



Member of
Logistics Alliance Germany



Hallo,
Zukunft!

BEST
AZUBI

LOGISTIK
MASTERS
Logisch zum Erfolg

Spedition, Transport, Logistik

2021

MEDIA KIT 2021

VerkehrsRundschau - news and information for the haulage, transport and logistics sector.

www.verkehrsrundschau.de



26. Juni 2020 Verlag Heinrich Vogel ISSN 0341-2148 B 6924

26/2020

verkehrs RUNDschau

Wochenmagazin für Spedition, Transport und Logistik

Rubrikanzeigen finden Sie ab Seite 46

Wer profitiert vom Konjunkturpaket?

Umsatzsteuererleichterung und Überbrückungshilfen: Darauf müssen Unternehmen achten Seite 32

22 FRAGE DES QUARTALS

Die Exkurse-Umfrage der VerkehrsRundschau zeigt, wie hoch die Verluste durch die Corona-Krise bei den Logistikdienstleistern sind

38 ACTROS 1836

Das 625 PS starke Top-Modell aus dem Haus Mercedes-Benz strahlt vor Kraft, zeigt sich im Profit-Test aber trotzdem bescheiden

www.verkehrsrundschau.de

VerkehrsRundschau – Tradition. Modern. Reader-Oriented.

The first VerkehrsRundschau was published on October 1st, 1946, with the aim of providing the transport and logistics industry with all the latest news and information. The aim has remained the same to this day. VerkehrsRundschau is THE specialist magazine for haulage, transport and logistics.

From its beginnings as a purely print-based magazine, VerkehrsRundschau has grown into a multimedia, multi-channel resource delivering topical, critical, practical and user-oriented features. The print edition lands promptly on subscribers' desks every other Friday, and in-between news reports, a newsletter and social media channels supply the target readership with up-to-the-minute expert information. Regular webinars on topical subjects relating to the transport and logistics sector round off our portfolio.

Managerial and specialist staff at transport companies and across the fields of industry and commerce appreciate our exclusive and independent reporting, as well as the wide range of features on our digital platform VerkehrsRundschau plus (VR plus), including our newsletter. Its professional collaboration with industry associations, policy-makers and other important organisations on the one hand, and its highly prized independence on the other, make VerkehrsRundschau the ideal platform for knowledge transfer at the highest level.

VerkehrsRundschau readers are owners, CEOs 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).

VerkehrsRundschau – „Plus“

VerkehrsRundschau offers the subscribers an attractive, broad-ranging online facility which greatly aids day-to-day working and covers the interests of entrepreneurs, dispatchers and drivers.

The offering includes e-learning courses and online tutorials on subjects such as the digital tachograph, load securing, accident prevention and safety, temperature-controlled transport, exchange traffic and driving and rest periods. 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. Amongst other things, entrepreneurs receive information on current funding programmes, the disposition gladly uses the European Driving Ban Calendar as well as the various country information.

The range is supplemented with up-to-date blogs from renowned experts on social legislation or load securing and with webinars on topics like telematics, German Freight Forwarders Standard Terms and Conditions (ADSp) or the list of deadly sins – not forgetting training videos on truck inspections, General Data Protection Regulation (GDPR) or driving and rest periods.

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 other colleagues.

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 magazine. In the case of the VerkehrsRundschau, this is the initiative “Hallo, Zukunft!” (Hello, Future) and the active involvement in “PROFI” - both currently under the patronage of Andreas Scheuer, Federal Minister for Transport and Infrastructure - with the goal of raising enthusiasm among young talent for training professions in the transport and logistics industry.

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 – also increased in the area of alternative drives and logistics contents – and practice reports with numerous best practice reports.

To acknowledge the numerous innovations, the VerkehrsRundschau awards, among others, “Green Truck”, “Green Van” as well as “Green Innovation” and honors especially environmentally friendly technology. In addition, the magazine gives VR-Awards in the categories apprenticeship, digitisation as well as initial and further training to especially innovative companies of the transport and logistics industry.

Last but not least the sector guide par excellence: 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. We'll be happy to advise you on the design.

And 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 – Always informed

Magazine profile:



The VerkehrsRundschau is one of the most important magazines for haulage, transport and logistics. Every other Friday, VerkehrsRundschau reports in its print-issue about logistics, transport industry, politics, legislation and taxes, management, markets, enterprises, IT and communication, as well as warehousing and handling.

In addition, periodical specials are published focusing on particularly relevant topics such as funding programmes. 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 industry specials (e.g. Who is Who Logistics)
- Reach of BWVL-members with every issue
- Reach of the Association for Technical Inspection South (TÜV Süd), commercial vehicles sector

Who are the readers of VerkehrsRundschau?

- Owners, CEOs, executive staff 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 - e.g. through the contests „Best Azubi“ (Best Apprentice) for apprentices and „Logistics Masters“ for logistics students



Frequency of publication: 25 issues per year

Year of publication: 75th year 2021

Web address (URL): www.verkehrsrundschau.de

ISSN: 0341-2148

Subscription cost: Annual subscription
Inland: € 327.60 incl. packing/posting plus statutory VAT.
European countries: € 371.60 incl. packing/posting plus statutory VAT.
Single copy: € 10.90 incl. packing/posting plus statutory VAT.

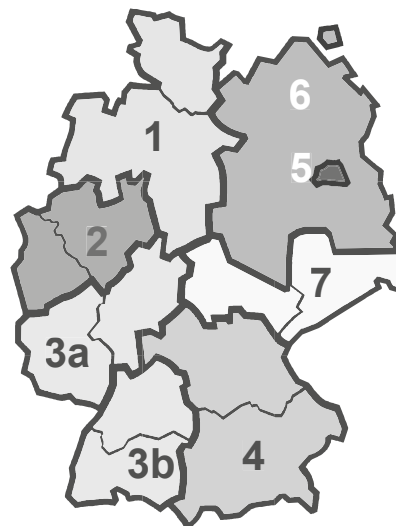
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Distribution by Nielsen areas



Nielsen area	Total circulation in Germany
1	2,354
2	2,762
3 a	1,912
3 b	3,679
4	5,889
5	258
6	768
7	1,368
total	18,990

Circulation monitoring*:

Circulation:	Average number of copies per issue in the first quarter of 2020		
Print run:	15,000		
Actual distributed circulation (ADC) (incl. e-paper):	19,133	therefrom abroad:	143
Sold copies:	11,305	therefrom abroad:	120
therefrom e-paper:	4,258		
▪ Subscription copies:	4,358	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	6,947		
Complimentary copies:	7,828		
Reminder, archive and records copies:	125		

Geographical distribution analysis:

Economic area	Share of actual distributed circulation copies	
	%	
Inland	99.3	18,990
Foreign Countries	0.7	143
Actual distributed circulation (ADC):	100.0	19,133

Industries/economic sectors/business types¹⁾:

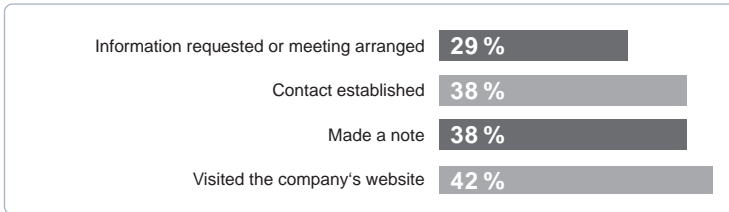
Dept./ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Share of ADC in %	Projection (approx.)
H	Logistics service providers (carriers, hauliers, handling operators)	57	10,820
C	Industrial companies	10	1,900
G	Trade (incl. automobile trade)	13	2,470
84.1, 94.1	Authorities, associations, professional organisations	3	570
85.59.2	Providers of initial and further training	1	190
M	Other service providers, others	16	3,040
	Rounding difference		3
	Actual distributed circulation in Germany:	100	18,990
	Foreign Countries (unlevied):		143
	Actual distributed circulation (ADC):		19,133

* Publisher's Information

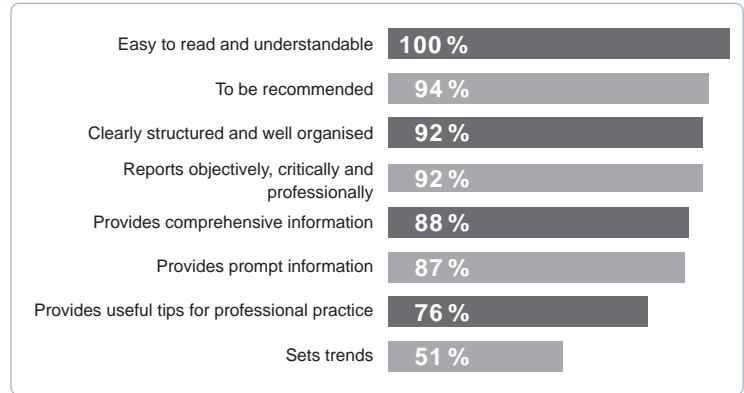
Readership Structure Analysis:

- 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 50,000 readers*).


Responses to adverts



Readers rate VerkehrsRundschau as positive and convincing



* Number of readers x distributed circulation VerkehrsRundschau in average first quarter 2020

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
ISSUE 1 TÜV-Issue 1 DA: 09.12.20 PM: 15.12.20 PD: 15.01.21	Renting/Buying Tipper/Construction vehicles	Insurances Looking ahead into the new year		Digital Trade Conference Lithium Batteries, 25.01.-28.01.2021 
ISSUE 2 TÜV-Issue 2 DA: 21.12.20 PM: 05.01.21 PD: 29.01.21	Alternative drives Digital tachograph eLearning	Combined transport General cargo logistics Subsidies	Country-Special (Austria)	SMM, Hamburg, 02.02.-05.02.2021 (digital)
ISSUE 3 TÜV-Issue 3 DA: 15.01.21 PM: 21.01.21 PD: 12.02.21	Temperature-controlled transports Refrigerated vehicles and cooling units	Food logistics Cool chain logistics Price calculation		
ISSUE 4 DA: 28.01.21 PM: 03.02.21 PD: 26.02.21	Load carriers	Tender platforms/freight exchange Career (further training within the own company and by external providers)		Z-Internationale Zuliefermesse (Suppliers Fair), Leipzig, 02.03.-05.03.2021 (digital)
ISSUE 5 TÜV-Issue 4 DA: 11.02.21 PM: 19.02.21 PD: 12.03.21	Vehicle fleet Long trucks	Trade Logistics/E-commerce Cost management	Telematics-Special I	
ISSUE 6 DA: 01.03.21 PM: 05.03.21 PD: 26.03.21	Spring care Container/Chassis	Liquidity/Payment transactions/ Invoices/Factoring	Lithium Batteries- Special Driving ban calendar	

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

	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
ISSUE 7 TÜV-Issue 5 DA: 11.03.21 PM: 17.03.21 PD: 09.04.21	Low-loaders Industrial trucks/In-house handling	Digitisation in logistics Rail cargo Inland navigation		Hanover Fair , 12.04.-16.04.2021 (digital) CeMAT , Hanover, 12.04.-16.04.2021(digital) Day of the Logistics - BVL , 12.04.2021
ISSUE 8 TÜV-Issue 6 DA: 24.03.21 PM: 30.03.21 PD: 23.04.21	Preview digital transport logistic event Vans Load securing Loading cranes	Logistics properties Banks and financing Networks	CEP-Special I	Digital transport logistic event , Munich, 04.05.-07.05.2021
ISSUE 9 DA: 09.04.21 PM: 16.04.21 PD: 07.05.21	Renting/Leasing/Second-hand buying	Initial and further training Urban logistics		Fruit Logistica , Berlin, 18.05.-20.05.2021 SITL , Paris, 18.05.-20.05.2021 Swisstec , Basel, 18.05.-21.05.2021 Logistics & Distribution , Dortmund, 19.05.-20.05.2021
ISSUE 10 TÜV-Issue 7 DA: 23.04.21 PM: 29.04.21 PD: 21.05.21	Report digital transport logistic event Alternative drives Fuel cards (market overview)	Seaport hinterland traffic Temperature-controlled transports incl. pharmaceutical logistics	Workshop-Special	Autopromotec , Bologna, 26.05.-29.05.2021
ISSUE 11 TÜV-Issue 8 DA: 05.05.21 PM: 11.05.21 PD: 04.06.21	Preview Tire Technology Assistance systems Weight-optimised tractors and trailer; integrated weighing systems	Follow-up report Fruit Logistica Contract logistics Forwarding software Insurances	Intralogistics-Special I Driving Ban Calendar	Tire Technology Expo , Hanover, 08.06.-10.06.2021 Transport Complet , Gorinchem, 15.06.-17.06.2021

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 12 DA: 20.05.21 PM: 27.05.21 PD: 18.06.21	Verkehrsrundschau Gala Winners of the Image-Rankings 2021		
ISSUE 13 TÜV-Issue 9 DA: 07.06.21 PM: 11.06.21 PD: 02.07.21	Mega trailers Trailers for steel, paper and coil transport	Automobile logistics (e-mobility) Alternative logistics (relay and trailer swaps traffic, loading combinations, logistics with alternative transport modes)	Truck-Grand-Prix , Nürburgring, 16.07.-18.07.2021
ISSUE 14 TÜV-Issue 10 DA: 21.06.21 PM: 25.06.21 PD: 16.07.21	Loading cranes Wheels and tyres	Digitisation in logistics Green logistics	
ISSUE 15 DA: 05.07.21 PM: 09.07.21 PD: 30.07.21	Vehicle components (axles, brakes, roofs, portals, support legs, tail lifts)	E-commerce Combined transport Contract logistics/specialisation	Factoring-Special
ISSUE 16 DA: 19.07.21 PM: 23.07.21 PD: 13.08.21	CEP-vehicles Industry solutions in the van sector	Subsidies Urban logistics	
ISSUE 17 TÜV-Issue 11 DA: 02.08.21 PM: 06.08.21 PD: 27.08.21	Tank and silo vehicles Lift trucks/Forklifts Alternative drives	Hazardous goods logistics Cyber security	Port-Special IFBA Towing & Recovery , Kassel, 02.09.-04.09.2021 IAA Pkw (Cars) , Munich, 07.09.-12.09.2021

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS		FAIRS
ISSUE 18 DA: 16.08.21 PM: 20.08.21 PD: 10.09.21	Preview NUFAM Recycling and municipal vehicles Disposal incl. push floor Switching insurances	Freight exchange Blockchain in logistics	Parliamentary election Driving Ban Calender	Platformers' Days , Karlsruhe, 10.09.-11.09.2021 automechanika , Frankfurt, 14.09.-18.09.2021 HUSUM Wind , 14.09.-17.09.2021 expopharm , Düsseldorf, 22.09.-25.09.2021 FachPack , Nuremberg, 28.09.-30.09.2021 MöLo 2021 , Essen, 29.09.-30.09.2021 NUFAM , Karlsruhe, 30.09.-03.10.2021 drinktec , Munich 04.10-08.10.2021
ISSUE 19 DA: 27.08.21 PM: 02.09.21 PD: 24.09.21	Anniversary issue 75 years VerkehrsRundschau			
ISSUE 20 TÜV-Issue 12 DA: 13.09.21 PM: 17.09.21 PD: 08.10.21	Load securing Alternative drives incl. tyres (VECTO) Miete/Leasing	Load carrier special logistics: spare parts logistics, pharmaceutical logistics, furniture logistics	Logistics-Special	EXPO REAL , Munich, 11.10.-13.10.2021 Deutscher Logistik-Kongress (German Logistics Congress) , Berlin, 20.10.-22.10.2021
ISSUE 21 TÜV-Issue 13 DA: 27.09.21 PM: 01.10.21 PD: 22.10.21	Lubricants/Additives Loading cranes Trailers for coil, steel and paper Washing facilities and vehicle care Beverage vehicles Fork lifts	Follow-up report FachPack Load carrier rail freight traffic Trade logistics	Telematics-Special II	BME-Symposium , Berlin, 10.11.-12.11.2021 Logitrans, Istanbul , 10.11.-12.11.2021 Transport.CH , Bern, 11.11.-14.11.2021
ISSUE 22 DA: 14.10.21 PM: 20.10.21 PD: 12.11.21	Vehicle individualisation/ Vehicle conversion BDF-vehicles/changing systems Fuel cards	Automobile logistics Sea ports Digitisation in logistics	CEP-Special II Annual calender	Solutrans , Lyon, 16.11.-20.11.2021

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	COMMERCIAL VEHICLES & VEHICLE FLEET	LOGISTICS	FAIRS
ISSUE 23 TÜV-Issue 14 DA: 28.10.21 PM: 05.11.21 PD: 26.11.21	Trailer for combined transport	Cost management Inland ports	Intralogistics-Special II
ISSUE 24 DA: 10.11.21 PM: 15.11.21 PD: 10.12.21	Who is Who Logistics 2022 For further information see page 20.		
ISSUE 25 TÜV-Issue 15 DA: 25.11.21 PM: 01.12.21 PD: 22.12.21	Annual review Renting/Leasing Insurances Vans	Banks and financing Pharmaceutical logistics E-commerce	Driving Ban Calender

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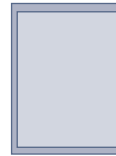
Formats



Front cover**
–
210 x 156 mm*



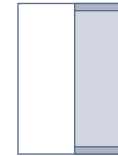
2/1 pages across gutter
388 x 236 mm
420 x 279 mm*



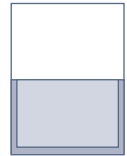
1/1 page
175 x 236 mm
210 x 279 mm*



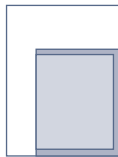
2/3 page horizontal
175 x 156 mm
210 x 178 mm*



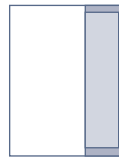
1/2 page upright
85 x 236 mm
101 x 279 mm*



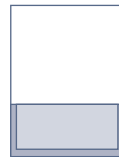
1/2 page horizontal
175 x 117 mm
210 x 137 mm*



Junior page
115 x 178 mm
131 x 198 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*



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)
Bleed size (width x height)

* + 3 mm trim on all outer edges

** Placement address label: from below 4 cm, from left 2 cm; size address label: 8,5 cm x 5 cm

Circulation in average in the first quarter of 2020:

Print run:	15,000 copies
Actual distributed circulation (incl. e-paper):	19,133 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. The creation of artwork will be invoiced.

Ad types and rates:

Format	4-colours in €
2/1 page	14,340.00
Front cover (not discountable)	10,500.00
2/4. cover page	8,410.00
1/1 page	7,170.00
2/3 page	6,000.00
Junior page	3,900.00
1/2 page	3,900.00
1/3 page	3,000.00
1/4 page	2,625.00
1/8 page	1,870.00

Preferential placements:

Binding placement instructions	800.00
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Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 3.82
Agency price:	each mm (1-column, 43 mm wide, coloured)	€ 7.41
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 3.25
Direct price:	each mm (1-column, 43 mm wide, coloured)	€ 6.30
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.10
Box number fee:		€ 13.00

[Here you will find further media information for classified adverts ...](#)

Discounts:

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

Frequency scale		Quantity scale	
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. 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.

Title Promoter



Special feature:

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

Format:

45 mm x 45 mm

(circular and square possible)

Total price:

€ 9,995.00

Island Advert



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

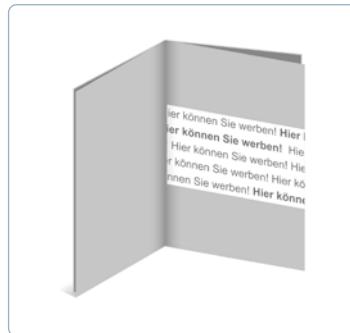
Price:

Format 1: € 1,500.00

Format 2: € 2,100.00

Varying formats on request.

Banderole Advert



Special feature:

- Central placement
- High attention

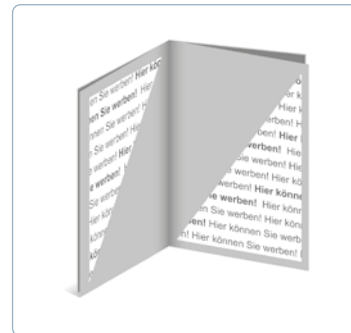
Format:

210 mm width x 98 mm height

Price:

€ 6,990.00

2 x ½ Page Diagonal Version 1*



Special feature:

- Prominent special format with recognition value

Format:

210 mm width x 279 mm height

Price:

€ 9,875.00

* only in coordination with the editorial department

Loose Insert



Special feature:

- Number of inserts available on request
- Adverts of a third party not allowed

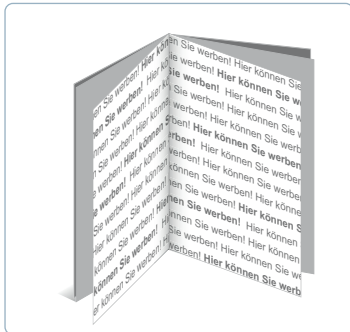
Format:

- Max. 203 mm width x 275 mm height

Price: (not discountable)

- Up to 25 g total weight per thou. € 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



Special feature:

- 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).
- Trim: gutter 3 mm each
- Trim: on all outer edges 4 mm

Price: (not discountable)

- 2 pages: € 4,190.00
- 4 pages: € 8,380.00
- 6 pages: € 12,570.00

Info Poster



Special feature:

- Editorial advert form for processing of manageable content (company presentation, special topics, short guide or events)
- Large-format advert
- Perforation for easy removal
- Prominent placement, directly after the cover

Format:

- 6-page Leporello (1 start page, 2 advert pages and 3 editorial pages) or
- 8-page Leporello (1 start page, 2 advert pages and 4 editorial pages)

Price on request

Flap Cover



Special feature:

- 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
- 4th back cover: 210 mm width x 279 mm height

Price: € 12,560.00

Delivery address for loose and inbound inserts:

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

F & W Mediacenter GmbH
Holzhauser Feld 2
83361 Kienberg, Germany

Delivery note: „VerkehrsRundschau 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 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.

Profile:

VerkehrsRundschau publishes the latest news, information and relevant articles for your readers. 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-within-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.

Prices:

- 1 page company portrait (ca. 2,800 characters incl. blanks): € 2,040.00
- 2 page company portrait (ca. 4,000 - 5,500 characters incl. blanks): € 3,745.00

Planned topic specials 2021:

- VerkehrsRundschau no. 2 from 29.01.2021: Country-Special (Austria)
- VerkehrsRundschau no. 5 from 12.03.2021: Telematics-Special I
- VerkehrsRundschau no. 6 from 26.03.2021: Lithium Batteries-Special
- VerkehrsRundschau no. 8 from 23.04.2021: CEP-Special I
- VerkehrsRundschau no. 10 from 21.05.2021: Workshop-Special
- VerkehrsRundschau no. 11 from 04.06.2021: Intralogistics-Special I
- VerkehrsRundschau no. 15 from 30.07.2021: Factoring-Special
- VerkehrsRundschau no. 17 from 27.08.2021: Ports-Special
- VerkehrsRundschau no. 20 from 08.10.2021: Logistics-Special
- VerkehrsRundschau no. 21 from 22.10.2021: Telematics-Special II
- VerkehrsRundschau no. 22 from 12.11.2021: CEP-Special II
- VerkehrsRundschau no. 23 from 26.11.2021: Intralogistics-Special II



Profile:

The **VerkehrsRundschau Forum** 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 Forum 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 Forum 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 Forum issues 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
- Specimen copies (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 € 26,000 (no agency commission possible)
- Number of pages: for example 12, 16, 20, 24, 28 or 36 pages
- Format: 203 mm width x 275 mm height
- Design: 4-colours



Profile:




For the 19th 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 Logistics“ 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
Publication date: December 10th, 2021

Deadlines portraits:

- Advertisement deadline portraits: October 21st, 2021
- Deadline printing materials portraits: October 26th, 2021

Formats and prices:

- 1/1 page in the magazine € 2,140.00 (incl. online entry with many additional features)
- 2/1 page in the magazine € 4,055.00 (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 10th, 2021
- Deadline printing materials display advert: November 15th, 2021

Formats and prices:

- Cover page 210 mm width x 279 mm height* € 8,410.00
- 1/1 page 210 mm width x 279 mm height* € 7,170.00
- 1/2 page upright 101 mm width x 279 mm height* € 3,900.00
- 1/2 page horizontal 210 mm width x 137 mm height* € 3,900.00

* + 3 mm trim on all outer edges

Advert

690 x 85 mm + 3mm trim

Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember	Januar
1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4
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verkehrs RUNDSCHAU	01.01.2021	02.01.2021	03.01.2021	04.01.2021	05.01.2021	06.01.2021	07.01.2021	08.01.2021	09.01.2021	10.01.2021	11.01.2021	12.01.2021	13.01.2021	14.01.2021	15.01.2021	16.01.2021	17.01.2021	18.01.2021	19.01.2021	20.01.2021	21.01.2021	22.01.2021	23.01.2021	24.01.2021	25.01.2021	26.01.2021	27.01.2021	28.01.2021	29.01.2021	30.01.2021	31.01.2021
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Advert

690 x 85 mm + 3mm trim

Wall Calendar 2022:

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

Publishing date:

Supplement in VerkehrsRundschau 22/2021 from November 12th, 2021

Format:

690 x 485 mm

Prices:

- Each banner: € 4,000.00
- Exclusive booking: € 7,000.00 (booking of both banners)

2022

www.verkehrsrundschau.de

Advert

690 x 118 mm (+ 3 mm trim on all outer edges)

Advert

690 x 118 mm (+ 3 mm trim on all outer edges)

Driving ban calendar:

The Driving Ban Calendar is quarterly supplemented in VerkehrsRundschau. Secure a permanent presence for your target group and book one of the two advert spaces - or even both to present yourself exclusively.

Publication dates:

- Driving Ban Calendar quarter II/2021: 26.03.2021 VerkehrsRundschau no. 6
- Driving Ban Calendar quarter III/2021: 18.06.2021 VerkehrsRundschau no. 12
- Driving Ban Calendar quarter IV/2021: 10.09.2021 VerkehrsRundschau no. 18
- Driving Ban Calendar quarter I/2022: 22.12.2021 VerkehrsRundschau no. 25

Format: 690 x 727,5 mm

Prices:

- Each banner: € 4,000.00/quarter
- Exclusive booking: € 7,000.00/quarter (booking of both banners)

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 agreement with sponsor partner

Facility to make presentations

Sponsor's logo displayed on all marketing materials (print and online), including two participants' slots

Price: starting at € 7,500.00

Excerpt events 2021:**Trade conference and seminars: Lithium Batteries
(Digital event concept)**

Digital seminars: January 25th and 26th, 2021

Digital industry conference Fire Protection and Storage: January 26th, 2021

Digital industry conference New Batteries Logistics: January 27th, 2021

Digital industry conference Used Batteries Logistics: January 28th, 2021

fokus GEFÄHR/GUT

More information online about our current events at:
www.verkehrsrundschau.de/events



NEW: Professional webinars further enhance our portfolio

On a regular basis, the editorial team looks at topical subjects in the transport and logistics industry, inviting an expert speaker to address a specific subject in detail in an online seminar.

Hosted by a member of the VerkehrsRundschau editorial team, the webinars last between 60 and 90 minutes.

Participants log in via a link sent to them in advance, enabling them to watch the presentation on their own screens. A chat function additionally enables them to ask questions which will be answered during the webinar.



© onephotostock/STOCKADDBE.COM

Take your chance to become a sponsor!

Your benefits:

- Sponsor's logo displayed on all marketing measures as well as links to the sponsor
- Placement of the sponsor's logos during the webinar
- Presentation of the sponsor during the introduction
- Opportunity for the sponsor to introduce themselves with their expertise and commend themselves to potential clients
- Qualified reach – you will reach your target group directly
- Providing contact information of participants for lead generation
- After the webinar it is possible to send the presentation to all participants
- The webinar is afterwards available at VR plus
- Optional: contribution as a speaker

Price: starting from € 2,900.00

On the following page you will find the schedule of the webinars 2021.

PLANNED WEBINARS/ONLINE-SEMINARS	January to June 2021*
20.01.2021	VR index 4 th quarter 2020
03.02.2021	Impacts of Brexit
17.02.2021	Subsidies
25.02.2021	Posting regulations within the EU
03.03.2021	Impact of the EU mobility package
17.03.2021	Digital recruiting - new ways for new, qualified staff
31.03.2021	Alternative drives – is natural gas still worthwhile?
14.04.2021	VR index 1 st quarter 2021 – price index
28.04.2021	Reduction of the carbon footprint in companies
12.05.2021	Traffic shift to ship and rail
26.05.2021	Pallets and load carrier management

PLANNED WEBINARS/ONLINE-SEMINARS	July to December 2021*
09.06.2021	How to obtain liquidity fast and cheap
23.06.2021	The way to logistics property/warehouse space
07.07.2021	VR index 2 nd quarter 2021
01.09.2021	Market of the Future/New Ways, finding and strengthening customers' loyalty – how to position the field staff in times of crisis
15.09.2021	Necessary and important insurances in the logistics industry
29.09.2021	Renting, leasing, buying – when is what better?
13.10.2021	VR index 3 rd quarter 2021
27.10.2021	Developments regarding driving times and rest periods/ social legislation
17.11.2021	Digital visibility - why it is so important, that you are present in the net
01.12.2021	Theft prevention in warehouses
January 2022	VR index 4 th quarter 2021

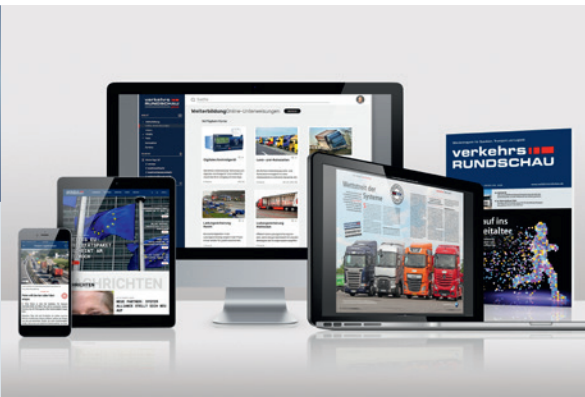
* Start of the webinars at 10:00h a.m.

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

2021

MEDIA KIT 2021

Online ad types and prices
www.verkehrsrundschau.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).

On our **responsive websites** you can reach your target group everywhere: Mobile. On a workstation computer. And relaxed on your tablet PC.

Visits:

332,515 (June 2020)

Page Impressions:

580,077 (June 2020)



Medium Rectangle

Size: 300 x 250 px

CPM*: € 95.00



Superbanner

Size: 728 x 90 px

CPM*: € 95.00



Billboard

Size: 950 x 250 px

CPM*: € 150.00

Further formats on request



Skyscraper

right or left

Size: 160 x 600 px

CPM*: € 95.00

right and left

CPM*: € 150.00

Half Page

Size: 300 x 600 px

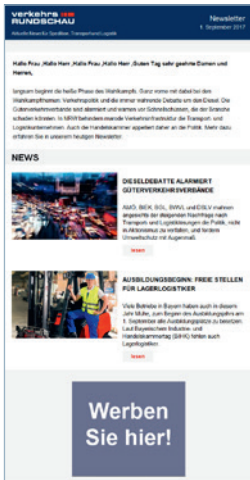
CPM*: € 150.00

**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: 10,289 (June 2020)
Newsletter average opening rate: 30 %



Medium Rectangle
starting with the 2nd position
Size: 300 x 250 px
Fixed price: € 510,00



Cross/Full-Size Banner Text Ad
Size: 650 x 150 px
Fixed price: € 510,00

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 (848 x 413 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: 1,520.00 €/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.

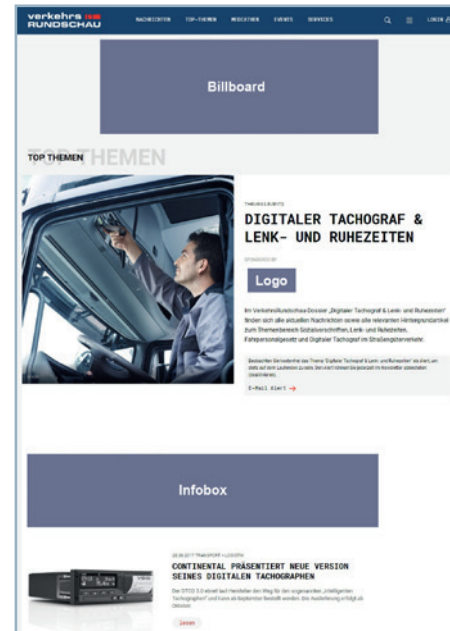
The information section is completed by dossiers about important companies of the sector.

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)



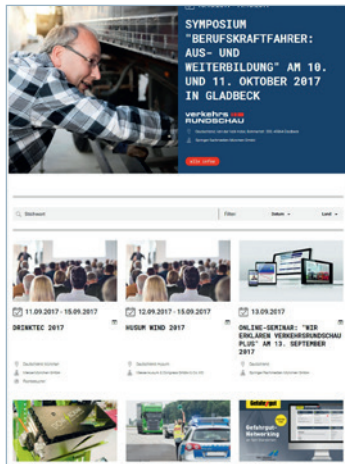
Seminar/Events Entries:

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 € 65.00 each
11 to 20 entries at € 60.00 each
more than 20 entries at € 55.00 each



Technical specifications: Standard ad types

- File formats: gif, jpg, html5.
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 Ad

- 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

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: HYVEDE3333

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

Native advertising is not merely a published press release. Native advertising is not an advertorial. Native advertising tells an editorial story that informs and entertains the reader. It's subtle, and not pushing a sales message, though clearly indicated as a promotion.

Paid Content

Native advertising is online content purchased by the advertiser.

Indistinguishable (almost)

The content is indistinguishable from other editorial content in its language, appearance and effect.

Entertaining & informativ

The content is made for the target group of the publisher.

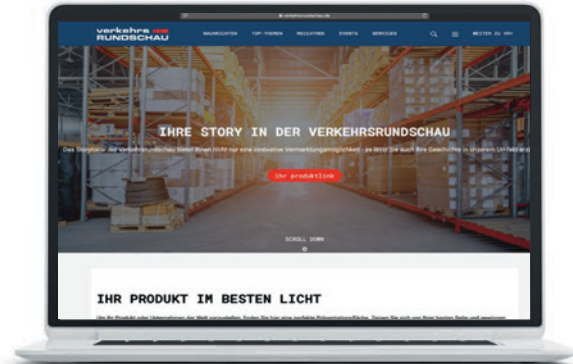
Subtle

The content draws the reader's attention to the customer's marketing line subconsciously. The customer itself is mentioned only subtly, or not at all.

Advantages:

- Ad blocker do not recognise this ad form.
- Maximal credibility through implementing in editorial context
- SEO increase for the customer
- 68 % more awareness and 133 % more engagement than classical display ads
- FTP: on demand

Price on request



© ALEXANDR BOGINAT / STOCK.ADOBE.COM

© CLESAWDRY / STOCK.ADOBE.COM

Listen! Your product in our podcast “VerkehrsRundschau Funk”.

Our weekly podcast VerkehrsRundschau Funk addresses current topics around politics, forwarding agencies and technology. Your exclusive audio promotion message will reach the listeners: the young, digital and modern decision-makers in the logistics industry.

Podcast spot

We record your audio message as a podcast spot by a professional speaker. The spot should have a maximum length of 20 seconds and will be displayed after an intro.

Your advantages:

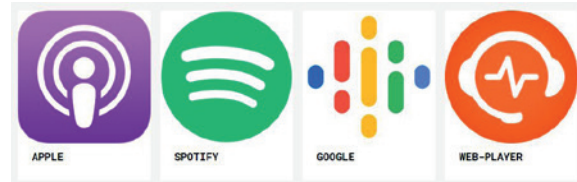
- **Intro:** Mentioning of your company name in the intro
- **Online Reach:** Promotion of each episode – Sponsor’s logo displayed on all marketing measures (promotion in a special top-news article at verkehrsrundschau.de, tweets, LinkedIn-posts, Facebook posts as well as the channels of the TRUCKER and VerkehrsRundschau)
- **Print Reach:** Also, we play with the podcast within the print magazine. Often we extend a radio play or explain a topic more deeply via an audio track – inclusive placement of your sponsor’s logo.

Who listens to VerkehrsRundschau Funk?

- 84% male, 13% female
 - 29% of the listeners are younger than 27 years
 - 54% of the listeners are between 28 and 44 years old
 - 15% of the listeners are older than 45 years
 - 20% of the listeners are drivers
 - The rest is distributed among commercial professions in logistics - from disposition to CEO
- (Source: Spotify Analytics for VerkehrsRundschau Funk)

Further information at: https://eit.vev.design/mjHefDp_9/

Price on request



The young people's guide for transport and logistics – “Hallo, Zukunft!” (Hello Future)

Under the patronage of Andreas Scheuer, Federal Minister for Transport and Infrastructure, the by now fifth career advice guide for apprenticeships in the logistics industry will be published in March 2021 as a part of the initiative PROFI e.V.

With a circulation of 30,000 copies, „Hallo, Zukunft!“ is used directly by training commissioners as teaching material and is passed on to interested students in secondary schools throughout Germany.

Use this platform to present yourself:

In the guide:

With an advert/company contribution (1/1 page): € 2,000.00
As a partner of PROFI e.V. (1/1 page): € 1,000.00

Dates:

Publication date: March 16th, 2021
Deadline Display Adverts: January 22nd, 2021

At www.hallo-ausbildung.de:

Online campaign – medium rectangle:

Package of 2,000 sight contacts: € 190.00
As a partner of PROFI e.V.: € 100.00

In Hallo Zukunft! – newsletter:

Superbanner in biweekly newsletter
Each banner in the newsletter: € 190.00
As a partner of PROFI e.V.: € 100.00



Best Azubi (Best Apprentice) - the knowledge competition for apprentices

“Best Azubi” is Germany’s biggest knowledge contest for trainees in the haulage and logistics sector. Some 14,000 of them have taken part since the competition was launched back in 2007. The latest round attracted around 1,600 contestants. There’s total prize money of 10,000 euros for the winners.

Take your chance to become a sponsor!

Throughout the year, and across our media channels, you will be showcased as a company that places great value in fostering new young talent. You will highlight the appeal of your company as a top skills centre, enabling you to recruit the best trainees and present yourself as an attractive employer in general.

Price on request



Logistics Masters - the knowledge competition for logistics students

“Logistik Masters” is Germany’s biggest knowledge contest for students of logistics. It was launched by VerkehrsRundschau in 2005. Some 14,000 students from more than 60 centres of higher education have taken part in it since then. “Logistik Masters” contestants are presented with a total of 50 questions spanning all areas of logistics, spread across five questionnaires comprising 10 questions each during the period from April to August. There’s total prize money of 6,000 euros for the winners.

Take your chance to become a sponsor!

Your logo will feature as part of the extensive promotional campaign for “Logistik Masters” in the VerkehrsRundschau trade magazine, on our websites and social media channels, as well as on all accompanying material such as questionnaires and flyers.

Price on request



2021

MEDIA KIT 2021

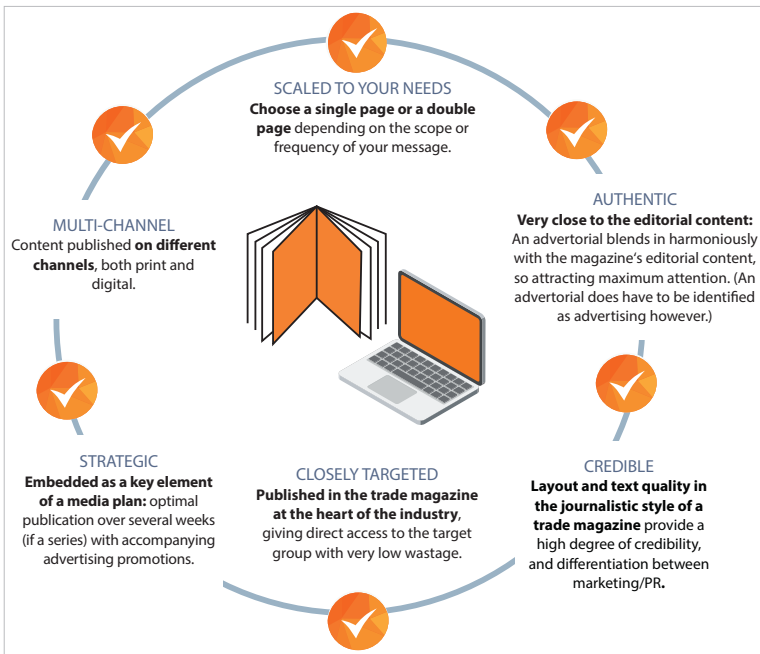


Package Offers
Special Ad Types







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



One format, all the possibilities:

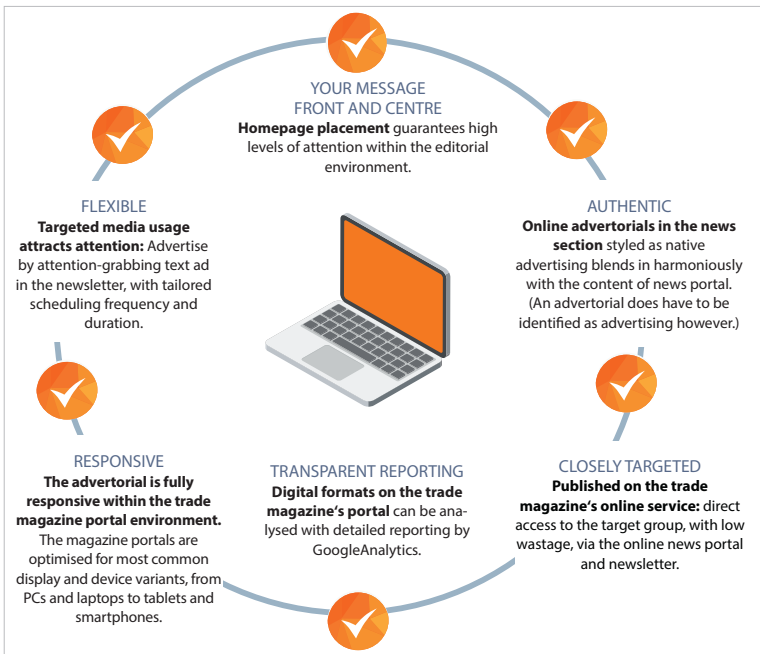
In addition to your advertorial, choose your preference package of advertising means.

Advertising means	Media packages		
	ULTIMATE Print & Online	PREMIUM Print & Online	BASIC+ Print
Publication magazine 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	
2 resp. 4 pages digital print Special print	✓ 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:

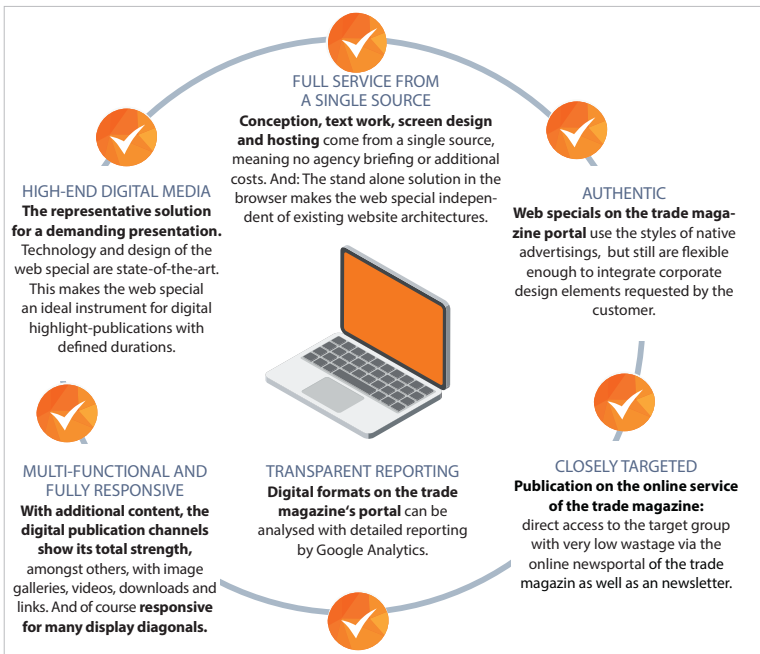
In addition to your online advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
	Homepage placement Startpage	✔ 7 days	✔ 7 days
Newsletter placement TextAd	✔ 5 x	✔ 4 x	✔ 1 x
SocialMedia placement Posting	✔ 3 x	✔ 2 x	✔ 1 x
Browser-Platzierung CleverPush	✔ 2 x	✔ 1 x	
Banner placement Rectangle	✔ 30' Pl	✔ 20' Pl	
SocialMedia ad service Promotion	✔ 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:

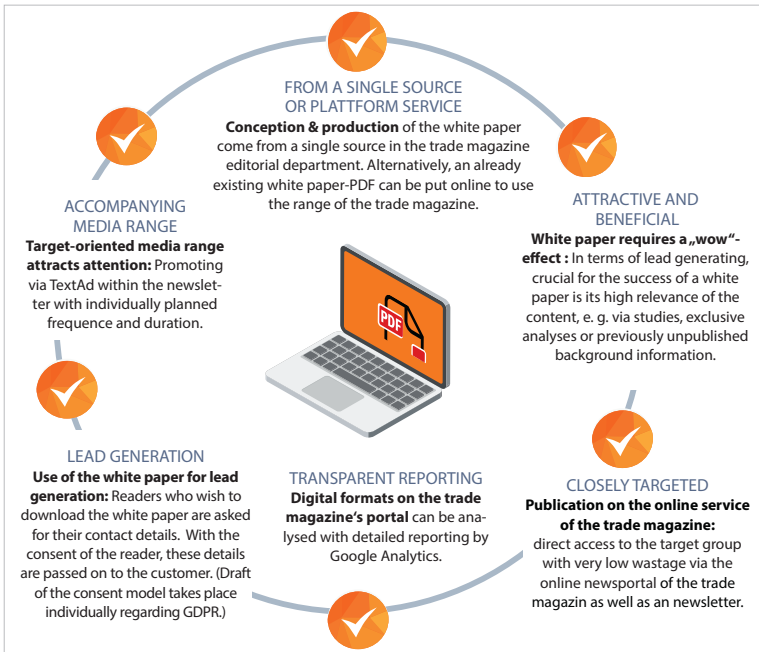
In addition to your web special, choose your preference package of advertising means.

Media packages			
	ULTIMATE	PREMIUM	BASIC+
Expert editorial Text + layout Full service	✓ 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
SociaMedia placement Posting	 4 x	 2 x	
Portal placement Banner	✓ 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 Full service	Full service	Customer delivers PDF
Lead generation	8 weeks duration	4 weeks duration
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
	€ 25,500	€ 15,500

We'll be happy to advise you!



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