

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: 15th year 2007

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: 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
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Internet: www.verlag-heinrich-vogel.de
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9 Editorial department:
Editor in chief: Thomas Maier
thomas.maier@springer.com

10 Advertising office:
General Advertisement Director: Michaela Lenz
Advertising director: Thomas Merz
thomas.merz@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.14 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:
Annual subscription rate
Inland: € 123.90 plus 12.00 packing/postage, incl. 7% VAT
Foreign Countries: € 123.90 plus 20.40 packing/postage, incl. 7% VAT
Single copy: € 11.50 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 0944-6117


14 Size analysis: 2005 = 12 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 526 pages = 100.0 %
Editorial section: 367 pages = 69.8 %
Advertising section: 159 pages = 30.2 %

of them are

Classified advertisements:	27 pages =	17.0 %
Image advertisements:	108 pages =	67.9 %
Bound insert:	- pages =	-
One's own advertisements:	24 pages =	15.1 %

Supplements (Loose-leaf inserts): 6 pieces

15 Content analysis: Not surveyed

16 Circulation control: 

17 Analysis of circulation: Average circulation within one year
(from July 1st 2005 until June 30th 2006)

Printed copies:	6,208		
Total circulation	5,807	therefrom abroad:	168
Total net paid circulation:	2,832	therefrom abroad:	117
- subscribed copies	2,631	therefrom copies for members	-
- Sale by retail	-		
- Other sale	201		
Free copies:	2,975		
Remainer, file and checking copies	402		

18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	97.1	5,639
Foreign Country	2.9	168
Total circulation	100.0	5,807

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

	%	copies	
Nielsen geographical sector 1	16	871	
Hamburg / Bremen			249
Schleswig-Holstein			173
Lower Saxony			449
Nielsen geographical sector 2	20	1,136	
North Rhine-Westphalia			1,136
Nielsen geographical sector 3a	15	835	
Hesse			426
Rhineland-Palatinate			277
Saarland			132
Nielsen geographical sector 3b	16	912	
Baden-Wuerttemberg			912
Nielsen geographical sector 4	23	1,308	
Bavaria			1,308
Nielsen geographical sector 5	2	97	
Berlin			97
Nielsen geographical sector 6	4	233	
Mecklenburg-Western Pomerania			54
Brandenburg			98
Saxony-Anhalt			81
Nielsen geographical sector 7	4	247	
Thuringia			128
Saxony			119
Total circulation inland	100	5,639	

Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Trade fairs/Congresses 2007
1 January	Dec 29, 2006	CD: Nov 27, 2006 PM: Dec 7, 2006	<ul style="list-style-type: none"> • Combinations-packaging 	<ul style="list-style-type: none"> • Tank cleaning (international) <i>Special: Booklet + Tank cleaning-card</i> 	<ul style="list-style-type: none"> • Hazardous cargo education and improving Hazardous cargo literature (Education literature) 	
2 February	Jan 26, 2007	CD: Dec 19, 2006 PM: Jan 5, 2007	<ul style="list-style-type: none"> • Gas pressure equipments (safe transporting!) • Barrels, steel and plastic barrels 	<ul style="list-style-type: none"> • Hazardous cargo by railway • Fork lifts • Chemical logistics 	<ul style="list-style-type: none"> • Load restraint Occupational safety 	Eurorail , Madrid, Feb. 6 to 8, 2007 LogiMAT , Stuttgart, Feb 13 to 15, 2007 Hamburger Gefahrgut-Tage (Hazardous cargo days), Hamburg, February 2007
3 March	Feb 23, 2007	CD: Jan 23, 2007 PM: Feb 2, 2007	<ul style="list-style-type: none"> • IBC / Big Bags 	<ul style="list-style-type: none"> • Port logistics - Telematics - Freight exchanges - Security 	<ul style="list-style-type: none"> • Hazardous cargo software 	EuroCIS , Düsseldorf, Feb 27 to Mar 1, 2007 TerraTec , Leipzig, Mar 5 to 8, 2007 CeBIT , Hanover, Mar 15 to 21, 2007 StocExpo , Antwerp, Mar 20 to 22, 2007 PowTech , Nuremberg, Mar 27 to 29, 2007 SITL , Paris, Mar 27 to 29, 2007
4 April	Mar 30, 2007	CD: Feb 27, 2007 PM: Mar 9, 2007	<ul style="list-style-type: none"> • Special packing materials for the chemical industry • Plastic packing materials 	<ul style="list-style-type: none"> • Courier, express and parcel delivery companies - Air freight 	<ul style="list-style-type: none"> • Hazardous cargo offices • Emergency call numbers 	Hanover Messe , Hanover, Apr 16 to 20, 2007 AERO , Friedrichshafen, Apr 19 to 22, 2007 ChemCon , Singapore, April 2007 LogiChem , Düsseldorf, April 2007
5 May	Apr 27, 2007	CD: Mar 23, 2007 PM: Apr 5, 2007	<ul style="list-style-type: none"> • Corrugated board and wooden package • Combinations-packaging 	<ul style="list-style-type: none"> • Cross-border traffic 	<ul style="list-style-type: none"> • Education/Improving 	European Coatings Show , Nuremberg, May 8 to 11, 2007 easyfairs , Munich, May 23 to 25, 2007 17. Münchner Gefahrgut-Tage (Hazardous cargo days), Munich, May 14 to 16, 2007
6 June	May 25, 2007	CD: Apr 20, 2007 PM: May 4, 2007	<ul style="list-style-type: none"> • Canisters/Tins/Inliners • Manufacturing and leasing of tankcontainers 	<ul style="list-style-type: none"> • Hazardous cargo logistics: Multimodal traffic (tank wagon) • Freight carriers <i>Special: Gefahrgut (Hazardous Cargo)-Logistics-Guide</i> 	<ul style="list-style-type: none"> • Environment protection • Fire simulation/ extinction techniques 	transport logistic , Munich, Jun 12 to 15, 2007

Issue	Publication Date	Closing Date Copy date (CD) Printing material (PM)	Packaging	Logistics/Transport	Education and practise	Trade fairs/Congresses 2007	
7 July	Jun 29, 2007	CD: May 25, 2007 PM: Jun 8, 2007	<ul style="list-style-type: none"> • Reconditioning <i>Special: card + overview</i> 	<ul style="list-style-type: none"> • Hazardous cargo on the road Suction pressure trucks/dry-bulk vehicles 	<ul style="list-style-type: none"> • Hazardous cargo on the internet 		
8 August	Jul 27, 2007	<i>Company portraits:</i> CD: Jun 4, 2007 PM: Jun 8, 2007 <i>Advertisements:</i> CD: Jun 4, 2007 PM: Jul 6, 2007	Who is Who The trade directory for the hazardous cargo industry - bilingual issue -				
9 September	Aug 31, 2007	CD: Jul 30, 2007 PM: Aug 10, 2007	<ul style="list-style-type: none"> • The latest in packing materials: FachPack-trade fair-issue • Packing techniques 	<ul style="list-style-type: none"> • Inland and bulk shipping 	<ul style="list-style-type: none"> • Safety techniques: - protective equipment - security locker 	A+A Security and health at work , Düsseldorf, Sep 18 to 21, 2007 IAA-passenger cars , Frankfurt on the Main, Sep 13 to 23, 2007 FachPack , Nuremberg, Sep 25 to 27, 2007	
10 October	Sep 28, 2007	CD: Aug 28 2007 PM: Sep 7, 2007	<ul style="list-style-type: none"> • Container for waste • Plastic packing materials • Barrel handling 	<ul style="list-style-type: none"> • Disposal logistics • Tank plants 	<ul style="list-style-type: none"> • Load restraint • Transport control 	K 2007 , Düsseldorf, Oct 24 to 31, 2007 German Logistics Congress , Berlin, Oct 17 to 19, 2007 Security , Essen, Oct 28 to 31, 2007	
11 November	Oct 26, 2007	CD: Sep 24, 2007 PM: Oct 5, 2007	<ul style="list-style-type: none"> • Contagious materials 	<ul style="list-style-type: none"> • Storage provider <i>Special: card and overview</i> • Transponder techniques 	<ul style="list-style-type: none"> • Licenced inspection agency • Hazardous cargo films /videos (educational film) 	suisse transport , Bern, Nov 8 to 11, 2007 Rail#tec , Dortmund, Nov 12 to 14, 2007 Medica , Düsseldorf, Nov 14 to 17, 2007 Gefahrstoff-Tage (Hazardous cargo days), Munich, Nov 28 to 30, 2007	
12 December	Nov 30, 2007	CD: Oct 29, 2007 PM: Nov 9, 2007	<ul style="list-style-type: none"> • IBC / Big Bags 	<ul style="list-style-type: none"> • Logistics provider 	<ul style="list-style-type: none"> • Accident management • Databases 		
01/08 January	Dec 28, 2007	CD: Nov 22, 2007 PM: Dec 5, 2007	<ul style="list-style-type: none"> • Combinations-packaging 	<ul style="list-style-type: none"> • Tank cleaning (international) <i>Special: booklet + tank cleaning card</i> 	<ul style="list-style-type: none"> • Hazardous cargo education and improving • Hazardous cargo literature (Education literature) 		



1 Circulation:

Printed copies: 6,208 copies
Total circulation in annual average: 5,807 copies

2 Magazine size:

210 x 280 mm
213 x 286 mm untrimmed

Type area:

185 mm wide, 253 mm high
4 columns, 43 mm

3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

4 Publication:

Frequenzy of publication: monthly
Publications dates, closings dates and dates for submission:
see timetable "Subjects and Dates"

5 Editorial Board:

Springer Transport Media GmbH
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising sales department: Andrea Volz
Phone: +49-89 / 43 72-21 24
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:

Commerzbank Munich
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

7 Ads and rates:

All prices are plus VAT

2/1 page: W 393 x H 253
2/1 page truncate:* W 420 x H 280

Basic rate b/w 4,340.00 €
2-coloured 4,940.00 €
3-coloured 5,540.00 €
4-coloured 6,140.00 €

1/1 page: W 185 x H 253
1/1 page truncate:* W 210 x H 280

Basic rate b/w 2,085.00 €
2-coloured 2,390.00 €
3-coloured 2,695.00 €
4-coloured 3,000.00 €

2/3 page (landscape): W 185 x H 170
2/3 page truncate:* W 210 x H 192

Basic rate b/w 1,545.00 €
2-coloured 1,780.00 €
3-coloured 2,015.00 €
4-coloured 2,250.00 €

1/2 page (upright): W 90 x H 253
1/2 page truncate:* W 102 x H 280
1/2 page (landscape): W 185 x H 125
1/2 page truncate:* W 210 x H 140

Basic rate b/w 1,210.00 €
2-coloured 1,380.00 €
3-coloured 1,550.00 €
4-coloured 1,720.00 €

1/3 page (upright): W 60 x H 253
1/3 page truncate:* W 72 x H 280
1/3 page (landscape): W 185 x H 85
1/3 page truncate:* W 210 x H 98

Basic rate b/w 840.00 €
2-coloured 950.00 €
3-coloured 1,060.00 €
4-coloured 1,170.00 €

1/4 page (upright, 1-column): W 43 x H 250
1/4 page truncate:* W 57 x H 280
1/4 page, 2-column: W 90 x H 125
1/4 page (landscape): W 185 x H 65
1/4 page truncate:* W 210 x H 82

Basic rate b/w 670.00 €
2-coloured 750.00 €
3-coloured 830.00 €
4-coloured 910.00 €

1/8 page (upright, 1-column): W 43 x H 125
1/8 page, 2-column: W 90 x H 65
1/8 page (landscape): W 185 x H 33

Basic rate b/w 420.00 €
2-coloured 490.00 €
3-coloured 560.00 €
4-coloured 630.00 €

Front cover page

Basic rate, 4-coloured 4,760.00 €

2., 3., 4. cover page

Basic rate, 4-coloured 3,640.00 €

*Truncate additional charge: 220.00 €
+ 4 mm bleed at all edges to be truncated

8 Surcharges: (discount possible)

8.1 Colours

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

8.2 Preferential positions

Fixed positions 585.00 €

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area 220.00 €

9 Sources of supply:

Classified advertisement (1 column, 43 mm wide) 2.19 €

Situation wanted (1 column, 43 mm wide) 1.59 €

Box number fee 10.00 €

Source of supply listing per issue, 1 column, per printed line 10.60 €

with photo (43 mm x 30 mm) plus 50.00 €

with ad box (43 mm x 9 mm) plus 25.00 €

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 publication of the first advertisement)

Frequency discount

3 insertions 3%

6 insertions 5%

9 insertions 10%

12 insertions 15%

Quantity discount

3 pages 5%

6 pages 10%

9 pages 15%

12 pages 20%

All surcharges qualify for discount.

Cover pages don't qualify for discount.

12 Combinations:

-

13 Bound inserts:

2 pages 2,090.00 €

4 pages 4,180.00 €

6 pages 6,270.00 €

8 pages 8,360.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). 2-page inserts must be provided with a printed

rim 8 cm wide. 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:

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 155.00 €

up to 50 g 215.00 €

over 50 g on request

Number of inserts available on request. Inserts possible at press run

of 5,000 copies.

15 Glued-in postcards:

Glued-in postcards/thousands 82.00 €

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.

16 Delivery address for the positions 13 to 15:

f&w Medientcenter

Holzhauser Feld 2

83361 Kienberg

Delivery notice: for GEFAHR/GUT no. ...)

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

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

Ad prices:

Front cover page, 4-coloured:	3,920.00 €
2., 3., 4. cover page:	3,405.00 €
Full page, 4-coloured:	3,080.00 €
Company portrait (1 page):	830.00 €
Company portrait (2 page):	1,465.00 €

Company portrait 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 wide x 280 mm high

Publication date: July 27, 2007

Copy date:

Company portraits:	June 4, 2007
Advertisements:	June 4, 2007

Printing material dates:

Company portraits:	June 8, 2007
Advertisements:	July 6, 2007

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 by e-mail to
who-is-who@springer.com**

Advertisements: Offset printing. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

Advertising consuler: Andrea Volz
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Fax: +49-89 / 43 72-21 58
E-mail: who-is-who@springer.com

1. Web-Adresse (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. Ads and rates:

Banner	Format (WxH) in Pixel	Price* (per thousand)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

* valid from Oct, 1 2006; Prices are subject to VAT.

4. Newsletter:

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices* (per thousand)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

* valid from Oct, 1 2006; Prices are subject to VAT.

Number of Newsletter-Subscribers August 2006: 2,424

Data delivery:

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

5. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

Data delivery:

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

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	2,090
24, 24.4	Manufacturing of chemical and pharmaceutical products	14	790
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	280
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		-11
	Total circulation inland	100	5,639
	Foreign countries (unlevied)		168
	Total circulation inland and foreign countries		5,807

Data Ticket

Status quo: February 2006

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: _____

Telephone: _____ Fax: _____ ISDN: _____

Advert Information

Issue: _____ Section: _____

Advert format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-Mail Data medium by mail

Proof colour match (ISO) content match follows via mail (please tick if appropriate)

Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage www.stuertz.de in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create colour pictures in CMYK mode, or convert them to CMYK.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.

Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Contact details

FTP: ftp.stuertz.de (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-383

Contact to:

Stürtz GmbH
Science / Anja Eichelbröner
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-2 30