



Media kit 2024

Rate list no. 8
Valid from 1 January 2024



Member of
Logistics Alliance Germany



Title portrait	2 – 3
Circulation and distribution analysis	4 – 5
Rates and formats	6 – 8
Ad specials	9
Deadline and topic schedule	10 – 11
Wall calendar/Vehicle poster	12
THINK TANK	13
Vision mobility focused	14
Online advertising	15 – 16
Newsletter	17
Inserts, bound inserts	18
Contacts	19
General Terms of Business	20



HUSS-VERLAG GmbH
80912 Munich, Germany

huss



Gregor Soller
Editor in Chief
VISION mobility

Dear media decision-makers

We are in the midst of a period of transition in which the world is changing on an unprecedented scale. Extreme weather events are an unmistakable reminder of how urgently we need to fundamentally change our mobility structures. It is up to us to bring all the various players together and reduce our carbon footprint sustainably with lots of individual ideas and major innovations.

We no longer see mobility as an isolated aspect, but as part of a greater whole, including the infrastructure that makes mobility possible in the first place and the connectivity that links it. VISION mobility is the platform that harmoniously combines these three components. Our partnership with various associations and their expertise reflects this vision.

With this voice and our broad knowledge, we are working hand in glove to drive change.

With the VISION mobility platform and its partners, HUSS-VERLAG is supporting mobility managers and enthusiasts alike on their journey into the future. We provide a comprehensive overview of the entire range of vehicles,

from professionally used two-wheelers to light vehicles, cars and commercial vehicles. We also offer some fascinating insights into the world of rail and air transportation, supplemented by the cable cars and overhead railways that also provide local public transport. Moreover, the focus is increasingly shifting to charging infrastructure, autonomous driving and new digital processes. Let's spearhead the mobility transition together with passion and determination, because the future is in our hands!

Let's drive forward the mobility transition together.

Kind regards

Gregor Soller
gregor.soller@huss-verlag.de

The VISION mobility THINK TANKS act as a live platform aimed at an expert audience. Structured moderations and panel discussions, accompanied by Q+A sessions, involve the audience in the dialogue. Experts from the industry present the latest developments and hold objective discussions about them. Companies have the opportunity to take part in the THINK TANKS by means of sponsorship, enabling them to present and discuss their content at established events where they can gather feedback.

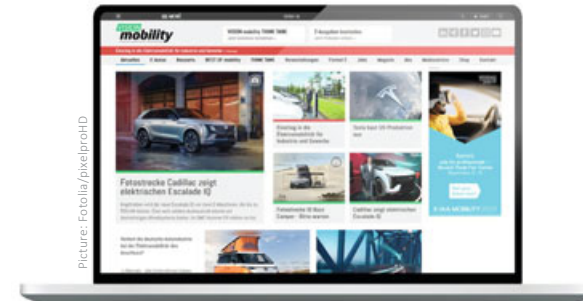
Print



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:** 8th year of issue 2024
- 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 leerservice@hussverlag.de
- 13 **Editorial team:** Gregor Soller -460 Editor in Chief (responsible)

14 **Volume analysis:** 2022 = 6 issues

Total no. of pages:	506 pages = 100.00 %
Editorial section:	435,57 pages = 86.08 %
Advertising section:	70,43 pages = 13.92 %
of which: Publisher's advertising	22,45 pages = 31.88 %
Inserts:	2

15 **Content analysis of editorial section:** 2022 = 435,57 pages

15a

Topics	Pages	%
News	44.36	10.18
Vehicle presentations	23.50	5.40
Driving reports	39.00	8.95
Vehicle tests	65.25	14.98
Practice reports New Mobility	11.59	2.66
Rent, buy, lease and share	19.76	4.54
Digitalization, apps and telematics	30.17	6.93
Vehicle technology, driver assistance systems, autonomous driving	3.67	0.84
Drive, energy storage, charging technology	28.34	6.51
Refueling, charging and parking	21.00	4.82
City, traffic, environment	20.41	4.69
Companies, economy, politics	23.75	5.45
Tires	8.17	1.88
Law	2.84	0.65
Trade fair and event reports	41.68	9.57
Columns (Pros and cons, "Stromstöße")	15.65	3.59
Miscellaneous	36.43	8.36
Total	435.57	100.00



The German
Audit Bureau
of Circulation (IVW)

- 16 **Circulation control:**
- 17 **Circulation analysis:** Average number of copies per issue
(1 July 2022 to 30 June 2023)

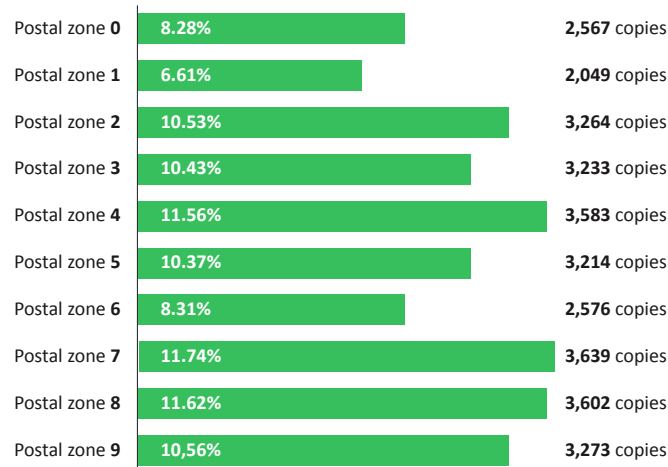
Copies printed:	33,750		
Copies actually distributed:	31,265	of which abroad:	265
Copies sold:	12,896	of which abroad:	239
– Subscription copies, other sales, retail sales:	12,896	of which member copies:	557
Free copies:	18,369	of which abroad:	26
Remaining, archive and sample copies:	735		
Remissions:	1,750		

18 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.15	31,000
abroad	0.85	265
Copies actually distributed	100.00	31,265

Structure of free copies circulated by postal zone:

Percentage of free copies actual distributed



Number of free copies actually distributed **31,000 copies**

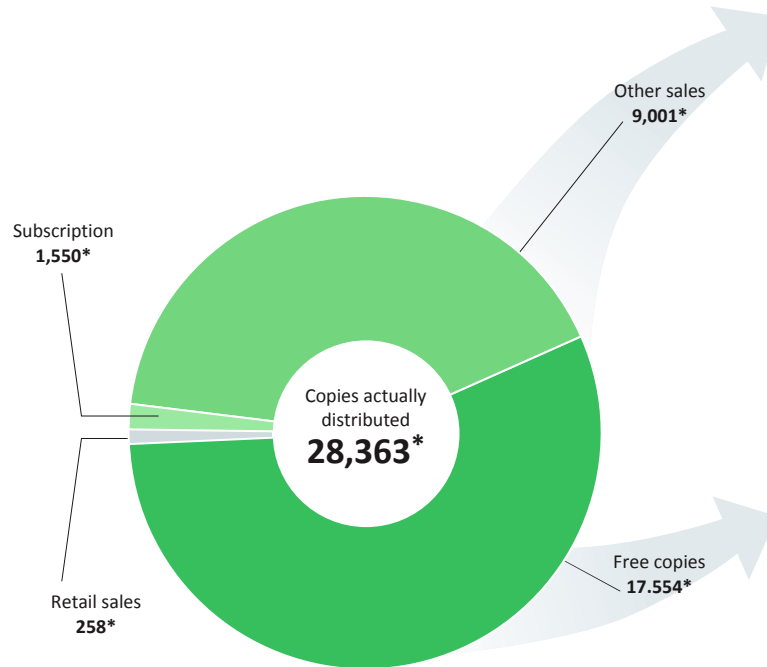
Summary of data collection method 2

- Method of analysis:** Circulation and distribution analysis
Basis: Recipient log file with total population of 91,711
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 2022 to 30 June 2023).

- The analysis represents a total population of the copies actually distributed 91,711 (i.e. 100%).
- Time period of the analysis:** July 2023
- Analysis conducted by:** HUSS-VERLAG GmbH

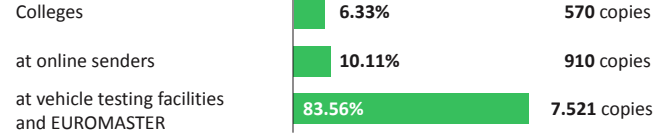
Circulation distribution

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 92,000 qualified addresses, targeted distribution is carried out via controlled circulation to an average of around 17,554 personalised addresses per issue. The high IVW-certified circulation enables the broadest possible market coverage across all areas.



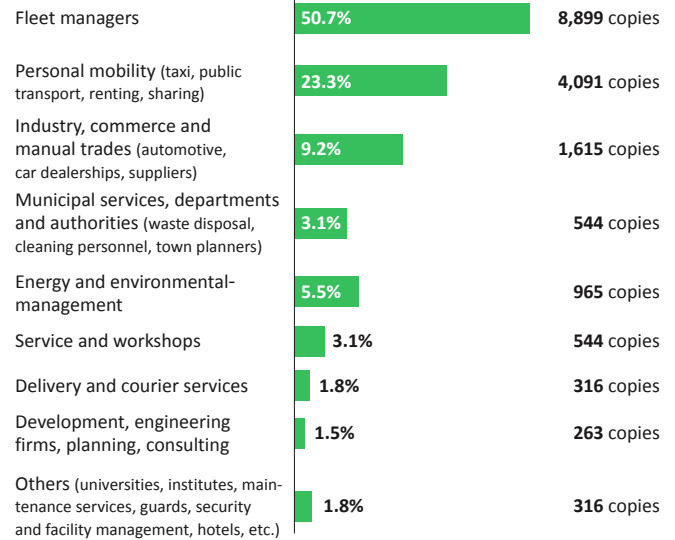
Other sales: 9,001 copies*

of which



Free copies: 17,554 copies*

Structure of free copies circulated by recipient**



*IVW II/2023 **Planning of average dispatch per issue (publisher's information, August 2023)



- | | |
|--|---|
| <p>1 Circulation:
Copies printed 25,000
(publisher's statement)</p> <p>2 Magazine size
210 mm wide x 280 mm long</p> <p>Type area:
185 mm wide x 256 mm long</p> <p>3 Printing method:
Cover: Sheet offset
Contents: Web offset
Adhesive binding</p> | <p>4 Deadlines: See deadline and topic schedule on pages 10/11
Frequency of publication: 6 issues in 2024</p> <p>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</p> <p>6 Conditions of payment: 2% discount for payment within 5 days,
or net payment within 14 days</p> |
|--|---|

Bank details: Deutsche Bank, Munich
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMMXXX

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).



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: 25,500 copies

12 Inserts*: not discountable

Loosely inserted, maximum size 200 x 270 mm

Rates up to 25 g total weight: €250 per thousand copies

26 to 50 g total weight: €350 per thousand copies

Partial inserts (optionally by postal zone)

Required delivery amount: 25,500 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: 25,500 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

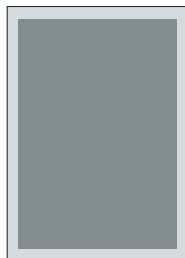
Tel: +49 931 4600-2178

Delivery information: For "VISION mobility" issue number x/2024

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

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

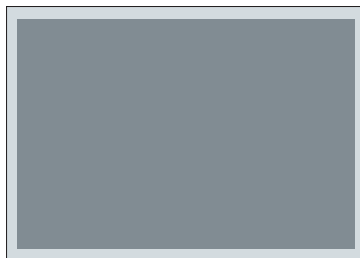
Rates do not include VAT.



1/1 page

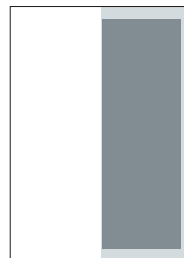
In type area
In bleed
4c rate

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



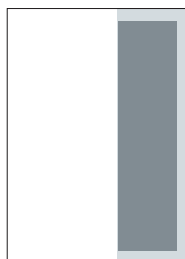
1/2 page horizontal

185 x 123 mm
210 x 137 mm*
€5,750



Junior page

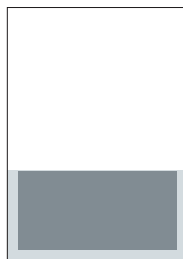
135 x 176 mm
146 x 190 mm*
€7,900



1/3 page vertical

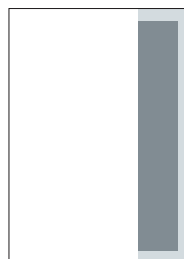
In type area
In bleed
4c rate

58 x 256 mm
69 x 280 mm*
€4,850



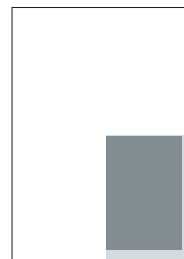
1/3 page horizontal

185 x 80 mm
210 x 94 mm*
€4,850



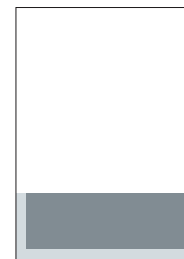
1/4 page vertical

42 x 256 mm
53 x 280 mm*
€2,900



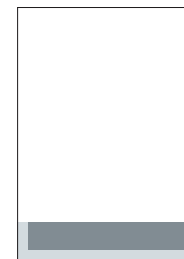
1/4 page standard

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

Rates do not include VAT. Formats: width x length *Plus 3 mm trim on each outer edge



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.



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



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).



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.



Flying page / cover page / half cover


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

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

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

Rates do not include VAT.

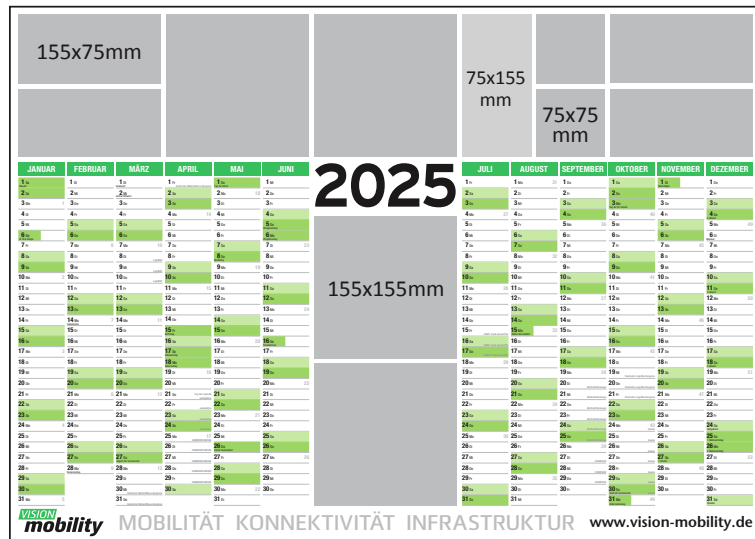
Issue/ Dates	Highlights	Topics			Special supplements	Trade fairs, events, congresses
		MOBILITY	CONNECTIVITY	INFRASTRUCTURE		
2 2024 AD 16 Jan. PDD 23 Jan. PD 16 Feb.	Loading parks introduce themselves (away from charging and waiting - concepts with lounge and co)	<ul style="list-style-type: none"> • Luxury class car • e-bike leasing • Mobility apps • Reports before and during trade fairs 	<ul style="list-style-type: none"> • Telematics • Load management 	<ul style="list-style-type: none"> • The vehicle as power supplier • IT in mobility 		CES , Las Vegas, 9 – 12 Jan. E-world energy & water , Essen, 20 – 22 Feb. Genfer Autosalon , Genf, 26 Feb. – 3 Mar. GETEC Gebäude.Energie.Technik , Freiburg, 1 – 3 Mar.
3 2024 AD 4 Mar. PDD 11 Mar. PD 5 Apr.	Suppliers: What's New? (The suppliers have reinvented themselves - how exactly and what does that mean?)	<ul style="list-style-type: none"> • Mid-range cars • Light vehicles • Summer tires • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Leasing / Financing • Fuel and charging cards 	<ul style="list-style-type: none"> • Fleet charging • Car-to-X Communication 		Light + Building , Frankfurt, 3 – 8 Mar. iMobility , Stuttgart, 4 – 7 April eMobilität , Wiesbaden, 18 – 24 April Hannover Messe Industrie , Hanover, 22 – 26 April polisMOBILITY , Cologne, 22 – 24 May
4 2024 AD 13 May PDD 17 May PD 14 June	Technology partners (IBM, Samsung and Co - the computer on wheels)	<ul style="list-style-type: none"> • Vans & Transporters • Company bikes • Autonomous driving (hardware) • Reports before and during trade fairs 	<ul style="list-style-type: none"> • Smart systems • Insurances 	<ul style="list-style-type: none"> • Charging apps • Municipal services 		The Tire , Cologne, 4 – 6 June Power2Drive , Munich, 19 – 21 June

<p>5 2024</p> <p>AD 30 July PDD 6 Aug. PD 30 Aug.</p>	<p>AI in the vehicle (what would be possible...)</p>	<ul style="list-style-type: none"> • Compact vehicles • Light eMobility • Fleet analysis • Reports before and during trade fairs 	<ul style="list-style-type: none"> • Corporate Carsharing • Electronic logbooks 	<ul style="list-style-type: none"> • Charging at home and in the office • Mobility as a Service (MaaS) 		<p>Eurobike, Frankfurt, 3 – 7 July Automechanika, Frankfurt, 10 – 14 Sept. IAA Transportation, Hannover, 17 – 22 Sept. eMove 360°, Munich, October</p>
<p>6 2024</p> <p>AD 17 Sep. PDD 24 Sep. PD 18 Oct.</p>	<p>Second Life (what actually happens with the old battery?)</p>	<ul style="list-style-type: none"> • Compact SUV • Winter tires • Battery and accumulator technology • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Electricity storage and charging stations • Digitalization in the car 	<ul style="list-style-type: none"> • Charging with photovoltaics and buffer storage • Urban mobility 		
<p>1 2025</p> <p>AD 5 Nov. PDD 12 Nov. PD 6 Dec.</p>	<p>In the laboratory (e.g. fine dust new materials e.g. tire production)</p>	<ul style="list-style-type: none"> • Mobility service provider • Last mile delivery traffic • cargo bikes • Reports before and during trade fairs 	<ul style="list-style-type: none"> • Autonomous driving (Software) • Car subscriptions 	<ul style="list-style-type: none"> • Intelligent charging • Safety systems 	<p>Vehicle poster/ Wallcalendar</p>	

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

Changes may be made at short notice.

VISION mobility Wallcalendar 2025



Publication date: 6 December 2024,
insert in
VISION mobility 1/25

**Advertising
deadline:** 22 October 2024

Circulation 25,000

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 2025



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:
6 December 2024, as a
detachable poster in
VISION mobility 1/2025

Advertising deadline:
22 October 2024

Circulation:
25,000

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 or 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



VISION mobility focused

Profile

Generate high-quality leads from your target group via VISION mobility (GDPR-compliant)

Conditions

Available on request

Services provided

- Several weeks of advertising for the digital event using a cross-media marketing plan including stand-alone mailing, also with editorial support
- We provide complete technical implementation (webinar hosting, participant support with technical checks, etc.)
- Personal contact for the preparation and implementation of the event
- The event will be promoted under the VISION mobility brand
- Webinar moderation by a member of the VISION mobility editorial team
- All advertising material required to promote the event can be designed on request

Contact:

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

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





- 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
 approx. 35% mobile accesses, 65% via desktop, tablets, laptops

Source: iq media GmbH, Adobe Analytics, Apr.- Juni 2023

- 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: 46,370
 Visits: 22,099
 Unique users: 20,321
- 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: €2,200 €3,500

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:** 5,054 (publisher information)

8 **Data delivery:** Seven 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*
Title banner with image	310 x 90 pixels	–	€670
Title banner with text	–	165 keystrokes max (40 strokes for headline)	€670
Full banner	468 x 60 pixels	–	€510
Graphic banner	up to max. 620 x 170 pixels	–	€670
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€670
Text banner without image	–	500 keystrokes	€670

10 **Frequency of publication:** 3 issues per week, Mondays, Wednesdays and Fridays

11 **Discounts:** After consultation

*Price applies to a banner with a duration of one week, i.e. the banner is placed in three consecutive newsletters. The exception is the title banner. This is placed on 3 consecutive Mondays (i.e. it runs for 3 weeks).

Price applies to
three mailings*

Title banner

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	€250 per thousand copies
26 g to 50 g total weight	€350 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:

25,000 copies

Required delivery amount:

25,500 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:

25,500

Delivery date:

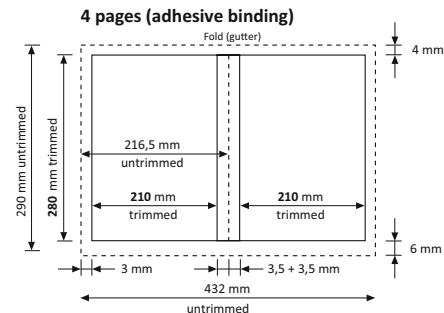
Up to 7 days after the advertising deadline.

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/2024



MEDIA CONSULTINGPlease 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 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 rates list. Advertisement orders only become legally binding through written confirmation.
- 2. Publishing time limit:** In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place individual advertisements is granted within the terms of a contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
- 3. Upon signing a contract 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. Online advertising** (i.e. websites, newsletters, etc.) is defined by 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 contractual 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 reserves the right at its own discretion – including special placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint procedure, or if its publishing 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 only in writing, 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 or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders 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 and confirmed in writing by fax and/or by 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. Liability for the content of the advertisement:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the 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 the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. The publisher and the advertiser agree 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 suspended within the proper time, the customer is not entitled to claim against the publisher.
- 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 delivery of the print documents or 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 placement and print quality and rule out subsequent complaints.
If possible, however, the publisher will immediately request replacements for obviously unsuitable 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 publication. Any 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 risk.
Printing size of advertisements: In no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertisement order, the size of the printed advertisement shall apply.
Proof copies will only be supplied if explicitly required. The publisher takes into account all error corrections of which he 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 correctness of the returned proof copy.
If print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail), the following conditions 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 these files are transmitted and stored in one folder. Advertising samples should only be transmitted in closed files of which the publisher cannot change the content. The publisher has 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.
Online advertising may be transmitted in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
Colour advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA media wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher for its accuracy. The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
- Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer cause damage to the publisher.
- 11. Advertisement samples:** Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
- 12. Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by standard mail. Papers of the registered user may be sent back valuable documents without being required to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open incoming offers in order to eliminate misuse of the box number service for investigation purposes.
- 13. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 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 originally agreed upon with the customer will be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
- 15. Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
- 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 advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
- 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 guarantee in the rates list and the total average circulation in the previous insertion year according to IVW reports. Furthermore, the publisher reserves the right to claim for the rate reduction if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of 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.
- 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 postpone the further implementation of the contract until such time as payment is made and also demand payment in advance for any further dependent on the advance payment of the due amount and on the submission of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 20. In the event of late payment or deferment of 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 payments or deferred payments or instalments (Section 288 of the German Civil Code (BGB) new version). Payment deadlines for commercial transactions may not exceed 60 days, unless these payment deadlines are not grossly unreasonable for the creditor. If the customer is a consumer, in the event of late payment the interest rate shall be 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 postpone the further implementation of the contract until such time as payment is made and also demand payment in advance for any further dependent on the advance payment of the due amount and on the submission of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
- 21. In writing, errors occur** in an advertisement, 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 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 them prior to the start of production. 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 impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising. The customer is aware that 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 of the insertion period, the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. Any further claims are excluded. Apart from that, an error or fault can 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 advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best 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.
- 22.a)** Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damage (1) are caused through a culpable breach of an essential obligation of the contract (cardinal obligation) by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or willful 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 willful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or willful intent by employees who are not organs of 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 bear liability for damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of willful intent or gross negligence on the part of organs of or the executive staff members of the publisher.
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.
f) The quantity of claims in accordance with the above clauses a) to i) 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 customer is not entitled to claim if the non-availability is based on work or maintenance tasks that are solely performed in the interest of the customer.
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 only become apparent upon reproduction or printing. In this case the customer shall have no right to claim damages for unsatisfactory reproduction. Any additional costs incurred, e.g. through the correction of the print documents or for machine downtime shall be charged accordingly.
j) Cases of force majeure such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil 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 rates list.
k) To the extent permitted by law, the **place 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 publisher

- 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.
- Advertising agents 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.
- The customer 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.
- 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 publication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place, or the extent and manner of the order or orders placed. The customer shall guarantee the publisher the right to transfer these rights of use to the publisher free of rights of third parties, else shall indemnify the publisher from all rights of third parties, including prosecution costs.

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