

1 Short characterization: Official cross-regional magazine of the federal driving instructors' association. The magazine focuses on issues of road safety and road safety training. Technical, economic, and traffic regulation issues are discussed in detail.

2 Frequency of publication: monthly

3 Year of publication: 59th year 2008

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

5 Memberships: -

6 Medium: Official organ of the Federal Association of Driving Instructor Organisations and their confederated states associations.

7 Publisher: Federal Association of Driving Instructor Organisations

8 Editorial Board: Springer Transport Media GmbH
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9 Editorial department:
Editor in chief: Dietmar Fund
dietmar.fund@springer.com

10 Advertising office:

General Advertisement Director: Michaela Lenz
Advertisement Director: Michael Harms
michael.harms@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 00 92 91 (0.14 €/min., from the German landline/mobile radio deviant)
E-mail: vertriebsservice@springer.com

12 Subscription cost:

Annual subscription rate

Inland: 69.70 € plus 13.20 € packing/postage, incl. 7% VAT
Foreign Countries: 69.70 € plus 21.20 € packing/postage, incl. 7% VAT
Single copy: 6.90 € plus 1.90 € packing/postage, incl. 7% VAT

13 ISSN-No: 0014-6838

14 Scope analysis: 2006 = 12 editions
Magazine format: 210 mm (wide), 280 mm (high)
Total size: 656 pages = 100.0 %
Editorial section: 364 pages = 55.5 %
Advertising section: 292 pages = 44.5 %

of them are

Classified advertisements: 70 pages = 24.0 %
Bound insert: 19 pages = 0 %
One's own advertisements: 79 pages = 27.2 %

Supplements (Loose-leaf inserts): 19 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2006 until June 30th 2007)

Printed copies:	18,219		
Total circulation	17,942	therefrom abroad:	49
Total net paid circulation:	17,234	therefrom abroad:	40
- subscribed copies	17,168	therefrom copies for members:	14,681
- Sale by retail	-		
- Other sale	66		
Free copies:	708		
Remainer, file and checking copies	277		

18 Geographical circulation analysis:

Economic area	Quote of real circulationed press run %	copies
Inland	99,7	17,894
Foreign Country	0.3	49
Total circulation	100.0	17,943

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

Nielsen geographical sector 1	4,289
Nielsen geographical sector 2	3,764
Nielsen geographical sector 3a	2,320
Nielsen geographical sector 3b	1,795
Nielsen geographical sector 4	2,498
Nielsen geographical sector 5	543
Nielsen geographical sector 6	1,426
Nielsen geographical sector 7	1,259
Total circulation inland	17,894

Issue	Closing Date Image Ads	Closing Date Printing Material	Publication Date	Themes	Trade fairs 2008
1	Nov 30, 2007	Dec 12, 2007	Jan 3, 2008	Installation of PC-exercise areas to the preparation for the PC examination.	
2	Jan 8, 2008	Jan 18, 2008	Feb 7, 2008	New car, access and mobility guarantees for driving school vehicles	
3	Feb 6, 2008	Feb 18, 2008	Mar 6, 2008	Actually trends to the motor cycle clothing	
4	Mar 3, 2008	Mar 3, 2008	Apr 3, 2008	Care products to the inside and outside cleaning from driving school vehicles	AMI Automobile International , Leipzig, Apr 5 to 13, 2008
5	Apr 2, 2008	Apr 14, 2008	May 2, 2008	Trends in the tires technique	Tires , Essen, May 20 to 23, 2008
6	May 5, 2008	May 19, 2008	Jun 5, 2008	Market survey: new hanger for education in the hanger class BE, C1E and CE accordant the 3 rd EU-driver license guide line	
7	Jun 4, 2008	Jun 16, 2008	Jul 3, 2008	Great preview about the program and the exhibitor from the 2 nd German driving instructor congress	
8	Jul 9, 2008	Jul 21, 2008	Aug 7, 2008	Advertisement material for driving schools	
9	Aug 5, 2008	Aug 18, 2008	Sep 4, 2008	New commercial vehicles and training material for the further education about professional driver	IAA, Commercial Vehicles , Hanover, Sep 25 to Oct 2, 2008
10	Sep 3, 2008	Sep 15, 2008	Oct 2, 2008	New office equipment and driving schools arrangement	Orgatec , Cologne, Oct 21 to 25, 2008 Intermot , cologne, Oct 8 to 12, 2008
11	Oct 8, 2008	Oct 20, 2008	Nov 6, 2008	Report about the Intermot: light motor cycles and motor cycles for the education season 2009	2nd German driving instructor congress , Berlin, Nov 14 to 15, 2008
12	Nov 5, 2008	Nov 17, 2008	Dec 4, 2008	Report from the 2 nd German driving instructor congress Smart ideas for the showcase creation	

Further topics covered regularly in FAHRSCHULE:

- New specialized literature, media and presentation techniques for driving instructors
- Offers of vocational training for driving instructors
- New products and services of car manufacturers and their suppliers
- Up-to-date information from driving-school vehicle lessors



1 Circulation:

Printed copies:	18,219 copies
Total circulation in annual average	17,942 copies

2 Magazine size:

210 x 279 mm
213 x 285 mm untrimmed

Type area:

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

7 Ads and rates:

All prices are plus VAT.

4 Publication:

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

5 Publisher:

Springer Transport Media GmbH
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising department: Elisabeth Huber
phone: +49-89 / 43 72-23 52
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 811148881

Bank accounts:

HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

2/1 page:	W 393 x H 250
2/1 page truncate:*	W 420 x H 279
Basic rate b/w	7.980,00 €
coloured	11.400,00 €

1/1 page:	W 185 x H 250
1/1 page truncate:*	W 210 x H 279
Basic rate b/w	3.920,00 €
coloured	5.620,00 €

1/2 page (upright):	W 90 x H 250
1/2 page truncate:*	W 102 x H 279
1/2 page (landscape):	W 185 x H 125
1/2 page truncate:*	W 210 x H 140
Basic rate b/w	2.130,00 €
coloured	3.050,00 €

1/3 page (upright):	W 60 x H 250
1/3 page truncate:*	W 72 x H 279
1/3 page (landscape):	W 185 x H 85
1/3 page truncate:*	W 210 x H 98
Basic rate b/w	1.430,00 €
coloured	2.110,00 €

1/4 page (upright, 1-column):	W 43 x H 250
1/4 page truncate:*	W 57 x H 279
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	1.150,00 €
coloured	1.690,00 €

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	595,00 €
coloured	999,00 €

1/16 page, 1-column:	W 44 x H 65
1/16 page, 2-column:	W 92 x H 30
1/16 page (landscape):	W 188 x H 15
Basic rate b/w	335,00 €
coloured	545,00 €

Front cover page

Basic rate, coloured	8.200,00 €
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2., 3., 4. cover page

Basic rate, 4-coloured	6.550,00 €
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* + 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 630,00 €

8.3 Ad formats

Bleeding across the gutter -

Bleeding advertisement over type area -

9 Prices for classified ads/situations wanted:

1 column millimetre rate for

Commercial ads (1 column, 43 mm wide, b/w) 4,57 €

Commercial ads (1 column, 43 mm wide, coloured) 6,27 €

Private ads (1 column, 43 mm wide, b/w) 3,85 €

Private ads (1 column, 43 mm wide, coloured) 5,30 €

Situations wanted (1 column, 43 mm wide) 1,95 €

Box number fee 10,00 €

10 Special ad forms:

on request

11 Discounts: acceptance within a year

(Starting with appearance 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.

Front pages do not qualify for discounts.

12 Combinations:

-

13 Bound inserts:

2 pages 3.920,00 €

4 pages 7.825,00 €

6 pages 11.750,00 €

8 pages 15.650,00 €

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

Please supply the bound-in inserts in the untrimmed format 213 x 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:

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

Weight of loose-leaf inserts Price/thousand

up to 25 g 160,00 €

up to 50 g 220,00 €

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 85,00 €

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:

On request

Delivery notice: for FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

1. Web-Adresse (URL):

www.fahrerschule-online.de

2. Short characterization:

Comprehensive Internet offer for driving-school owners and driving instructors.

Daily updates of news and background reports, product databases, association news, jurisdiction and much more for opinion-leaders, advisers and decision makers in driving schools.

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) - Skycraper (200 x 400) - Contant-banner (440 x 40)	62,00 €
Pop-Up/Under/Layer Rectangle	format on request	42,00 € 62,00 €

* valid from Oct, 1 2007; 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)	38,00 € (per workday)	28,00 € (per workday)

* valid from Oct, 1 2007; Prices are subject to VAT

Number of Newsletter-Subscribers August 2006: 2.607

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.

6. 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 (approx.)
80.41	Driving schools	94	16.820
	- Owner of driving schools	83	14.850
	- Employed driving instructors	9	1.610
	- Driving schools of railway, post, fire departments, German Federal Armed Forces and police	2	360
74.84/66	Supply of other services, Insurance industry	1	180
91.1	Trade and employers associations, professional organisations	1	180
75.1	Civil Service (administrations, District Offices, MOT)	1	180
	Other	2	360
	Not specified	1	180
	Rounding difference		-6
	Total circulation inland	100	17.894
	Foreign countries (unlevied)		49
	Total circulation inland and foreign countries		17.943

Data Ticket



Status quo: August 2007

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

Annotation _____

Creation of data

- 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.
- 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.
- The maximum colour application shall not exceed 320%.

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.

Support too:

- PDF XC-pereparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable under www.springer-business-media.de/anzeigendaten or if required under the stated contact address.

Contact details

FTP: ftp.stuertz.de (Login:gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-9 31/385-11332

Contact to:

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Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg

Tel.: +49-9 31/3 85-3 32

Modifications and printer's errors excepted