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### Editorship / Publishing House

**Characteristics:** The special edition Die PROFI-Werkstatt is directed at readers who perform maintenance and repair work to commercial vehicles either in their own workshops or using independent facilities. There will be 45,000 copies printed and enclosed as inserts in the publications *Transport*, LOGISTRA and busplaner. Thus guarantees high market penetration in the light commercial vehicle, truck and bus workshop field throughout Germany. The great variety of topics ranging from A to Z provides an ideal commercial environment for all sellers of accessories, spare parts and replacement parts for commercial vehicles as well as workshop equipment suppliers or service providers in this field. Through practice-oriented specialist reports on trends and further developments in commercial vehicle technology and workshop equipment Die PROFI-Werkstatt provides readers with important information regarding upcoming purchasing decisions and working processes.

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### Circulation analysis

**Circulation analysis:** Average copies per issue  
 (July 1<sup>st</sup> 2010 until June 30<sup>th</sup> 2011)

<b>Print run:</b>	45.000		
<b>Distributed circulation:</b>	<b>43.321</b>	of which abroad:	1.204
<b>Copies paid:</b>	15.884	abroad:	116
– subscriptions/ other sales:	15.884	of which members:	0
– Sales per copy:	–		
<b>Controlled circulation:</b>	27.437		
<b>Remaining and archive copies:</b>	1.730		

### Rate Card No. 24 valid from January 1<sup>st</sup> 2012

**Magazine format:** 210 mm width x 297 mm depth, DIN A4  
**Type area:** 185 mm width x 270 mm depth  
**Printing process:** Rotary offset (colours according to European scale), double stitch  
**Printing documents:** PDF-files in printing quality are desired with the profile **ISOcoated\_v2\_eci.icc**. In case of incorrect data provided no right for contraction.  
**Dates:** See time and theme tabelle  
**Terms of payment:** 2% discount for payment within 14 days from date of invoice  
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#### Advertisement sizes and basic rates:

Sizes width x depth (in mm)	4c			
	high	standard	wide	
1/1 page	210 x 297			€ 6.880,-
1/2 page	90 x 270		185 x 128	€ 3.680,-
1/3 page	58 x 270		185 x 85	€ 2.980,-
1/4 page	43 x 270	90 x 128	185 x 62	€ 2.480,-

Deviating formats on request

#### Surcharges for special positions:

cover picture (4c) € 7.880,-  
 4<sup>th</sup> cover page (4c) € 7.380,-  
 2<sup>nd</sup> and 3<sup>rd</sup> cover page (4c) € 7.180,-  
 Other binding placement regulations starting from 1/2 page and more:  
 in each case 10% impact of the basic price

**Colour surcharges:** (not discountable)  
 For each special colour (HKS, Pantone) € 2.000,-  
**Surcharges:** (not discountable)  
 Bleed: € 550,-  
 Spread: € 550,-  
 Cancellation after advert-deadline: 50% of the total price

**Discounts:** Insertions within 12 months

#### Repetitive rate

2 ads	5 %
3 ads	10 %
4 ads	15 %

**Affixed inserts:** on request

**Loose inserts:** –

**Affixed advertising forms (Postcards, CD/DVDs, Booklets)**

**Mechanical affixing:** on request

**Required copies:** 45.500

**VAT:** All prices increase by the legal VAT.

**Area of jurisdiction:** excluding Munich

**Place of publication:** Munich

Editon	Published with	Advertising deadline	Editorial highlights	Trade fairs / Congresses	Constant topics
<b>1</b>	busplaner 3 <b>16.3.</b> LOGISTRA 3 <b>7.3.</b> Transport 6 <b>16.3.</b>	<b>6.2.</b>	<ul style="list-style-type: none"> <li>• Cleaning and care</li> <li>• Filters</li> <li>• Lifting systems and pits</li> <li>• Vehicle diagnosis and test facilities</li> </ul>	<b>IHM</b> , Munich, 14. – 20.3.	<ul style="list-style-type: none"> <li>• Workshop portraits</li> <li>• Workshop equipment</li> <li>• Replacement and spare parts</li> </ul>
<b>2</b>	busplaner 5 <b>16.5.</b> LOGISTRA 5/6 <b>24.5.</b> Transport 10 <b>18.5.</b>	<b>10.4.</b>	<ul style="list-style-type: none"> <li>• Tyres and wheels</li> <li>• Disposal</li> <li>• Workshop software</li> <li>• Oils and lubricants</li> </ul> <p><b>Preliminary report: Tyres and Amitec</b></p>	<b>Amitec</b> , Leipzig, 2. – 6. June, <b>Tyres</b> , Essen, 5. – 8. Juni	<ul style="list-style-type: none"> <li>• Workshop portraits</li> <li>• Workshop equipment</li> <li>• Replacement and spare parts</li> </ul>
<b>3</b>	busplaner 9 <b>14.9.</b> LOGISTRA 9 <b>4.9.</b> Transport 16 <b>31.8.</b>	<b>2.8.</b>	<ul style="list-style-type: none"> <li>• Lighting</li> <li>• Coating technology</li> <li>• Axles and brakes</li> </ul> <p><b>Preliminary Report: Automechanika</b></p>	<b>Automechanika</b> , Frankfurt, 11 – 16.9. <b>IAA Commercial Vehicles</b> , Hanover, 20 – 27.9.	<ul style="list-style-type: none"> <li>• Workshop portraits</li> <li>• Workshop equipment</li> <li>• Replacement and spare parts</li> </ul>
<b>4</b>	busplaner 11 <b>16.11.</b> LOGISTRA 11/12 <b>13.11.</b> Transport 21 <b>16.11.</b>	<b>11.10.</b>	<ul style="list-style-type: none"> <li>• Vehicle-washing plants</li> <li>• Lifting systems and pits</li> <li>• Further training</li> <li>• Building and extending workshops</li> </ul> <p><b>Follow-up report: Automechanika/IAA</b></p>		<ul style="list-style-type: none"> <li>• Workshop portraits</li> <li>• Workshop equipment</li> <li>• Replacement and spare parts</li> </ul>