



Member of
Logistics Alliance Germany



YouLoC
Young Logistics Club

Hallo
Zukunft!



verkehrsrundschau.de

MEDIA KIT 2015

Short characteristics:

VerkehrsRundschau A is the weekly independent magazine for forwarding, transport and logistics.

VerkehrsRundschau B is delivered to BG (German Professional Association for Transport and Traffic) members (all entrepreneurs with commercial transport activities – road carriers, cep services, shipping lines, air carriers).

Frequency of publication: VR A: 40 times per year
VR B: 8 times per year

Year of publication: 69th year 2015

Web-address (URL): verkehrsrundschau.de

ISSN-No: **VerkehrsRundschau A and B** 0341-2148

Subscription cost: Annual subscription rate **VerkehrsRundschau A**
 Inland: 229.00 € incl. packing/postage and 7% VAT
 European Countries: 281.00 € incl. packing/postage and 7% VAT
 Single copy: 9.00 € plus 1.90 € packing/postage, incl. 7% VAT

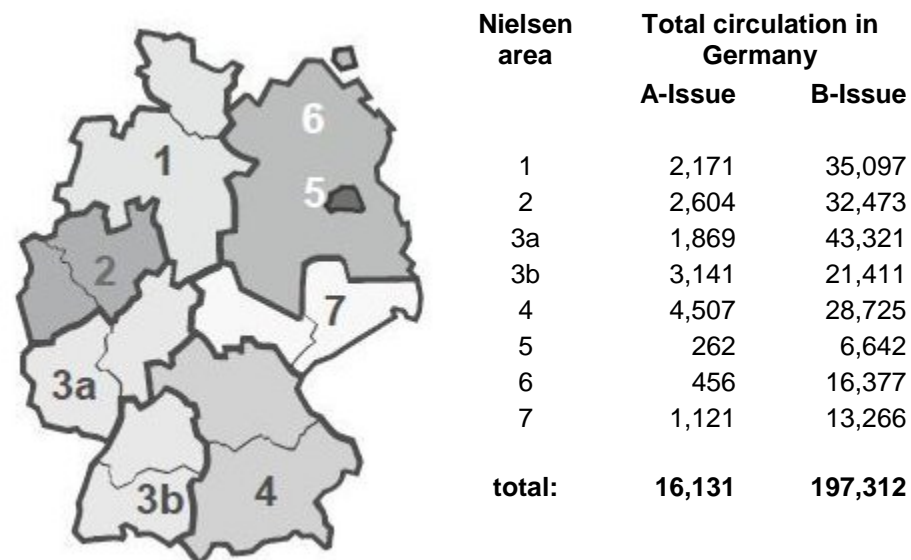
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Distribution by Nielsen areas:



Circulation control:		A-Issue
Analysis of circulation:	Average circulation within one year (from July 1 st 2013 until June 30 th 2014)	
Printed copies:	16,703	
Total circulation	16,337	therefrom abroad: 206
Total net paid circulation:	12,020	therefrom abroad: 163
- subscribed copies	6,457	therefrom copies for members -
- Sale by retail	-	
- Other sale	5,563	
Free copies:	4,317	
Remainer, file and checking copies	366	

Geographical circulation analysis:		
Economic area	Quote of actual distributed circulation %	copies
Inland	98.7	16,131
Foreign Country	1.3	206
Total circulation	100.0	16,337

Circulation control:		B-Issue
Analysis of circulation:	Average circulation within one year (from July 1 st 2013 until June 30 th 2014)	
Printed copies:	197,532	
Total circulation	197,328	therefrom abroad: 16
Total net paid circulation:	196,842	therefrom abroad: 13
- subscribed copies	196,528	therefrom copies for members 196,456
- Sale by retail	-	
- Other sale	314	
Free copies:	486	
Remainer, file and checking copies	204	

Geographical circulation analysis:		
Economic area	Quote of real circulationed press run %	copies
Inland	100.0	197,312
Foreign Country	0.0	16
Total circulation	100.0	197,328

Industrial sectors/branches of industry/types of business

A-Issue ¹		Quota of total circulation	
Branch/section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	ca. %	Projection
H	Logistics service providers (transporters, forwarding agents, handling operators)	51	8,230
C	Industrial companies	15	2,420
G	Trade (incl. automobile trade)	11	1,770
84.1, 94.1	Authorities, associations, professional organisations	5	810
85.59.2	Providers of basic and advanced education	4	650
M	Other service providers	13	2,100
	Other/No information	1	160
	Rounding difference		- 9
	Total circulation inland	100	16,131
	Foreign countries (unlevied)		206
	Total circulation inland and foreign countries		16,337
A + B-Issue ²			
	Road haulage	46.6	91,950
	Bus companies	25.1	49,530
	Taxi companies	17.2	33,940
	Waste and residue transportation, waste collection	2.6	5,130
	Inland navigation	2.4	4,740
	Aerospace companies	1.5	2,960
	Furniture shipping incl. logistics	1.3	2,570
	Postal services and transport logistics	0.1	590
	Other	3.0	5,920
	Rounding difference		-18
	Total circulation Inland B-Issue	100	197,312
	Total circulation Inland A-Issue		16,131
	Total circulation A + B Issues		213,443

¹ Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010

² Source: BG für Verkehr und Transportwirtschaft (German Professional Association for Transport and Traffic) 2nd quarter 2014

	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
January	A 1-2	Jan 9, 2015	Dec 16, 2014	Dec 23, 2014	Heavy haulage (wind power)	Offshore logistics (wind power)		European Motor Show , Brussels, Jan 16 to 25, 2015
	A 3 (TÜV-Issue 1)	Jan 16, 2015	Dec 23, 2014	Jan 9, 2015	Technique: temperature-controlled transport (semi-trailers)	Green logistics		
	A 4	Jan 23, 2015	Jan 9, 2015	Jan 16, 2015	Ramps and doors	eCommerce		EasyFairs EMPACK , Hamburg, Jan 28 to 29, 2015
	B 5 (TÜV-Issue 2)	Jan 30, 2015	Jan 16, 2015	Jan 23, 2015	Construction vehicles – three-way and rear tippers	Logistics software		Fruit Logistica , Berlin, Feb 4 to 6, 2015
February	A 6	Feb 6, 2015	Jan 23, 2015	Jan 30, 2015	Results Image Ranking Commercial Vehicles and Vehicle Fleet Image Ranking Storage + Transshipment	Chemical logistics		LogiMAT , Stuttgart, Feb 10 to 12, 2015
	A 7	Feb 13, 2015	Jan 30, 2015	Feb 6, 2015	Lubricants, additives	Intermodal transport		
	A 8	Feb 20, 2015	Feb 4, 2015	Feb 13, 2015	Factoring and creditworthiness check	Logistics properties and location marketing		
	A 9 (TÜV-Issue 3)	Feb 27, 2015	Feb 11, 2015	Feb 20, 2015	Commercial vehicles rental, leasing	eCommerce		
March	A 10 (TÜV-Issue 4)	Mar 6, 2015	Feb 20, 2015	Feb 27, 2015	Axles and brakes (commercial vehicles) Tyres for construction sites	Hightec-Logistics		
	B 11	Mar 13, 2015	Feb 27, 2015	Mar 6, 2015	Green Truck, Green Van	Pharma logistics	Driving Ban Timetable (in A-Issue)	CeBIT , Hanover, Mar 16 to 20, 2015
	A 12	Mar 20, 2015	Mar 6, 2015	Mar 13, 2015	Intra logistics	Air cargo		
	A 13 (TÜV-Issue 5)	Mar 27, 2015	Mar 13, 2015	Mar 20, 2015	Fleet management vans	Rail cargo		SITL , Paris, Mar 31 to Apr 2, 2015
April	A 14	Apr 4, 2015	Mar 20, 2015	Mar 27, 2015	Tail lifts	Insurances		
	A 15	Apr 10, 2015	Mar 25, 2015	Apr 1, 2015	Rental/Leasing: Special vehicles and regionally rental	Courier, express, parcel services (CEP)		Hanover Trade Fair , Apr 13 to 17, 2015 Usetec , Cologne, Apr 13 to 15, 2015
	A 16 (TÜV-Issue 6)	Apr 17, 2015	Apr 1, 2015	Apr 10, 2015	Silo and tank vehicles	Sea and inland ports		Transpotec & Logitec , Verona, Apr 16 to 19, 2015 AutoRAI , Amsterdam, Apr 17 to 26, 2015
	A 17	Apr 24, 2015	Apr 10, 2015	Apr 17, 2015	Set-down and roll-off loaders	Preview transport logistic fair		

You can find our current events at www.verkehrsrundschau.de/events.
This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
May	B 18	May 2, 2015	Apr 17, 2015	Apr 24, 2015	Intra logistics/Fork lifts	Logistics clusters		transport logistic , Munich, May 5 to 8, 2015
	A 19	May 8, 2015	Apr 23, 2015	Apr 30, 2015	Fuel cards	Retail logistics		
	A 20	May 16, 2015	Apr 30, 2015	May 8, 2015	Auto-ID (Printers, scanners, mobile computers)	Country focus: CHINA		
	A 21	May 22, 2015	May 7, 2015	May 15, 2015	Pushing-floor trailers	Building material logistics		
	A 22	May 29, 2015	May 13, 2015	May 21, 2015	Load cranes	Automotive logistics		
June	A 23 (TÜV-Issue 7)	Jun 6, 2015	May 21, 2015	May 29, 2015	Telematics systems	Intermodal transport		
	B 24 (TÜV-Issue 8)	Jun 12, 2015	May 28, 2015	Jun 5, 2015	Tail lifts	Country focus: TURKEY	Driving Ban Timetable (in A-Issue)	
	A 25	Jun 19, 2015	Jun 5, 2015	Jun 12, 2015	Lubricants, additives	Sea and inland ports		
	A 26 (TÜV-Issue 9)	Jun 26, 2015	Jun 12, 2015	Jun 19, 2015	Mega-trailers for automotive industry	Freight exchanges		Truck-Grand-Prix , Nürburgring, Jun 25 to 28, 2015 (Status: Sep 2014)
July	A 27	Jul 3, 2015	Jun 19, 2015	Jun 26, 2015	Container chassis	Internationalisation of logistics chains		
	A 28	Jul 10, 2015	Jun 26, 2015	Jul 3, 2015	Ramps and doors	Spare parts logistics		
	A 29 (TÜV-Issue 10)	Jul 17, 2015	Jul 3, 2015	Jul 10, 2015	Construction material trailers	Education in logistics		
	A 30	Jul 24, 2015	Jul 10, 2015	Jul 17, 2015	Axles and brakes (commercial vehicles)	Storage software		
	B 31	Jul 31, 2015	Jul 17, 2015	Jul 24, 2015	Technique: glazed vans in mixed services	Logistics clusters		
August	A 32-33	Aug 7, 2015	Jul 24, 2015	Jul 31, 2015	Trailers for steel industry	Hazardous cargo logistics		
	A 34-35	Aug 21, 2015	Aug 7, 2015	Aug 14, 2015	Fleet management vans	Tracking and shipment tracing systems		
	A 36	Sep 4, 2015	Aug 21, 2015	Aug 28, 2015	Cranes	Intermodal transport		Transport Complet , Gorinchem, Sep 2015

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	Issue VR	Publication Date	Deadline/ Closing date printing material Display Ads	Deadline Classified ads (12.00 h)	Commercial Vehicles and Vehicle Fleet	Logistics	Supplements	Trade fairs
September	B 37 (TÜV-Issue 11)	Sep 11, 2015	Aug 28, 2015	Sep 4, 2015	Technique: temperature-controlled transport (delivery traffic) IAA preview Vans	Pharma logistics	Driving ban timetable (in A-Issue)	IAA Passenger Cars , Frankfurt/Main, Sep 17 to 27, 2015
	A 38	Sep 18, 2015	Sep 4, 2015	Sep 11, 2015	Fifth wheels and coupling devices Winter tyres	Logistics properties and location marketing		HUSUM Wind , Husum, Sep 15 to 18, 2015 NUFAM , Karlsruhe, Sep 24 to 27, 2015
	A 39	Sep 25, 2015	Sep 11, 2015	Sep 18, 2015	Rental/Leasing Tank vehicles	Insurances		FachPack , Nuremberg, Sep 29 to Oct 1, 2015
October	A 40 (TÜV-Issue 12)	Oct 2, 2015	Sep 18, 2015	Sep 25, 2015	Heavy haulage (wind power)	Offshore logistics (wind power)		Expo Real , Munich, Oct 2015
	A 41	Oct 9, 2015	Sep 25, 2015	Oct 2, 2015	Technique: Low-loader with forced-steering and single-wheel suspension	Freight exchanges	Extensive Commercial Vehicles-Special	
	A 42	Oct 16, 2015	Oct 2, 2015	Oct 9, 2015	Trailers for paper logistics	Contract logistics	COPYTEST	32. German Logistics Congress , Berlin, Oct 2015
	A 43	Oct 23, 2015	Oct 9, 2015	Oct 16, 2015	Rental/Leasing: Special vehicles and regionally rental	eCommerce		Bedrijfsauto RAI , Amsterdam, Oct 20 to 24, 2015
	B 44 (TÜV-Issue 13)	Oct 30, 2015	Oct 16, 2015	Oct 23, 2015	Pallets and transport packaging	Courier, express, parcel services (CEP)		transfairlog , Hamburg, Nov 2015
November	A 45	Nov 6, 2015	Oct 23, 2015	Oct 30, 2015	Technique: beverage vehicles/ temperature-controlled transport	Country focus: BENELUX		BME-Symposium , Berlin, Nov 2015 Brau Bevale , Nuremberg, Nov 10 to 12, 2015
	A 46	Nov 13, 2015	Oct 30, 2015	Nov 6, 2015	Auto-ID (Printers, scanners, mobile computers)	Factoring and creditworthiness check		Solutrans , Lyon, Nov 17 to 21, 2015
	A 47	Nov 20, 2015	Nov 6, 2015	Nov 13, 2015	Telematics systems	Logistics consulting	Annual Calender	
	A 48 (TÜV-Issue 14)	Nov 27, 2015	Nov 13, 2015	Nov 20, 2015	Intra logistics/Fork lifts	Retail logistics		
December	A 49	Dec 4, 2015	Nov 20, 2015	Nov 27, 2015	Fuel cards	Logistics clusters	Driving Ban Timetable	
	B 50	Dec 11, 2015	Nov 27, 2015	Dec 4, 2015	Lubricants, additives	Sea and inland ports		
	A 51-52 (TÜV-Issue 15)	Dec 18, 2015	Dec 4, 2015	Dec 11, 2015	Annual review	Annual review	Who is Who Logistics 2016	

TÜV = German Technical Inspectorate

You can find our current events at www.verkehrsrundschau.de/events.
This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.



Circulation:

Printed copies: 16,703
Total circulation in annual average 16,337

Magazine size:

Size: 210 x 279 mm trimmed
Type area: 185 mm wide, 250 mm high
Number of columns: 4 columns, 43 mm
Number of columns: 3 columns, 60 mm

Printing and binding procedures, artwork:

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de.
The creation of artwork will be invoiced.

Publication:

Frequency of publication: 40 issues per year
Publications dates, deadlines and dates for submission:
see "Time Schedule and Topics"

Payment terms:

- direct debit 3% prompt payment discount
- within 8 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

General conditions: Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price 4 colours €
		type area	truncate*	
2/1 page	8 col.	393 x 250	420 x 279	13,460.00
Front cover (not discountable)			210 x 156	9,800.00
2., 4. cover			210 x 279	7,850.00
1/1 page	4 col.	185 x 250	210 x 279	6,700.00
2/3 page	4 col.	185 x 170	210 x 192	5,590.00
1/2 page	2 col.	90 x 250	102 x 279	3,650.00
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	2,800.00
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	2,450.00
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		1,750.00
	2 col.	90 x 65		
	4 col.	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 745.00 €

Prices for classified ads/situations wanted:

Agency price	each mm (1 column, b/w)	3.78 €
Agency price	each mm (1 column, coloured)	5.46 €
Direct price	each mm (1 column, b/w)	3.21 €
Direct price	each mm (1 column, coloured)	4.64 €
Situations wanted	each mm (1 column)	1.94 €
Box number fee		13.00 €

Special ad forms: on request

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.

Ads in A- and B-Edition do qualify for discount together.

Front covers are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	3,990.00 €
4-pages	7,980.00 €
6-pages	11,970.00 €

- Please supply the bound inserts in the untrimmed format 217 wide x 287 high (folded).
- Bleed: gutter 3 mm, outer edges 4 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

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	295.00 €
up to 50 g	470.00 €
up to 75 g	655.00 €
up to 100 g	935.00 €
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.

Glued-in postcards (not discountable):

Glued-in postcards/thousands	95.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with an full page-ad (prices see above).	

Delivery address for bound and other inserts:

Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: for "Journal name – Issue no. ..."

The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.



Circulation:

Printed copies: 197,532
 Total circulation in annual average 197,328

Magazine size:

Size: 210 x 279 mm trimmed

Type area: 185 mm wide, 250 mm high

Number of columns: 4 columns, 43 mm

Number of columns: 3 columns, 60 mm

Printing and binding procedures, artwork:

Offset print, perfect binding, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Publication:

Frequency of publication: 8 issues per year

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 see "Time Schedule and Topics"

Payment terms:

- direct debit 3% prompt payment discount
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VAT no. DE 152942001

Bank accounts: HypoVereinsbank, Munich

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		type area	truncate*	
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Front cover (not discountable)			210 x 156	12,900.00
2., 4. cover			210 x 279	11,500.00
1/1 page	4 col.	185 x 250	210 x 279	9,300.00
2/3 page	4 col.	185 x 170	210 x 192	6,510.00
1/2 page	2 col.	90 x 250	102 x 279	4,900.00
	4 col.	185 x 125	210 x 140	
1/3 page	1 col.	60 x 250	72 x 279	3,300.00
	4 col.	185 x 85	210 x 98	
1/4 page	1 col.	43 x 250	57 x 279	2,800.00
	2 col.	90 x 125	102 x 140	
	4 col.	185 x 65	210 x 82	
1/8 page	1 col.	43 x 125		2,070.00
	2 col.	90 x 65		
	4 col.	185 x 33		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 950.00 €

Prices for classified ads/situations wanted:

Agency price	each mm (1 column, b/w)	8.12 €
Agency price	each mm (1 column, coloured)	11.18 €
Direct price	each mm (1 column, b/w)	6.90 €
Direct price	each mm (1 column, coloured)	9.50 €
Situations wanted	each mm (1 column)	3.72 €
Box number fee		13.00 €

Special ad forms: on request

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions	3 %
6 insertions	5 %
12 insertions	10 %
18 insertions	12 %
24 insertions	15 %
50 insertions	20 %

Quantity discount

3 pages	5 %
6 pages	10 %
9 pages	12 %
12 pages	15 %
24 pages	20 %

All surcharges do qualify for discounts.

Ads in A- and B-Edition do qualify for discount together.

Front covers are not qualified for discount.

Bound inserts (not discountable):

Price:	
2-pages	5,530.00 €
4-pages	11,060.00 €
6-pages	16,590.00 €

- Please supply the bound inserts in the untrimmed format 217 wide x 287 high (folded).
- Bleed: gutter 3 mm, outer edges 4 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

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	295.00 €
up to 50 g	470.00 €
up to 75 g	655.00 €
up to 100 g	935.00 €
per further 5 g	35.00 €

- Number of inserts available on request.
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Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: for “Journal name – Issue no. ...”

The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.

Data transfer

- Use Winzip (.ZIP) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer.
- (journal_issue_customer_motive.zip).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



Characteristics

The **VerkehrersRundschau “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 **“VerkehrersRundschau”** and can position itself as opinion leader and solution supplier for topics that are up-to-date for the target group.

The Extra appears in the layout of **VerkehrersRundschau** and the editorial department of **VerkehrersRundschau** will supervise its contents.

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 **VerkehrersRundschau**
- Positioning of the company as an innovative opinion leader and solutions supplier
- Targeted distribution to the relevant target group by way of inserts to the Extra issue of **VerkehrersRundschau**
- Complete package: Editorial and graphic from one source
- Appears in the layout of **VerkehrersRundschau**
- 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)

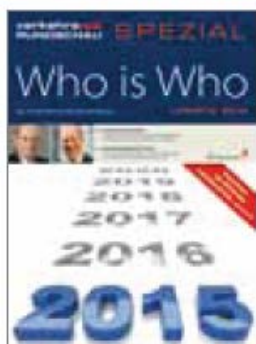
Prices and sizes

- Prices from 24,900 € (plus VAT)
- Number of pages: 12, 24, 28 or 36 pages
- Format: 203 mm wide x 275 mm high
- Design: 4 colours




For the thirteenth time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazine goes to transport operators, forwarding agencies and logistics service providers in industry and trade.

Through concise company portraits your company can be presented individually. Your entry will be published both in the magazine „Who is Who“ and as an extensive online-portrait. We'll be pleased to advise you with the design of the content.

You can book online at any time and in a short time your portrait will be put on the website. Then you will automatically appear in the next „Who is Who“ magazine. Thus, we guarantee you a 12-month running time in both print and online without additional costs.



Online-Features:

- Entry in the large VerkehrsRundschau online sector guide
- Optimised search function: Thus you can be found much quicker
- Contact form
- Linking to your social media activities – like   
- Images and video galleries
- Using your individual online access, you can keep your data up-to-date throughout the whole year.

Present yourself with an extensive and individual company portrait!

Magazine format: 207 mm x 279 mm
 Circulation: 30,000 copies
 Distribution: As a supplement in VerkehrsRundschau No 51 from December 18, 2015

Deadlines Portraits:

- Copy date: November 9, 2015
- Closing date printing materials: November 12, 2015

Ad types and prices:

- 1/1 page in the magazine (incl. online-entry with many additional features) 2,060.00 €
- 2/1 page in the magazine (incl. online-entry with many additional features) 3,900.00 €

Don't miss the opportunity to run an advertisement in the „Who is Who“ magazine!

Deadlines Display Adverts:

- Copy date: November 20, 2015
- Closing date printing materials: November 25, 2015

Ad types and prices:

Cover	207 mm wide x 279 mm high	7,165.00 €
1/1 page	207 mm wide x 279 mm high	6,230.00 €
1/2 page high	102 mm wide x 279 mm high	3,330.00 €
1/2 page landscape	207 mm wide x 140 mm high	3,330.00 €

We'll be pleased to advise you!

Andrea Volz
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verkehrsRUNDschau.de

MEDIA KIT 2015

Online Ad Types and Online Prices

verkehrsrundschau.de is the information portal for decision makers in the transport and logistics industry. The portal offers the latest news, background information, and analyses, and provides information about commercial vehicles, transport, storage, cargo handling, toll, driving ban, fleet management and courier, express, parcel services (CEP).

Standard Ad Forms:



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

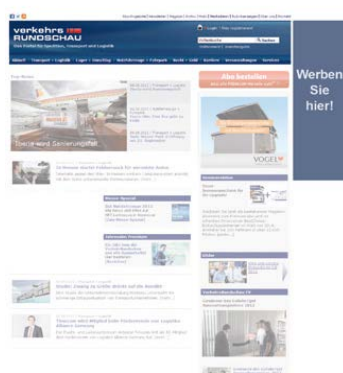
CPM*: 85.00 €



Half Page
Size: 300 x 600 px
CPM*: 150.00 €
Expandable Half Page on request



Expandable Medium Rectangle small
Size: 300 x 250 px and 630 x 250 px
CPM*: 100.00 €



Skyscraper
Size: 120 x 600 px and 160 x 600 px
CPM*: 75.00 €

Visits: 158,721 (June 2014)
Page Impressions: 308,772 (June 2014)



Expandable Medium Rectangle large
Size: 300 x 250 px and 630 x 350 px
CPM*: 125.00 €



Superbanner
Size: 728 x 90 px
CPM*: 75.00 €

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

On every working day, VerkehrsRundschau informs the decision makers and executives in an up-to-date and informative **online newsletter**.

Newsletter subscribers: 8,389 (June 2014)



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 499.00 €



**Cross/Full-Size Banner
Text Display large**

Size: 650 x 150 px
Fixed Price: 499.00 €

ONLINE Advertorial

The online advertorial, marked as an advert, appears among the current news on the portal of verkehrsrundschau.de. For this purpose, please send us an image (size: 650x385 px), a headline, a short teaser/introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

Price: 1,490.00 €/per week



For online adverts you can also contact:

Business Advertising GmbH
Kronprinzenstraße 82-84
40217 Düsseldorf
Tel: +49 (0) 211 / 17 93 47-50
Fax: +49 (0) 211 / 17 93 47-57
info@businessad.de

The currently valid VAT must be added to all prices.

Sector 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 images and included video
- Illustration and link 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 entry
- Images and video gallery
- Embedding of your social media channels.

Prices on request

Micro Sites

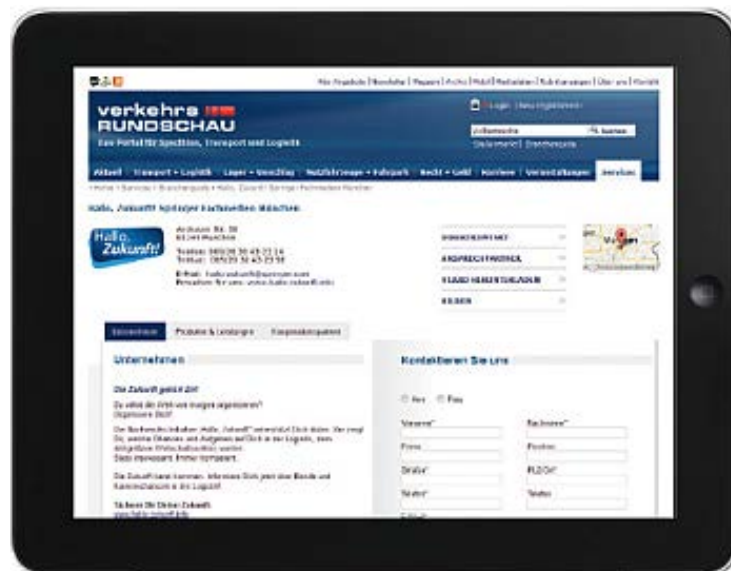
The portal of VerkehrsRundschau offers the ideal platform to position your campaign in a target group relevant way. Your campaign is graphically implemented in our portal as an own micro site. Additional teaser boxes on the portal start page are being linked to your micro site to increase the degree of attention.

Examples:

- Freight exchange
- CEP services
- Toll fee calculator

Possibilities:

- Embedding of videos, slide shows, Flash- and Javascript animations
- 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.



Seminar Entries:

Training entry with logo, seminar description, target group, subject area, 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

Job Market:

We provide you with the following possibilities to place a job market ad at VerkehrsRundschau.de.

Job advert at VerkehrsRundschau.de for 4 weeks	495.00 €
Job advert at VerkehrsRundschau.de and at up to 100 partner sites of Jobware (e. g. job market of Süddeutsche Zeitung or Frankfurter Rundschau) for 4 weeks	995.00 €

Not always is a solely online advert the right way to the new employee. Combine the reach of the VerkehrsRundschau print issue for specialist staff and managers with the full reach of our online offer.

Booking for 4 weeks	Price for respective print ad (mm-price) + 200.00 €
Box number fee	400.00 €

Topic Special (Dossier):

Price on request

Complex special topics are prepared as an 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.



Area Sponsoring:

Price on request

High-quality content, applications and download areas of the VerkehrsRundschau website can be occupied by a sponsor fittingly.

You can act as a sponsor in following areas:

- Online cost-of-ownership calculator for commercial vehicles
- CEP check: interactive rating portal for courier, express and parcel services
- Knowledge contests like Best Azubi (Best Apprentice), Logistics Masters etc.
- Detailed information on request.

Mobile Ads: Advertising places



Home Ad 1

- Positioning: Embedding above the Key Visual
- Formats: Extra Large Banner, Large Banner



Home Ad 2 und 3

- Positioning Home Ad 2: Section Transport + Logistics
- Positioning Home Ad 3: Section Law + Money
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



Category Ad

- Positioning: Embedding in header area of a section. Only one banner for each section possible.
- Sections: Transport + Logistics, Commercial Vehicles + Vehicle Fleet, Storage + Handling, Law + Money, Education + Career, Events
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner



Article Ad

- Positioning: Embedding above the article
- Formats: Extra Large Banner, Extra Large High Banner, Large Banner, Large High Banner

Mobile Ads: Advertising types



Extra Large Banner

- static or animated GIF/JPG/PNG files
- 300 x 50 px or 320 x 50 px
- max. 50 KB
- CKP: 105,00 €



Extra Large High Banner

- static or animated GIF/JPG/PNG files
- 300 x 75 px or 320 x 75 px
- max. 50 KB
- CKP: 115,00 €



Large Banner

- static or animated GIF/JPG/PNG files
- 216 x 36 px
- max. 9 KB
- CKP: 95,00 €



Large High Banner

- static or animated GIF/JPG/PNG files
- 216 x 54 px
- max. 9 KB
- CKP: 95,00 €

Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, GIF/JPG files aren't necessary anymore.
- Fallback image: When using a flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand;
- Inserting the ClickTag: No hard linking allowed in the flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your flash file:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated GIF/JPG files
- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Display large

- File formats: static or animated GIF/JPG files
- File size: up to 10 KB
- Logo/Images: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

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

General conditions:

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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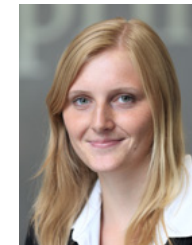
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