## Media kit 2020

Rate list no. 4  
Valid from 1 January 2020

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HUSS-VERLAG GmbH  
80912 Munich, Germany
Dear media decision-makers

Only if you have analysed and defined your target group are you in a position to address your customers in a targeted and individual manner. It is essential to identify relevant customer groups in order to save time and money that would otherwise be invested in attracting irrelevant ones. This is where the newspaper "Unterwegs auf der Autobahn" comes in, as it is sold directly at truck stops and service areas and is on display near the checkout. It reaches its target audience very effectively and its circulation is accordingly high. "Unterwegs auf der Autobahn" has established itself as a publication with all-round appeal for people who leave the highway to take a break at a truck stop or service area. Its friendly approach and casual presentation make readers feel appreciated, which has a positive impact on both customer loyalty and reading time. Apart from the advantageous sales concept in the truck stops, the handy size and the fresh and airy layout, its visual communication also plays a promising role. In addition to entertainment topics, the main content consists of emotive and informative news from the world of mobility, editorial articles about truck stops and service areas, travelling and resting, gastronomy, politics, safety, premium parking, e-mobility, toll fees, fitness, outdoor lifestyles and lots more. The publication also reports on selected sporting highlights and delivers interesting background information and fascinating stories, including some on stars and celebrities. Apart from the newspaper itself, the website also publishes articles, news and a weekly newsletter. Progress and background reports, short specialised articles, sector news, puzzles, competitions and vouchers as well as fascinating interviews all go towards providing a comprehensive array of entertaining, appealing communication with the target audience.

Kind regards
Torsten Buchholz
torsten.buchholz@hussverlag.de
Title: "Unterwegs auf der Autobahn"

Brief description: "Unterwegs auf der Autobahn" is a tabloid-sized publication presented directly at the point of sale at service areas in a display. Editorial articles about service areas, travelling and resting, gastronomy, entertainment, politics, safety, premium parking, e-mobility, toll fees, fitness, outdoor lifestyles and lots more not only make for pleasant reading when on the road, they also play a major role when compiling the content.

www.unterwegs-auf-der-autobahn.de

Target group: Motorists, professional drivers and travellers

Frequency of publication: 4 times per year

Magazine size: 220 x 295 mm

Year of issue: 4th year of issue 2020

Purchase price: Annual subscription in Germany €4.80 (including VAT plus €5 postage costs)
ISSN no. 2511-7858

Body: –

Memberships: –

Publishing company: HUSS-VERLAG GmbH
Telephone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de

Publishers: Christoph Huss

Advertising and sales: Michaela Pech -251 (responsible) michaela.pech@hussverlag.de
Eberhard Göhrum -257 eberhard.goehrum@hussverlag.de
Oliver Dorsch -314 leserservice@hussverlag.de

Editorial team: Torsten Buchholz (responsible) torsten.buchholz@hussverlag.de

Volume analysis: 2018: 4 issues

Total no. of pages: 192 pages = 100.00%

Editorial section: 159 pages = 82.81%

Advertising section: 33 pages = 17.19%

of which: Occasional ads –
Bound inserts –
Publisher’s advertising 3 pages = 9.10%

Inserts: 3

Content analysis of editorial section: 2018 = 159 pages

<table>
<thead>
<tr>
<th>Topics</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo Story</td>
<td>8.00</td>
<td>5.03</td>
</tr>
<tr>
<td>News</td>
<td>16.00</td>
<td>10.06</td>
</tr>
<tr>
<td>Cover story truck</td>
<td>12.00</td>
<td>7.55</td>
</tr>
<tr>
<td>On the road</td>
<td>65.00</td>
<td>40.88</td>
</tr>
<tr>
<td>Service areas</td>
<td>19.00</td>
<td>11.95</td>
</tr>
<tr>
<td>TÜV tip</td>
<td>2.00</td>
<td>1.26</td>
</tr>
<tr>
<td>Entertainment</td>
<td>10.00</td>
<td>6.29</td>
</tr>
<tr>
<td>Sport</td>
<td>10.00</td>
<td>6.29</td>
</tr>
<tr>
<td>Puzzles</td>
<td>2.90</td>
<td>1.82</td>
</tr>
<tr>
<td>Other (title/editorial/content/imprint/preview)</td>
<td>14.10</td>
<td>8.87</td>
</tr>
<tr>
<td>Total</td>
<td>159.00</td>
<td>100.00</td>
</tr>
</tbody>
</table>
The German Audit Bureau of Circulation (IVW)

Circulation control: Number of copies per issue on a six month average (1 July 2018 to 30 June 2019)

- Copies printed: 30,750
- Copies actually distributed: 29,783
- Copies sold:
  - Subscription copies/other sales: 28,904
  - Retail sales: 0
- Free copies: 879
- Remaining, archive and sample copies: 967

Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Percentage of copies actually distributed</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>99.86%</td>
<td>29,740</td>
</tr>
<tr>
<td>Abroad</td>
<td>0.14%</td>
<td>43</td>
</tr>
</tbody>
</table>

Number of copies distributed in Germany: 29,740 copies

Summary of the data collection method:

1. Method of analysis: Circulation and distribution analysis
   - Basis: Recipient log file with total population of 31,916
   - Circulation analysis through data analysis – total compilation

2. Total population: The total population is based on an annual average of the copies actually distributed (1 July 2018 to 30 June 2019).

3. Time period of the analysis: July 2019

4. Analysis conducted by: HUSS-VERLAG GmbH

The analysis represents the total population of the copies actually distributed of 29,783 (i.e. 100%).
<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising deadline</th>
<th>Publication date</th>
<th>Editorial Highlights</th>
<th>Trade fairs</th>
<th>Further topics in these issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17 Feb.</td>
<td>16 Mar.</td>
<td>• Fuel cards</td>
<td></td>
<td>Travel, on the road: Truck stops and service centres, premium parking, leisure and adventure parks, city tours, long-distance travel, world travel, gastronomy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Workshops and spring checks</td>
<td></td>
<td>Politics, transport: Transport policy, driving licences, work and labour law, haulage and forwarding companies, legal protection for motorists, logistics, freight exchange, driving times and rest periods</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Tuning and truck styling</td>
<td></td>
<td>Cars / vans / trucks / omnibuses / motorhomes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Seats, interior design</td>
<td></td>
<td>Trailers and bodies, special-purpose transportation, long-distance and inter-city buses, components, tyres and tyre services, workshops</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Washing systems</td>
<td></td>
<td>Service: Vouchers for truck stops and service areas, expenses, fuel credit cards, hiring and leasing, navigation and telematics, load securing, vehicle safety, breakdown services, spring and winter checks</td>
</tr>
<tr>
<td>2</td>
<td>15 May</td>
<td>15 June</td>
<td>• Lights and lighting</td>
<td></td>
<td>Personalities / society / sport</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Wheels and tyres</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Care and cleaning</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Breakdown services</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Vocational and further training</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Insurances</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>14 Aug.</td>
<td>14 Sept.</td>
<td>• Trailers and bodies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Air conditioning and heating</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Fuel cards</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Cleaning and truck washing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Telematics (cars, trucks, buses)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>16 Oct.</td>
<td>16 Nov.</td>
<td>• Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Winter</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Cab equipment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Vocational and further training</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Washing systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Changes may be made at short notice. Print document deadline = advertising deadline

www.huss-mediasales.de
Circulation development of "Fernfahrer" from 2012 to 2019*

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Title</th>
<th>Subscribers*</th>
<th>Retail sales*</th>
<th>Subs + retail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2019</td>
<td>Fernfahrer</td>
<td>9,892</td>
<td>9,882</td>
<td>19,774</td>
</tr>
<tr>
<td>2/2018</td>
<td>Fernfahrer</td>
<td>10,291</td>
<td>10,537</td>
<td>20,828</td>
</tr>
<tr>
<td>2/2017</td>
<td>Fernfahrer</td>
<td>10,887</td>
<td>11,730</td>
<td>22,617</td>
</tr>
<tr>
<td>2/2016</td>
<td>Fernfahrer</td>
<td>11,139</td>
<td>15,632</td>
<td>26,771</td>
</tr>
<tr>
<td>2/2015</td>
<td>Fernfahrer</td>
<td>11,293</td>
<td>19,261</td>
<td>30,554</td>
</tr>
<tr>
<td>2/2014</td>
<td>Fernfahrer</td>
<td>11,395</td>
<td>21,098</td>
<td>32,493</td>
</tr>
<tr>
<td>2/2013</td>
<td>Fernfahrer</td>
<td>11,611</td>
<td>26,548</td>
<td>38,159</td>
</tr>
<tr>
<td>2/2012</td>
<td>Fernfahrer</td>
<td>11,915</td>
<td>24,660</td>
<td>36,575</td>
</tr>
</tbody>
</table>

Sales (subscription and retail) of "Fernfahrer" from 2012 to 2019*

*Selection of 2 truck driver publications in Germany | Source: IVW (as at August 2019) | RS = retail sales

Circulation development of "Trucker" from 2012 to 2019*

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Title</th>
<th>Subscribers*</th>
<th>Retail sales*</th>
<th>Subs + retail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2019</td>
<td>Trucker</td>
<td>6,945</td>
<td>9,086</td>
<td>16,031</td>
</tr>
<tr>
<td>2/2018</td>
<td>Trucker</td>
<td>7,144</td>
<td>11,198</td>
<td>18,342</td>
</tr>
<tr>
<td>2/2017</td>
<td>Trucker</td>
<td>7,747</td>
<td>13,796</td>
<td>21,543</td>
</tr>
<tr>
<td>2/2016</td>
<td>Trucker</td>
<td>8,332</td>
<td>13,234</td>
<td>21,566</td>
</tr>
<tr>
<td>2/2015</td>
<td>Trucker</td>
<td>8,929</td>
<td>8,637</td>
<td>17,566</td>
</tr>
<tr>
<td>2/2014</td>
<td>Trucker</td>
<td>9,658</td>
<td>20,469</td>
<td>30,127</td>
</tr>
<tr>
<td>2/2013</td>
<td>Trucker</td>
<td>10,541</td>
<td>26,637</td>
<td>37,178</td>
</tr>
<tr>
<td>2/2012</td>
<td>Trucker</td>
<td>11,326</td>
<td>26,680</td>
<td>38,006</td>
</tr>
</tbody>
</table>

Sales (subscription and retail) of "Trucker" from 2012 to 2019*

*Selection of 2 truck driver publications in Germany | Source: IVW (as at August 2019) | RS = retail sales
1 Circulation:
Copies printed (IVW II/2019) 33,000

2 Newspaper size:
220 mm wide x 295 mm long
Type area:
192 mm wide x 262 mm long

3 Printing and binding process, print documents:
Heatset (web offset)
Stapled

Digital advertisements – print documents

Data format: Please send your print document as a PDF file (maximum pdf 1.3). We recommend the international standard PDF/X-1a.

Printing is done in accordance with the Euro scale on improved newsprint. Special colours are not permitted and will be converted to 4c at the pre-print stage. The maximum coverage is 260%.

Please note: Conversion of existing 4c data to Adobe InDesign in the requested target profile does not usually lead to the reduced colour application of 260%.

Profile: PSO_INP_Paper_eci.icc
The colour profile can be requested at: anzeigen@unterwegs-auf-der-autobahn.de

Proof: An accurate printed colour reproduction can only be guaranteed with an Ugra/Fogra media wedge proof.
A colour proof can only serve for checking purposes.

Data transmission up to 5 MB via e-mail to anzeigen@unterwegs-auf-der-autobahn.de, – otherwise via FTP (on request)

Preparation of print documents on request (at cost price)

4 Deadlines: See deadline and topic schedule on page 5
Frequency of publication: 4 times per year

5 Publishing company: HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.unterwegs-auf-der-autobahn.de
Ad scheduling: Susanne Trautner, tel: +49 89 32391-255, fax -163
E-mail: susanne.trautner@hussverlag.de

6 Conditions of payment:
2% discount for payment within 5 days, or net payment within 14 days without discount.

Bank details:
Deutsche Bank, Munich, account no. 0 213 132 00, bank code 700 700 10
SWIFT code: DEUTDEMMXXX
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX

7 Advertising formats (in bleed) and rates:
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x length (in mm)</th>
<th>Vertical</th>
<th>Standard</th>
<th>Horizontal</th>
<th>Rate 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>220 x 295</td>
<td></td>
<td></td>
<td></td>
<td>€5,080</td>
</tr>
<tr>
<td>Junior page</td>
<td>156 x 195</td>
<td></td>
<td></td>
<td></td>
<td>€4,080</td>
</tr>
<tr>
<td>1/2 page</td>
<td>106 x 295</td>
<td>220 x 143</td>
<td></td>
<td></td>
<td>€2,580</td>
</tr>
<tr>
<td>1/3 page</td>
<td>73 x 295</td>
<td>220 x 98</td>
<td></td>
<td></td>
<td>€1,980</td>
</tr>
<tr>
<td>1/4 page</td>
<td>56 x 295</td>
<td>106 x 143</td>
<td>220 x 76</td>
<td></td>
<td>€1,380</td>
</tr>
</tbody>
</table>

Other formats available on request
The "Unterwegs auf der Autobahn"
EURO fixture list 2020

Date of publication: 16 March 2020, in Unterwegs 1/2020
Advertising deadline: 10 February 2020
Circulation: 33,000 copies
Size: 560 x 400 mm

You can use this EURO 2020 fixtures list as an exclusive opportunity to place your advertising message. We will be happy to advise you.

Preferred placements:
- Masthead ad, size 45 x 58 mm: €1,180
- Title footer ad: On request
- Editorial (1/2 page vertical, right): €2,980
- 1/2 page vertical next to table of contents: €2,980
- Island ads (surrounded by editorial content on 4 sides): €12 per mm

Special forms of advertising:
Rates and surcharges for special forms of advertising available on request

Discounts: When booking within one year

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Quantity discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 advertisements 3%</td>
<td>2 pages 5%</td>
</tr>
<tr>
<td>6 advertisements 5%</td>
<td>4 pages 10%</td>
</tr>
<tr>
<td>8 advertisements 8%</td>
<td>6 pages 15%</td>
</tr>
</tbody>
</table>

Inserts: not discountable
Loosely inserted, maximum size 200 x 280 mm
Rates up to 25 g total weight: €180 per thousand copies
26 to 50 g total weight: €230 per thousand copies
Partial inserts (optionally by postal zone)
Required delivery amount: 33,650 copies
Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

Delivery address for item 11:
Dierichs Druck + Media GmbH & Co. KG
Frankfurter Straße 168, 34121 Kassel, Germany
Tel: +49 561 60280-153
Delivery information: For "Unterwegs auf der Autobahn" issue no. x/2020
Delivery deadline: 1 week after advertising deadline

Rates do not include VAT.
Rates do not include VAT. Formats: Width x length *Plus 3 mm trim on each outer edge **In type area only

www.huss-mediasales.de
Ad specials

Our special forms of advertising in "Unterwegs auf der Autobahn" are designed for advertisers looking for something unusual. These ad specials are individual forms of advertising that stand out from conventional styles, attracting greater attention among readers and generating returns. Here are some examples.

Contact us if you are interested in leveraging individual concepts of communication. We will work together with you to develop creative solutions with the aim of achieving the best performance for your brand.

Quotes and advice: Michaela Pech
Tel: +49 89 32391-251, michaela.pech@hussverlag.de

Panorama ads
Panorama ads stretch right across the type area of two pages, including the gutter, and are available in varying lengths and widths with a maximum of 2/1 pages including the gutter.

440 x 102 mm €4,450

56 x 295 mm and 75 x 79 mm €2,080

L-shaped ads
The broad strip section of the ad is always located at the bottom of the page. The vertical part of the ad is always in the outer columns (i.e. on the left of a left-hand page and on the right of a right-hand page).

Diagonal advertisement 220 x 295 mm €2,480
Other formats available on request

Flexform ads
Ads with a flexible size and shape, which cannot be compared to the standard formats conventionally offered (e.g. star-shaped, circular or polygonal formats).

216 x 199 mm €4,250

Tunnel ads
Tunnel ads are placed across two pages, including the gutter. However, at least one column of space remains free on each side for editorial content.

216 x 199 mm €4,250

Flying page / cover page / half cover
An ad that covers half of the cover page (flying page) or half of a book or a series. The advertisement is published on the front and back cover of the flap.

Rates do not include VAT.
1 Web address (URL): www.unterwegs-auf-der-autobahn.de

2 Brief description: unterwegs-auf-der-autobahn.de offers you interesting, entertaining articles, up-to-date news and dates around the topics of travelling and taking a break when you’re on the road in your car, truck, van or bus.

3 Target group: Drivers and professional drivers of trucks, buses, vans and cars, travellers and the people accompanying them, motorhome drivers

5 Contact: Michaela Pech, tel: +49 89 32391-251; fax -163 michaela.pech@hussverlag.de

5 Access control: dfp, Google Analytics

6 Accesses: Monthly average (publisher information)
Page impressions: 6,227
Visits: 3,481
Unique users: 3,119

7 Data delivery: Three working days before placement to: anzeigen@transport-online.de as GIF (static or animated), JPG, 3rd-party JavaScript redirect, HTML5 (via redirect only) with a max. size of 200 KB (HTML5 subload up to max. 500 KB).

8 Use of external ad server: dfp

9 Forms of advertising and rates: See table on the right

10 Discounts and conditions: On request

<table>
<thead>
<tr>
<th>Illustrations (similar)</th>
<th>Form of advertising</th>
<th>Size (W x L)</th>
<th>Placement</th>
<th>Rate per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>up to max. 980 x 300 (or standard 850 x 250) pixels</td>
<td>directly below the main navigation</td>
<td>€500 (6,000 PIs)</td>
<td></td>
</tr>
<tr>
<td>Half-page right (sticky)</td>
<td>300 x 600 pixels</td>
<td>Outside right or mobile content below</td>
<td>€700 (11,000 PIs)</td>
<td></td>
</tr>
<tr>
<td>Skyscraper (sticky)</td>
<td>160 x 600 pixels</td>
<td>Outside right or mobile content below</td>
<td>€500 (11,000 PIs)</td>
<td></td>
</tr>
<tr>
<td>Super banner content (or full banner)</td>
<td>728 x 90 (or 468 x 60) pixels</td>
<td>Content above or mobile (partly) content top</td>
<td>€200 (4,000 PIs)</td>
<td></td>
</tr>
<tr>
<td>Half-page left (sticky)</td>
<td>300 x 600 pixels</td>
<td>Left sidebar</td>
<td>€200 (6,500 PIs)</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 (up to max. 300 x 300) pixels</td>
<td>Left sidebar or mobile content above</td>
<td>€300 (11,000 PIs)</td>
<td></td>
</tr>
<tr>
<td>Large mobile (or half-banner)</td>
<td>300 x 100 (or 234 x 60) pixels</td>
<td>Left sidebar or mobile (partly) content top</td>
<td>€200 (11,000 PIs)</td>
<td></td>
</tr>
</tbody>
</table>

Rates do not include VAT.
1 **Newsletter**

2 **Brief description:** Once a week, the "Unterwegs" newsletter summarises the most important news, articles and dates around the topics of travelling and resting when you're on the road in your car, truck, van or bus. The newsletter is supplemented with the latest image galleries and videos.

3 **Target group:** Drivers and professional drivers of trucks, buses, vans and cars, travellers and the people accompanying them, motorhome drivers

4 **Contact:** Michaela Pech, Tel: +49 89 32391-251, fax -163  
   E-mail: michaela.pech@hussverlag.de  
   Internet: www.unterwegs-auf-der-autobahn.de

5 **Access control:** Episerver

6 **Subscribers:** 846 (publisher information as at July 2019)

7 **Data delivery:** At least three days before your campaign begins via e-mail to: anzeigen@unterwegs-auf-der-autobahn.de, GIF (not animated), JPG, text with 350 keystrokes (including headline and spaces) + image (max. 240 x 160 pixels), text only with 500 keystrokes (including headline and spaces)

8 **Forms of advertising and rates (new: banner runs for four weeks):**

<table>
<thead>
<tr>
<th>Type of ad</th>
<th>Size (W x L)</th>
<th>Text</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full banner</td>
<td>468 x 60 pixels</td>
<td>–</td>
<td>€300</td>
</tr>
<tr>
<td>Graphic banner</td>
<td>up to max. 620 x 170 pixels</td>
<td>–</td>
<td>€350</td>
</tr>
<tr>
<td>Text banner with image</td>
<td>max. 240 x 160 pixels</td>
<td>350 keystrokes</td>
<td>€350</td>
</tr>
<tr>
<td>Text banner without image</td>
<td>500 keystrokes</td>
<td></td>
<td>€350</td>
</tr>
</tbody>
</table>

9 **Frequency of publication:** Weekly, Thursdays

10 **Discounts:** On request  
   Rates do not include VAT.  
   * Rate for a banner, running for four weeks.
Online Advertorial  
(native advertising, content marketing)

An online advertorial on unterwegs-auf-der-autobahn.de gives you the opportunity to place your advertising message directly in the editorial section of Unterwegs using texts and images. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

Services
- Online advertorial with a maximum of 3,000 keystrokes, images, backlinks, file attachments, videos and lots more on www.unterwegs-auf-der-autobahn.de
- 4 times in the Unterwegs newsletter with image, headline, teaser text and link to the advertorial

Placement
- Teaser placement on the home page as second news with image, headline, teaser text and link to the advertorial
- Header teaser above the navigation bar with link to the advertorial

Advantages
- Exclusiveness
- Professional reporting at the end of the campaign

Conditions
Duration: 1 month
Impressions: approx. 7,500
Rate: €600

The native text ad  
(native advertising, lead generation)

The text banner with image is a native form of advertising which is placed directly in the editorial section of our website and guarantees above-average attention and CTR.

Services
- Text banner (approx. 350 keystrokes) with image and external link as required
- Advertising format with the look and feel of an editorial article

Placement
- The Placement on the home page as 4th or 7th news
- Within each news view above or below the news text

Advantages
- Exclusiveness, since only one campaign is placed at a time (no rotation)
- Professional reporting at end of duration with impressions, clicks and CTR on a weekly basis

Conditions
Duration: 2 month
Impressions: approx. 6,000
Rate: €500

Rates do not include VAT.
1. An “Advertisement order” within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the list. Advertisement orders only become legally binding through written confirmation.

2. Publication of the advertisement shall be within the time limit specified in the advertisement order. The customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed price. A contract for the publication of additional advertisements shall be concluded in writing.

3. Online advertising (including text, newsletters, etc.) is displayed in accordance with the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's publication software and the impressions delivered shall be binding.

4. Refusal of orders: The publisher is entitled to refuse advertisement orders at its own discretion – including single placements within a larger order. This applies in particular if the customer has previously not fulfilled its advertising obligations. In accordance with a procedure, or if its publishing is unresilient for the publisher due to its content, origin or technical form, or if, despite its size or presentation, gives the printer impressions of the newspaper, the magazine or the publisher’s own website, or contain third-party advertising. The customer shall be informed of the refusal of the order and, if required, of the refusal reasons. Any claims arising from such legislation can also be subsequently removed from the online advertising platform.

5. Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the advertising address. If a customer order is sent to the publisher by fax in order to check factual accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance cannot automatically be assigned to the customer. Any further advertisement orders shall be sent to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, email) if the publisher requests them in writing. The sending of more than ten pages per fax is not possible. The publisher reserves the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements that were transmitted in open files.

6. Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make an advance payment of the amount due. The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including reproduction and the applicable valid rates are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.

7. Advertisers and advertising agencies are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent shall be responsible for the receipt and correct delivery of the advertisement order. The publisher reserves the right to change the number of pages in the advertisements without the customer being entitled to make claims in this respect.

8. Invoices are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to demand interest at a rate of 5% above the basic interest rate of the European Central Bank at the date of delivery for the period of time the invoice is outstanding. Invoices not paid within 14 days may be immediately recoverable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and in accordance with the applicable advertising rates. Should advertise appearances which were not detached or which were not transmitted as PDF files be produced, the publisher reserves the right to add a surcharge of 5% to the invoice.

9. Liability for the content of the advertisement: The customer shall be solely liable for the content and the legal admissibility of the advertising and/or the online advertising as well as for the materials provided for the valuable service. The customer releases the publisher from any third-party claims made in this connection including claims for compensation. The publisher shall not be required to perform a check function or to enforce the rights of third parties. With the placing of an order for this advertising, the customer agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not published as required, the publisher reserves the right to add a surcharge of 5% to the invoice.

10. Printing size of advertisements: Any print samples or online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection including claims for compensation. The publisher shall not be required to perform a check function or to enforce the rights of third parties. With the placing of an order for this advertising, the customer agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not published as required, the publisher reserves the right to add a surcharge of 5% to the invoice.

11. Transfer of risk: If print samples or online advertising are transmitted paperlessly, the publisher, either digitally (e.g. floppy discs, CD-ROM) or by telecommunication (e.g. ISDN, email), shall be responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadline for delivery is the time the publisher receives the documents at its place of business. The customer is required to provide a legally binding certification of the publication and distribution of the advertisement.

12. Acknowledgment of receipt: The customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents. If, in writing, the customer withdraws from the contract, the customer shall be liable for any additional costs incurred by the publisher, including but not limited to the cost of any computer viruses which the customer is unable to claim for damages. Furthermore, the publisher reserves the right to charge for any additional costs if computer viruses are transmitted to the publisher. The customer is required to release the publisher from any third-party claims made in this connection including claims for compensation. The publisher shall not be required to perform a check function or to enforce the rights of third parties. With the placing of an order for this advertising, the customer agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not published as required, the publisher reserves the right to add a surcharge of 5% to the invoice.

13. Return of materials: The customer guarantees that all materials required for the publication of the advertisement are free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

14. Additional setting costs: Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements previously made shall be charged accordingly. Should the customer have made such versions available, shall be billed as additional setting costs and shall only be paid with the written confirmation of the publisher. The customer is required to release the customer that may be due to handling or subsequent changes.

15. Printing size: The printing size of the advertisement agreed in the advertisement order is binding. Amendments to the printing size shall only be possible with the written confirmation of the publisher. The publisher reserves the right to charge the customer for any additional costs incurred.

16. Changes in advertisement rates: If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.

17. Differing rates: The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertising materials, advertisements in special supplements, special advertising materials, advertisements in special issues.

18. Reduced volume of circulation: If an order covers multiple advertisements, a price reduction can be claimed due to a reduced volume of circulation if the circulation guarantees are not met by the ordered volume of circulation. The percentage of the reduction shall be determined on the basis of the volume of circulation agreed in the advertisement order. In the event of a reduction in circulation, the publisher reserves the right to claim damages if the customer has notified the customer of the reduction in circulation in a timely manner and has not supplied the customer with a substitute for the advertisement. The publisher reserves the right to charge the customer for any additional costs incurred.

19. Invoices are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to demand interest at a rate of 5% above the basic interest rate of the European Central Bank at the date of delivery for the period of time the invoice is outstanding.