

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

# 2021

## MEDIA KIT 2021

**FAHRSCHULE**  
Das Magazin für erfolgreiche Fahrlehrerinnen und Fahrlehrer

Januar 2020 // Ausgabe 1 // [www.fahrschule-online.de](http://www.fahrschule-online.de) // [www.fahrlehrerverbaende.de](http://www.fahrlehrerverbaende.de) // ISSN 2014-6838 // 2750 **BVF** 10,90 Euro

Von Fahrlehrergesetz bis Mindestlohn: Das ändert sich 2020  
Versprechen reichlich Fahrspaß: Neue Motorrad-Modelle  
Fahrerlaubnisrecht: Die interessantesten Fälle aus 2019

**SHELL-JUGENDSTUDIE**  
**DAS BEWEGT JUNGE MENSCHEN HEUTE**



The magazine for  
successful driving instructors  
[www.fahrschule-online.de](http://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 this has been going on for 70 years now.

This includes the numerous legal changes affecting the education of learner drivers, new lesson 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, the FAHRSCHULE News App 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.

Thomas Cyganek  
Editor-in-Chief FAHRSCHULE

**Frequency of publication:** monthly

**Year of publication:** 72<sup>nd</sup> year 2021

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

**ISSN:** 0014-6838

**Subscription cost:** Annual subscription  
 Inland: € 115.00 incl. packing/posting plus statutory VAT.  
 European countries: € 127.00 incl. packing/posting plus statutory VAT.  
 Single copy: € 10.90 incl. packing/posting plus statutory VAT.

**Publishing house:** Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
 Aschauer Straße 30, 81549 Munich, Germany  
 Phone: +49 89 203043-0, Fax: +49 89 203043-2398  
 E-mail: anzeigen-vhv@springernature.com  
 vhv.mediacentrum.de

**Editor:** Editor-in-Chief: Thomas Cyganek  
 thomas.cyganek@springernature.com

**Advertisements:** Head of Sales Springer Fachmedien München: Andrea Volz  
 E-mail: andrea.volz@springernature.com

Teamleader Sales FAHRSCHULE: Stephan Bauer  
 E-mail: stephan.bauer@springernature.com

**Distribution:** Subscription Service, Verlag Heinrich Vogel  
 Phone: +49 89 203043-1100  
 E-mail: vertreibsservice@springernature.com

#### Circulation analysis\*:

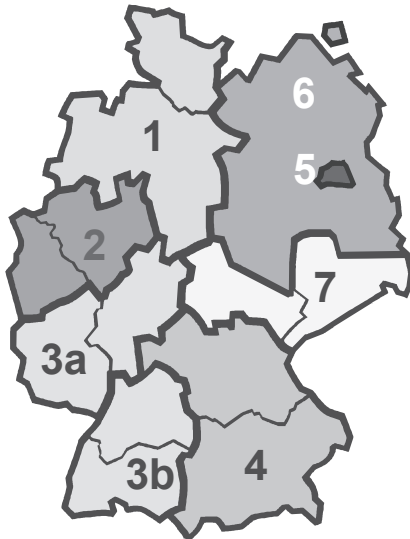
Circulation:	Average number of copies per issue in the first quarter of 2020	
<b>Print run:</b>	13,000	
<b>Actual distributed circulation (ADC):</b>	12,808	therefrom abroad: 18
<b>Sold copies:</b>	12,139	therefrom abroad: 16
▪ Subscription copies:	12,121	therefrom member copies: 10,894
▪ Sale by retail:	–	
▪ Other sales:	17	
<b>Complimentary copies:</b>	668	
<b>Reminder, archive and records copies:</b>	192	

#### Geographical distribution analysis:

Economic area	Share of actual distributed circulation %	
Inland	99.9	12,790
Foreign Countries	0.1	18
<b>Actual distributed circulation (ADC):</b>	<b>100.0</b>	<b>12,808</b>

\*Publisher's information

### Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	2,746
2	3,076
3 a	1,745
3 b	1,256
4	2,093
5	363
6	799
7	712
<b>total</b>	<b>12,790</b>

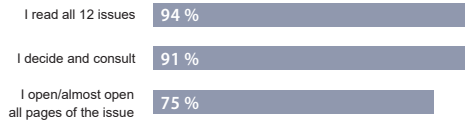
### Industries/economic sectors/business types<sup>1)</sup>:

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	11,510
	– Owners of driving schools	68	8,700
	– Employed driving instructors	11	1,410
	– Independent driving instructors	9	1,150
	– Accredited experts, assessors	2	260
45	Motor vehicle trading; vehicle repair and maintenance	2	260
91.1	Business, employers' and professional organisations	2	260
75.1	Public administration (ministries, district offices, association for technical inspection)	2	260
–	Other	3	380
–	No information	1	130
	Rounding difference		-10
	Actual distributed circulation in Germany:	100.0	12,790
	Foreign Countries (unlevied):		18
	<b>Tatsächlich verbreitete Auflage In- und Ausland:</b>		<b>12,808</b>

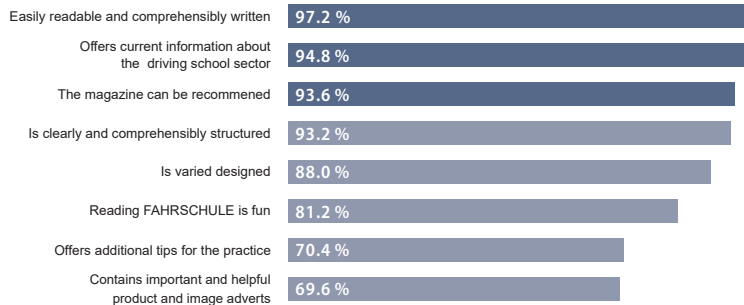
### Readership Structure Analysis:

It achieves a reach of over 12,121\* subscribers and an average of 2.2 readers per issue.

The magazine FAHRSCHULE is regularly and intensively read –  
The page contact chance rate is 92%.

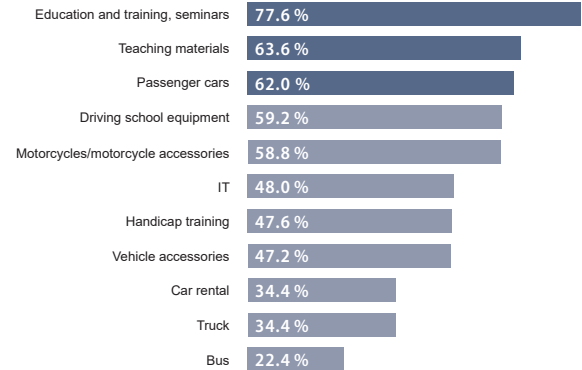


### The readers rate FAHRSCHULE with top marks



Basis: 250 respondents

### Interests on advertising topics in FAHRSCHULE



Basis: 250 respondents

# 69.6 %

of the recipients are of the opinion that FAHRSCHULE contains important and helpful product and image adverts.

TOPICS		FAIRS
<b>ISSUE 1</b> <b>DA: 27.11.20</b> <b>CD: 09.12.20</b> <b>PD: 07.01.21</b>	Motorcycle training: New models, more safety, innovative technology Driving school facilities/shop window dressing	
<b>ISSUE 2</b> <b>DA: 23.12.20</b> <b>CD: 15.01.21</b> <b>PD: 04.02.21</b>	Alternative gears/e-mobility Current drive report/vehicle tests	<b>IMOT</b> , Munich, 19.02.-21.02.2021
<b>ISSUE 3</b> <b>DA: 01.02.21</b> <b>CD: 11.02.21</b> <b>PD: 04.03.21</b>	Conditions and services of motorcycle manufacturers Load securing	
<b>ISSUE 4</b> <b>DA: 03.03.21</b> <b>CD: 15.03.21</b> <b>PD: 01.04.21</b>	Handicap training Current drive report/vehicle tests	
<b>ISSUE 5</b> <b>DA: 06.04.21</b> <b>CD: 19.04.21</b> <b>PD: 06.05.21</b>	Cashless payment	
<b>ISSUE 6</b> <b>DA: 03.05.21</b> <b>CD: 14.05.21</b> <b>PD: 04.06.21</b>	Trucks for driving instruction Current drive report/vehicle tests	
<b>ISSUE 7</b> <b>DA: 01.06.21</b> <b>CD: 14.06.21</b> <b>PD: 01.07.21</b>	Trailers for class BE training	

TOPICS		FAIRS
<b>ISSUE 8</b> <b>DA: 07.07.21</b> <b>CD: 19.07.21</b> <b>PD: 05.08.21</b>	Conditions and services of car manufacturers Current drive report/vehicle tests	
<b>ISSUE 9</b> <b>DA: 04.08.21</b> <b>CD: 16.08.21</b> <b>PD: 02.09.21</b>	Preview German Driving Instructors' Congress Preview REHACARE Alternative gears/e-mobility	<b>IAA Passenger Cars</b> , Munich, 07.09.-12.09.2021 <b>automechanika (Tyres and Wheels)</b> , Frankfurt, 14.09.-18.09.2021 <b>REHACARE International</b> , Düsseldorf, 06.10.-09.10.2021
<b>ISSUE 10</b> <b>DA: 07.09.21</b> <b>CD: 20.09.21</b> <b>PD: 07.10.21</b>	Motorcycle accessories Current drive report/vehicle tests	<b>Symposium Fahrer.Weiter.Bilden – Berufskraftfahrerqualifikation im digitalen Zeitalter</b> (Driver.Further.Education – Professional Driver Qualification in Digital Age), Autumn 2021
<b>ISSUE 11</b> <b>DA: 05.10.21</b> <b>CD: 15.10.21</b> <b>PD: 04.11.21</b>	Trailers for class BE training Trucks for driving instruction  <b>Congress guide</b> <b>Annual calendar</b>	<b>German Driving Instructors' Congress</b> , Berlin, 11.11.-12.11.2021
<b>ISSUE 12</b> <b>DA: 02.11.21</b> <b>CD: 15.11.21</b> <b>PD: 02.12.21</b>	Review German Driving Instructors' Congress Refuelling in driving schools: fuel cards, apps and co. Current drive report/vehicle tests  <b>Fahrschulpartner 2022 (Driving School Partners)</b>	
<b>ISSUE 1/22</b> <b>DA: 30.11.21</b> <b>CD: 10.12.21</b> <b>PD: 07.01.22</b>	Motorcycle training: New models, more safety, innovative technology	

This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

### Formats

#### Main magazine

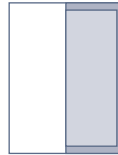
Type area (width x height)  
Bleed size (width x height)



**Front cover**  
–  
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)  
Bleed size (width x height)

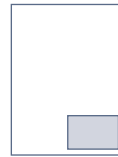
**1/4 page bloc**  
85 x 117 mm  
–



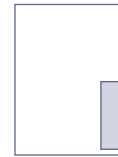
**1/4 page upright**  
40 x 236 mm  
56 x 279 mm\*



**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  
–

\* + 3 mm trim on all outer edges



### Circulation in average in the first quarter of 2020:

Print run:	13,000 copies
Actual distributed circulation:	12,808 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, 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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Advertisement types and prices:

Format	4-colours, in €
Front cover	9,950.00
2./3./4. cover page	8,530.00
1/1 page	7,280.00
1/2 page	3,940.00
1/3 page	2,775.00
1/4 page	2,220.00
1/8 page	1,285.00

### Preferential placements:

Binding placement instructions	790.00
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### Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 5.88
Agency price:	each mm (1-column, 43 mm wide, coloured)	€ 7.53
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 5.00
Direct price:	each mm (1-column, 43 mm wide, coloured)	€ 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)

### 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. Front covers are not subject to discounts.

### 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:

UniCreditBank AG, 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](http://vhv.mediacentrum.de).

## Loose Insert



### Special feature:

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

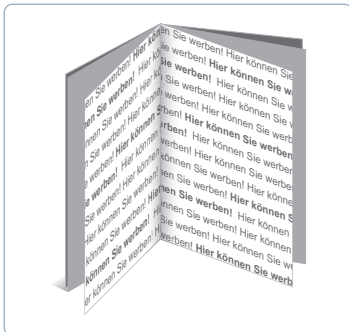
### Format:

- Max. 203 mm width x 275 mm height

### Price: (not discountable)

- Up to 25 g total weight per thou. € 330.00
- Up to 50 g total weight per thou. € 540.00
- Per further 5 g total weight per thou. € 35.00

## Inbound Insert



### Special feature:

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

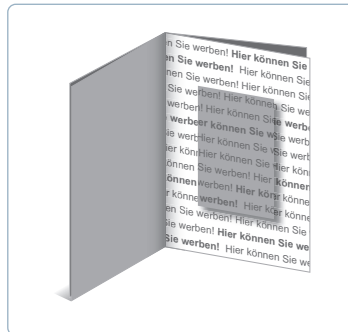
### Format:

- 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
- Trim: gutter 0 mm
- Trim: gutter and all outer edges 4 mm

### Price: (not discountable)

- 2 pages: € 5,025.00
- 4 pages: € 10,050.00
- 6 pages: € 15,075.00

## Adhesive Adverts



### Special feature:

- 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: (not discountable)

- Booklets/postcards per thou. € 152.00
- Other prospects/samples on request

We offer many more types of advert specials - we'll be happy to advise you!

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

**Delivery address for loose and inbound inserts:**

Loose 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 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 colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Colour application should not exceed 300 percent. 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  
Weißenfelder Straße 84  
04229 Leipzig, Germany  
Phone: +49 341/355 356-145

**Proofs directly to:**

Springer Fachmedien München  
Anzeigendisposition  
Aschauer Straße 30  
81549 Munich, Germany

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

# FAHRSCHULE 2022

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

Abonnieren Sie unseren kostenlosen Newsletter! [www.fahrschule-online.de/Newsletter](http://www.fahrschule-online.de/Newsletter)

### Wall Calendar 2022

Feature your business with an advert on the 2022 FAHRSCHULE wall calendar, and stay visible to your customers all year round!

**Publishing date:** Supplement in FAHRSCHULE 11/2021 from November 4<sup>th</sup>, 2021

**Deadline:** Sept 22<sup>th</sup>, 2021  
**Closing Date Printing Material:** Sept 30<sup>th</sup>, 2021  
**Format:** 800 x 540 mm  
**Circulation:** ca. 13,000 copies

**Prices on request**

### “Fahrschulpartner 2022” (Driving School Partners)– The sector overview of FAHRSCHULE

Published every two years as a special supplement in FAHRSCHULE magazine, this reference source offers its readers a comprehensive overview of products and services that driving instructors need for their everyday work, and provides key information for upcoming purchase decisions.

It gives you the opportunity to showcase your business to driving instructors throughout Germany with a strong and informative **company portrait**. Alongside giving contact details, you can comprehensively present your products and services to our readers. Take the chance to be a constant presence among your target group all year round.

Your profile will also appear as detailed **premium online content** in the “Fahrschulpartner” section of [www.fahrschule-online.de](http://www.fahrschule-online.de), with an integrated contact form and optimised search function.



### Present yourself with an extensive and individual company portrait!

**Magazine format:** 203 mm wide x 277 mm high  
**Publication date:** as a supplement in FAHRSCHULE issue 11 from Dec 2<sup>nd</sup>, 2021

#### Deadlines portraits:

- Advertisement deadline portraits: Sept 15<sup>th</sup>, 2021
- Deadline printing materials portraits: Oct 29<sup>th</sup>, 2021

#### Formats and prices: (not discountable)

- 1/2 page portrait: € 1,150.00 (incl. online-entry)
- 1/1 page portrait: € 2,080.00 (incl. online-entry)

### Use the opportunity to place an display advert in Fahrschulpartner!

#### Deadlines display adverts:

- Advertisement deadline display adverts: Sept 15<sup>th</sup>, 2021
- Deadline printing materials display adverts: Oct 29<sup>th</sup>, 2021

#### Formats and prices:

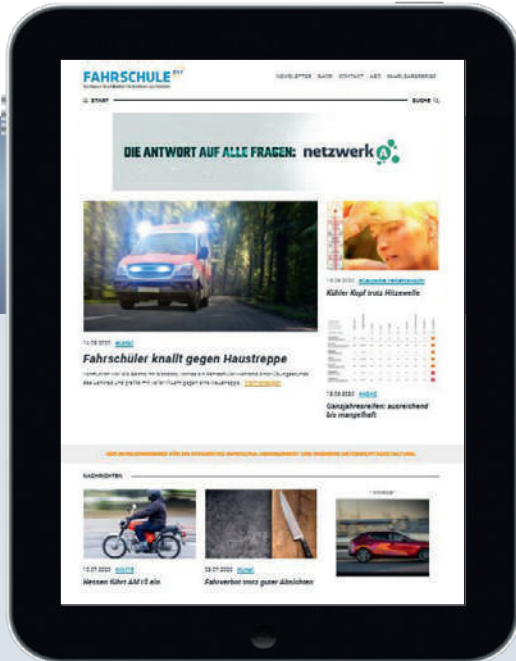
- |                      |                            |            |
|----------------------|----------------------------|------------|
| Cover page:          | 203 mm wide x 277 mm high* | € 8,530.00 |
| 1/1 page:            | 203 mm wide x 277 mm high* | € 7,280.00 |
| 1/2 page upright:    | 99 mm wide x 277 mm high*  | € 3,940.00 |
| 1/2 page horizontal: | 203 mm wide x 136 mm high* | € 3,940.00 |
| 1/3 page upright:    | 69 mm wide x 277 mm high*  | € 2,775.00 |
| 1/3 page horizontal: | 203 mm wide x 93 mm high*  | € 2,775.00 |

\* + 3 mm trim on all outer edges

# 2021

## MEDIA KIT 2021

Online ad types and prices  
[www.fahrschule-online.de](http://www.fahrschule-online.de)



### Standard ad types:

On our **responsive website** [www.fahrschule-online.de](http://www.fahrschule-online.de) you can reach your target group everywhere: Mobile. On a workstation computer. And relaxed on your tablet PC.

Visits: 32,964 (August 2020)  
Page Impressions: 62,316 (August 2020)



**Medium Rectangle**  
Size: 300 x 250 px  
CPM\*: € 95.00



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



**Skyscraper**  
Size: 160 x 600 px  
CPM\*: € 95.00



**Superbanner**  
Size: 728 x 90 px  
CPM\*: € 95.00



**Billboard**  
Size: 950 x 250 px  
CPM\*: € 150.00



**Layer and Medium Rectangle  
Reminder**  
Size: 400 x 400 px  
300 x 250 px  
CPM\*: € 150.00

## Newsletter:

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

Newsletter subscribers: 3,023 (August 2020)



- ① **Cross/Full-Size Banner**  
Size: 650 x 150 px  
Fixed price: € 265.00
- ② **Medium Rectangle**  
starting with the 2<sup>nd</sup> position  
Size: 300 x 250 px  
Fixed price: € 265.00
- ③ **Text Ad**  
starting with the 2<sup>nd</sup> position  
Size: 650 x 366 px  
Fixed price: € 265.00

For technical specifications, please see page 18.

## Online Advertorial:

The online advertorial, marked as an advert, appears among the current news on the portal of fahrerschule-online.de.

For this purpose, please send us an image (620 x 338 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 must not contain text. Important image details should be placed centrally.

## Price on request





**Technical specifications: Standard ad types**

- File formats: gif, jpg, html5  
For html-files a clicktag is necessary. (Clicktag specifications on request).
- 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 Ad**

- Image: 650 x 366 px (static gif-/jpg-Datei, max. 120 KB)
- Headline: max. 50 characters incl. all blanks
- Running text: max. 200 characters incl. all blanks
- 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:**

UniCreditBank AG, 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](http://vhv.mediacentrum.de).

**Podcast – special digital format for exclusive audio promotion****Profile:**

Aiming to reach your potential customers by audio rather than visually? No problem. The optional FAHRSCHULE podcast will enable you to focus your target group's attention on your product or service in an unusual format. Your exclusive audio promotion message will arouse the curiosity of driving school operators and instructors alike. Three formats are available.

**Formats:****1. Podcast spot**

We record your audio message as a podcast spot by a professional speaker. The spot can be 30, 45 or 60 seconds long and will be displayed after an intro.

**2. Native spot**

Our speaker reports in his own style and format about your product and explains its advantages.

**3. Hybride**

You write the text for our podcasters that should be told.

**Price on request**

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**Whitepaper – special digital format for enhanced reach and lead generation****Profile:**

Whitepapers are offered for download from our magazine portals in PDF format. A whitepaper provides the reader with exclusive background information, the latest survey results and targeted hints and tips for example. The more attractive the content, the greater the incentive will be for users to download the whitepaper and thereby provide an e-mail address or other contact details. The leads generated can then be passed on to the client where appropriate. (Note: The EU's General Data Protection Regulation (GDPR) imposes strict rules in this regard. We will be glad to check and clarify the forwarding of leads with you in specific cases.) Publishing a whitepaper in a native advertising style will sharpen your profile as an industry player, and set you apart from your competitors as a trend-setter.

**Execution and services provided:**

- Customised page plan, usually six to eight sections
- Text and layout including functional PDF
- The PDF can be navigated in a similar way to a web page.
- A grey tag indicates the publication as a promotion.
- All from a single source - we will handle all the agency work for you.
- The hosting, contact form and download facility are all provided on the magazine portal
- Double opt-in user consent

**Promotional support - accompanying media backup by:**

- Promotion in the FAHRSCHULE newsletter
- Banner campaigns
- Text box on the www.fahrschule-online.de homepage
- The FAHRSCHULE App
- Promotion in the FAHRSCHULE magazine

**Price on request**© ANCADYSTOCK.ADOBE.COM  
© LAURASTOCK.ADOBE.COM

# 2021

## MEDIA KIT 2021

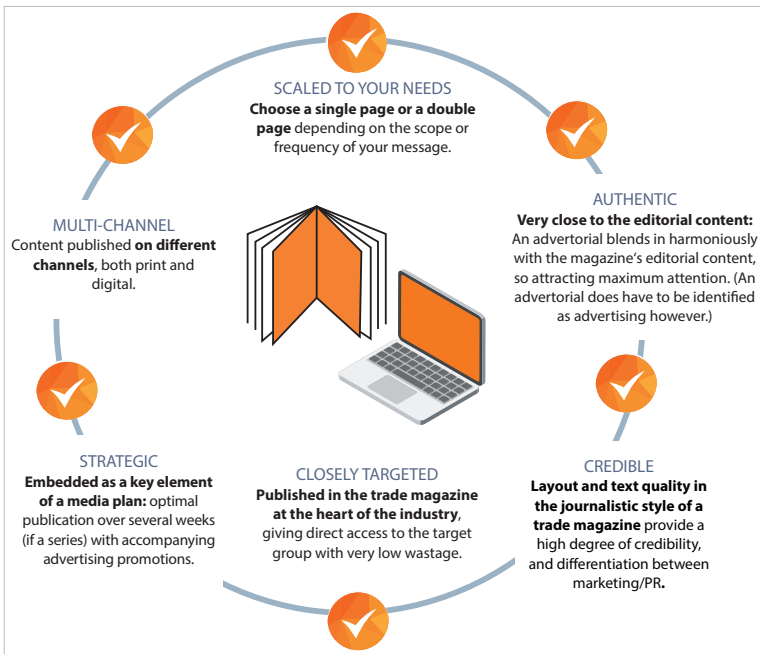


Package Offers  
Special Ad Types



### 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 accompanying publication of the content as a digital advertorial on the trade magazine portal.



### One format, all the possibilities:

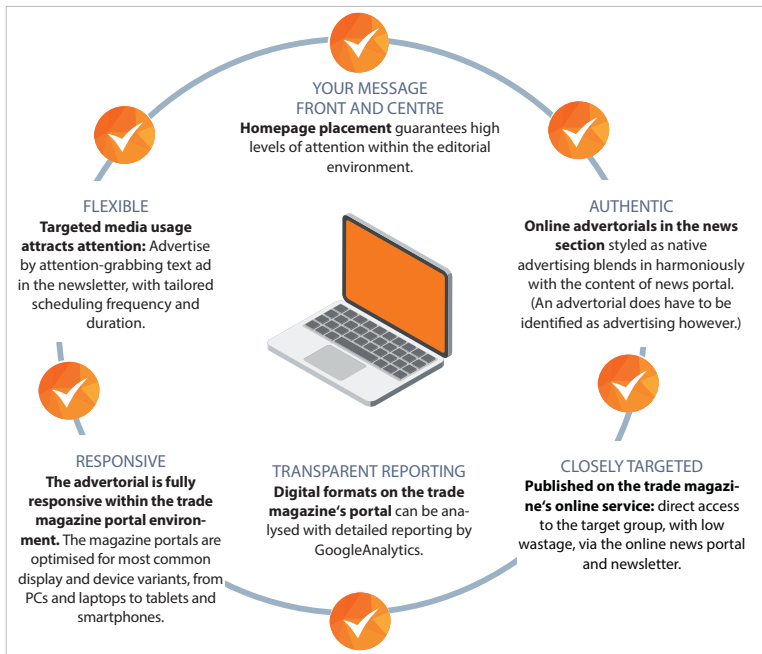
In addition to your advertorial, choose your preference package of advertising means.

Advertising means	Media packages		
	ULTIMATE Print & Online	PREMIUM Print & Online	BASIC+ Print
Publication magazine <b>PRINT</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as <b>Online-Advertorial</b>	📖 1 week	📖 1 week	
Newsletter-placement <b>TextAd</b>	📖 3 x	📖 2 x	
2 resp. 4 pages digital print <b>Special print</b>	✓ 1.000 copies		
	1/2 € 6,800 1/1 € 10,500 2/1 € 16,100	1/2 € 6,160 1/1 € 9,100 2/1 € 15,450	1/2 € 3,780 1/1 € 7,800 2/1 € 13,175



### 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.



### One format, all the possibilities:

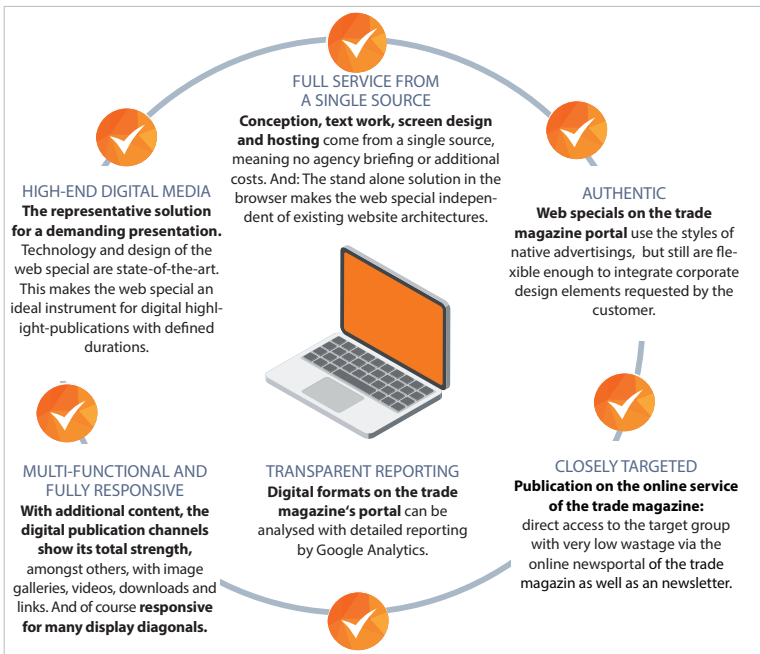
In addition to your online advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Homepage placement <b>Startpage</b>	✔ 7 days	✔ 7 days	✔ 7 days
Newsletter placement <b>TextAd</b>	✔ 5 x	✔ 4 x	✔ 1 x
SocialMedia placement <b>Posting</b>	✔ 3 x	✔ 2 x	✔ 1 x
Browser-Platzierung <b>CleverPush</b>	✔ 2 x	✔ 1 x	
Banner placement <b>Rectangle</b>	✔ 30' PI	✔ 20' PI	
SocialMedia ad service <b>Promotion</b>	✔ 1,000		
	€ 9,990	€ 6,090	€ 2,780



### 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.



### One format, all the possibilities:

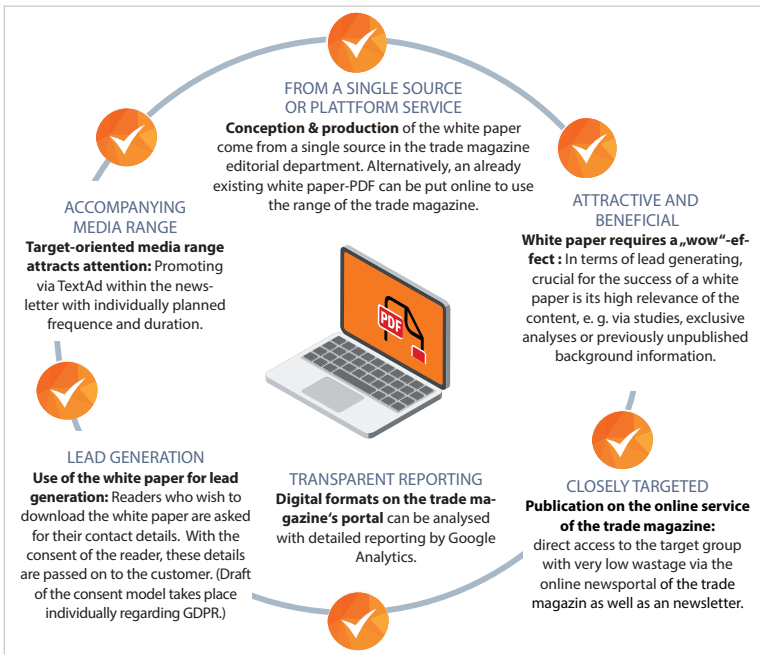
In addition to your web special, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Expert editorial Text + layout <b>Full service</b>	✔ Full service	✔ Full service	✔ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	8 x	6 x	6 x
SociaMedia placement <b>Posting</b>	4 x	2 x	
Portal placement <b>Banner</b>	✔ 100' PI		
	€ 34,500	€ 29,900	€ 16,500

### 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.



### One format, all the possibilities:

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

Media packages		
Advertising means	ULTIMATE	BASIC+
Expert editorial Text + layout <b>Full service</b>	✔ Full service	Customer delivers PDF
<b>Lead generation</b>	8 weeks duration	4 weeks duration
Newsletter placement <b>TextAd</b>	✔ 8 x	✔ 4 x
SocialMedia placement <b>Posting</b>	4 x	2 x
Startpage placement <b>Banner</b>	100' PI	50' PI
Clever Push <b>Notification</b>	✔ 1 x	✔ 1 x
<b>Prices on request</b>		

## We'll be happy to advise you!



**Andrea Volz**  
Head of Sales  
Springer Fachmedien München

[andrea.volz@springernature.com](mailto:andrea.volz@springernature.com)  
Phone +49 89 203043-2124  
Fax +49 89 203043-2398



**Stephan Bauer**  
Teamleader Sales  
FAHRSCHULE

[stephan.bauer@springernature.com](mailto:stephan.bauer@springernature.com)  
Phone +49 89 203043-2107  
Fax +49 89 203043-2398



**Florian Merz**  
Account Manager

[florian.merz@springernature.com](mailto:florian.merz@springernature.com)  
Phone +49 89 203043-2702  
Fax +49 89 203043-2398



**Eva Loibl**  
Advertising Service Print

[anzeigen.fahrschule@springernature.com](mailto:anzeigen.fahrschule@springernature.com)  
Phone +49 89 203043-2375  
Fax +49 89 203043-2100



**Amelie Becker**  
Advertising Service Online

[amelie.becker@springernature.com](mailto:amelie.becker@springernature.com)  
Phone +49 89 203043-2511  
Fax +49 89 203043-2100