

The official information
medium of the Federal Union
of Driving Instructors' Groups

2018

MEDIA KIT 2018

FAHRSCHULE
Das Magazin für erfolgreiche Fahrlehrer

2017 // Ausgabe // www.fahrschule-online.de // www.fahrlehrerverbaende.de // ISSN 0014-6838 // 2790

BVF 10,90 Euro

 Reform des Fahrerrechts: Das ist der Sachstand	 Volkswagen Golf: Was hat das Facelift gebracht?	 Senioren am Steuer: Verkehrsgerichtstag will Eigeninitiative
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**ERSTE MÖGLICHKEITEN
SCHÜLER PER HANDY ZAHLEN LASSEN**



The magazine for
successful driving instructors
www.fahrschule-online.de



Who are the readers of „Fahrschule“?

The magazine addresses driving-school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

What distinguishes the readers of „Fahrschule“?

Through „Fahrschule“, you reach the deciders in the driving schools: the entrepreneurs and the driving instructors.

What distinguishes „Fahrschule“?

As the official organ of the „Bundesvereinigung der Fahrlehrerverbände“ (Federal Union of Driving Instructors' Groups), „Fahrschule“ gives timely and practice-oriented information about all things relevant to driving instructors – and so since 1951.

This includes the numerous legal changes affecting the education of learner drivers, new learning methods, economical background information as well as interesting vehicles and products for the line of business.

What more does „Fahrschule“ offer?

Through the website fahrschule-online.de and the weekly newsletter, „Fahrschule“ provides current news as well as reports about products and services.

A database lists all new car models and shows under which conditions they are allowed to be used for driving tests.

Every two years „Fahrschule“ and the Federal Union organize the „Deutscher Fahrlehrerkongress“ (German Driving Instructors' Congress) with attractive speech contributions and a big sector exhibition. The 7th German Driving Instructors' Congress will take place on November 16th and 17th 2018.



A handwritten signature in blue ink that reads "S. Bub".

Sylke Bub
Editor-in-Chief Fahrschule

Frequency of publication: monthly

Year of publication: 69th year 2018

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

ISSN: 0014-6838


Subscription cost: Annual subscription
 Inland: € 106.00 incl. packing/postage plus statutory VAT
 European countries: € 118.00 incl. packing/postage plus statutory VAT
 Single copy: € 10.90 incl. packing/postage plus statutory VAT

Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Straße 30, 81549 Munich, Germany
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Circulation monitoring: 

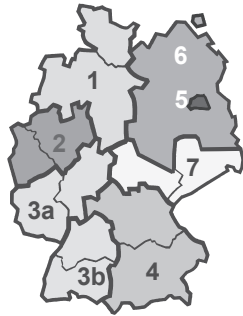
Circulation analysis: Average number of copies per issue
 in one year (July 1st 2016 – June 30th 2017)

Print run:	13,846	
Actual distributed circulation (ADC):	13,636	therefrom abroad: 20
Sold copies:	13,086	therefrom abroad: 18
▪ Subscription copies:	13,053	therefrom member copies: 11,644
▪ Sale by retail:	–	
▪ Other sales:	33	
Complimentary copies:	550	
Reminder, archive and records copies:	210	

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation copies	
	%	
Inland	99.8	13,616
Foreign Countries	0.2	20
Actual distributed circulation (ADC):	100.0	13,636

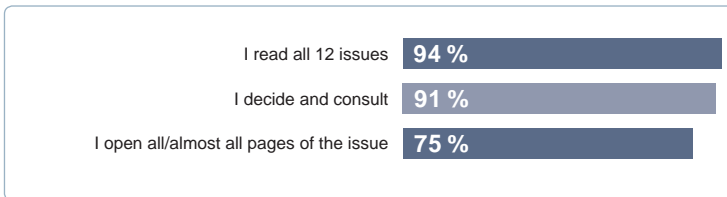
Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	2,830
2	3,242
3 a	1,918
3 b	1,374
4	2,267
5	395
6	834
7	756
total	13,616

Recipients Structure Analysis:

You reach 13,053¹⁾ subscribers and an average of 2.2 readers per issue²⁾.



The professional magazine Fahrscule is read extensively and on a regular basis – the page traffic score is 92%²⁾.

Industries/economic sectors/business types²⁾:

Dept./ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
80.41	Driving schools	90	12,260
	– Owners of driving schools	68	9,260
	– Employed driving instructors	11	1,500
	– Independent driving instructors	9	1,230
	– Accredited experts, assessors	2	270
45	Motor vehicle trading;		
	Vehicle repair and maintenance	2	270
91.1	Business, employers' and professional organisations	2	270
75.1	Public administration (ministries, district offices, association for technical inspection)	2	270
–	Other	3	410
–	No information	1	140
	Rounding difference		– 4
	Actual distributed circulation in Germany (ADC):	100.0	13,616
	Foreign Countries (unlevied):		20
	Actual distributed circulation:		13,636

TOPICS	FAIRS
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ISSUE 1
DA: 28.11.17
PM: 08.12.17
PD: 04.01.18

Motorcycle training: New models, more safety, innovative technology

ISSUE 2
DA: 03.01.18
PM: 15.01.18
PD: 01.02.18

Refueling in driving schools: Fuel cards, apps etc.

IMOT, Munich,
 16.02.-18.02.2018

ISSUE 3
DA: 29.01.18
PM: 08.02.18
PD: 01.03.18

Motorcycle accessories

ISSUE 4
DA: 05.03.18
PM: 15.03.18
PD: 05.04.18

Handicap training

ISSUE 5
DA: 03.04.18
PM: 13.04.18
PD: 03.05.18

Conditions and services of car manufacturers

ISSUE 6
DA: 04.05.18
PM: 17.05.18
PD: 07.06.18

German Driving Instructors' Congress 2018: What driving instructors can expect

ISSUE 7
DA: 06.06.18
PM: 18.06.18
PD: 05.07.18

Healthy and productive in driving instructors' everyday life

TOPICS	FAIRS
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ISSUE 8
DA: 04.07.18
PM: 16.07.18
PD: 02.08.18

Trailers for class BE training

ISSUE 9
DA: 07.08.18
PM: 20.08.18
PD: 06.09.18

Preview REHACARE

REIFEN (TIRES), Frankfurt,
 11.09.-15.09.2018
IAA Commercial Vehicles,
 Hanover, 20.09.-27.09.2018
REHACARE International
 Düsseldorf, 26.09.-29.09.2018
INTERMOT, Cologne
 03.10.-07.10.2018

ISSUE 10
DA: 04.09.18
PM: 14.09.18
PD: 04.10.18

The countdown is ticking: all necessary information about the German Driving Instructors' Congress

ISSUE 11
DA: 02.10.18
PM: 15.10.18
PD: 02.11.18

Driving school conditions and services for motorcycle manufacturers

German Driving Instructors' Congress,
 Berlin, 16.11.-17.11.2018

ISSUE 12
DA: 07.11.18
PM: 19.11.18
PD: 06.12.18

Review German Driving Instructors' Congress Trends in truck training

ISSUE 1/19
DA: 27.11.18
PM: 07.12.18
PD: 03.01.19

This overview of planned topics for 2018 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



Title Display

–
210 x 134 mm*



1/1 Page

175 x 236 mm
210 x 279 mm*



1/2 Page upright

85 x 236 mm
101 x 279 mm*



1/2 Page horizontal

175 x 117 mm
210 x 137 mm*



1/3 Page upright

55 x 236 mm
71 x 279 mm*

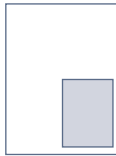


1/3 Page horizontal

175 x 76 mm
210 x 91 mm*

Main magazine

Type area (width x height)
Trim size (width x height)



1/4 Page bloc

85 x 117 mm
–



1/4 Page upright

40 x 236 mm
56 x 279 mm*



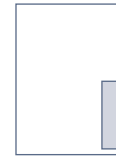
1/4 Page horizontal

175 x 56 mm
210 x 71 mm*



1/8 Page bloc

85 x 56 mm
–



1/8 Page upright

40 x 117 mm
–



1/8 Page horizontal

175 x 31 mm
–

Main magazine

Type area (width x height)
Trim size (width x height)

* + 3 mm bleed on all outer edges

Circulation in annual average:



Print run: 13,846 copies
 Actual distributed circulation: 13,636 copies

Magazine size:

210 mm width x 279 mm height
 175 mm width x 236 mm height
 Column width 40 mm
 Column width 55 mm

Type area:

Columns 4:

Columns 3:

Printing and binding procedures, artwork:

Offset print, saddle stitching, 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.

Ad types and rates:

Format	4-colors, in €
Title Display	9,655.00
2./3./4. Cover Page	8,280.00
1/1 Page	7,070.00
1/2 Page	3,825.00
1/3 Page	2,690.00
1/4 Page	2,160.00
1/8 Page	1,245.00

Preferential placements:

Fixed positions 775.00

Classified adverts:

Agency price: each mm (1-column, 43 mm wide, b/w) € 5.88
 Agency price: each mm (1-column, 43 mm wide, colored) € 7.53
 Direct price: each mm (1-column, 43 mm wide, b/w) € 5.00
 Direct price: each mm (1-column, 43 mm wide, colored) € 6.40
 Situations wanted: each mm (1-column, 43 mm wide) € 2.27
 Box number fee: € 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times 3%
 6 times 5%
 9 times 10%
 12 times 15%

By number of pages

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

All surcharges do qualify for discounts. For title displays no discounts available.

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, Germany
 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.

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

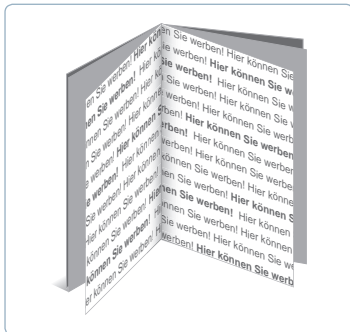
Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g weight per thou. € 315.00
- Up to 50 g weight per thou. € 515.00
- Per further 5 g per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

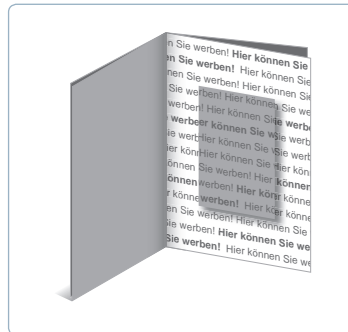
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Bleed: on all outer edges 4 mm, gutter 0 mm

Price: (no discounts available)

- 2 pages: € 4,975.00
- 4 pages: € 9,950.00
- 6 pages: € 14,925.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- High attention

Format:

- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 150.00
- Other prospects/samples on request

We offer many more types of special ads - we'll be pleased to advise you!

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

Delivery address for loose-leaf and inbound inserts:

Loose-leaf und inbound inserts must be delivered
10 working days before publication date at the latest.

L.N. Schaffrath DruckMedien GmbH & Co.KG
Marktweg 42-50
47608 Geldern, Germany

Delivery note: „Object name issue no.“
Furthermore, the delivery note should contain the name of the client
and the delivery quantity.

**Further information regarding the delivery you will find in the confirmation
of order.**

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

Please note that special formats/types of fold etc. require manual inserting - always
coordinate your insert format with us in advance.

Data creating:

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- 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.
- Ensure that all figures and colors are separated into its CMYK components.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100 % black.
- Color application should not exceed 300 %. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer:

Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via e-mail:
anzeigen@le-tex.de.

Connections::

- E-mail: anzeigen@le-tex.de
- FTP: on request

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfeller Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.

THE 7TH GERMAN DRIVING INSTRUCTORS' CONGRESS

will take place on Friday, November the 16th, and Saturday, November the 17th 2018, at the Estrel Hotel and the Convention Center in Berlin.

2018 it is time again – the Federal Union of Driving Instructors' Groups and the magazine „Fahrschule“ invites the driving school industry to the 7th German Instructors' Congress in Berlin.

BE THERE AT THIS UNIQUE INDUSTRY-EVENT – we'll be pleased to consult you to exhibitor and sponsorship opportunities!

CONTACT:

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tatjana.fried@springernature.com



2018

MEDIA KIT 2018

Online ad types and prices
www.fahrschule-online.de



Standard ad types:

Visits: 27,230 (July 2017)
Page Impressions: 49,465 (July 2017)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: €75.00

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

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



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

Expandable Half Page
Size: 300 x 600 px and
630 x 600 px
Price: on request



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



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



Wallpaper
Size: Superbanner and
Skyscraper
CPM*: €150.00

Back-ground coloring possible

Newsletter:

Every week, „Fahrschule“ informs the decision makers and executives in an up-to-date and informative online newsletter.

Newsletter subscribers: 2,999 (July 2017)



Medium Rectangle

Size: 300 x 250 px

Fixed price: €249.00



Cross/Full-Size Banner

Text Display Large

Size: 650 x 150 px

Fixed price: €249.00

Example:



Many more online ad types possible – we'll be pleased to advise you!

Fahrschule News App:

Position your company, your products and services with an advertorial on our **Fahrschule News App** (for iPhone, iPad, Android).

Ad type	Specification	Price in €
Slider	① Advertorial is the 2 nd slider spot Duration one week	1,245.00
Article	② Advertorial article moves through the news stream	249.00

All ad types of **Fahrschule News App** include:

- Link to your website/conversion in-app possible
- Option: Image gallery/video
- Option: Push notification for all users

Accesses: 59,722 screen calls (iOS, Android)
(July 2017, own data collection)



Technical specifications: Standard ad types

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: 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 gif/jpg files
- File size: up to 10 KB
- Logo/Image: 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

Technische Spezifikationen: News App

Article image:

- 4:3 format (min. 640 x 480 px / max. 1280 x 960 px)
- The image will be played in the 2nd slider spot or in the article (depending on the booking)
- In the detailed view the image is placed above the article
- A caption can be added to the image
- After the caption, the copyright will be added as follows: ©Foto: XYZ

Text:

- Headline – optimally, no more than 54 characters (if the headline is longer, it will be cut off in the overview)
- Teaser text – no limitation
- Text – no limitation

Optional:

- External URL that will open in the app can be added

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, Germany
 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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