRundschau and LOGISTIKinside can also be applied to KEP-Spezial. The insertion in KEP-Spezial is not part of the agreement fulfillment.

Magazine format	200 x 280 mm
Print space	185 x 253 mm
No. and width of columns	3 columns, 60 mm

Printing method, Print documents:

Offset printing: When submitting digital data, please refer to our "Guidelines for submitting digital data". When lithos and reproducible documents are submitted, we charge the reproduction costs. Lithos (printing screen of 133-line) are re-digitalised.

PLANNED SUBJECTS

Issue	KEP-Spezial 1	KEP-Spezial 2
Parcel service	Networks	Mail market
Courier service	Overnight	Practice solutions
Express service	Strategies	Express market
Vehicle-Technique	Automobiles, station wagon	Novelties IAA
Airlines	Alliance	Turning point of the future
EDP & communication	Practice solutions	Telematics
Trade fairs	CeBIT, Hanover (Mar 9-15, 2006)	IAA, Hanover (Sep 21-28, 2006)
Events	World Mail & Express European Conference, Paris (May 11-12, 2006)	Direktmarketing - Trade fair DIMA, Düsseldorf (Sep 26-28, 2006) German Logistic Congress, Berlin (Oct 18-20, 2006)

KEP Spezial is inserted in the following issues

	KEP-Spezial 1	KEP-Spezial 2
VerkehrsRundschau C	No. 20/2006	No. 42/2006
Logistik Inside	No. 06/2006	No. 11/2006

Circulation:

VerkehrsRundschau C	31,510* copies
Logistik Inside	20,495* copies

*No. of sold copies acc. to IVW 2/2005

No. of printed copies per issue 52.000 copies

	KEP-Spezial 1	KEP-Spezial 2
Closing date:	Apr 5, 2006	Sep 8, 2006
Deadline for submission:	Apr 21, 2006	Sep 22, 2006

Contacts:

- Advertising director: **Stephanie Rinsche**
Tel. +49-89 / 43 72-21 36
stephanie.rinsche@springer.com
- Advertising sales manager: **Rainer Büns**
Tel. +49-89 / 43 72-22 87
Fax +49-89 / 43 72-23 98
rainer.buens@springer.com
- Anzeigen processing: **Agnes Frosch**
Tel. +49-89 / 43 72-27 55
Fax +49-89 / 43 72-21 58
anzeigen-vhv@springer.com

The current media information on all our specialized titles can also be found at: www.mediacentrum.de

Verlag Heinrich Vogel GmbH Fachverlag
Neumarkter Straße 18 • 81664 Munich, Germany
Telefon +49-89 / 43 72-22 24 • Fax +49-89 / 43 72-23 98
anzeigen-vhv@springer.com