

MEDIA KIT 2023

FAHRSCHULE

FAHRSCHULE
The magazine for successfull driving instructors
www.fahrschule-online.de





WAS DOES FAHRSCHULE OFFER?

As the official organ of the „Bundesvereinigung der Fahrlehrerverbände“ (Federal Union of Driving Instructor Groups), FAHRSCHULE gives timely and practice-oriented information about all things relevant to driving instructors. And this has been going on for 70 years now. This includes the numerous legal changes affecting the education of learner drivers year after year, new lesson methods, economical background information as well as interesting vehicles and products for the line of business.

Through FAHRSCHULE, you reach the deciders in the driving schools:
the entrepreneurs and the driving instructors.

THE BRAND FAHRSCHULE COMPRISES

- Magazine
- Online portal
- ePaper
- Newsletter
- Books
- Events (for example Driving Instructors' Congress)





monthly

12 ISSUES

74. year

2023

www.fahrschule-online.de

WEB ADDRESS (URL)



PUBLISHER:

Bundesvereinigung der Fahrlehrer-
verbände (BVF)
(Federal Union of Driving Instructor
Groups)

PUBLISHING HOUSE:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
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www.springerfachmedien-muenchen.de

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The trade magazine FAHRSCHULE is read
regularly and intensely.
The page contact opportunity is **91.5 %**.

69.6 % of the recipients are of the
opinion that FAHRSCHULE contains important
and useful product and image ads.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld





WHO ARE THE READERS OF FAHRSCHULE?

FAHRSCHULE addresses driving school entrepreneurs, employed driving instructors, staff and managers responsible for bigger driving schools.

SUBSCRIPTION

ISSN 0014-6838

Annual subscription price

Inland: € 141.50 incl. packing/posting plus statutory VAT.

European countries: € 153.50 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

FAHRSCHULE reaches the target group: **88.4 %**
of the readers of FAHRSCHULE operate in a driving school.

82 % of the recipients of FAHRSCHULE are
decision-makers.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

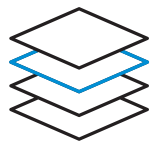
BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2 % prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



13,000

PRINT RUN FAHRSCHULE

PRINT

11,424

ACTUAL DISTRIBUTED CIRCULATION (ADC):

11,422

PAID CIRCULATION



DIGITAL

18,036

VISITS

(average of three months, July to September 2022)

34,251

PAGE IMPRESSIONS

(average of three months, July to September 2022)

3,282

NEWSLETTER SUBSCRIBERS

(September 2022, current figures on request)

In comparison with internet forums, **79.2 %** of interviewed persons consider the information quality of FAHRSCHULE to be better or equal.

The online offer of FAHRSCHULE is also used as an information source for professional purposes.

Source: Readership structure analysis 2017/ Kantar TNS Media Research, Bielefeld

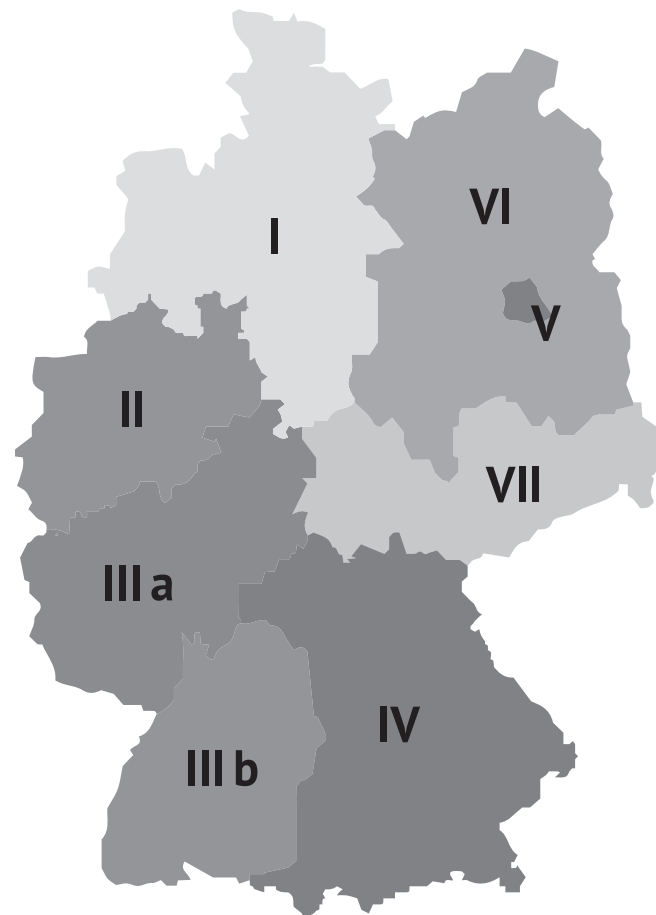


DISTRIBUTION BY NIELSEN-AREAS

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine FAHRSCHULE:

Nielsen region	Actual distributed inland circulation*
I	2,451
II	2,744
III a	1,555
III b	1,120
IV	1,867
V	323
VI	713
VII	635
Total	11,408



TOPICS

FAIRS

ISSUE 1

AD 30.11.22

CD 12.12.22

PD 05.01.23

Motorcycle training:

New models, more safety, innovative technology

Driving school facilities/shop window dressing

ISSUE 2

AD 03.01.23

CD 16.01.23

PD 02.02.23

Alternative drives/E-mobility

Current drive report/vehicle test (car)

IMOT, Munich, 24.02.-26.02.2023

ISSUE 3

AD 30.01.23

CD 09.02.23

PD 02.03.23

Conditions and services of motorcycle manufacturers

ISSUE 4

AD 08.03.23

CD 20.03.23

PD 06.04.23

Handicap training

Current drive report/vehicle test (car)

ISSUE 5

AD 30.03.23

CD 13.04.23

PD 04.05.23

Cashless payment

TOPICS

FAIRS

ISSUE 6

AD 28.04.23

CD 11.05.23

PD 01.06.23

Truck & bus for driver's education
Current drive report/vehicle test (motorcycle)

ISSUE 7

AD 06.06.23

CD 19.06.23

PD 06.07.23

Trailers for class BE training

ISSUE 8

AD 05.07.23

CD 17.07.23

PD 03.08.23

Conditions and services of car manufacturers
Current drive report/vehicle test (car)

ISSUE 9

AD 08.08.23

CD 21.08.23

PD 07.09.23

Preview report REHACARE
Simulators for driver's education

IAA Mobility, Munich, 05.09-10.09.2023

ISSUE 10

AD 01.09.23

CD 14.09.23

PD 05.10.23

Motorcycle accessories
Current drive report/vehicle test (motorcycle)

REHACARE INTERNATIONAL, Düsseldorf, October 2023

TOPICS

ISSUE 11

AD 28.09.23

CD 12.10.23

PD 02.11.23

Health
Truck for driver's education

Congress guide

ISSUE 12

AD 08.11.23

CD 20.11.23

PD 07.12.23

Refuelling in driving schools: fuel cards, apps and co.
Current drive report/vehicle test (car)

Annual calendar

ISSUE 1/24

AD 28.11.23

CD 08.12.23

PD 04.01.24

Motorcycle training: New models, more safety, innovative technology

FAIRS

German Driving Instructors' Congress, Berlin, 09.11.-11.11.2023

This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT

210 X 279 mm

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)



TITLE DISPLAY

—
210 x 134 mm**



1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



1/2 PAGE LAND-SCAPE

175 x 117 mm
210 x 137 mm*



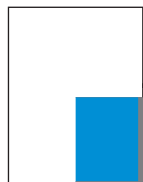
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



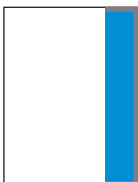
1/3 PAGE LAND-SCAPE

175 x 76 mm
210 x 91 mm*



1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



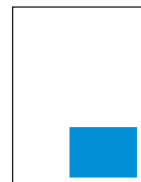
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



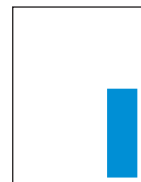
1/4 PAGE LAND-SCAPE

175 x 56 mm
210 x 71 mm*



1/8 PAGE BLOC

85 x 56 mm
—



1/8 PAGE PORTRAIT

40 x 117 mm
—



1/8 PAGE LAND-SCAPE

175 x 31 mm
210 x 49 mm*

MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

* + 3 mm bleed

** Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form



FORMAT

4-COLOURS IN €

Title display	10,550.00
2./3./4. cover page	9,045.00
1/1 page	7,720.00
1/2 page	4,180.00
1/3 page	2,940.00
1/4 page	2,350.00
1/8 page	1,360.00

Placement surcharge:

Binding placement instructions	790.00
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DISCOUNTS

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

FREQUENCY SCALE

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

QUANTITY SCALE

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

All surcharges do qualify for discounts. Title displays are not subject to discounts.

CLASSIFIED ADS

FORMAT*

PER COLUMN AND MM

B/W IN € 4-COLOURS IN €

Agency price	1 column 43 mm wide	5.94	7.59
Direct price	1 column 43 mm wide	5.05	6.45
Job-wanted	1 column 43 mm wide	2.30	---

Box number fee € 13.00

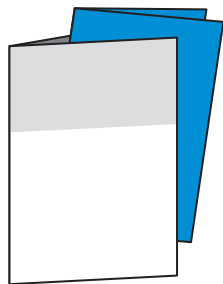
* Format 2 columns: 90 mm wide; Format 3 columns: 137 mm wide; Format 4 columns: 184 mm wide

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

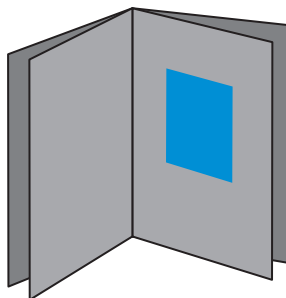
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 350.00**
- Up to 50 g total weight per thou. **€ 525.00**
- Per further 5 g total weight per thou. **€ 35.00**

ISLAND AD



SPECIAL FEATURE

- Eye-catcher through prominent placement in the middle of editorial content

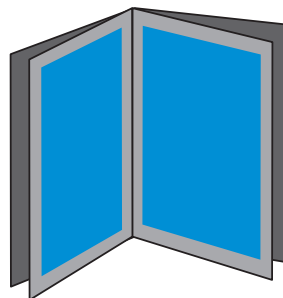
FORMAT

- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: **€ 1,090.00**
- Format 2: **€ 1,520.00**

ADVERTORIAL



SPECIAL FEATURE

- Your delivered content is editorially prepared and published
- High attention through editorial appearance
- Communication objective transported in a credible manner
- Alternative to a classic ad

FORMAT

- 1/2 or 1/1 page, 4c, incl. pictures, text and logo
- Annotation „Advert“ in the header

PRICE

- on request

**MORE FORMATS AND
SPECIAL AD FORMATS
ON REQUEST.**

We'll be happy to
advise you!

WALL CALENDER

Present yourself with an an ad on the FAHRSCHULE wall calender for 2024 and stay visible to your customers all year round!

DATES/FORMATS/CIRCULATION

Publishing date **07.12.2023**
(supplement to issue
FAHRSCHULE 12/2023)

Ad deadline **25.10.2023**

Closing date
printing material **03.11.2023**

Format **800 x 540 mm**

Circulation **approx.
13,000 copies**

PRICE ON REQUEST

Premium advert
95 x 85 mm

FAHRSCHULE 2024

Premium advert
95 x 85 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Mi	1 Sa	1 So	1 Mi	1 Fr	1 Mo	1 Mi	1 Sa	1 Di	1 Do	1 So	1 Di
2 Do	2 So	2 Mo	2 Do	2 Sa	2 Di	2 Do	2 So	2 Mi	2 Fr	2 Mo	2 Mi
3 Fr	3 Mo	3 Do	3 Fr	3 So	3 Mi	3 Fr	3 Mo	3 Do	3 Sa	3 Di	3 Do
4 Sa	4 Di	4 Mi	4 Sa	4 Mo	4 Do	4 Sa	4 Di	4 Fr	4 So	4 Mi	4 Fr
5 So	5 Mi	5 Do	5 So	5 Di	5 Fr	5 So	5 Mi	5 Do	5 Sa	5 Mo	5 Sa
6 Mo	6 Do	6 Fr	6 Mo	6 Do	6 Sa	6 Mo	6 Do	6 Mi	6 So	6 Di	6 So
7 Di	7 Fr	7 So	7 Di	7 Do	7 Sa	7 Di	7 Fr	7 Mo	7 Do	7 Mi	7 Mo
8 Mi	8 So	8 Mo	8 Mi	8 Fr	8 Mo	8 Mi	8 So	8 Di	8 Do	8 So	8 Di
9 Do	9 Mo	9 Do	9 So	9 Sa	9 Di	9 Do	9 Sa	9 Mi	9 Fr	9 Mo	9 Mi
10 Fr	10 Mo	10 Do	10 Fr	10 So	10 Mi	10 Fr	10 Mo	10 Do	10 Sa	10 Di	10 Do
11 Sa	11 Di	11 Mi	11 Sa	11 Mo	11 Do	11 Sa	11 Di	11 Fr	11 So	11 Mi	11 Fr
12 So	12 Mi	12 Do	12 So	12 Di	12 Fr	12 So	12 Mi	12 Do	12 Mo	12 Do	12 Sa
13 Mo	13 Do	13 Fr	13 Mo	13 Do	13 Mi	13 Mo	13 Do	13 So	13 Di	13 Fr	13 So
14 Di	14 Fr	14 So	14 Di	14 Do	14 So	14 Di	14 Fr	14 Mo	14 Do	14 Sa	14 Mo
15 Mi	15 So	15 Mo	15 Mi	15 Fr	15 Mo	15 Mi	15 So	15 Di	15 Do	15 So	15 Di
16 Do	16 Mo	16 Do	16 So	16 Sa	16 Di	16 Do	16 So	16 Mi	16 Fr	16 Mo	16 Mi
17 Fr	17 Do	17 So	17 Fr	17 So	17 Mi	17 Fr	17 Mo	17 Do	17 Sa	17 Di	17 Do
18 Sa	18 Di	18 Mi	18 Sa	18 Mo	18 Do	18 Sa	18 Di	18 Fr	18 So	18 Mi	18 Fr
19 So	19 Mi	19 Do	19 So	19 Di	19 Fr	19 So	19 Mi	19 Do	19 Mo	19 Do	19 Sa
20 Mo	20 Do	20 Fr	20 Mo	20 Do	20 Mi	20 Mo	20 Do	20 So	20 Di	20 Fr	20 So
21 Di	21 Fr	21 So	21 Di	21 Do	21 So	21 Di	21 Fr	21 Mo	21 Do	21 Sa	21 Mo
22 Mi	22 So	22 Mo	22 Mi	22 Fr	22 Mo	22 Mi	22 So	22 Di	22 Do	22 So	22 Di
23 Do	23 Mo	23 Do	23 So	23 Di	23 Fr	23 Do	23 Mi	23 Do	23 Sa	23 Mi	23 Mo
24 Fr	24 Do	24 So	24 Fr	24 So	24 Mi	24 Fr	24 Mo	24 Do	24 Sa	24 Di	24 Do
25 Sa	25 Di	25 Mi	25 Sa	25 Mo	25 Do	25 Sa	25 Di	25 Fr	25 So	25 Mi	25 Fr
26 So	26 Mi	26 Do	26 So	26 Di	26 Fr	26 So	26 Mi	26 Do	26 Mo	26 Do	26 Sa
27 Mo	27 Do	27 Fr	27 Mo	27 Do	27 Mi	27 Do	27 Sa	27 Di	27 So	27 Fr	27 So
28 Di	28 Fr	28 So	28 Di	28 Do	28 So	28 Di	28 Fr	28 Mo	28 Do	28 Sa	28 Mo
29 Mi	29 So	29 Mo	29 Mi	29 Fr	29 Mo	29 Mi	29 So	29 Di	29 Do	29 So	29 Di
30 Do	30 Mo	30 Do	30 So	30 Di	30 Fr	30 Do	30 Mi	30 Do	30 Sa	30 Mi	30 Mo
31 Fr	31 Do	31 So	31 Fr	31 So	31 Mi	31 Fr	31 Mo	31 Do	31 Sa	31 Di	31 Do

Abonnieren Sie unseren kostenlosen Newsletter!

www.fahrschule-online.de/Newsletter

VOGEL
VERLAG HENNING VOGEL

95 x 85 mm

190 x 85 mm

95 x 85 mm

95 x 85 mm

190 x 85 mm

95 x 85 mm



WHERE THE INDUSTRY GETS TOGETHER!

2023 it is time again – the Federal Union of Driving Instructors' Groups and the magazine FAHRSCHULE invite the driving school industry to the **9th German Instructors' Congress** to in Berlin.

Dates: November 9th to 11th, 2023

Workshops date: November 9th, 2023

Plenum date: November 10th to 11th, 2023

Location: Estrel Hotel and Convention Center
in Berlin

Further information at:

www.fahrschule-online.de/tag/fahrlehrerkongress-2627779

**BE THERE AT THIS UNIQUE INDUSTRY-EVENT –
WE'LL BE HAPPY TO CONSULT YOU TO EXHIBITOR AND
SPONSORSHIP OPPORTUNITIES!**





PRINT

DRIVING INSTRUCTORS' CONGRESS GUIDE

This year again, you have the opportunity to present your company in the congress guide.

The congress guide will give a comprehensive overview of the programme, the exhibitors and the speakers of the **Driving Instructors' Congress** (see page 14). It will be added as a supplement to the magazine FAHRSCHULE and distributed to all participants.

Present your company, products and service range to the entire industry. In addition, your portrait will be published as a comprehensive online entry in the industry directory, with an integrated contact form and optimised search function.



DIGITAL



Publication date:	Supplement to issue 11 from 02.11.2023
Ad deadline:	11.09.2023
Closing date printing materials:	26.09.2023

Magazine format:	203 mm w x 277 mm h
Circulation:	20,000 copies

COMPANY PORTRAIT

1/1 page:	€ 2,640.00 (incl. premium entry)
1/2 page:	€ 1,575.00 (incl. premium entry)

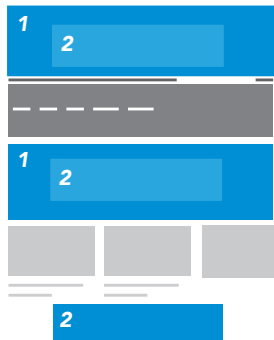
EXHIBITOR DIRECTORY

Premium entry:	€ 425.00
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All exhibitors will be listed with company name and booth number. Additionally, the premium entry will include company logo, contact persons, address and contact information.

FORMAT ADVERTISEMENT

2./4. cover page:	€ 9,045.00
1/1 page:	€ 7,720.00
1/2 page:	€ 4,180.00
1/3 page:	€ 2,940.00
1/4 page:	€ 2,350.00
1/8 page:	€ 1,360.00



1 BILLBOARD FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

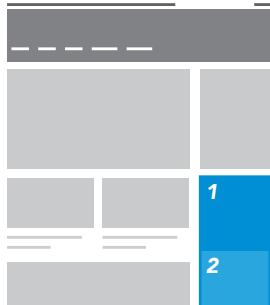
- € 160.00

2 SUPERBANNER FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 100.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 100.00

1 + 2 HALF PAGE FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 160.00



1 SKYSCRAPER FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 100.00

FURTHER FORMATS ON REQUEST.

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF.



DIGITAL

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

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/fs

DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

AD FORMAT	PLACEMENT	SIZE IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	290.00
TextAd**	2	650 x 366	290.00
Medium Rectangle**	3	300 x 250	290.00

* on all placements possible
 ** starting from the 2nd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



DIGITAL

The online advertorial appears among the current news on the portal of www.fahrschule-online.de.

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes
Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT

Online advertorial

PLACEMENT

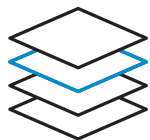
fahrschule-online.de

DURATION

1 week

PRICE IN €

1,650.00



PRINT

YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is the accompanying publication of the content as a digital advertorial on the trade magazine portal.







DIGITAL

In addition to your advertorial, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 17,430.00	1/2 € 6,150.00 1/1 € 9,350.00 2/1 € 16,780.00	1/2 € 4,460.00 1/1 € 8,000.00 2/1 € 15,900.00



DIGITAL





NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,
choose your preference package of
advertising means!**

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial Startpage	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 1,000.00		
	€ 10,395.00	€ 6,600.00	€ 2,930.00



DIGITAL

DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

In addition to your web special, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
Duration	8 weeks	6 weeks	6 weeks
Newsletter placement TextAd	 8 x	 6 x	 6 x
SocialMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 100' PI		
	€ 36,230.00	€ 31,400.00	€ 17,330.00



DIGITAL





BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITE PAPER BRINGS CONTENT AND USER TOGETHER

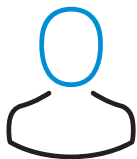
In a white paper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

In addition to your white paper, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout Full service	✓ Full service	Customer delivers PDF
Duration Lead generation	8 weeks	4 weeks
Newsletter placement TextAd	✓ 8 x	✓ 4 x
SocialMedia placement Posting	 4 x	 2 x
Startpage placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
Price on request		



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