

#### 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:** 60<sup>th</sup> year 2009

**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 Publishing house:** 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  
Fax: +49-89 / 43 72-23 98  
Internet: www.verlag-heinrich-vogel.de  
E-mail: anzeigen-vhv@springer.com

**9 Editorial department:**  
Editor in chief: Dietmar Fund  
dietmar.fund@springer.com

#### 10 Advertising office:

Overall Direction: Jutta Rethmann  
Advertisement Director: Marisa D'Arbonneau

#### 11 Distribution:

Vertriebsservice, Verlag Heinrich Vogel  
Telefon: 01 80/5 26 26 18  
(0.14 €/min., from the German landline/  
mobile radio deviant)  
e-Mail: vertriebsservice@springer.com

#### 12 Subscription cost:

Annual subscription rate  
Inland: 84.90 € incl. packing/postage and 7% VAT  
Foreign Countries: 88.50 € incl. packing/postage and 7% VAT  
Single copy: 7.20 € incl. 7% VAT, plus 1.20 € packing/postage

**13 ISSN-No:** 0014-6838

#### 14 Scope analysis:

2007 = 12 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 668 pages = 100.0 %  
**Editorial section:** 381 pages = 57.1 %  
**Advertising section:** 287 pages = 42.9 %

of them are

Classified advertisements:	65 pages	=	22.6 %
Bound insert:	1 page	=	0 %
One's own advertisements:	85 pages	=	29.7 %

**Supplements (Loose-leaf inserts):** 5 pieces

**15 Content analysis:** Not surveyed



#### 16 Circulation control:



#### 17 Analysis of circulation:

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

<b>Printed copies:</b>	17,821		
<b>Total circulation</b>	17,558	therefrom abroad:	36
<b>Total net paid circulation:</b>	16,933	therefrom abroad:	26
- subscribed copies	16,873	therefrom copies for members:	14,485
- Sale by retail	-		
- Other sale	60		
<b>Free copies:</b>	626		
<b>Remainer, file and checking copies</b>	263		

#### 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run %	copies
Inland	99,8	17,522
Foreign Country	0.2	36
<b>Total circulation</b>	100.0	17,558

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

	copies
<b>Nielsen geographical sector 1</b>	<b>3,417</b>
<b>Nielsen geographical sector 2</b>	<b>3,645</b>
<b>Nielsen geographical sector 3a</b>	<b>2,583</b>
<b>Nielsen geographical sector 3b</b>	<b>1,858</b>
<b>Nielsen geographical sector 4</b>	<b>2,914</b>
<b>Nielsen geographical sector 5</b>	<b>538</b>
<b>Nielsen geographical sector 6</b>	<b>1,352</b>
<b>Nielsen geographical sector 7</b>	<b>1,215</b>
<b>Total circulation inland</b>	<b>17,522</b>

	Issue	Closing Date	Printing Material	Publication Date	Themes	Fairs 2009
<b>January</b>	1	Nov 28, 2008	Dec 9, 2008	<b>Jan 2, 2009</b>	How driving instructors can prepare her student drivers for the PC examination	
<b>February</b>	2	Jan 7, 2009	Jan 19, 2009	<b>Feb 5, 2009</b>	How the two-wheeler manufacturers would like to win young people and rebeginners	
<b>March</b>	3	Feb 2, 2009	Feb 12, 2009	<b>Mar 5, 2009</b>	Actual trends concerning the motorcycle clothes	<b>AMI Automobile International</b> , Leipzig, Mar 28 to Apr 5, 2009
<b>April</b>	4	Mar 4, 2009	Mar 16, 2009	<b>Apr 2, 2009</b>	Mobile navigation systems for driving-school vehicle	
<b>May</b>	5	Apr 3, 2009	Apr 17, 2009	<b>May 7, 2009</b>	Tires optimized in roll resistance and other trends in the tire technology	
<b>June</b>	6	May 4, 2009	May 14, 2009	<b>Jun 4, 2009</b>	Care ideas for the inside and outside cleaning of driving school vehicles	
<b>July</b>	7	Jun 2, 2009	Jun 15, 2009	<b>Jul 2, 2009</b>	Advertising material for driving schools	
<b>August</b>	8	Jul 8, 2009	Jul 20, 2009	<b>Aug 6, 2009</b>	Smart ideas for the showcase creation	
<b>September</b>	9	Aug 5, 2009	Aug 17, 2009	<b>Sep 3, 2009</b>	Market overview: The latest winter tire	<b>IAA, PKW</b> , Frankfurt, Sep 17 to Oct 27, 2009 <b>IFMA Int. Fahrradmarkt</b> , Cologne, date still open

<b>October</b>	10	Sep 2, 2009	Sep 14, 2009	<b>Oct 1, 2009</b>	Driver assistance systems as an object of practical and theoretical driving instructions.	<b>REHACare</b> , Düsseldorf, Oct 14 to Oct 17, 2009
<b>November</b>	11	Oct 7, 2009	Oct 19, 2009	<b>Nov 5, 2009</b>	Market overview: New trailer for the training in the following categories: BE, C1E and CE according to the 3rd EU-driving licence guideline	
<b>December</b>	12	Nov 4, 2009	Nov 16, 2009	<b>Dec 3, 2009</b>	Flipcharts, presentation suitcases and other practical additives for the theoretical lessons	
<b>January</b>	01/10	Dec 2, 2009	Dec 11, 2009	<b>Jan 7, 2010</b>	New office furniture and driving school facilities	

### 1 Circulation:

Printed copies: 17,821 copies  
Total circulation in annual average: 17,558 copies

### 2 Magazine size:

210 mm x 279 mm  
213 mm 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 print, saddle stitching, 133 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: monthly  
Publications dates, closings dates and dates for submission: see timetable "Subjects and Dates"

### 5 Publishing house:

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

### 7 Ads and rates:

All prices are plus VAT.

#### 2/1 page:

W 379 x H 250

#### 2/1 page truncate:\*

W 420 x H 279

Basic rate b/w 8,050.00 €  
coloured 11,500.00 €

#### 1/1 page:

W 185 x H 250

#### 1/1 page truncate:\*

W 210 x H 279

Basic rate b/w 3,960.00 €  
coloured 5,680.00 €

#### 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 2,150.00 €  
Coloured 3,080.00 €

#### 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 1,445.00- €  
coloured 2,130.00 €

#### 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 1,160.00 €  
coloured 1,710.00 €

#### 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 600.00 €  
coloured 1,010.00 €

#### 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 340.00 €  
coloured 550.00 €

### Front cover page

Basic rate, coloured 8,280.00 €

### 2., 3., 4. cover page

Basic rate, 4-coloured 6,620.00 €

\* + 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 635.00 €

**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) 4.58 €

Commercial ads (1 column, 43 mm wide, coloured) 6.29 €

Private ads (1 column, 43 mm wide, b/w) 3.89 €

Private ads (1 column, 43 mm wide, coloured) 5.35 €

Situations wanted (1 column, 43 mm wide) 1.97 €

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**

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 3,960.00 €

4 pages 7,920.00 €

6 pages 11,880.00 €

8 pages 15,840.00 €

(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 285.00 €

up to 50 g 460.00 €

per further 5 g 35.00 €

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

**15 Glued-in postcards:**

Glued-in postcards/thousands 90.00 €

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:**

Stürtz AG, Warenannahme

Alfred-Nobel-Straße 33

97080 Würzburg, Germany

**Delivery notice:** for FAHRSCHULE no. ...)

Please send in advance 10 samples to advertising sales department.

**1 Web-Address (URL):** www.fahrschule-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 Publishing company:** Springer Transport Media GmbH  
Neumarkter Str. 18, 81673 Munich, Germany  
online-inserate-hvogel@springer.com

**4 Contact person:** Andrea Volz  
Phone: +49 89/43 72 - 21 24  
Fax: +49 89/43 72 - 23 98  
E-mail: andrea.volz@springer.com

**5 Access control:** -

**6 Numbers of hits:** visits: 14,366 (July 2008)  
page impressions: 66,719 (July 2008)

**7. Ad forms and prices:**

**7.1 Banner advertisements**

Types of ads	Pixel size	CPM €*
1 <b>Advertorial + Logo (GIF)</b>	300 x 115	55.00
2 <b>Rectangle</b>	300 x 250	75.00
3 <b>Video Rectangle</b> (polite streaming)	300 x 250	75.00
4 <b>Expandable Rectangle</b> (to the left side)	630 x 250	100.00
5 <b>Expandable Rectangle</b> (at the bottom left)	630 x 350	125.00
6 <b>Layer Ad + Rectangle Reminder</b>	on request	150.00
7 <b>Half Page</b>	300 x 600	150.00
8 <b>Expandable Half Page</b>	630 x 600	on request
9 <b>Road Block</b> (two Rectangles)	300 x 250 (2x)	150.00
10 <b>Corner Ad Large</b>	on request	

\*Current prices from Oct 1, 2008; CPM = cost per thousand 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

**7.2 Newsletter advertisements**

**Newsletter subscriber:** 2,460 (July 2008)

Types of ads	Pixel size	CPM €*
1 <b>Rectangle</b>	300 x 250	75.00
2 <b>Horizontal/Fullsizebanner</b>	650 x 150	75.00
3 <b>Text ad large plus logo/picture</b>	650 x 150	75.00
4 <b>Text ad small plus logo/picture</b>	300 x 115	55.00

\* Current prices from Oct 1, 2008; CPM = cost per thousand impressions. All prices are plus VAT.

**Technical specifications:**

- 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 ad small: headline: max. 30 characters  
Text: max. 240 characters incl. all blank lines and paragraphs  
Logo/Picture: 80 x 20 pixel or 40 x 40 pixel

Text ad large: headline: max. 60 characters  
Text: max. 700 characters incl. all blank lines and paragraphs  
Logo/Picture: 130 x 80 pixel or 60 x 80 pixel

**8 Basic Entry as Fahrschul Partner**

**Vehicles – Supplier/Accessories – Service Provider**

- Contact addresses and contact persons –**free of charge**
- Company logo
- Further information
- Vehicles/products suitable for exams and their conditions
- Link to your own website/driving school portal
- Link to the main retailers
- Prices on request

#### 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.)
<b>80.41</b>	<b>Driving schools</b>	<b>94</b>	<b>16,470</b>
	- Owner of driving schools	83	14,540
	- Employed driving instructors	9	1,560
	- Driving schools of railway, post, fire departements, German Federal Armed Forces and police	2	350
<b>74.84/66</b>	<b>Supply of other services, Insurance industry</b>	<b>1</b>	<b>180</b>
<b>91.1</b>	<b>Trade and employers associations, professional organisations</b>	<b>1</b>	<b>180</b>
<b>75.1</b>	<b>Civil Service (administrations, District Offices, MOT)</b>	<b>1</b>	<b>180</b>
	<b>Other</b>	<b>2</b>	<b>350</b>
	<b>Not specified</b>	<b>1</b>	<b>180</b>
	<b>Rounding difference</b>		<b>-18</b>
	<b>Total circulation inland</b>	<b>100</b>	<b>17,522</b>
	<b>Foreign countries (unlevied)</b>		<b>36</b>
	<b>Total circulation inland and foreign countries</b>		<b>17,558</b>



# Data Ticket

Status quo: August 2008

## 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: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ ISDN: \_\_\_\_\_

## Ad Information:

Issue: \_\_\_\_\_ Section: \_\_\_\_\_

Ad 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](http://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:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49-9 31/3 85-3 32

*Modifications and printer's errors excepted*

## Please contact us for further information

- **Head Sales**  
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Taxi, Fahrschule
- **Advertising Sales Manager**
- **Key Account Manager Online**
- **Advertising Administration**

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