



Media kit 2023

Rate list no. 7
Valid from 1 January 2023



Member of
Logistics Alliance Germany



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HUSS-VERLAG GmbH
80912 Munich, Germany

huss

www.huss.de

www.vision-mobility.de



Gregor Soller
Editor in Chief
VISION mobility

Dear media decision-makers

Times are more challenging than ever, as political uncertainties continue to exacerbate the problems of extreme weather phenomena. These in turn are making a systemic and comprehensive mobility transition absolutely essential. Many players therefore need to get together and help so that the host of good individual ideas being put forward can form a major solution in our efforts to reduce our carbon footprint on a sustainable basis. In fact, as we move forward, mobility can no longer be thought of in isolation; we also need to include the infrastructure and link everything by connectivity. The VISION mobility platform links and structures these three areas.

With this aim in mind, we are also collaborating with the organisation BEM, (Bundesverband eMobilität e.V.), which has a strong voice at the forefront of the electric mobility issue and contributes with its additional know-how gleaned from various working groups.

The VISION mobility THINK TANKs are a live platform that addresses a discerning audience – whether digital, hybrid or face to face. Compelling presentations and panel discussions with Q+A sessions engage the audience right from the outset, while top-class speakers present and discuss the latest developments in the industry.

You can personally become part of the THINK TANKs by becoming a sponsor, enabling you to present and discuss your content at prestigious events such as the IAA Mobility – feedback included!

Together with the VISION mobility platform and its partners, HUSS-VERLAG is accompanying mobility managers and enthusiasts into the future, covering the complete range of vehicles from professionally used two-wheelers to passenger cars to commercial vehicles, enriched by insights into the world of rail and air transport and including the additional public transport options of cable cars and overhead tramways. The focus is also increasingly on charging infrastructure as well as autonomous driving and new digital processes.

Let's drive forward the mobility transition together.

Kind regards

Gregor Soller
 gregor.soller@huss-verlag.de

Print



Magazine app



Online



Picture: Fotolia/pixelproHD

- 1 **Title:** VISION mobility
- 2 **Brief description:** VISION mobility reports on new concepts of mobility. It focuses on sustainable solutions for transportation, connectivity and infrastructure for all modes of transport, including cars, commercial vehicles, omnibuses, cargo bikes and industrial trucks.
- 3 **Target group:** Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products.
- 4 **Frequency of publication:** 6 times per year
- 5 **Magazine size:** 210 x 280 mm
- 6 **Year of issue:** 7th year of issue 2023
- 7 **Purchase price:** Annual subscription in Germany €63.00
(including VAT plus €7.20 postage costs)
Single issue price €7.80
(including VAT plus €3 postage costs)
ISSN number: 2512-6601
- 8 **Body:** –
- 9 **Memberships:** BEM/Bundesverband eMobilität e.V.
Logistics Alliance Germany
- 10 **Publishing company:** HUSS-VERLAG GmbH
Telephone: +49 89 32391-0
Fax: +49 89 32391-163
Internet: www.huss.de
- 11 **Publishers:** Christoph Huss
- 12 **Advertising and sales:** Michael Frey -285 (responsible)
michael.frey@hussverlag.de
Michaela Pech (trucks) -251
michaela.pech@hussverlag.de
Andreas Steger -311
leserservice@hussverlag.de
- 13 **Editorial team:** Gregor Soller -460 Editor in Chief (responsible)

14 Volume analysis:	2021 = 6 issues
Total no. of pages:	537 pages = 100.00 %
Editorial section:	455,71 pages = 84.86 %
Advertising section:	81,29 pages = 15.14 %
of which: Publisher's advertising	24,34 pages = 29.94 %
Inserts:	0

15 **Content analysis of editorial section:** 2021 = 455,71 pages

15a Topics	Pages	%
News	24.09	5.29
Coverstory	44.58	9.78
Vehicle presentations	32.01	7.02
Driving reports	35.25	7.74
Vehicle tests	83.17	18.25
Practice reports New Mobility	7.00	1.54
Rent, buy, lease and share	27.00	5.92
Digitalization, apps and telematics	21.34	4.68
Vehicle technology, driver assistance systems, autonomous driving	3.50	0.77
Drive, energy storage, charging technology	18.00	3.95
Refueling, charging and parking	35.00	7.68
City, traffic, environment	10.00	2.19
Companies, economy, politics	9.95	2.18
Law	4.08	0.90
Trade fair and event reports	21.17	4.65
Columns (Pros and cons, "Stromstöße")	15.66	3.44
Miscellaneous	63.91	14.02
Total	455.71	100.00



16 **Circulation control:**  The German
Audit Bureau
of Circulation (IVW)

17 **Circulation analysis:** Average number of copies per issue
(1 July 2021 to 30 June 2022)

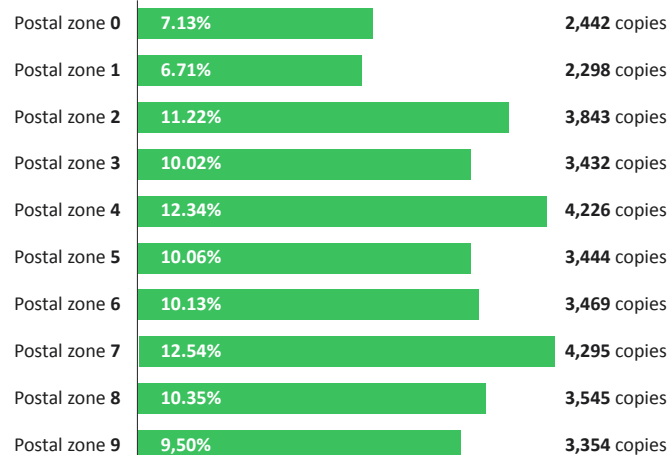
Copies printed:	38,500	
Copies actually distributed:	34,695	of which abroad: 447
Copies sold:	15,115	of which abroad: 341
– Subscription copies, other sales, retail sales:	15,115	of which member copies: 662
		–
Free copies:	19,579	of which abroad: 106
Remaining, archive and sample copies:	725	
Remissions:	3,081	

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	98.71	34,248
abroad	1.29	447
Copies actually distributed	100.00	34,695

Structure of free copies circulated by postal zone:

Percentage of free copies actual distributed



Number of free copies actually distributed

34,248 copies

Summary of data collection method 2

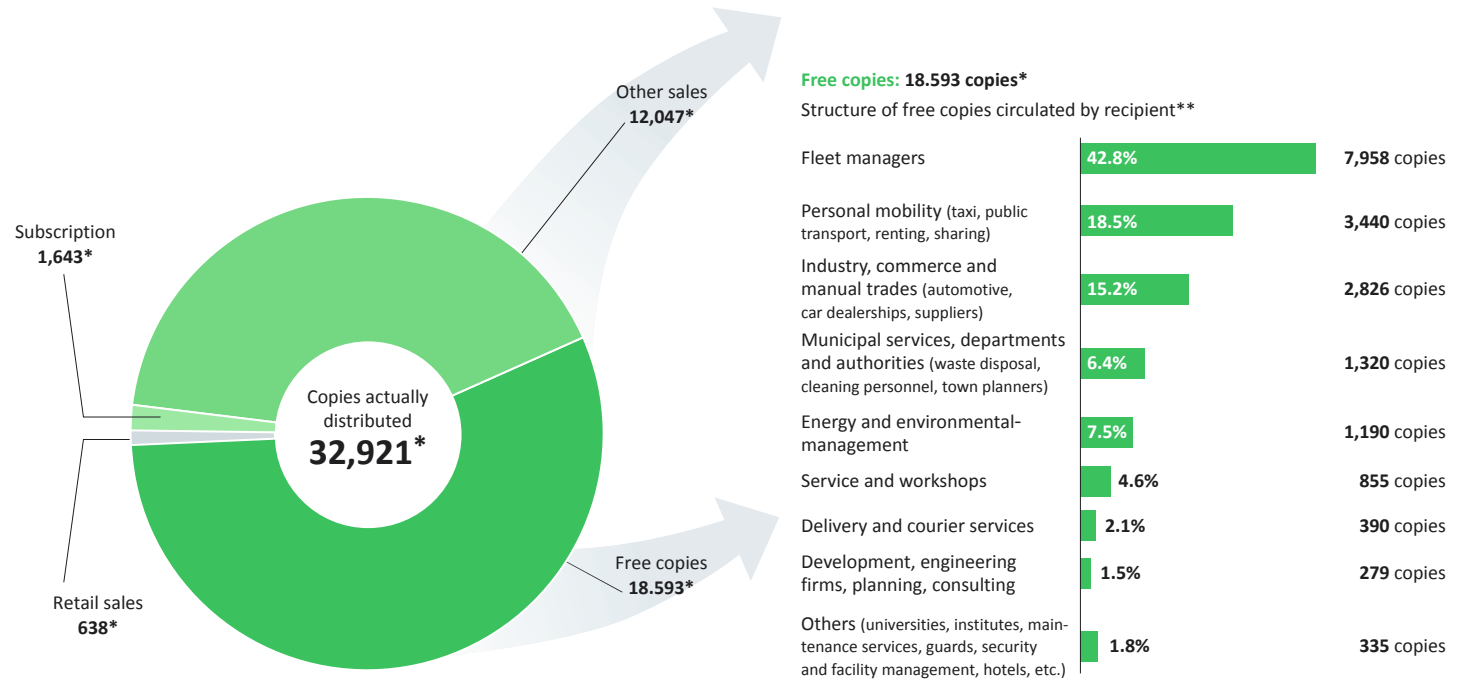
- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 95,106
Circulation analysis through data analysis – total compilation
- Total population:** The total population is based on an annual average of the copies actually distributed (1 July 2021 to 30 June 2022).

The analysis represents a total population of the copies actually distributed 95,106 (i.e. 100%).

- Time period of the analysis:** July 2022
- Analysis conducted by:** HUSS-VERLAG GmbH

Circulation distribution

VISION mobility targets company fleet managers and all those who are professionally involved in the procurement of mobility solutions as well as their related products. From a list of over 100,000 qualified addresses, targeted distribution is carried out via controlled circulation to an average of around 19,000 personalised addresses per issue. The high IVW-certified circulation enables the broadest possible market coverage across all areas.



*IVW II/2022 **Planning of average dispatch per issue (publisher's information, August 2022)



- 1 **Circulation:**
Copies printed 30,000
(publisher's statement)
- 2 **Magazine size**
210 mm wide x 280 mm long
- Type area:**
185 mm wide x 256 mm long
- 3 **Printing method:**
Cover: Sheet offset
Contents: Web offset
Adhesive binding

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.

Colour space: Printing is done in accordance with the Euro scale in process standard offset printing, using the basic colours cyan, magenta, yellow and black.

Other colours can only be used by prior agreement and will otherwise be converted to 4c at the pre-press stage.

Profile: For ads on the cover and in the content **ISOcoated_v2_300_eci.icc**. The profile can be downloaded at: www.eci.org.

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@vision-mobility.de, otherwise via FTP (on request).

Preparation of print documents on request (at cost price).

- 4 **Deadlines:** See deadline and topic schedule on pages 10/11
- Frequency of publication:** 6 issues in 2023
- 5 **Publishing company:** HUSS-VERLAG GmbH
Company address: Joseph-Dollinger-Bogen 5, 80807 Munich, Germany
Postal address: 80912 Munich, Germany
Internet: www.huss-verlag.de
Ad scheduling: Lydia Hällmeyer
Tel: +49 89 32391-286, fax: -163
E-mail: lydia.haellmeyer@hussverlag.de
- 6 **Conditions of payment:** 2% discount for payment within 5 days, or net payment within 14 days
- Bank details:** Deutsche Bank, Munich
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX



More than 3 million direct marketing addresses from 5,000 industries make your advertising campaign a success.

www.huss-adressen.de Consultation: +49 89 323 91 – 319

7 Advertising formats (in type area) and rates:

Rates do not include VAT.

Format	Width x length (in mm)		horizontal	Rate 4c
	vertical	standard		
1/1 page	185 x 256			€ 11,700
2/1 page	398 x 256			€ 22,500
1/2 page	90 x 256		185 x 123	€ 5,750
Junior Page		135 x 176		€ 7,900
1/3 page	58 x 256		185 x 80	€ 4,850
1/4 page	42 x 256	90 x 123	185 x 59	€ 2,900
1/8 page		90 x 59	185 x 28	€ 1,480

7.1 Classified ads without discounts (width x length in mm):

1/6 page	58 x 123	€ 2,420
1/12 page	58 x 59	€ 1,290
1/16 page	42 x 56	€ 780
1/24 page	58 x 28	€ 675
1/32 page	42 x 28	€ 420

Surcharge as eye-catcher: €100

8 Preferred placements:

4th cover page	€ 13,700
2nd and 3rd cover page	€ 12,700
1/3 next to editorial	€ 5,090

9 Special forms of advertising: See page 9

10 Discounts: When booking within one year

Malstaffel		Mengenstaffel	
3 advertisements	3 %	2 pages	5 %
6 advertisements	5 %	4 pages	10 %
8 advertisements	8 %	6 pages	15 %
10 advertisements	10 %	8 pages	20 %
		10 pages	25 %

11 Bound inserts*

Price on request

Required delivery amount: 30,600 copies

12 Inserts*: not discountable

Loosely inserted, maximum size 200 x 270 mm

Rates up to 25 g total weight: €200 per thousand copies

26 to 50 g total weight: €300 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 30,600 copies

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights.

13 Glued-on advertising material (postcards, CDs/DVDs, booklets) mechanically glued:

Glueing fee up to 25 g: €100 per thousand copies

Glueing fee from 26 to 50 g: €150 per thousand copies

(glueing fee not discountable)

Required delivery amount: 30,600 copies

Higher weights and other forms of advertising as well as samples are available on request.

Glued-on advertising material only in combination with a supporting advertisement.

14 Delivery address for items 11 – 13:

Vogel Druck und Medienservice GmbH

Leibnizstraße 5, 97204 Höchberg, Germany

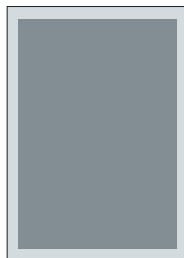
Tel: +49 931 4600-2178

Delivery information: For "VISION mobility" issue number x/2023

Delivery date for items 12 and 13: 10 days after the advertising deadline

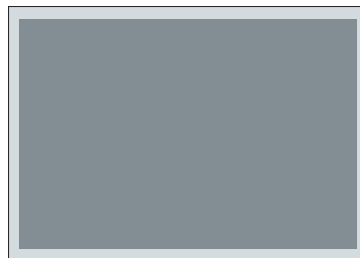
*For further information and technical data, please see page 17

Rates do not include VAT.

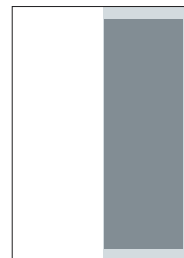

1/1 page

In type area
In bleed
4c rate

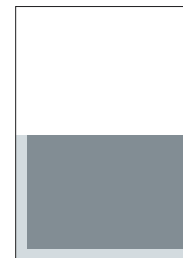
185 x 256 mm
 210 x 280 mm*
 €11,700


2/1 page

398 x 256 mm
 420 x 280 mm*
 €22,500


1/2 page vertical

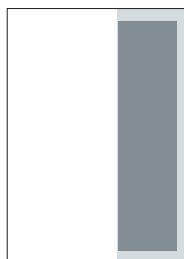
90 x 256 mm
 101 x 280 mm*
 €5,750


1/2 page horizontal

185 x 123 mm
 210 x 137 mm*
 €5,750

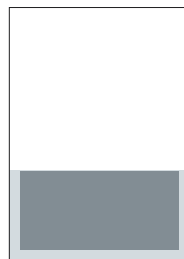

Junior page

135 x 176 mm
 146 x 190 mm*
 €7,900

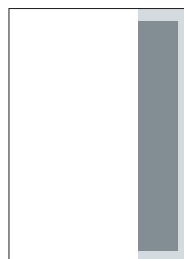

1/3 page vertical

In type area
In bleed
4c rate

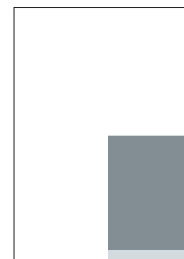
58 x 256 mm
 69 x 280 mm*
 €4,850


1/3 page horizontal

185 x 80 mm
 210 x 94 mm*
 €4,850


1/4 page vertical

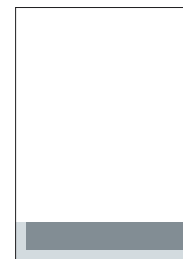
42 x 256 mm
 53 x 280 mm*
 €2,900


1/4 page standard

90 x 123 mm
 101 x 137 mm*
 €2,900


1/4 page horizontal

185 x 59 mm
 210 x 73 mm*
 €2,900


1/8 page horizontal

185 x 28 mm
 210 x 42 mm*
 €1,480



420 x 94 mm* €9,500

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.


69 x 280 mm
and
141 x 94 mm*
€10,500

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).

Ad specials

Our special forms of advertising in VISION mobility 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. 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 highest level of attention for your brand.

Quotes and consultation: Michael Frey
tel: +49 89 32391-285, michael.frey@hussverlag.de


Rate according to
required format
on request.

Flexform ads

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


264 x 155 mm*
€9,500

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.



Front cover
105 x 217 mm*
and back cover
105 x 280 mm*
€15,500

Flying page / cover page / half cover

An ad that covers half of the cover page (flying page).

*Formats in bleed require an extra 3 mm for trim on each outer edge.

Rates do not include VAT.

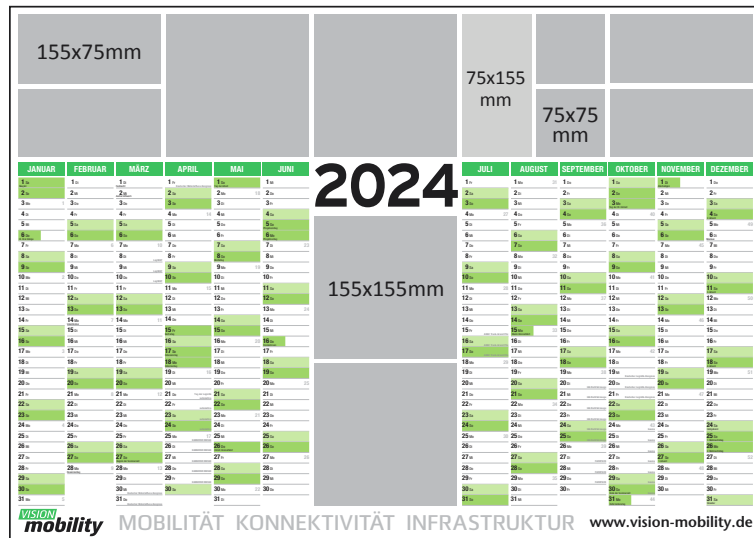
Issue/ Dates	Highlights	Topics			Special supplements	Trade fairs, events, congresses
		MOBILITY	CONNECTIVITY	INFRASTRUCTURE		
2 2023 AD 17 Jan. PDD 24 Jan. PD 17 Feb.	Battery technology	<ul style="list-style-type: none"> • Alternatively powered trucks and vans • OEM's from the far east and their models • Light electric vehicles: passenger transport • Pre- and post-fair report: CES, Genfer Autosalon 	<ul style="list-style-type: none"> • Telematics and route planning • Load management 	<ul style="list-style-type: none"> • Communal services • Charging technology: fleet charging 		CES , Las Vegas, 5 – 8 Jan. GETEC Gebäude.Energie.Technik , Freiburg, 10 – 12 Feb. Genfer Autosalon , Genf, 14 – 19 Feb. eMobilität , Wiesbaden, 24 – 26 Feb. iMobility , Stuttgart, 13 – 16 April
3 2023 AD 7 Mar. PDD 14 Mar. PD 11 Apr. 	Natural gas engines, alternative fuels, hydrogen, fuel cells, synthetic fuels BEST OF mobility 2023 – The nominees	<ul style="list-style-type: none"> • Alternatively powered middle class cars • Cargo bikes • THG Funding • Summer tires • Pre- and post-fair report: GETEC, e-Mobilität, polisMobility 	<ul style="list-style-type: none"> • Fuel and charging cards • Digitalization in the car 	<ul style="list-style-type: none"> • IT in the mobility • Charging technology: charging at home and at the office 		Hannover Messe Industrie , Hanover, 17 – 21 April E-world energy & water , Essen, 23 – 25 May polisMOBILITY , Cologne, 24 - 26 May Power2Drive , Munich, 14 - 16 June
4 2023 AD 16 May PDD 23 May PD 16 June	drive and engine technology	<ul style="list-style-type: none"> • Alternatively powered premium cars • Fleet and vehicle analysis • Pre- and post-fair report: Hannover Messe, E-World Energy & Water, polisMobility, Power2Drive, Eurobike 	<ul style="list-style-type: none"> • Fleet leasing and long-term rental • Over-the-air-updates 	<ul style="list-style-type: none"> • Urban mobility • Charging technology: inductive charging 		

5 2023 AD 1 Aug. PDD 8 Aug. PD 1 Sep.	Alternative engines	<ul style="list-style-type: none"> Battery technology Company bikes Alternatively powered compact cars Pre- and post-fair-report: IAA Mobility, Eurobike 	<ul style="list-style-type: none"> Electronic logbooks Safety technology 	<ul style="list-style-type: none"> Parking services Charging technology: the vehicle as a power supplier/ buffer 		Greentech Festival , Berlin, 14 – 17 June Eurobike , Frankfurt, 21 – 25 June Parken , Wiesbaden, 28 – 29 June IAA Mobility , Munich, 5 – 10 Sept. eMove 360° , Munich, 17 – 19 Oct.
6 2023 AD 19 Sep. PDD 26 Sep. PD 20 Oct.	Autonomous driving	<ul style="list-style-type: none"> Light electric vehicles: small trucks and vans Winter tires Delivery last mile Pre- and post-fair-report: IAA Mobility 	<ul style="list-style-type: none"> New mobility insurance Fuel and charging cards 	<ul style="list-style-type: none"> Car-to-X-Communication Charging technology: charging Apps 		
1 2024 AD 7 Nov. PDD 14 Nov. PD 8 Dec.	Hybrid and plug-in-hybrid cars	<ul style="list-style-type: none"> Alternatively powered SUVs e-bike leasing Pre- and post-fair-report: CES 	<ul style="list-style-type: none"> Corporate Carsharing Power storage and charging points 	<ul style="list-style-type: none"> Security systems Charging technology: charging with photo-voltaics and buffer 	Vehicle poster/ Wallcalender	

AD = advertising deadline PDD = print document deadline PD = publication date

Changes may be made at short notice.

VISION mobility Wallcalendar 2024



Publication date: 8 December 2023,
insert in
VISION mobility 1/24

**Advertising
deadline:** 24 October 2023

Circulation 30,000

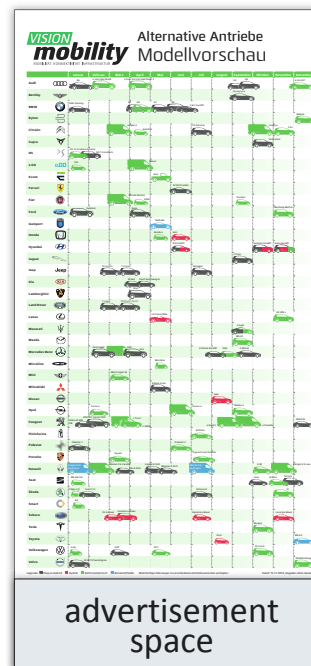
Entire Format: min. 820 x 580 mm
max. 905 x 694 mm

Advertisement placing:

1 Field	75 x 75 mm	€ 850,-
2 Fields	75 x 155 mm	€ 1.600,-
	155 x 75 mm	€ 1.600,-
4 Fields	155 x 155 mm	€ 3.100,-

Rates do not include VAT.

VISION mobility Vehicle poster 2024



The poster clearly presents the new vehicle models with alternative drivetrains that will be launched in 2024. You can use this attractive form of advertising to present your own products and services. The poster will keep you in the readers' field of vision for at least one year.

Publication date:
8 December 2023, as a
detachable poster in
VISION mobility 1/2024

Advertising deadline:
24 October 2022

Circulation:
30,000

Format:
approx. 280 x 580 mm



VISION mobility THINK TANKs feature high-profile experts from the worlds of research, politics and industry who explain future forms of new mobility and then discuss them together with the audience and their colleagues.

The focus is on mobility concepts for tomorrow's world, which integrate and combine several modes of transport and override the conventional separation between public, logistical and individual types of transportation.

Urbanisation in particular calls for new, more sustainable and faster connectivity and mobility solutions. For example, city logistics could be revolutionised with a combination of electric cargo bikes and micro-depots.

The presentations and discussions also focus on new vehicles, sharing models and smart charging solutions. The VISION mobility THINK TANK series points to interesting and relevant trends in tomorrow's mobility and provides a great opportunity to exchange ideas as well as build networks.

Would you like to use this community to successfully drive your advertising campaign? Then why not take part as a sponsor!

Contact:

Michael Frey
 tel: +49 89 32391-285
 michael.frey@hussverlag.de

Michaela Pech
 tel: +49 89 32391-251
 michaela.pech@hussverlag.de



Bild: Fotolia/pixelpromid



- 1 **Web address (URL):**
www.vision-mobility.de
- 2 **Brief description:** Up-to-date news, dates, background reports, , event calendar, photo series, videos, top current overview BEVs and PHEVs
- 3 **Target group:**
Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products.
- 4 **VISION mobility online-readership-structure-analysis:**
over 41% in the age group 30-49
over 57% in a managerial position (over 20% c-level)
over 55% with net household income over €2,500,
over 27% with more than €4,000
over 35% mobile accesses, 65% via desktop, tablets, laptops
Source: iq media GmbH, Adobe Analytics, Mrz.- Aug. 2022
- 5 **Contact:** Michael Frey, tel: +49 89 32391-285
michael.frey@hussverlag.de
- 6 **Access control:** Revive, Matomo, IVW
- 7 **Accesses:** Monthly average (publisher information)
Page impressions: 40,125
Visits: 24,849
Unique users: 21,076
- 8 **Data delivery:** Three working days before placement to:
anzeigen@vision-mobility.de as GIF (static or animated), JPG, 3rd-party
JavaScript redirect, HTML5 (only by redirect) with a maximum size of
150 KB (HTML5 subload max. 500 KB).

Illustrations (similar)	Form of advertising	Size (W x L)	Placement	Rate CPM
	Billboard	max. 980 x 300 pixels (standard 850 x 250) + mandatory additional mobile variant to max. 360 x 225 (standard 300 x 100)	Directly below the main navigation	€80
	Half-page right (sticky)	300 x 600 pixels	Outside right or mobile content below	€70
	Skyscraper (sticky)	160 x 600 pixels	Outside right or mobile content below	€60
	Rectangle	300 x 250 (up to max. 300 x 300) pixels	Left sidebar or mobile content above	€40
	Large mobile (or half-banner)	300 x 100 (or 234 x 60) pixels	Left sidebar or mobile (partly) content top	€30

- 9 **Use of external ad server:** Revive
- 10 **Forms of advertising and rates:** Rates do not include VAT.



Special forms of advertising

Online advertorial (native advertising, content marketing)

Advertise exclusively with up to 3,000 keystrokes as well as images, videos and documents directly in the editorial section on the website and in the newsletter.

- Duration: 2 weeks 4 weeks
- Impressions: approx. 22,500 approx. 45,000
- Rate: €1,900 €3,200

Native text ad with image (native advertising)

Advertise using a native form of advertising and thus generate greater attention and CTR exclusively in the editorial section of our website (within each news single view either directly above or below the news text).

- Duration: 2 weeks 4 weeks
- Impressions: approx. 14,500 approx. 29,000
- Rate: €1,200 €2,100

Extend your reach (re-targeting)

Display over 60,000 additional ad impressions per month within our target group or to our website visitors via various partner websites.

- Duration/impressions: Depending on customer requirements
- Rate: CPM €35 for all forms of advertising

Industry Guide

Brand new! Your opportunity to present your company in an exclusive environment. We will be happy to advise you.

- Duration: 12 months
- Rate: €1,900
- Impressions: 125.000

All rates do not include VAT.

1 VISION mobility Newsletter

- 2 **Brief description:** The Newsletter reports on the most important events in the mobility sector three times a week.
- 3 **Target group:** Fleet managers and other people who are professionally involved in procuring mobility solutions and their related products.
- 4 **Publishing company:**
HUSS-VERLAG GmbH; postal address: 80912 Munich, Germany
- 5 **Contact:**
Michael Frey, tel: +49 89 32391-285, michael.frey@hussverlag.de
- 6 **Access control:** Episerver
- 7 **Subscribers:** 4,199 (publisher information)
- 8 **Data delivery:** At least three days before your campaign begins via e-mail to: anzeigen@vision-mobility.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)

9 Forms of advertising and rates

Type of ad	Size (W x L)	Text	Rate*
Full banner	468 x 60 pixels	—	€490
Graphic banner	up to max. 620 x 170 pixels	—	€650
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€590
Text banner without image		500 keystrokes	€590

- 10 **Frequency of publication:** 3 issues per week, Mondays, Wednesdays and Fridays
- 11 **Discounts:** After consultation
- 12 **Conditions of payment:** 2% discount for payment within 5 days, or net payment within 14 days
Bank details: Deutsche Bank, Munich
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX

*The Banner runs twice a week. Rates do not include VAT.

Full banner

Graphic banner

Text banner with image

Text banner without image



15 Inserts:

Before accepting and confirming the order we require a binding sample showing sizes and weights by the advertising deadline of each issue at the latest. Inserts may only advertise for the sales campaigns of advertisers. Please design your sample in accordance with postal regulations so that it cannot be mistaken for editorial material. The placement of inserts depends on the technical possibilities.

Technical information:

Inserts will be inserted loosely.

Maximum size: 200 x 270 mm

Inserts must be designed so that no additional processing is necessary. Any complications and/or additional work (e.g. folding) will be charged separately. Inserts printed on any material other than paper can only be accepted upon presentation of a binding sample and with the prior agreement of the publisher and the post office.

Fees for inserts:

Up to 25 g total weight	€200 per thousand copies
26 g to 50 g total weight	€300 per thousand copies
Higher weights on request	
Partial insert surcharge per postal zone split	€75
Partial inserts (by postal zone) on request.	
Inserts are not discountable .	

Circulation charged:

30,000 copies

Required delivery amount:

30,600 copies

Delivery date:

Up to 10 days after the advertising deadline.

Rates do not include VAT.

Bound inserts:

Before accepting and confirming the order we require a binding sample or, if need be, a dummy showing sizes and weights by the advertising deadline of each issue at the latest. Placement depends on the technical possibilities.

Formats open:

- 1 sheet (= 2 pages) untrimmed 216 mm wide x 290 mm long
- 2 sheets (= 4 pages) untrimmed 216 mm wide x 290 mm long
- 3 sheets (= 6 pages) untrimmed 216 mm wide x 290 mm long

Technical specifications:

Bound inserts must be delivered untrimmed; multiple-sheet bound inserts must be pre-folded. The front page of the bound insert must be marked accordingly. Bound inserts must be designed so that no additional preparation or processing is necessary. Any complications and additional folding or glueing work will be separately charged.

Required delivery amount:

35,700

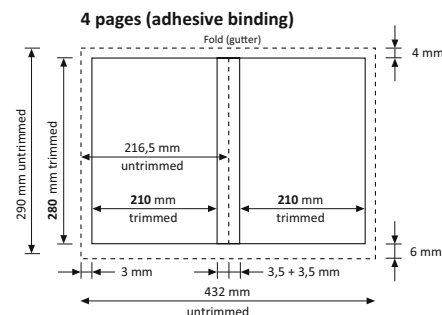
Delivery date:

Up to 7 days after the advertising deadline.

Postal address:

Vogel Druck und
Medienservice GmbH
Leibnizstraße 5,
97204 Höchberg, Germany
Tel.: +49 89 9314600-2178

Delivery information:
For "VISION mobility" issue
number x/2023



MEDIA CONSULTING

Please send print documents to: anzeigen@vision-mobility.de


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General Terms of Business (GTB) for advertisements, third-party inserts and online advertising

- An "Advertisement order" within the meaning of the following 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 rates list. Inserts are only one-time advertising orders which become legally binding through written confirmation.
2. **Right of cancellation:** The advertiser is entitled to cancel the order at any time before the start of the advertising campaign. If the advertiser cancels the order after the start of the advertising campaign, the advertiser is liable for the costs of the advertising campaign. If the advertiser cancels the order after the start of the advertising campaign, the advertiser is liable for the costs of the advertising campaign.
3. **Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list within the agreed time limit specified in section 2.
4. **Liability for content:** The advertiser is responsible for the content of the advertisement. The advertiser 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 banner system regarding visits and page impressions shall be decisive.
5. **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 content of the advertisement order violates laws or other regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publication is unreasonable for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part 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 an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
6. **Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to alter advertising deadlines at short notice to suit production processes.
7. **The customer may cancel** previously booked orders up to 14 days prior to the advertising deadline (print) or prior to the beginning of the advertising campaign (online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations notified after the advertising deadline will be subject to a 100% cancellation fee. Cancellations and withdrawals received after the advertising deadline and/or after the beginning of the advertising campaign shall take effect at the discretion of the publisher. Further cancellations and withdrawals may only be cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. **Cancellations** can be notified by fax or e-mail.
8. **Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
9. **Right of withdrawal:** The advertiser is entitled to withdraw from the advertisement order at any time before the start of the advertising campaign. If the advertiser withdraws from the advertisement order, the advertiser is liable for the costs of the advertisement order. The advertiser is entitled to withdraw from the advertisement order at any time before the start of the advertising campaign. If the advertiser withdraws from the advertisement order, the advertiser is liable for the costs of the advertisement order.
10. **Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.
- Transfer of risk** occurs with the receipt of the print documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on the publisher's print quality and rule out substitution of the print documents. If possible, however, the publisher will immediately request replacements for obviously unusable or damaged print documents.
- Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of € 5.00, at the customer's express request and own expense.
- Proof copies:** Proof copies will only be supplied if explicitly requested. The publisher takes into account all error corrections of which it is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correct return of the proof copy.
- If print samples or online advertising are transmitted passively** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail), the following additional provisions shall apply:
- File formats:** In the case of digital transfer, if two or more related files are transmitted digitally, the customer is required to ensure that the files are transmitted and saved in a single folder. The customer is responsible for the correct naming of the files. The publisher has the right to request the files to be retransmitted if the files are not saved in a single folder. The publisher has the right to request the files to be retransmitted if the files are not saved in a single folder.
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- 6. 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.
- 7. Printing dates:** The publisher cannot determine rates that differ from the rates lists for the following: advertisements in publisher's supplements, editorially designed advertisements or advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 8. 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 guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely and sufficient manner to enable the customer to withdraw or amend the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
- 9. 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 correct incorrect invoices within six months of invoicing.
- 10. Late payment interest:** In the event of late payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of 40 euros for damage caused by late payment, which is to be offset against outstanding compensation for damages if the damage is provably higher (e.g. due to legal costs). The standard charge is also due in the event of delayed partial payments or delayed payments in instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for all other contractual obligations shall remain unaffected.
- 11. Right of retention:** The publisher may exercise its right of retention until such time as payment is made and also demand payment in advance for the event of late payment to interest the claimer at 5 percentage points above the relevant basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to suspend the production and distribution of the print advertisement until such time as payment is made and also demand payment in advance for the advertisements. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 12. Waiver of printing:** Despite the timely submission of faultless print documents and timely complaint, the customer is entitled to demand either the publication of a faultless replacement advertisement ('rectification') or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is impaired.
- Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to demand rectification of the print documents or images or to apply for a refund in advertisements that appear repeatedly. 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 correct. In the case of **online advertising**, the warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impact the intended effect of the advertisement or if the error is attributable to the customer. The customer is responsible for ensuring that the wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time [more than 10% of the time period booked] in a time-linked fixed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails within the originally booked insertion period or after extension beyond the booked insertion period, the publisher is obliged to provide equivalent compensation for the lost advertising space. The publisher is not liable for services not implemented. Any further claims are deemed to be waived. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertising, the publisher is not liable for any damage resulting from the defective reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 2.a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an essential contractual obligation (contractual principal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.
- b)** If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, any liability for consequential damages is excluded.
- c)** If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.
- d)** The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.
- e)** Other than for liability of the publisher as set forth in such types of damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
- f)** The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.
- g)** The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.
- h)** The publisher is not liable for damages arising from the use of the published information for tasks not intended by the publisher.
- i)** The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if defects in the print document should become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
- 3. Customer's major obligations:** The publisher is entitled to refuse to accept orders for advertising placements if the advertiser fails to fulfil his obligations from the obligation to fulfill orders and payment of damages. However, if the publisher is able to fulfill the orders with 80% of its circulation quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold referred to in the tariff.
- 4. Law of performance and jurisdiction** shall be the registered office of the publisher. The agreement is subject to German law. However, mandatory consumer law in the country in which you habitually reside shall remain applicable.

Additional terms of business of the publishe

- a) Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.
- b) **Advertising agencies and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c) **Customers and advertising agencies** entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d) 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 the internet), in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or scope to the extent necessary for the implementation of the advertising order. The publisher guarantees that he shall transfer these rights of use to the publisher free of rights of third parties, or else shall indemnify the publisher from all rights of third parties, including prosecution costs.

huss

Trade publications

by the HUSS Publishing Group Munich and Berlin

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