



HUSS-VERLAG GmbH · 80912 Munich · Germany  
 Telefon +49(0)89/323 91-255 · Fax +49(0)89/323 91-417  
 www.transport-online.de · anzeigen@transport-online.de

## Editorship / Publishing House

**Characteristics:** The professional gazette Transport appears 14 daily and is specialized consequently on the target group of transport traders and carriers in order of trade, industry or logistics service providers who arrange transports with their own vehicles.

**Publisher:** Wolfgang Huss

**Editors:** Torsten Buchholz (-220)  
Thomas Pietsch (-492)

**Advertisement Dept.:** Michaela Pech (-251)

**Volume and year:** volume 22, 2012

**Frequency:** 14 daily

**Publishing house:** HUSS-VERLAG GmbH

**Postal address:** 80912 Munich, Germany

**House address:** Joseph-Dollinger-Bogen 5  
80807 Munich, Germany

**Fon:** +49(0)89/323 91-0

**Fax:** +49(0)89/323 91-417

**Internet:** <http://www.transport-online.de>

**E-Mail:** [anzeigen@transport-online.de](mailto:anzeigen@transport-online.de)

## Circulation analysis

**Circulation audit:**  Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

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

<b>Print run:</b>	22.250		
<b>Distributed circulation:</b>	<b>21.638</b>	of which abroad:	58
<b>Copies paid:</b>	6.381	abroad:	22
– subscriptions/ other sales:	6.381	of which members:	0
– Sales per copy:	–		
<b>Controlled circulation:</b>	15.255		
<b>Remaining and archive copies:</b>	612		

## Rate Card No. 22 valid from January 1st 2012

**Magazine format:** 315 mm width x 470 mm depth, bleed not possible

**Type area:** 283 mm width x 430 mm depth

**Printing process:** reel-fed offset printing (European scale), only wetted

**Printing documents:** PDF-files in printing quality are desired with the profile **ISOnewspaper26v4.csf**. In case of incorrect data provided no right for contraction.

**Dates:** next page

**Terms of payment:** 2% discount for payment within 14 days from date of invoice

**Bank account:** Deutsche Bank, Munich  
account-no. 0 213 132, bank code 700 700 10

**SWIFT CODE:** DEUTDEMM, **IBAN:** DE 45700700100021313200

### Advertisement sizes and basic rates:

Size	Newspaper Size 4c	Magazine Size 4c	Magazine Size b/w
1/1 Seite	13.480,- €	6.580,- €	4.580,- €
1/2 Seite	6.780,- €	3.680,- €	2.580,- €
1/3 Seite	5.080,- €	2.880,- €	1.680,- €
1/4 Seite	4.180,- €	2.480,- €	1.280,- €

**Surcharges for special positions:** Deviating formats on request

Hedding advertisement € 1.180,-  
 Addition 4c € 1.620,-

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 colour and page € 540,-

**Surcharges:** (not discountable)  
 Bleed: not possible  
 Spread: € 540,-  
 Cancellation after advert-deadline: 50% of the total price

**Job and opportunity announcements:** 6 Columns width: 43 mm  
 Norm Column: sw € 3,80 per mm  
 4c € 5,40 per mm

Job offers: € 3,80 per mm  
 Job requests, Purchase, sales: € 3,10 per mm  
 Cipher fee: € 15,-

**Discounts:** Insertions within 12 months

Repetitive rate		quantity rate	
3 ads	5 %	15 ads	15 %
6 ads	8 %	20 ads	20 %
9 ads	10 %	22 ads	25 %
10 ads	12 %	10 pages	25 %

**Loose inserts:** (not discountable)  
 maximum size 200 x 280 mm  
 up to 25 g price per thousand € 240,-  
 from 26 g up to 50 g price per thousand € 360,-

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

**Mechanical affixing:** (Sticking fee not discountable)

On Request.

**Required copies:** 22.500

Higher weights and other advertising forms such as samples on request. Affixed advertising forms only permitted in connection with a carrier announcement.

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

**Area of jurisdiction:** excluding Munich

**Place of publication:** Munich



## Deadline and topic schedule 2012

Edition	Publication date	Advertising copy deadline	Main topic (1-4 pages)	Special topics (4-16 pages)	Supplement/ special section	Trade fairs
1/2	20.01.	05.01.	• Purchase-hire-leasing	• Telematics and software		<b>Fruit Logistica</b> , Berlin, 08.-10.02.
3	03.02.	20.01.	• Securing cargo	• Sea and inland ports		
4	17.02.	03.02.	• Driving time and rest periods	• Temperature-controlled transportation		
5	02.03.	17.02.	• Light commercial vehicles	• Contract logistics		<b>LogiMAT</b> , Stuttgart, 13.-15.03. <b>IHM</b> , Munich, 14.-20.03.
6	16.03.	02.03.	• Loading technology	• Purchase-hire-leasing	<b>Die PROFI-Werkstatt</b>	<b>Intertraffic (RAI)</b> , Amsterdam 27.-30.03.
7	30.03.	16.03.	• Forwarding software	• Environmental protection/ alternative drive systems		
8	20.04.	04.04.	• Yard and vehicle cleaning	• Location Bremen/Lower Saxony		
9	04.05.	19.04.	• Temperature-controlled transportation	• Axles, brakes, retarders		
10	18.05.	04.05.	• Freight exchanges	• Purchase-hire-leasing	<b>Die PROFI-Werkstatt</b>	<b>AMI</b> , Leipzig, 02.-06.06. <b>Reifen</b> , Essen, 05.-08.06.
11	08.06.	22.05.	• Driving time and rest periods	• transfairlog preliminary report	<b>KEP</b>	<b>transfairlog</b> , Hamburg, 12.-14.06. <b>KEP-together</b> , Leipzig, 16.06.
12	22.06.	06.06.	• Securing cargo	• Telematics and software		
13	06.07.	22.06.	• Purchase-hire-leasing	• Truck Grand Prix – preliminary report		<b>Truck-Grand-Prix</b> , Nürburgring, July
14	20.07.	06.07.	• Temperature-controlled transportation	• Sea and inland ports		
15	10.08.	27.07.	• Truck Grand Prix follow-up report	• Purchase-hire-leasing		
16	31.08.	17.08.	• Truck tyres	• IAA preliminary report part 1	<b>Die PROFI-Werkstatt</b>	<b>Automechanika</b> , Frankfurt, 11.-18.09. <b>IAA Nfz</b> , Hanover, 20.-27.09.
17	14.09.	31.08.	• Freight exchanges	• IAA preliminary report part 2		<b>IAA Nfz</b> , Hannover, 20.-27.09. <b>PetroTrans</b> , Kassel, 27.-29.09.
18	05.10.	19.09.	• IAA follow-up report	• Contract logistics	<b>KEP</b>	<b>Dt. Logistik-Kongress</b> , Berlin, 17.-19.10.
19	19.10.	05.10.	• Securing cargo	• Purchase-hire-leasing		
20	02.11.	19.10.	• Fuel and service cards	• Location Hamburg	<b>Die PROFI-Werkstatt</b>	
21	16.11.	31.10.	• Forwarding software	• Temperature-controlled transportation	with wall calendar	
22	30.11.	16.11.	• Loading technology	• Environmental protection/ alternative drive systems		
23/24	14.12.	30.11.	• Yard and vehicle cleaning	• Bodies and trailers		

## Constant topics

- Large-scale test of commercial vehicles
- New trucks and commercial vehicles, various types of trailer
- Intermodal transport
- News on rail, shipping and air traffic