



Member of
Logistics Alliance Germany



Spedition, Transport, Logistik



2018

MEDIA KIT 2018



The weekly magazine for
haulage, transport and logistics
www.verkehrsrundschau.de



The VerkehrsRundschau – 72 years and still state-of-the-art

The VerkehrsRundschau magazine has been THE weekly specialist magazine for haulage, transport and logistics since 1946. It delivers up-to-date, critical, practice-orientated and user-focused information every Friday. Specialists and managers at transport companies from industry and trade value the exclusive and independent reporting. Its proximity to associations, politics and other important organisations on the one hand, and its highly prized independence on the other, makes the VerkehrsRundschau magazine the ideal platform for knowledge transfer at the highest level. VerkehrsRundschau readers are owners, managers and executive employees at logistics service providers from the transport, haulage and warehousing sectors, transport logistics decision-makers from the shipping trade and industry, as well as members of the Federal Trade, Transport and Logistics Association (Bundesverband Wirtschaft, Verkehr und Logistik e.V - BWVL) and clients of the Association for Technical Inspection South (TÜV Süd).

The VerkehrsRundschau – „Plus“

VerkehrsRundschau offers your subscribers an attractive, broad-ranging online facility which greatly aids day-to-day working. The offering includes e-learning courses and online tutorials on subjects such as the digital tachograph, load securing, accident prevention and safety, maximum driving times and compulsory rest times. The content is specially tailored to drivers' needs, providing all the relevant information in concise form. The certificates issued to drivers on completing the tutorials ensure that employers can always be sure of complying with legally required training standards.

The offering is complemented by up-to-date blogs on matters such as employment regulations or load securing, and by webinars on subjects such as telematics or ADSP. Additionally, VR plus provides a driver app and a compliance software program.

All VerkehrsRundschau subscribers enjoy free access to VR plus for themselves and for four additional colleagues.

The VerkehrsRundschau – fit for the future

In a sector facing difficulties in recruiting young talent, playing an active part in finding young professionals is one of the responsibilities of the trade magazine. As part of „Hallo, Zukunft!“ (Hello, Future), the VerkehrsRundschau helps to engage young professionals in the sector in a targeted way with the competition „Best Azubi“ (Best Apprentice).

With the e-paper, the VerkehrsRundschau magazine is responding to current user habits. The e-paper expands on the print version with animated media, picture galleries and other additional media-specific content. The strengths of the VerkehrsRundschau include providing relevant, reliable and up-to-date specialist information, effective customer communication without scattering losses, as well as independent vehicle tests and practice reports with numerous best practice reports. Not forgetting the most important sector guide: the annual „Who is Who Logistics“ reference guide. The edition includes an editorial section and an integrated sector guide and is sent to transport companies, haulage companies and logistics service providers in industry and trade. Your company can present itself individually with clear company portraits. Your entry appears in the „Who is Who Logistics“ edition and as a detailed online profile. We will be pleased to advise you on the content.

Of course, the VerkehrsRundschau magazine is also linked and active on social media channels and has an own YouTube channel on which you can find up-to-date and informative contributions.




Gerhard Grünig
Editor-in-Chief VerkehrsRundschau

VerkehrsRundschau – The weekly magazine

Magazine profile:



The VerkehrsRundschau is the weekly magazine for haulage, transport and logistics. Each Friday, VerkehrsRundschau reports about logistics, transport industry, politics, legislation and taxes, management, markets, enterprises, IT and communication, as well as warehousing and handling.

The editorial range is completed by information about new technical developments, independent vehicle tests and service information for the day-to-day business.

Your advantages:

- Strong reader-to-magazine attachment
- Highly practice-oriented perspective
- Periodical sector specials
- Reach of BWVL-members with every issue

Who are the readers of VerkehrsRundschau?

- Owners, CEOs, executives of logistics providers (transport, haulage, warehousing)
- Transport logistics decision makers in transport economy and industry
- Members of Federal Trade, Transport and Logistics Association (Bundesverband Wirtschaft, Verkehr und Logistik e.V - BWVL)
- Clients of the Association for Technical Inspection South (TÜV Süd)

Which are the focus areas of VerkehrsRundschau?

- Relevant, reliable and up-to-date specialized information
- Effective customer approach without wastage
- Independent truck tests
- Specific, permanent commitment for junior staff - especially through the contests „Best Azubi“ (Best Apprentice) for apprentices in Germany and „Best BKF“.



Frequency of publication: 44 issues per year

Year of publication: 72nd year 2018

Web address (URL): www.verkehrsrundschau.de

ISSN: 0341-2148

Subscription cost: Annual subscription
Inland: €272.00 incl. packing/postage plus statutory VAT
European countries: €316.00 incl. packing/postage plus statutory VAT
Single copy: € 10.90 incl. packing/postage plus statutory VAT

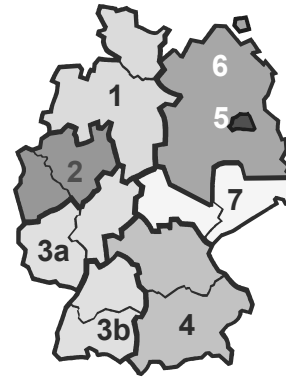
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Distribution by Nielsen areas



Nielsen-area	Total circulation in Germany
1	1,987
2	2,508
3 a	1,659
3 b	2,743
4	4,063
5	178
6	515
7	1,091
total	14,744

Circulation monitoring: 

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

Print run:	15,000		
Actual distributed circulation (ADC) (incl. e-paper):	14,913	therefrom abroad:	169
Sold copies:	11,655	therefrom abroad:	141
therefrom e-paper:	144		
▪ Subscription copies:	5,017	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	6,638		
Complimentary copies:	3,258		
Reminder, archive and records copies:	87		

Geographical circulation analysis:

Economic area Share of actual distributed circulation
copies

Inland	98.9	14,744
Foreign Countries	1.1	169
Actual distributed circulation (ADC):	100.0	14,913

Industries/economic sectors/business types¹⁾:

Dept./ Recipients groups Share of ADC
class According to economic sector classification in % Projection
of the Federal Statistical Office (approx.)

H	Logistics service providers (carriers, haulers, handling operators)	57	8,400
C	Industrial companies	10	1,470
G	Trade (incl. automobile trade)	13	1,920
84.1, 94.1	Authorities, associations, professional organisations	3	440
85.59.2	Providers of education and training	1	150
M	Other service providers, others	16	2,360
	Rounding difference		4

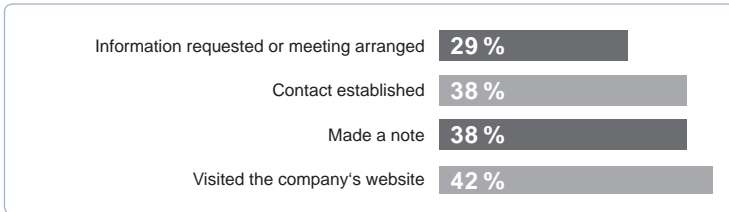
Actual distributed circulation in Germany (ADC): 100.0 14,744
Foreign Countries (unlevied): 169

Actual distributed circulation: 14,913

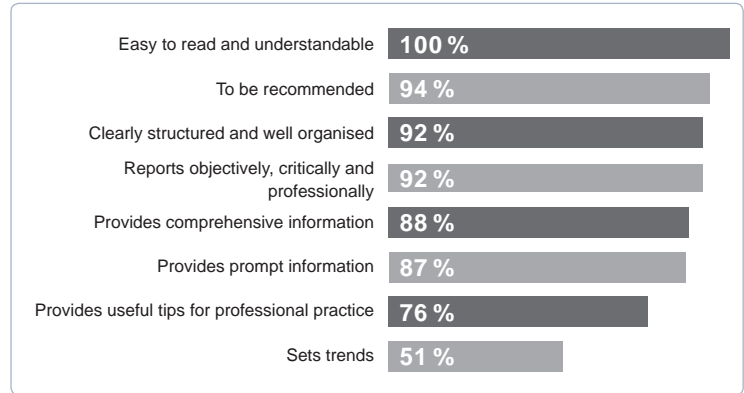
Readership Structure Analysis:

- The readers of VerkehrsRundschau are successful, dynamic, decision-makers: 89 % of the readers are in senior posts - 71 % of them are in management.
- 71 % of the readers classify the magazine as „very good“ or „good“.
- Good content is passed on: In addition to the initial recipient, VerkehrsRundschau reaches an average of 2.5 additional readers – meaning 3.5 readers in total. (Coverage of more than 52,000 readers*).

Responses to adverts



Readers rate VerkehrsRundschau as positive and convincing



**You are interested in the complete readership structure analysis?
Please contact us!**

* Number of readers x distributed circulation VerkehrsRundschau A-Issue
IVW, 2nd quarter 2017

Events:

Verlag Heinrich Vogel organises high-grade specialist conferences, congresses, conferences and seminars as aids to practical training.

Make sure you will be present with your brand!
Present your company as a partner, and reach your target group on-the-spot and in person!

We can offer you the following cooperation arrangements:

- **Exhibitor placement:**
Exhibition space including one free participant's place
Price: starting at € 1,500.00
- **Sponsoring:**
Sponsor's logo displayed on all marketing materials (print and online), including one free participant's place and exhibition space
Price: starting at € 3,500.00
- **Exclusive sponsoring** – Exclusive sponsor of an event:
Content agreed with sponsor partner
Facility to make presentations
Sponsor's logo displayed on all marketing materials (print and online), including two participants' places
Price: starting at € 7,500.00



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Excerpt events 2018:**Trade conference „Lithium batteries“**Date: January, 15th and 16th 2018

Seminars „Lithium batteries“

Date: January, 17th and 18th 2018

Location: Frankfurt on the Main

**Trade conference „Truck and Vehicle Fleet“**

incl. Award Green Truck & Green Van

Date Award Green Truck & Green Van: April, 16th 2018Date trade conference: April, 17th 2018

Location: Darmstadt

**7. Deutscher Fahrlehrerkongress
(German Driving Instructors' Congress)**Date: November 16th and 17th 2018

Location: Berlin

**User's days „Digitizing Logistics“ – IT trends,
practical lectures & networking**Date: November, 27th and 28th 2018

Location: Bad Homburg



You can inform yourself online on our current events:
www.verkehrsrundschau.de/events

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 1-2 TÜV-Issue 1 DA/PM: 21.12.17 CA: 05.01.18 PD: 12.01.18	Trailers for steel and paper Load securing	Logistics consulting	European Motor Show , Brussels, 12.01.-21.01.2018 Trade conference „Lithium batteries“ Gefahr/gut Frankfurt, 15.01.-16.01.2018
ISSUE 3-4 DA/PM: 12.01.18 CA: 19.01.18 PD: 26.01.18	Container chassis Digital tachograph	Digitization in logistics	
ISSUE 5 TÜV-Issue 2 DA/PM: 19.01.18 CA: 26.01.18 PD: 02.02.18	Temperature-controlled transports	Preview Fruit Logistica Food logistics	Fruit Logistica , Berlin, 07.02.-09.02.2018
ISSUE 6 DA/PM: 26.01.18 CA: 02.02.18 PD: 09.02.18	Semi-trailers/Truck bodies	Intermodal transports	
ISSUE 7 DA/PM: 31.01.18 CA: 07.02.18 PD: 16.02.18	Tires Lubricants and additives Retrofitting initiative diesel	LOGISTICS INSIDE VR Intralogistics/Industrial trucks	TLI , Kalkar, 20.02.-21.02.2018 Tire Technology Expo , Hanover, 20.02.-22.02.2018
ISSUE 8 DA/PM: 07.02.18 CA: 16.02.18 PD: 23.02.18	Commercial vehicle rental Drivers' agencies Tracking service	Warehouse cleaning	

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 9 TÜV-Issue 3 DA/PM: 16.02.18 CA: 23.02.18 PD: 02.03.18	Tank and dry-bulk vehicles	TELEMATICS-SPECIAL Pharma logistics	
ISSUE 10 DA/PM: 23.02.18 CA: 02.03.18 PD: 09.03.18	Preview LogiMAT	Tendering platforms	LogiMAT , Stuttgart, 13.03.-15.03.2018 Transport Compleet , Hardenberg, 13.03.-15.03.2018
ISSUE 11 DA/PM: 02.03.18 CA: 09.03.18 PD: 16.03.18	Axles and brakes Washing facilities and vehicle care	Hazardous goods logistics Spare parts logistics	SITL , Paris, 20.03.-23.03.2018 LogiChem , Amsterdam, 20.03.-22.03.2018
ISSUE 12 TÜV-Issue 4 DA/PM: 09.03.18 CA: 16.03.18 PD: 23.03.18	Alternative gears Green Truck/Green Van/ Green Pickup	Logistics properties	Driving Ban Timetable
ISSUE 13-14 DA/PM: 16.03.18 CA: 23.03.18 PD: 31.03.18	Mega trailer Load securing	Banks/Financing Riskmanagement and transport insurance	
ISSUE 15 DA/PM: 28.03.18 CA: 06.04.18 PD: 13.04.18	Commercial vehicles procurements (purchase/leasing) Stationary air conditioning system	E-Commerce/Trade logistics	Trade conference „Truck and Vehicle Fleet“ , Darmstadt, 17.04.2018 Trade Logistics Congress , Cologne, 18.04.-19.04.2018 Day of the Logistics – BVL , 19.04.2018



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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 16 DA/PM: 06.04.18 CA: 13.04.18 PD: 20.04.18	Trailers with sliding floor system Purchase of used vehicles	LOGISTICS INSIDE VR Intralogistics/Industrial trucks Preview CeMAT	CeMAT , Hanover, 23.04.-27.04.2018 Hanover Fair , 23.04.-27.04.2018 ReTEC , Essen, 24.04.-26.04.2018
ISSUE 17 TÜV-Issue 5 DA/PM: 13.04.18 CA: 20.04.18 PD: 27.04.18	Vans Box bodies Tail lifts	CEP-SPECIAL City-Logistics	
ISSUE 18 DA/PM: 19.04.18 CA: 26.04.18 PD: 04.05.18	Trailer for intermodal transport Fork lifts	Seaports and hinterland transports	
ISSUE 19 DA/PM: 25.04.18 CA: 03.05.18 PD: 11.05.18	Preview IFAT Disposal and municipal vehicles	Disposal and recycling logistics	IFAT , Munich, 14.05.-18.05.2018 transport logistic China , Shanghai, 16.05.-18.05.2018
ISSUE 20 TÜV-Issue 6 DA/PM: 03.05.18 CA: 11.05.18 PD: 18.05.18	Fuel cards Load capacity optimization	Education and training Logistics regions	
ISSUE 21 DA/PM: 09.05.18 CA: 17.05.18 PD: 25.05.18	Commercial vehicle rental	Freight exchange	

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 22 DA/PM: 16.05.18 CA: 24.05.18 PD: 01.06.18	Preview IFBA Cranes, towing and recovery	Country special Switzerland General cargo logistics	IFBA Towing & Recovery , Kassel, 07.06.-09.06.2018
ISSUE 23 TÜV-Issue 7 DA/PM: 24.05.18 CA: 01.06.18 PD: 08.06.18	Navigation systems Virtual reality in the warehouse	Digitization in logistics Cybersecurity	CeBIT , Hanover, 11.06.-15.06.2018
ISSUE 24 DA/PM: 01.06.18 CA: 08.06.18 PD: 15.06.18	Alternative transport concepts	Cost management	Driving Ban Timetable
ISSUE 25 DA/PM: 08.06.18 CA: 15.06.18 PD: 22.06.18	Mega trailer automotive	Factoring/Insurance Automotive logistics	
ISSUE 26 TÜV-Issue 8 DA/PM: 15.06.18 CA: 22.06.18 PD: 29.06.18	Refrigerated vehicles and semi-trailers	Pharma logistics	Truck-Grand-Prix , Nürburgring, 29.06.-01.07.2018
ISSUE 27 DA/PM: 22.06.18 CA: 29.06.18 PD: 06.07.18	Semi-trailers/Truck bodies for intermodal transport Container chassis	PORT-SPECIAL	

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 28-29 DA/PM: 29.06.18 CA: 06.07.18 PD: 13.07.18	Retrofitting initiative diesel Fifth wheels and coupling devices	Logistics consulting	
ISSUE 30 DA/PM: 13.07.18 CA: 20.07.18 PD: 27.07.18	Trailers for steel and paper Load securing	Telematics and forwarding software Steel logistics	
ISSUE 31-32 TÜV-Issue 9 DA/PM: 20.07.18 CA: 27.07.18 PD: 03.08.18	Vans and box bodies Tail lifts	E-Commerce/Trade logistics	
ISSUE 33-34 DA/PM: 02.08.18 CA: 09.08.18 PD: 17.08.18	Commercial vehicle rental	LOGISTICS INSIDE VR Intralogistics/Industrial trucks	Int. Holzmesse , Klagenfurt, 29.08.-01.09.2018
ISSUE 35 DA/PM: 17.08.18 CA: 24.08.18 PD: 31.08.18	Swop bodies	Green logistics	SMM , Hamburg, 04.09.-07.09.2018 Transport Compleet , Gorinchem, 04.09.-06.09.2018
ISSUE 36 DA/PM: 24.08.18 CA: 31.08.18 PD: 07.09.18	Preview REIFEN (TIRES) and automechanika Fit for the winter Construction material trailers, cranes, tipper	TELEMATICS-SPECIAL	automechanika , Frankfurt, 11.09.-15.09.2018 REIFEN (TIRES) , Frankfurt, 11.09.-15.09.2018 GaLaBau , Nuremberg, 12.09.-15.09.2018

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
ISSUE 37 TÜV-Issue 10 DA/PM: 31.08.18 CA: 07.09.18 PD: 14.09.18	Preview IAA Commercial Vehicles	Intermodal transport Rail freight transport	Driving Ban Timetable	InnoTrans, Berlin, 18.09.-21.09.2018 IAA Commercial Vehicles, Hanover, 20.09.-27.09.2018 expo PetroTrans, Kassel, 20.09.-22.09.2018
ISSUE 38 DA/PM: 07.09.18 CA: 14.09.18 PD: 21.09.18	Semi-trailers/Truck bodies	PACKAGING-SPECIAL Transport packaging/ Charge carriers		FachPack, Nuremberg, 25.09.-27.09.2018 Security, Essen, 25.09.-28.09.2018
ISSUE 39 DA/PM: 14.09.18 CA: 21.09.18 PD: 28.09.18	Review expo PetroTrans Tank and dry-bulk vehicles	Tendering platforms		
ISSUE 40 DA/PM: 20.09.18 CA: 27.09.18 PD: 05.10.18	Axles and brakes	WORKSHOP-SPEZIAL Preview Expo Real Logistics properties		Expo Real , Munich, 08.10.-10.10.2018
ISSUE 41 DA/PM: 27.09.18 CA: 05.10.18 PD: 12.10.18	Alternative gears	LOGISTICS INSIDE VR Intralogistics/Industrial trucks		35. Deutscher Logistik-Kongress (German Logistics Congress) , Berlin, 17.10.-19.10.2018
ISSUE 42 TÜV-Issue 11 DA/PM: 05.10.18 CA: 12.10.18 PD: 19.10.18	Commercial vehicles procurements (purchase/leasing)	Insurances Bulk logistics	COPYTEST	

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
ISSUE 43 DA/PM: 12.10.18 CA: 19.10.18 PD: 26.10.18	Lubricants and additives Interior fittings in vans	CEP-SPECIAL		
ISSUE 44 DA/PM: 18.10.18 CA: 25.10.18 PD: 02.11.18	Fuel cards	Automotive logistics		
ISSUE 45 TÜV-Issue 12 DA/PM: 25.10.18 CA: 02.11.18 PD: 09.11.18	Beverage vehicles Load securing	Freight exchanges Refrigerated transports		BrauBeviale , Nuremberg, 13.11.-15.11.2018 Logitrans , Istanbul, 14.11.-16.11.2018
ISSUE 46 DA/PM: 02.11.18 CA: 09.11.18 PD: 16.11.18	Commercial vehicles rental	Inland ports Handling terminals		BME-Symposium , Berlin, November 2018 Swisstech , Basel, 20.11.-23.11.2018
ISSUE 47-48 TÜV-Issue 13 DA/PM: 09.11.18 CA: 16.11.18 PD: 23.11.18	Semi-trailers/Truck bodies	Telematics and forwarding software	Annual calendar	User's days „Digitizing Logistics“  Bad Homburg, 27.11.-28.11.2018
ISSUE 49 DA/PM: 23.11.18 CA: 30.11.18 PD: 07.12.18	Alternative transport concepts	Intermodal transport	Driving Ban Timetable	

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**COMMERCIAL VEHICLES &
VEHICLE FLEET**
LOGISTICS
FAIRS
ISSUE 50

TÜV-Issue 14

DA/PM: 30.11.18

CA: 07.12.18

PD: 14.12.18

Long-Truck-Concepts

Hazardous goods logistics

ISSUE 51-52

TÜV-Issue 15

DA/PM: 07.12.18

CA: 14.12.18

PD: 21.12.18

Annual review

Annual review

Who is Who Logistics 2019

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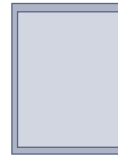
Formats



Title Display
–
210 x 156 mm*



2/1 Pages across gutter
388 x 236 mm
420 x 279 mm*



1/1 Page
175 x 236 mm
210 x 279 mm*



2/3 Page horizontal
175 x 156 mm
210 x 178 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*

Main magazine

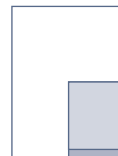
Type area (width x height)
Trim size (width x height)



1/3 Page upright
55 x 236 mm
71 x 279 mm*



1/3 Page horizontal
175 x 76 mm
210 x 91 mm*



1/4 Page bloc
85 x 117 mm
101 x 137 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 horizontal
175 x 31 mm
210 x 49 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: 15,000 copies
 Actual distributed circulation (incl. e-paper): 14,913 copies



Magazine size:

210 mm width x 279 mm height

Type area:

175 mm width x 236 mm height

Columns 4:

Column width 40 mm

Columns 3:

Column width 55 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.

Ad types and rates:

Format	4-colors in €
2/1 Page	13,670.00
Title Display (no discounts available)	9,995.00
2/4. Cover Page	8,010.00
1/1 Page	6,835.00
2/3 Page	5,720.00
1/2 Page	3,720.00
1/3 Page	2,860.00
1/4 Page	2,500.00
1/8 Page	1,785.00

Preferential placements:

Fixed positions 760.00

Classified adverts:

Agency price: pro mm (1-column, 43 mm wide, b/w) € 3.78
 Agency price: pro mm (1-column, 43 mm wide, colored) € 7.26
 Direct price: pro mm (1-column, 43 mm wide, b/w) € 3.21
 Direct price: pro mm (1-column, 43 mm wide, colored) € 6.17
 Situations wanted: pro mm (1-column, 43 mm wide) € 2.05
 Box number fee: € 13.00

Discounts:

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

By number of ads		By number of pages	
3 times	3%	3 pages	5%
6 times	5%	6 pages	10%
12 times	10%	9 pages	12%
18 times	12%	12 pages	15%
24 times	15%	24 pages	20%
50 times	20%		

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

Payment terms:

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 within 10 days 2% prompt payment discount
 within 30 days from date of invoice net
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Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

Title promoter



Characteristics:

- Only in combination with a 1/1 page, 4c, within the magazine

Format:

45 mm x 45 mm

(circular and square possible)

Total price:

€9,510.00

Circular Advert



Characteristics:

- Placed prominently in the middle in the running text

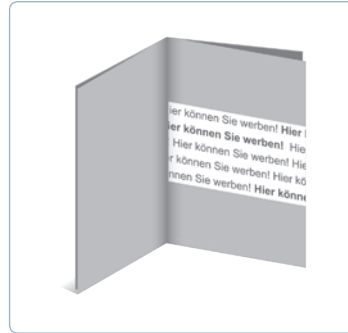
Format:

max. Ø 80 mm

Price:

€3,250.00

Banderole Advert



Characteristics:

- Central placement
- High attention

Format:

210 mm width x 98 mm height

Price:

€6,855.00

2 x 1/2 Page Diagonal Version 1*



Characteristics:

- Noticable special format with recognition value

Format:

210 mm width x 279 mm height

Price:

€9,680.00

* only in coordination with the editorial department

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

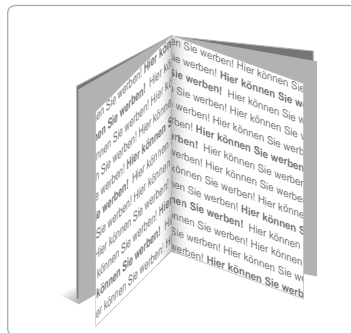
Format:

- Max. 203 mm width x 275 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Up to 75 g total weight per thou. € 645.00
- Up to 100 g total weight per thou. € 935.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently
- Option of inserting an existing flyer/prospect

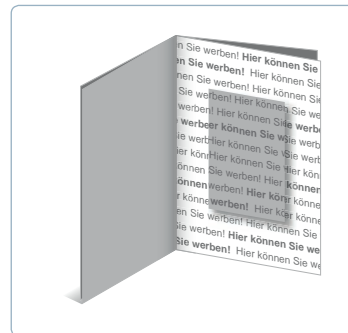
Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- Bleed: gutter 3 mm each
- Bleed: on all outer edges 4 mm

Price: (no discounts available)

- 2 pages: € 4,070.00
- 4 pages: € 8,140.00
- 6 pages: € 12,210.00

Adhesive Adverts



Characteristics:

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

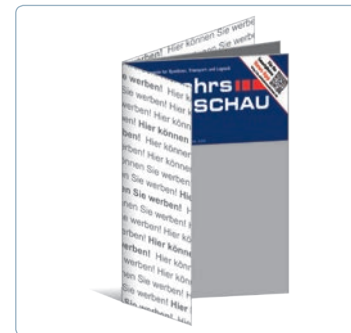
Format:

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

Price: (no discounts available)

- Booklets/postcards per thou. 97.00 €
- Other prospects/samples on request

Cover Flap



Characteristics:

- Prominent placement on shortened jacket pages over the front and back cover
- High attention

Format:

- Front cover and 2nd inside front cover: 105 mm width x 279 mm height
- Back cover: 210 mm width x 279 mm height

Price: € 12,190.00

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.

**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.**

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
Weißenfelsers Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

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

Brief description:

Verkehrsrundschau publishes the latest news, information and relevant articles for your readers on a weekly basis. Some topics are worth investigating in more detail from different perspectives. To that end, the Verkehrsrundschau editorial team publishes specials in the form of a “magazine-in-a-magazine”, covering areas such as workshop operations, telematics, courier, express delivery and parcel services, or e-commerce. The specials are based on editorial research conducted in cooperation with leading experts in the respective field, industry associations, vendors and manufacturers.

Got more to say than you can fit in an ad?

In these specials, you have the possibility to present yourself in form of a company contribution (interview, best practice report, or a company portrait).

You send us your text and image material by e-mail. We handle the layout and make the overall look visually perfect.

Planned topic specials 2018:

- Verkehrsrundschau No 9 from 02.03.2018: Telematics-Special
- Verkehrsrundschau No 17 from 27.04.2018: CEP-Special
- Verkehrsrundschau No 27 from 06.07.2018: Ports-Special
- Verkehrsrundschau No 36 from 07.09.2018: Telematics-Special
- Verkehrsrundschau No 38 from 21.09.2018: Packaging-Special
- Verkehrsrundschau No 40 from 05.10.2018: Workshop-Special
- Verkehrsrundschau No 43 from 26.10.2018: CEP-Special

Prices:

- 1 page company portrait (2,800 characters incl. blanks): € 1,940.00
- 2 pages company portrait (4,000 - 5,500 characters incl. blanks): € 3,570.00



Brief description:

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.

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

Advantages and benefit 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 solutions supplier
- Targeted distribution to the relevant target group by way of inserts to the Extra issue of **VerkehrsRundschau**

- Complete package: Editorial and graphic from one source
- Appears in the layout of **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

Price and format:

- Prices from €25,500 (no agency commission possible)
- Number of pages: 12, 24, 28 or 36 pages
- Format: 203 mm width x 275 mm height
- Design: 4-colors



Brief description:




For the sixteenth time the „Who is Who Logistics“ is published as an annual reference. Consisting of an editorial part and an integrated industry sector guide, this magazines 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 Logistics“ and as an extensive online-portfolio. 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   
- Client logo in relevant online dossiers
- Images and video galleries
- Your data can be updated throughout the whole year

Present yourself with an extensive and individual company portrait!

Magazine format: 210 mm x 279 mm
 Circulation: 20,000 Exemplare
 Distribution: As a supplement in VerkehrsRundschau No. 51-52 from December, 21st 2018

Deadlines portraits:

- Advertisement deadline portraits: November, 1st 2018
- Deadline printing materials portraits: November, 6th 2018

Formats and prices:

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

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

Deadlines display advert:


- Advertisement deadline display advert: November, 12th 2018
- Deadline printing materials display advert: November, 16th 2018


Formats and prices:

Cover Page	210 mm width x 279 mm height*	€7,165.00
1/1 Page	210 mm width x 279 mm height*	€6,230.00
1/2 Page upright	101 mm width x 279 mm height*	€3,330.00
1/2 Page horizontal	210 mm width x 137 mm height*	€3,330.00


* +3 mm bleed on all outer edges


The new online professional portal of VerkehrsRundschau:
 More content. More performance. More benefits.

 **DYNAMIC CONTENTS**



- Up-to-date premium news
- Industry data
- Exclusive specialist articles
- Daily newsletter
- Over 800 topic dossiers

 **EDUCATION**



- Mandatory courses online
- Individual learning
- Current courses:
 - Driving and rest times
 - Digital tachographs
- Final exam & certificate

 **PRACTICE-ORIENTED RESEARCH**





- Country information
- Liability & Insurance
- Market surveys
- Test database
- Personnel management

 **REGULATIONS AND LAWS**





- Legally secure, comprehensive and up-to-date
- Checked by experts
- Liability and damages law
- Recent judgements
- Includes personal legal advice
- Compliance for legally secure transport logistics

 **PROFESSIONAL SEARCH ENGINE**



- Verified industry knowledge for transport & logistics prepared systematically
- Quick and qualified search
- Filters for your everyday practice
- Magazine archive

 **5 USERS - 1 PRICE**



- Onlice access for 4 additional users
- Read the e-paper on mobile devices
- Exclusive studies & databases
- Create a favorites list

Your advantages

- ✓ Online access for 4 additional users
- ✓ Training online
- ✓ Professional search engine
- ✓ Regulations & Laws
- ✓ Practice-oriented research
- ✓ Dynamic contents



Gerhard Grünig
 Editor-in-Chief
 VerkehrsRundschau

„The VerkehrsRundschau professional portal supports you in many of your work processes.

It offers easy-to-find, clearly arranged cumulative information on individual topics and allows you to instruct your employees online in the future. All contents are checked for legal certainty. See for yourself.“

Interested? Contact us:

Andrea Volz
 Head of Sales Transport & Logistics
 Phone: +49 89 203043-2124
 andrea.volz@springernature.com

2018

MEDIA KIT 2018

Online ad types and prices
www.verkehrsrundschau.de



For further media information please visit vhv.mediacentrum.de

Standard ad types:

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).

Visits: 209.524 (July 2017)
Page Impressions: 431.269 (July 2017)



Medium Rectangle
Size: 300 x 250 px
CPM*: € 85.00

Large Rectangle
Size: 336 x 280 px
CPM*: € 90.00



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*: € 150.00



Billboard
Size: 950 x 250 px
CPM*: € 150.00
Further online ad types on request

Superbanner
Size: 728 x 90 px
CPM*: € 85.00



Skyscraper right or left right and left
Size: 160 x 600 px
CPM*: € 85.00
right and left
CPM*: € 150,00

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

Further online ad types possible – Contact us!

Newsletter:

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

Newsletter subscribers: 7,802 (July 2017)

Average opening rate: 30 %



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 (1,920 x 1,080 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.

Because of the scaling on the different mobile terminal devices, the image can not contain text. Important image details should be placed centrally.

Price: 1,490.00 €/weekly



Topic Dossier:

At www.verkehrsrundschau.de/top-themen you can find current news and background reports about more than 800 topics, the industry, countries, products, enterprises and persons in haulage, transport, logistics and supply chain management.

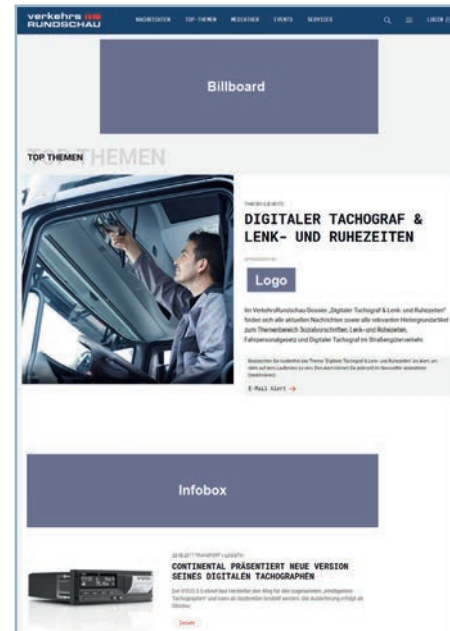
Among those are topics like minimum wages, driving times and rest periods, truck toll and tender management, as well as about sectors and markets like contract logistics, e-commerce, pharmaceutical logistics, sea cargo and overland transport. Furthermore, you can find extensive information about various countries. VerkehrsRundschau also offers informative dossiers about products and services like heavy-duty trucks, trailers, forklifts, warehouse technology and insurances.

The information section is completed by dossiers about important companies of the sector.

Using the function „Thema beobachten“ („long-term watch topic“), the user can promptly receive free-of-charge e-mail alerts with up-to-date news and background reports about the desired topics.

Here you have the opportunity to occupy a topic exclusively and use the editorial setting. „Occupy exclusively“ means: your logo as co-operation partner is placed in the topic dossier, you have exclusive access to the banner space and a product box, in which you can store anytime-alterable information about your services.

Price: € 1,000.00/monthly (minimum term 6 months)

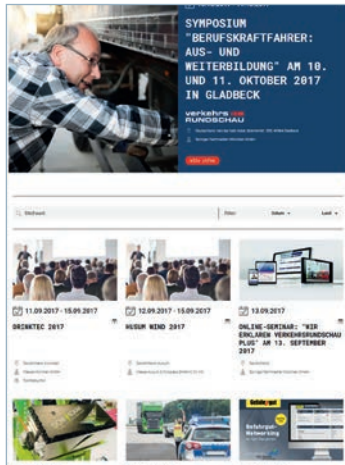


Seminar/Events Entries:

Advertise your seminar offer:

Training entry with logo, seminar description, target group, subject area, contact person, fees, lecturers, direct link to booking form, and more.

Price model: 1 to 10 entries at €59.00 each
11 to 20 entries at €54.00 each
more than 20 entries at €49.00 each



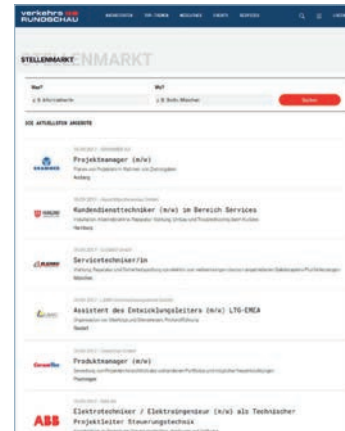
Job Market:

We provide you with the following possibilities to place a job market advert at Verkehrsrundschau.de.

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

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:

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



VerkehrsRundschau News App:

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

Ad type	Specification	Price in €
Slider	① Advertorial is the 2nd slider spot Duration one week	1,495.00
Article	② Advertorial article moves through the news stream Visibility appr. 1.5 days	499.00

All ad types of **VerkehrsRundschau News App** include:
Link to your website/conversion in-app possible
Option: Image gallery/video
Option: Push notification for all users

Accesses: 14,005 screen calls (iOS, Android)
(August 2017, own data collection)



© LAUFER - FOTOLIA

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

- Logo/Image: 280 x 178 px (static gif-/jpg-file)
- Headline: max. 30 characters per line incl. all blanks
- Running text: max. 40 characters per line incl. all blanks
- Total: max. 7 lines
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Technical specifications: News App

Article image:

- 4:3 format (min. 640 x 480 px / max. 1,280 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: ©Photo: 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 account: 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!



Andrea Volz

Head of Sales Verlag Heinrich Vogel

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Eva Loibl

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Advertising Service Online

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