

### 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 daily newsletter, the event academy, special publications, and a literature program.

### 2 Frequency of publication:

VR A: 30 times per year  
VR B: 8 times per year  
VR C: 12 times per year

### 3 Year of publication:

63<sup>rd</sup> year 2009

### 4 Web-address (URL):

www.verkehrsrundschau.de

### 5 Memberships:

-

### 6 Medium:

-

### 7 Publisher:

-

### 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.mediacentrum.de  
E-mail: anzeigen-vhv@springer.com

### 9 Editorial department:

Editor in chief: Anita Würmser  
anita.wuermser@springer.com

### 10 Advertising office:

General advertising director: Michaela Lenz  
Advertising director: Thomas Merz  
thomas.merz@springer.com

### 11 Distribution director:

Jutta Rethmann  
Phone: subscription service: 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 VR A

Inland: 165.90 € incl. packing/postage and 7% VAT  
Foreign Countries: 171.00 € incl. packing/postage and 7% VAT  
Single copy: 3.70 € plus 7% VAT 1.20 € packing/postage

### 13 ISSN-No:

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

### 14 Size analysis (VR A, B, C):

2007 = 50 editions  
**Magazine format:** 210 mm (wide), 279 mm (high)  
**Total size:** 3,878 pages = 100.0 %  
**Editorial section:** 2,386 pages = 61.5 %  
**Advertising section:** 1,492 pages = 38.5 %

of them are

Classified advertisements: 644 pages = 43.2 %  
Bound insert: 5 pages = 0.3 %  
One's own advertisements: 464 pages = 31.1 %

**Supplements (Loose-leaf inserts):** 41 pieces

### 15 Content analysis:

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2007 until June 30<sup>th</sup> 2008)

|   |        |                              |     |
|---|--------|------------------------------|-----|
| <b>Printed copies:</b>                    | 17,835 |                              |     |
| <b>Total circulation</b>                  | 17,431 | therefrom abroad:            | 256 |
| <b>Total net paid circulation:</b>        | 12,439 | therefrom abroad:            | 182 |
| - subscribed copies                       | 9,591  | therefrom copies for members | -   |
| - Sale by retail                          | -      |                              |     |
| - Other sale                              | 2,847  |                              |     |
| <b>Free copies:</b>                       | 4,992  |                              |     |
| <b>Remainer, file and checking copies</b> | 404    |                              |     |

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

|                                       |        |
|---------------------------------------|--------|
|                                       | copies |
| <b>Nielsen geographical sector 1</b>  | 2,718  |
| <b>Nielsen geographical sector 2</b>  | 3,511  |
| <b>Nielsen geographical sector 3a</b> | 2,257  |
| <b>Nielsen geographical sector 3b</b> | 3,162  |
| <b>Nielsen geographical sector 4</b>  | 3,439  |
| <b>Nielsen geographical sector 5</b>  | 188    |
| <b>Nielsen geographical sector 6</b>  | 714    |
| <b>Nielsen geographical sector 7</b>  | 1,186  |
| <b>Total circulation inland</b>       | 17,175 |

**18 Geographical circulation analysis:**

| Economic area            | Quote of real circulated press run<br>% | press run<br>copies |
|--------------------------|---|---------------------|
| Inland                   | 98.5                                    | 17,175              |
| Foreign Country          | 1.5                                     | 256                 |
| <b>Total circulation</b> | 100.0                                   | 17,431              |

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2007 until June 30<sup>th</sup> 2008)

|   |         |                              |         |
|---|---------|------------------------------|---------|
| <b>Printed copies:</b>                    | 209,303 |                              |         |
| <b>Total circulation</b>                  | 208,776 | therefrom abroad:            | 68      |
| <b>Total net paid circulation:</b>        | 200,815 | therefrom abroad:            | 50      |
| - subscribed copies                       | 197,984 | therefrom copies for members | 190,176 |
| - Sale by retail                          | -       |                              |         |
| - Other sale                              | 2,832   |                              |         |
| <b>Free copies:</b>                       | 7,961   |                              |         |
| <b>Remainer, file and checking copies</b> | 527     |                              |         |

**18 Geographical circulation analysis:**

| Economic area            | Quote of real circulationed press run<br>% | copies  |
|--------------------------|--|---------|
| Inland                   | 99.97                                      | 208,708 |
| Foreign Country          | 0.03                                       | 68      |
| <b>Total circulation</b> | 100.00                                     | 208,776 |

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

|                                       | copies  |
|---------------------------------------|---------|
| <b>Nielsen geographical sector 1</b>  | 57,352  |
| <b>Nielsen geographical sector 2</b>  | 46,547  |
| <b>Nielsen geographical sector 3a</b> | 29,941  |
| <b>Nielsen geographical sector 3b</b> | 28,523  |
| <b>Nielsen geographical sector 4</b>  | 34,177  |
| <b>Nielsen geographical sector 5</b>  | 2,116   |
| <b>Nielsen geographical sector 6</b>  | 5,055   |
| <b>Nielsen geographical sector 7</b>  | 4,997   |
| <b>Total circulation inland</b>       | 208,708 |

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
 (from July 1<sup>st</sup> 2007 until June 30<sup>th</sup> 2008)

|   |        |                              |     |
|---|--------|------------------------------|-----|
| <b>Printed copies:</b>                    | 32,829 |                              |     |
| <b>Total circulation</b>                  | 32,189 | therefrom abroad:            | 291 |
| <b>Total net paid circulation:</b>        | 27,142 | therefrom abroad:            | 186 |
| - subscribed copies                       | 9,591  | therefrom copies for members | -   |
| - Sale by retail                          | -      |                              |     |
| - Other sale                              | 17,551 |                              |     |
| <b>Free copies:</b>                       | 5,047  |                              |     |
| <b>Remainer, file and checking copies</b> | 640    |                              |     |

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

|                                       |        |
|---------------------------------------|--------|
|                                       | copies |
| <b>Nielsen geographical sector 1</b>  | 4,813  |
| <b>Nielsen geographical sector 2</b>  | 6,140  |
| <b>Nielsen geographical sector 3a</b> | 5,827  |
| <b>Nielsen geographical sector 3b</b> | 4,502  |
| <b>Nielsen geographical sector 4</b>  | 6,557  |
| <b>Nielsen geographical sector 5</b>  | 336    |
| <b>Nielsen geographical sector 6</b>  | 1,008  |
| <b>Nielsen geographical sector 7</b>  | 2,715  |
| <b>Total circulation inland</b>       | 31,898 |

**18 Geographical circulation analysis:**

| Economic area            | Quote of real circulated press run<br>% | copies |
|--------------------------|---|--------|
| Inland                   | 99.1                                    | 31,898 |
| Foreign Country          | 0.9                                     | 291    |
| <b>Total circulation</b> | 100.0                                   | 32,189 |

|          | Issue | Publication Date | Copy date/Closing date printing material<br>Image Ads | Copy date Classified ads (12.00 h) | Topics of the week   | Supplements                          | Standard contents:   | Trade fairs   |
|----------|-------|------------------|---|------------------------------------|--|--------------------------------------|--|---|
| January  | A 1/2 | Jan 9, 2009      | Dec 16, 2008  | Dec 23, 2008                       | Perspectives 2009  |                                      | <b>Regular columns and topics:</b><br><br><b>Current issues from the industry:</b> <ul style="list-style-type: none"> <li>Politics from Brussels and Berlin</li> <li>Market data</li> <li>Companies</li> <li>Associations</li> </ul> <b>Transport types:</b> <ul style="list-style-type: none"> <li>Goods transported by road</li> <li>Sea and inland ports</li> <li>inland navigation</li> <li>Goods transported by railway</li> <li>Intermodal transport</li> <li>Airlines / Aircargo</li> </ul> | <b>Fruit Logistica</b> , Berlin<br>Feb 4 - 6, 2009<br><br><b>Eurorail</b> , Berlin, Feb 23 - 26, 2009<br><b>VDA Logistik Kongress</b> , Munich<br>Feb 26 - 27, 2009   |
|          | C 3   | Jan 16, 2009     | Dec 23, 2008  | Jan 9, 2009                        | Washing plants   |                                      |  |   |
|          | A 4   | Jan 23, 2009     | Jan 9, 2009   | Jan 16, 2009                       | Refrigerated trucks  |                                      |  |   |
|          | B 5   | Jan 30, 2009     | Jan 16, 2009  | Jan 23, 2009                       | City-transporter versus combis<br>VR Imageranking                |                                      |  |   |
| February | A 6   | Feb 6, 2009      | Jan 23, 2009  | Jan 30, 2009                       | Sea cargo  |                                      | <b>Markets and companies:</b> <ul style="list-style-type: none"> <li>Logistics provider</li> <li>CEP (Courier, Express and Parcel Services)</li> <li>Commercial vehicles industry and trade</li> </ul>   | <b>CeBIT</b> , Hanover, Mar 3 - 8, 2009<br><b>LogiMAT</b> , Stuttgart, Mar 3 - 5, 2009<br><b>Logistics Forum</b> , Duisburg,<br>Mar 4 - 5, 2009<br><b>IHM</b> , Munich, Mar 11 - 17, 2009<br><b>SITL</b> , Paris, Mar 24 - 26, 2009<br><b>AMI Auto Mobil Int. + AMITEC</b> ,<br>Leipzig, Mar 28 - Apr 5, 2009 |
|          | A 7   | Feb 13, 2009     | Jan 30, 2009  | Feb 6, 2009                        | Renting/Leasing/Buying   |                                      |  |   |
|          | C 8   | Feb 20, 2009     | Feb 6, 2009   | Feb 13, 2009                       | Hoisting technology<br>LogiMAT-preview                           |                                      |  |   |
|          | A 9   | Feb 27, 2009     | Feb 11, 2009  | Feb 18, 2009                       | Container-chassis<br>CeBIT-trade fair preview, telematics        |                                      |  |   |
| March    | A 10  | Mar 6, 2009      | Feb 18, 2009  | Feb 27, 2009                       | Logistics real estates in freight villages                       | Rail services                        |  |   |
|          | B 11  | Mar 13, 2009     | Feb 27, 2009  | Mar 6, 2009                        | Tank cards   |                                      |  |   |
|          | C 12  | Mar 20, 2009     | Mar 6, 2009   | Mar 13, 2009                       | Summer tyres<br>Tyre assembly service                            | Workshop Special                     |  |   |
|          | A 13  | Mar 27, 2009     | Mar 13, 2009  | Mar 20, 2009                       | Megatrailer,<br>VR-Index   |                                      |  |   |
| April    | A 14  | Apr 3, 2009      | Mar 20, 2009  | Mar 27, 2009                       | Fifth-wheel and trailer coupling                                 |                                      |  | <b>Hannover Messe</b> (Hanover trade fair),<br>Hanover, Apr 20 - 24, 2009   |
|          | A 15  | Apr 11, 2009     | Mar 27, 2009  | Apr 3, 2009                        | Dry-bulk and tank vehicles<br>Hall building, gates, ramps, locks | Yearbook Transporter                 |  |   |
|          | B 16  | Apr 17, 2009     | Apr 1, 2009   | Apr 8, 2009                        | Pallets  |                                      |  |   |
|          | C 17  | Apr 24, 2009     | Apr 8, 2009   | Apr 17, 2009                       | Lubricants and oils  | CEP I (courier, express and package) |  |   |

|        | Issue   | Publication Date | Copy date/Closing date printing material<br>Image Ads | Copy date Classified ads (12.00 h) | Topics of the week  | Supplements                        | Standard contents:  | Trade fairs  |
|--------|---------|------------------|---|------------------------------------|---|------------------------------------|---|--|
| May    | A 18    | May 2, 2009      | Apr 17, 2009  | Apr 24, 2009                       | Fork-lifts<br>Intermodal transport                                |                                    | <b>Logistics:</b> <ul style="list-style-type: none"> <li>• Outsourcing</li> <li>• Logistics trends and strategies</li> <li>• Contract logistics</li> <li>• Supply chain management</li> <li>• Logistics real estates</li> <li>• Intralogistics</li> <li>• Added Values</li> </ul><br><b>Techniques:</b> <ul style="list-style-type: none"> <li>• Light and heavy-duty commercial vehicle</li> <li>• Special-purpose vehicles</li> <li>• Used vehicles</li> <li>• Trailer and bodies</li> <li>• Commercial vehicle parts and components</li> <li>• Storage and materials handling techniques</li> <li>• Security and load restraint</li> </ul> | <b>transport logistics + Air Cargo Europe</b> , Munich, May 12 - 15, 2009<br><b>Carrosserie Industrielle</b> , Lyon, May 12 - 16, 2009<br><b>Solutrans</b> , Lyon, May 12 - 16, 2009<br><b>AUTOPROMOTEC</b> , Bologna, May 20 - 24, 2009 |
|        | A 19    | May 8, 2009      | Apr 23, 2009  | Apr 30, 2009                       | Main trade fair issue transport logistics<br>Air cargo            |                                    |   |  |
|        | A 20    | May 15, 2009     | Apr 30, 2009  | May 8, 2009                        | Coil and steel transports   |                                    |   |  |
|        | C 21    | May 22, 2009     | May 7, 2009   | May 14, 2009                       | Filter technology, oel and air filter<br>transport logistics-news |                                    |   |  |
|        | A 22    | May 29, 2009     | May 14, 2009  | May 22, 2009                       | Breakdown services<br>Recovery vehicles                           |                                    |   |  |
| June   | A 23    | Jun 5, 2009      | May 20, 2009  | May 28, 2009                       | Light construction<br>Freight carriers-software                   |                                    |   | <b>IFBA Bergen + Abschleppen</b><br>(Recovering + Towing), Kassel, Jun 4 - 6, 2009   |
|        | B 24    | Jun 12, 2009     | May 27, 2009  | Jun 4, 2009                        | Insurances  |                                    |   |  |
|        | C 25    | Jun 19, 2009     | Jun 4, 2009   | Jun 12, 2009                       | Fleetmanagement<br>Floor cleaning                                 | Renting and leasing                |   |  |
|        | A 26    | Jun 26, 2009     | Jun 12, 2009  | Jun 19, 2009                       | Tail-lifts<br>Air Cargo, VR-Index                                 |                                    |   |  |
| July   | A 27/28 | Jul 3, 2009      | Jun 19, 2009  | Jun 26, 2009                       | Brokerage systems, Cooling units,<br>Refrigerated transport       |                                    |   | <b>Truck Grand-Prix</b> , Nürburgring, Jul 24 - 26, 2009   |
|        | C 29    | Jul 17, 2009     | Jul 3, 2009   | Jul 10, 2009                       | Workshop systems  |                                    |   |  |
|        | A 30    | Jul 24, 2009     | Jul 10, 2009  | Jul 17, 2009                       | Euro 5 + 6, alternative gears                                     |                                    |   |  |
|        | B 31    | Jul 31, 2009     | Jul 17, 2009  | Jul 24, 2009                       | Tour planning   |                                    |   |  |
| August | A 32    | Aug 7, 2009      | Jul 24, 2009  | Jul 31, 2009                       | Semitrailer with extending floor                                  | Yearbook Trailer                   |   |  |
|        | C 33    | Aug 14, 2009     | Jul 31, 2009  | Aug 7, 2009                        | Banks, financing<br>Work clothes                                  |                                    |   |  |
|        | A 34/35 | Aug 21, 2009     | Aug 7, 2009   | Aug 14, 2009                       | Loading crane-bodies, Air cargo                                   |                                    |   |  |
|        | A 36    | Sep 4, 2009      | Aug 21, 2009  | Aug 28, 2009                       | Beverage vehicles<br>Fork lifts                                   | Yearbook Trucks                    | <b>drintec-interbrau</b> , Munich, Sep 14 - 19, 2009  |  |
|        | C 37    | Sep 11, 2009     | Aug 28, 2009  | Sep 4, 2009                        | Lacquer and enameling technique                                   | Who is Who<br>Workshop and Service |   |  |

|           | Issue   | Publication Date | Copy date/Closing date printing material<br>Image Ads | Copy date Classified ads (12.00 h) | Topics of the week   | Supplements                     | Trade fairs  |
|-----------|---------|------------------|---|------------------------------------|--|---------------------------------|--|
| September | B 38    | Sep 18, 2009     | Sep 4, 2009   | Sep 11, 2009                       | Advertising on vehicles  |                                 | <b>FachPack</b> , Nuremberg,<br>Sep 29 - Oct 1, 2009   |
|           | A 39    | Sep 25, 2009     | Sep 11, 2009  | Sep 18, 2009                       | Dump bodies (trailers and bodies)<br>VR-Index  |                                 |  |
| October   | A 40    | Oct 2, 2009      | Sep 18, 2009  | Sep 25, 2009                       | Axles<br>Logistics real estates, hall building   |                                 | <b>ExpoReal</b> , Munich<br>Oct 5 - 7, 2009  |
|           | A 41    | Oct 9, 2009      | Sep 25, 2009  | Oct 2, 2009                        | Technology for intermodal transport<br>(Trailers, swap trailers)                           | Logistics Atlas                 |  |
|           | C 42    | Oct 16, 2009     | Oct 2, 2009   | Oct 9, 2009                        | Waste disposal<br>Winter equipment   |                                 | <b>Deutscher Logistik Kongress</b> , Berlin,<br>Oct. 21 - 23, 2009<br><b>Entsorga</b> , Cologne, Oct 27 - 30, 2009<br><b>European Road Transport Show</b><br><b>RAI</b> , Amsterdam,<br>Oct 30 - Nov 7, 2009 |
|           | A 43    | Oct 23, 2009     | Oct 9, 2009   | Oct 16, 2009                       | Municipal vehicles<br>Skiploader   |                                 |  |
|           | B 44    | Oct 30, 2009     | Oct 16, 2009  | Oct 23, 2009                       | Tank cards, CEP II (courier, express and package)  |                                 |  |
| November  | A 45    | Nov 6, 2009      | Oct 23, 2009  | Oct 30, 2009                       | See cargo  | Intermodal transport            | <b>#Rail2009</b> , Dortmund,<br>Nov 9 - 11, 2009   |
|           | A 46    | Nov 13, 2009     | Oct 30, 2009  | Nov 6, 2009                        | TOY/VOY  | Nutzfahrzeugkatalog             |  |
|           | C 47    | Nov 20, 2009     | Nov 6, 2009   | Nov 13, 2009                       | Components and parts   |                                 | <b>Trailer</b> , Kortrijk, Nov 20 - 24, 2009   |
|           | A 48    | Nov 27, 2009     | Nov 13, 2009  | Nov 20, 2009                       | Renting, leasing   |                                 |  |
| December  | A 49    | Dec 4, 2009      | Nov 20, 2009  | Nov 27, 2009                       | Load restraint   |                                 |  |
|           | B 50    | Dec 11, 2009     | Nov 27, 2009  | Dec 4, 2009                        | Buying of vehicles (used/new)<br>VR-Index  |                                 |  |
|           | C 51/52 | Dec 18, 2009     | Dec 4, 2009   | Dec 11, 2009                       | Christmas greetings<br>Frame repair system<br>Accident service<br>Large review of the year | Who Is Who of<br>Logistics 2010 |  |
|           | A 01/10 | Jan 8, 2010      | Dec 15, 2009  | Dec 22, 2009                       | Perspectives 2010  |                                 |  |



**1 Circulation:**

Printed copies: 17,835  
 Total circulation in annual average 17,431  
 (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

**3 Printing and binding procedures, artwork:**

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:** 30 issues per year

**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

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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<br>mm |           | Basic price<br>b/w<br>€ | Basic price<br>2 colours<br>€ | Basic price<br>3 colours<br>€ | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------|-------------------------------|-------------------------------|-------------------------------|
|                   |         | type area            | truncate  |                         |                               |                               |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | 7,005.-                 | 8,520.-                       | 10,035.-                      | 11,550.-                      |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | 3,415.-                 | 4,175.-                       | 4,935.-                       | 5,695.-                       |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | 2,280.-                 | 2,785.-                       | 3,290.-                       | 3,795.-                       |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | 1,710.-                 | 2,155.-                       | 2,600.-                       | 3,045.-                       |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                         |                               |                               |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | 1,155.-                 | 1,560.-                       | 1,965.-                       | 2,370.-                       |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                         |                               |                               |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | 995.-                   | 1,360.-                       | 1,725.-                       | 2,090.-                       |
|                   | 2 col.  | 90 x 125             | 102 x 140 |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                         |                               |                               |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | 540.-                   | 860.-                         | 1,180.-                       | 1,500.-                       |
|                   | 2 col.  | 90 x 65              |           |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 33             |           |                         |                               |                               |                               |
| Front cover page  |         |                      |           |                         |                               |                               | 8,310.-                       |
| 2., 4. cover page |         |                      | 210 x 279 |                         |                               |                               | 6,650.-                       |



**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 690.00 €

**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) 3.71 €  
Commercial ads each mm (1 column, coloured) 5.35 €  
Private ads each mm (1 column, b/w) 3.15 €  
Private ads each mm (1 column, coloured) 4.55 €  
Situations wanted each mm (1 column) 1.90 €  
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:**

2 pages 3,415.00 €  
4 pages 6,830.00 €  
6 pages 10,245.00 €  
8 pages 13,660.00 €

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

Please supply the bound inserts in the untrimmed format  
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width  
of 11 cm. 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 90.00 €  
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 AG, 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](http://www.mediacentrum.de) for our terms and conditions



**1 Circulation:**

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 Total circulation in annual average 208,776  
 (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

**3 Printing and binding procedures, artwork:**

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:** 8 issues per year

**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: Susanne Nieme  
 Phone: +49-89 / 43 72-22 17  
 Birgit Zipfel  
 Phone: +49-89 / 43 72-21 46  
 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:** 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<br>mm |           | Basic price<br>b/w<br>€ | Basic price<br>2 colours<br>€ | Basic price<br>3 colours<br>€ | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------|-------------------------------|-------------------------------|-------------------------------|
|                   |         | type area            | truncate  |                         |                               |                               |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | 15,720.-                | 19,200.-                      | 22,680.-                      | 26,160.-                      |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | 7,780.-                 | 9,520.-                       | 11,260.-                      | 13,000.-                      |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | 5,190.-                 | 6,300.-                       | 7,410.-                       | 8,520.-                       |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | 3,880.-                 | 4,850.-                       | 5,820.-                       | 6,790.-                       |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                         |                               |                               |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | 2,535.-                 | 3,475.-                       | 4,415.-                       | 5,355.-                       |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                         |                               |                               |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | 2,145.-                 | 3,085.-                       | 4,025.-                       | 4,965.-                       |
|                   | 2 col.  | 90 x 125             | 102 x 140 |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                         |                               |                               |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | 1,105.-                 | 2,020.-                       | 2,935.-                       | 3,850.-                       |
|                   | 2 col.  | 90 x 65              |           |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 33             |           |                         |                               |                               |                               |
| Front cover page  |         |                      |           |                         |                               |                               | 17,450.-                      |
| 2., 4. cover page |         |                      | 210 x 279 |                         |                               |                               | 14,435.-                      |

**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 1,335.00 €

**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) 7.95 €  
Commercial ads each mm (1 column, coloured) 10.95 €  
Private ads each mm (1 column, b/w) 6.76 €  
Private ads each mm (1 column, coloured) 9.31 €  
Situations wanted each mm (1 column) 3.65 €  
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:**

2 pages 7,780.00 €  
4 pages 15,560.00 €  
6 pages 23,340.00 €  
8 pages 31,120.00 €

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

Please supply the bound inserts in the untrimmed format  
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width  
of 11 cm. 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 90.00 €  
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 AG, 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: 32,829  
 Total circulation in annual average 32,189  
 (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

**3 Printing and binding procedures, artwork:**

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:** 12 issues per year

**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:

Susanne Nieme

Phone: +49-89 / 43 72-22 17

Birgit Zipfel

Phone: +49-89 / 43 72-21 46

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:** 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<br>mm |           | Basic price<br>b/w<br>€ | Basic price<br>2 colours<br>€ | Basic price<br>3 colours<br>€ | Basic price<br>4 colours<br>€ |
|-------------------|---------|----------------------|-----------|-------------------------|-------------------------------|-------------------------------|-------------------------------|
|                   |         | type area            | truncate  |                         |                               |                               |                               |
| 2/1 page          | 8 col.  | 393 x 250            | 420 x 279 | <b>8,755.-</b>          | <b>10,630.-</b>               | <b>12,505.-</b>               | <b>14,380.-</b>               |
| 1/1 page          | 4 col.  | 185 x 250            | 210 x 279 | <b>4,640.-</b>          | <b>5,635.-</b>                | <b>6,630.-</b>                | <b>7,625.-</b>                |
| 2/3 page          | 4 col.  | 185 x 170            | 210 x 192 | <b>3,095.-</b>          | <b>3,760.-</b>                | <b>4,425.-</b>                | <b>5,090.-</b>                |
| 1/2 page          | 2 col.  | 90 x 250             | 102 x 279 | <b>2,320.-</b>          | <b>2,815.-</b>                | <b>3,310.-</b>                | <b>3,805.-</b>                |
|                   | 4 col.  | 185 x 125            | 210 x 140 |                         |                               |                               |                               |
| 1/3 page          | 1 col.  | 60 x 250             | 72 x 279  | <b>1,565.-</b>          | <b>2,020.-</b>                | <b>2,475.-</b>                | <b>2,630.-</b>                |
|                   | 4 col.  | 185 x 85             | 210 x 98  |                         |                               |                               |                               |
| 1/4 page          | 1 col.  | 43 x 250             | 57 x 279  | <b>1,280.-</b>          | <b>1,690.-</b>                | <b>2,100.-</b>                | <b>2,510.-</b>                |
|                   | 2 col.  | 90 x 125             | 102 x 140 |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 65             | 210 x 82  |                         |                               |                               |                               |
| 1/8 page          | 1 col.  | 43 x 125             |           | <b>680.-</b>            | <b>1,035.-</b>                | <b>1,390.-</b>                | <b>1,745.-</b>                |
|                   | 2 col.  | 90 x 65              |           |                         |                               |                               |                               |
|                   | 4 col.  | 185 x 33             |           |                         |                               |                               |                               |
| Front cover page  |         |                      |           |                         |                               |                               | <b>9,450.-</b>                |
| 2., 4. cover page |         |                      | 210 x 279 |                         |                               |                               | <b>8,410.-</b>                |

**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 810.00 €

**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) 3.71 €  
Commercial ads each mm (1 column, coloured) 5.35 €  
Private ads each mm (1 column, b/w) 3.15 €  
Private ads each mm (1 column, coloured) 4.55 €  
Situations wanted each mm (1 column) 1.90 €  
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:**

2 pages 4,640.00 €  
4 pages 9,280.00 €  
6 pages 13,920.00 €  
8 pages 18560.00 €

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

Please supply the bound inserts in the untrimmed format  
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width  
of 11 cm. 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 90.00 €  
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 AG, 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](http://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)
- Sizes from 8+4 to 32+4 pages
- Paper: Cover 135g/m<sup>2</sup> (with printing coating), inside pages 100g/m<sup>2</sup>
- Design: 4 colours



**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, foto 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:**

Springer Transport Media GmbH  
 Neumarkter Str. 18, 81673 Munich, Germany  
 online-inserate-hvogel@springer.com

**5 Contact person:**

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

**6 Access control:**



certified online service since August 2007

**7 Numbers of hits:**

Visits: 125,101 (July 2008)  
 Page impressions: 439,745 ( July 2008)

**8. Ad forms and prices:**

**8.1 Banner advertisements**

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

**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:**

9,324 (July 2008)

| Types of ads                      | Pixel size | CPM €* |
|-----------------------------------|------------|--------|
| 1 Rectangle                       | 300 x 250  | 75.-   |
| 2 Horizontal/Fullsizebanner       | 650 x 150  | 75.-   |
| 3 Text ad large plus logo/picture | 650 x 150  | 75.-   |
| 4 Text ad small plus logo/picture | 300 x 115  | 55.-   |

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

For more information visit [www.mediacentrum.de](http://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 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"> <li>• Advert on corporate portal</li> <li>• 495.00 €</li> <li>• Duration: 4 weeks</li> </ul> | <ul style="list-style-type: none"> <li>• Advert on corporate portal and “JobWare”</li> <li>• 995.00 €</li> <li>• Duration: 4 weeks</li> </ul> | <ul style="list-style-type: none"> <li>• Printed job advert<br/>=&gt; At an additional charge of 200.- €, this will be included in our corporate online portal</li> </ul> |

### 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 15.00 € 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.



### 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

### 16 WebTV – Experience information

- WebTV offers high-quality information and entertainment
- High-quality specialised information is made available in familiar TV quality
- Features are available around the clock and can be retrieved for up to one year
- WebTV is the ideal way to make your media mix perfect
- As first supplier on a market relevant for the target group of the transport and logistics industry, you profit by the high amount of attention you will attract
- Our online service “www.verkehrsrundschau.de” with its high coverage guarantees a high distribution of your advertisement message

| Possibilities:                               | Over the entire year | For trade fairs: |
|--|----------------------|------------------|
| • Creating and putting online image features | x                    | x                |
| • Company portrait                           | x                    |                  |
| • Product introduction                       | x                    | x                |
| • Sponsoring of daily trade fair news        |                      | x                |
| • Exhibitor's portrait                       |                      | x                |
| • “Under discussion”                         |                      | x                |
| • Putting your press conference online       |                      | x                |

#### Your advantages:

- Effectively addressing customers by offering them a holistic experience in a familiar TV format
- attractive editorial environment
- secured attention
- manifold uses
- Downstream exploitation rights without additional charge

- Best value for money
- Minimal wastage, high target-group affinity
- Expert advice, production, and broadcasting all in one hand

On selected trade fairs, we offer sponsoring of news broadcasts, the creation of company portraits, or filming conversations, which will then be made available on our online platform “www.verkehrsrundschau.de” for one year.

Sponsoring of **news broadcasts**: In the opening and end credits of the feature, a short advertisement clip of 25 seconds maximum of the customer is shown.

#### Charges for news sponsoring:

|                   |                 |
|-------------------|-----------------|
| 3 news broadcasts | 5,400.00 € each |
| 2 news broadcasts | 5,900.00 € each |
| 1 news broadcast  | 6,500.00 €      |

For an **exhibitor's portrait** or “**Under discussion**”, our film team will shoot a feature of about 3-5 minutes at the customer's stand.

#### Charges for company portrait:

Duration of 3-5 minutes                      5,100.00 €

Apart from making your web presence available via our online service, we take over the entire handling and production from A to Z. You tell us your wishes, and we will see to the details.

For more information, see [www.mediacentrum.de](http://www.mediacentrum.de)

**19 Industrial sectors/branches of industry/types of business**

| Branch/section<br>(approx.) | Recipientsgroups<br>According to classification of the industry branches of the Federal Statistical Office | Quota of total circulation<br>% | Projection    |
|-----------------------------|--|---------------------------------|---------------|
| <b>60.24</b>                | <b>Transportation of goods in the road traffic</b>   | <b>46</b>                       | <b>7,900</b>  |
| <b>63.40, 63.12.</b>        | <b>Freight carriers / Transportation agencies / Warehousing</b>  | <b>24</b>                       | <b>4,120</b>  |
| <b>C/D/E/F/G</b>            | <b>Own account operator with inhouse vehicles / Shipper of industry and merchandise</b>                    | <b>14</b>                       | <b>2,410</b>  |
| <b>75.1, 91.1</b>           | <b>Trade and employers associations, professional organisations</b>  | <b>4</b>                        | <b>690</b>    |
| <b>M</b>                    | <b>Supply of free-lance, scientific and technical services</b>   | <b>4</b>                        | <b>690</b>    |
| <b>50.1, 50.2, 50.5</b>     | <b>Vehicle trade / Maintenance and repair of vehicles / Filling stations</b>                               | <b>3</b>                        | <b>520</b>    |
| <b>64.12</b>                | <b>Private postal and courier services</b>   | <b>2</b>                        | <b>340</b>    |
| <b>90</b>                   | <b>Sewage and waste disposal, other disposal</b>   | <b>2</b>                        | <b>340</b>    |
|                             | <b>Other</b>   | <b>1</b>                        | <b>170</b>    |
|                             | <b>Rounding difference</b>   |                                 | <b>-5</b>     |
|                             | <b>Total circulation inland</b>  | <b>100</b>                      | <b>17,175</b> |
|                             | <b>Foreign countries (unlevied)</b>  |                                 | <b>256</b>    |
|                             | <b>Total circulation inland and foreign countries</b>  |                                 | <b>17,431</b> |

19 Industrial sectors/branches of industry/types of business

| Branch/section<br>(approx.) | Recipientsgroups<br>According to classification of the industry branches of the Federal Statistical Office | Quota of total circulation<br>% | Projection     |
|-----------------------------|--|---------------------------------|----------------|
| 60.24/ 90                   | Transportation of goods in the road traffic / Sewage and waste disposal, other disposal                    | 27                              | 56,350         |
| 60.22.0                     | Companies of taxis and rented cars with driver   | 14                              | 29,220         |
| 63.40                       | Freight carriers, other transportation agencies  | 12                              | 25,050         |
| 64.1                        | Postal administration and private courier services   | 12                              | 25,050         |
| 71.1                        | Vehicle renting  | 8                               | 16,700         |
| 50.1/50.2/50.5              | Vehicle trade / Maintenance and repair of vehicles / Filling stations                                      | 7                               | 14,610         |
| 60.21.2/60.23.1             | Passenger conveyance in local traffic and in non-scheduled services  | 6                               | 12,520         |
| 80.41                       | Driving schools  | 4                               | 8,350          |
| F                           | Building contractors   | 3                               | 6,260          |
| 63.40.1                     | Freight carriers for relocations   | 2                               | 4,170          |
| 74.8                        | Other services   | 2                               | 4,170          |
|                             | Other  | 3                               | 6,260          |
|                             | Rounding difference  |                                 | -2             |
|                             | <b>Total circulation inland</b>  | <b>100</b>                      | <b>208,708</b> |
|                             | Foreign countries (unlevied)   |                                 | 68             |
|                             | <b>Total circulation inland and foreign countries</b>  |                                 | <b>208,776</b> |

19 Industrial sectors/branches of industry/types of business

| Branch/section<br>(approx.)  | Recipientsgroups<br>According to classification of the industry branches of the Federal Statistical Office   | Quota of total circulation<br>% | Projection    |
|------------------------------|--|---------------------------------|---------------|
| <b>60.24</b>                 | <b>Transportation of goods in the road traffic</b>   | <b>28</b>                       | <b>8,930</b>  |
| <b>63.12, 63.40., 64.12.</b> | <b>Freight carriers / Other transportation agencies / Warehousing / Private courier services</b>   | <b>19</b>                       | <b>6,060</b>  |
| <b>C/D/E/F/G</b>             | <b>Own account operator with inhouse vehicles, industry and merchandise</b>  | <b>18</b>                       | <b>5,740</b>  |
| <b>75.1, 90.02, 91.1</b>     | <b>Public administration / Trade and employers associations, professional organisations, collection, transportation and intermediate storage of wastes</b> | <b>15</b>                       | <b>4,790</b>  |
| <b>34, 50.1, 50.2, 50.5</b>  | <b>Manufacturing of vehicles and vehicle parts / Vehicle trade / Maintenance and repair of vehicles / Filling stations</b>                                 | <b>12</b>                       | <b>3,830</b>  |
|                              | <b>Other</b>   | <b>7</b>                        | <b>2,230</b>  |
|                              | <b>Not specified</b>   | <b>1</b>                        | <b>320</b>    |
|                              | <b>Rounding difference</b>   |                                 | <b>-2</b>     |
|                              | <b>Total circulation inland</b>  | <b>100</b>                      | <b>31,898</b> |
|                              | <b>Foreign countries (unlevied)</b>  |                                 | <b>291</b>    |
|                              | <b>Total circulation inland and foreign countries</b>  |                                 | <b>32,189</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 for following publication

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 X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

## Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

## Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine\_issue\_customer.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

## Support to:

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at [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: +49-931/385-11332

## Contact to:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Tel.: +49-9 31/3 85-332

Modifications and printer's errors excepted

## Please contact us for further information

### Your contact persons for transport & logistics

|   |   |   |   |   |  |
|---|---|---|---|---|--|
| <p><b>Thomas Merz</b><br/>Advertising director<br/>Transport &amp; Logistics</p> <p>thomas.merz@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 21 36<br/>Fax:<br/>+49-89/43 72 – 23 98</p> | <p><b>Susanne Niemc</b><br/>Advertising consultant</p> <p>susanne.niemc@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 22 17<br/>Fax:<br/>+49-89/43 72 – 23 98</p> | <p><b>Birgit Zipfel</b><br/>Advertising consultant</p> <p>birgit.zipfel@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 21 46<br/>Fax:<br/>+49-89/43 72 – 23 98</p> | <p><b>Andrea Volz</b><br/>Key Account Manager Online</p> <p>andrea.volz@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 21 24<br/>Fax:<br/>+49-89/43 72 – 23 98</p> | <p><b>Matthias Pioro</b><br/>Customer magazines<br/>Consulting Corporate<br/>Publishing</p> <p>matthias.pioro@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 11 22<br/>Fax:<br/>+49-89/43 72 – 24 77</p> | <p><b>Eva Loibl</b><br/>Advertising administration</p> <p>anzeigen.verkehrsrundschau@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 23 75<br/>Fax:<br/>+49-89/43 72 – 21 58</p> |
|---|---|---|---|---|--|

### Your contact persons for trade, renting, leasing as well as trailers and trailer parts

|   |   |  |  |   |   |   |
|---|---|--|--|---|---|---|
| <p><b>Vivica Schendel</b><br/>Advertising director Trade</p> <p>vivica.schendel@springer.com<br/><b>Phone:</b><br/>+49-89/43 72 – 22 21<br/>Fax:<br/>+49-89/43 72 – 23 98</p> | <p><b>Gunnar Schmidt</b><br/>Regional representative<br/>East Germany, Poland</p> <p>gunnar.schmidt@springer.com<br/><b>Phone:</b><br/>+49-30 / 84 70 94 94<br/>Fax:<br/>+49-30 / 84 70 92 22</p> | <p><b>Gerold Lohse</b><br/>Regional representative<br/>Hamburg/Bremen, Denmark,<br/>Great Britain, Ireland</p> <p>gerold.lohse@springer.com<br/><b>Phone:</b><br/>+49-41 72 / 9 80 92 92<br/>Fax:<br/>+49-41 72 / 9 80 92 93</p> | <p><b>Guido Göldenitz</b><br/>Regional representative<br/>Hanover/Kassel/Cologne</p> <p>guido.goeldenitz@springer.com<br/><b>Phone:</b><br/>+49-53 03 / 94 13 17<br/>Fax:<br/>+49-53 03 / 94 13 18</p> | <p><b>Norbert Dietz</b><br/>Regional representative<br/>Southwest Germany, France,<br/>Switzerland</p> <p>norbert.dietz@springer.com<br/><b>Phone:</b><br/>+49-70 21 / 97 62 98<br/>Fax:<br/>+49-70 21 / 97 62 99</p> | <p><b>Achim Wendland</b><br/>Regional representative<br/>Belgium, Netherlands</p> <p>achim.wendland@springer.com<br/><b>Phone:</b><br/>+49-211/2 88 04 07<br/>Fax:<br/>+49-211/2 88 04 08</p> | <p><b>Ralf Schmidt</b><br/>Regional representative<br/>Bavaria, Austria, Czech<br/>Republic</p> <p>ralf.schmidt@springer.com<br/><b>Phone:</b><br/>+49-87 42 / 91 99 94<br/>Fax:<br/>+49-87 42 / 91 99 95</p> |
|---|---|--|--|---|---|---|