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Media kit 2025

Rate list no. 9
Valid from 1 January 2025



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HUSS-VERLAG GmbH
80912 Munich, Germany

huss

www.vision-mobility.de



Gregor Soller
Editor in Chief
VISION mobility

Dear friends and media companions,

Way back in 500 BC, Heraclitus recognised that nothing is more constant than change, and this fact is currently impacting us more than ever. Artificial intelligence is leading us into the fifth industrial revolution and the weather is becoming increasingly extreme. Which is why we are bringing together the various players in the mobility sector to reduce their carbon footprint on a sustainable basis with some major innovations. VISION mobility does not view mobility as an isolated area, but as part of a bigger picture that also includes connectivity and infrastructure. VISION mobility is the platform that combines these three important components. Our partnership with various institutions and universities and their expertise reflects this broad vision. We are working hand in hand with these organisations, the industry, policymakers and their combined expertise 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 an overview of the entire range of mobility and are always ready to think outside the box.

When it comes to infrastructure, we are focusing on the development of charging technology and autonomous driving. Together with new types of digital processes, fleet and telematics tools, this also includes connectivity.

Let's drive the mobility transition forward together with passion and determination, because the future is in our hands! With your contribution to the VISION mobility platform, you will become part of a movement that is helping to change the world. Together we can pave the way for a world of sustainable, connected mobility.

Contact us today to find out how you can benefit from this pioneering platform as a VISION mobility partner. Together, we can create better, smarter and eco-friendlier mobility. Be a part of it now!

Kind regards

Gregor Soller
gregor.soller@huss-verlag.de

The VISION mobility THINK TANKS act as a live platform aimed at a professional audience. Structured moderations and panel discussions, accompanied by Q+A sessions, directly involve the audience in the dialogue. Sector experts present the latest developments and discuss them objectively as well as from different perspectives. Companies are welcome to actively participate in the THINK TANKS through sponsorship, enabling them to present and discuss their content at established events where they can gather feedback.

Print



Magazine app



Online



Picture: Fotolia/pixelproHD

www.vision-mobility.de

- 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. www.vision-mobility.de
- 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:** 9th year of issue 2025
- 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.
- 10 **Publishing company:** HUSS-VERLAG GmbH
- Telephone:** +49 89 32391-0
- Fax:** +49 89 32391-163
- Internet:** www.huss.de
- 11 **Publishers:** Dipl.-Ing. (FH) 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 lerserservice@hussverlag.de
- 13 **Editorial team:** Gregor Soller -460 Editor in Chief (responsible)

14 Volume analysis:	2023 = 6 issues
Total no. of pages:	506 pages = 100.00 %
Editorial section:	453.08 pages = 89.54 %
Advertising section:	52.92 pages = 10.46 %
of which: Publisher's advertising	22.19 pages = 41.93 %
Inserts:	3

15 **Content analysis of editorial section:** 2023 = 453.08 pages

15a Topics	Pages	%
News	50.20	11.08
Vehicle presentations	22.92	5.06
Driving reports	57.30	12.65
Vehicle tests	59.67	13.17
Practice reports New Mobility	12.84	2.83
Rent, buy, lease and share	4	0.88
Digitalization, apps, telematics and AI	24.84	5.48
Vehicle technology, driver assistance systems, autonomous driving	16.42	3.62
Drive, energy storage, charging technology	17.34	3.83
Refueling, charging and parking	36.84	8.13
City, traffic, environment	12.67	2.80
Companies, economy, politics	45.79	10.11
Tires	2	0.44
Law	3.42	0.75
Trade fair and event reports	44.92	9.92
Columns (Pros and cons, "Stromstöße")	15.48	3.42
Miscellaneous	26.42	5.83
Total	453.08	100.00



16 **Circulation analysis:** Average number of copies per issue
(1 July 2023 to 30 June 2024)

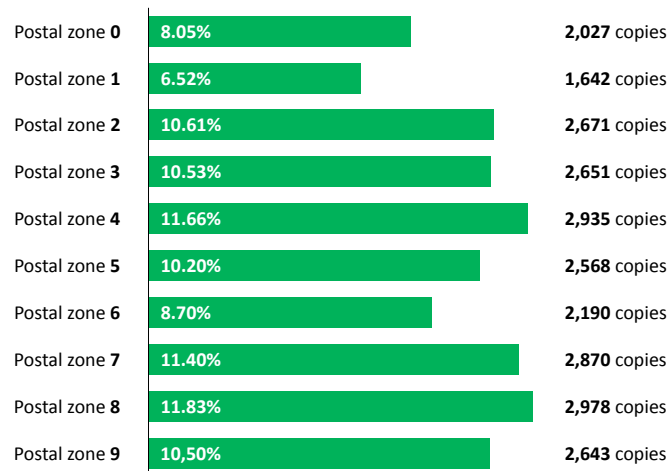
Copies printed:	26,875		
Copies actually distributed:	25,257	of which abroad:	82
Copies sold:	9,652	of which abroad:	73
– Subscription copies, other sales, retail sales:	9,652	of which member copies:	455
Free copies:	15,605	of which abroad:	9
Remaining, archive and sample copies:	571		
Remissions:	1,047		

17 **Geographical distribution analysis:**

Economic area	Percentage of copies actually distributed	
	%	Copies
Germany	99.676	25,175
abroad	0.324	82
Copies actually distributed	100.00	25,257

Structure of free copies circulated by postal zone:

Percentage of free copies actual distributed



Number of free copies actually distributed

25,175 copies

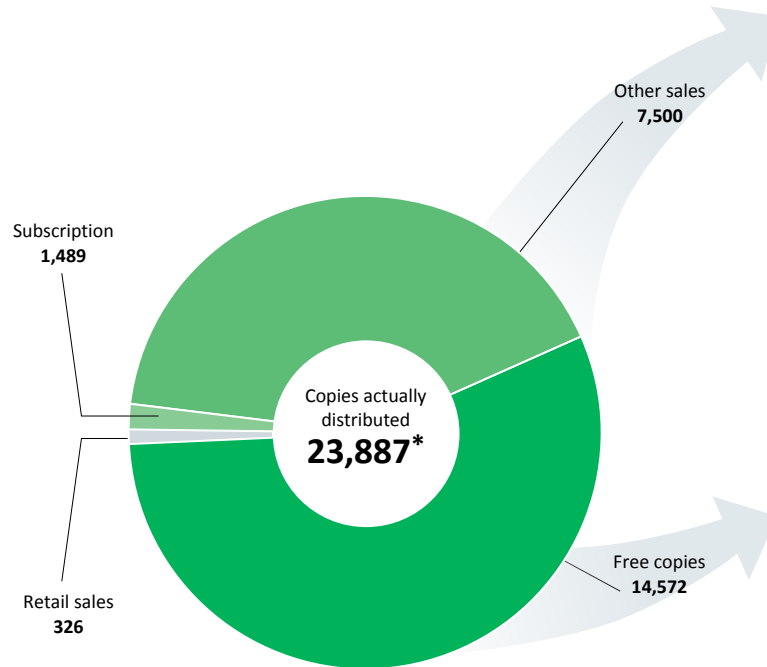
Summary of data collection method 2

- 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 2023 to 30 June 2024).

- The analysis represents a total population of the copies actually distributed 25,257 (i.e. 100%).
- Time period of the analysis:** July 2024
- Analysis conducted by:** HUSS-VERLAG GmbH

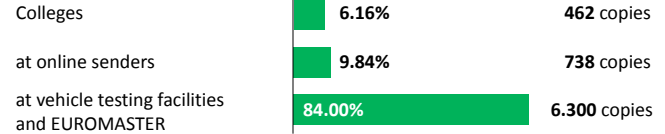
Circulation distribution

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.



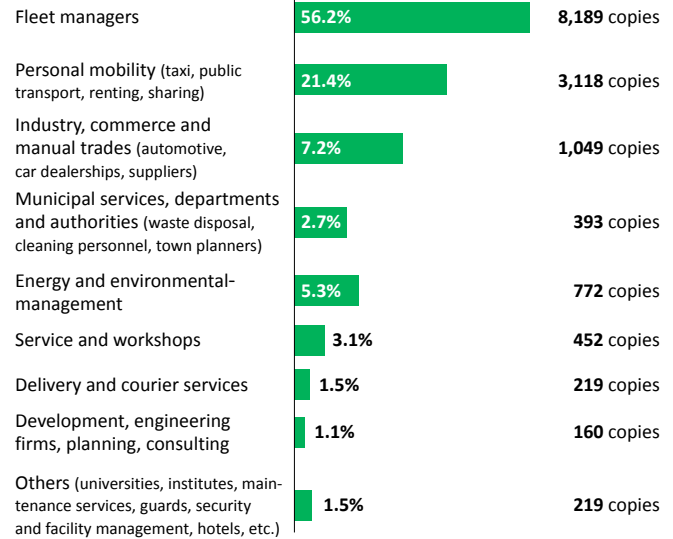
Other sales: 7,500 copies

of which



Free copies: 14,572 copies

Structure of free copies circulated by recipient*



*Planning of average dispatch per issue (publisher's information, August 2024)

- 1 **Circulation:**
Copies printed 25,000
(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 **PSOcoated_v3.icc** and in the content **ISOcoated_v2_300_eci.icc**.

The profiles 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 2025
- 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
Account number: 0 213 132 00
Bank sort code: 700 700 10
IBAN: DE45 7007 0010 0021 3132 00
BIC: DEUTDEMXXX



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

Frequency discount		Quantity discount	
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

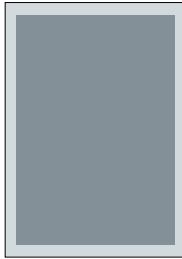
Tel: +49 931 4600-2178

Delivery information: For "VISION mobility" issue number x/2025

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

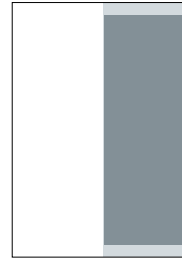
In type area
In bleed
4c rate

185 x 256 mm
210 x 280 mm*
€11,700



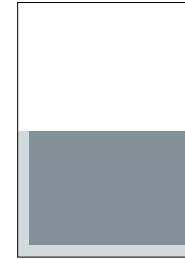
2/1 page

398 x 256 mm
420 x 280 mm*
€22,500



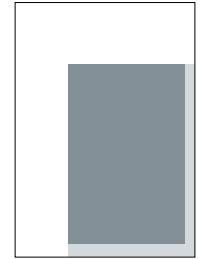
1/2 page vertical

90 x 256 mm
101 x 280 mm*
€5,750



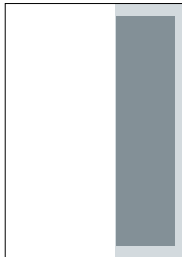
1/2 page horizontal

185 x 123 mm
210 x 137 mm*
€5,750



Junior page

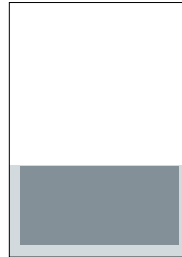
135 x 176 mm
146 x 190 mm*
€7,900



1/3 page vertical

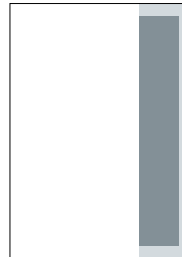
In type area
In bleed
4c rate

58 x 256 mm
69 x 280 mm*
€4,850



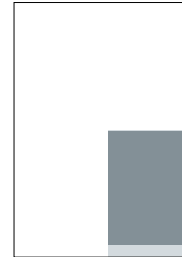
1/3 page horizontal

185 x 80 mm
210 x 94 mm*
€4,850



1/4 page vertical

42 x 256 mm
53 x 280 mm*
€2,900



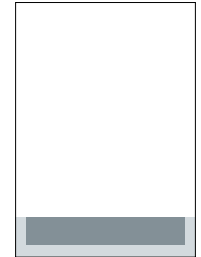
1/4 page standard

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

AAAs 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	Topics			Trade fairs, events, congresses
	<p style="color: red;">These topics are covered in each issue of VISION mobility:</p> <ul style="list-style-type: none"> • Electrified cars and vans • Light commercial vehicles • Fleets in practice • Charging technology 			
	MOBILITY	CONNECTIVITY	INFRASTRUCTURE	
<p>2 2025</p> <p>AD 21 Jan. PDD 28 Jan. PD 21 Feb.</p> 	<ul style="list-style-type: none"> • E-bike leasing • Reports before and after trade fairs • BEST OF mobility „The nominees“ 	<ul style="list-style-type: none"> • Smart systems • Corporate Car sharing 	<ul style="list-style-type: none"> • Charging at home and in the office • IT in mobility 	<p>CES, Las Vegas, 7 – 10 Jan.</p> <p>GETEC Gebäude, Energie, Technik, Freiburg, 7 – 9 Feb.</p> <p>E-world energy & water, Essen, 11 – 13 Feb.</p> <p>HANNOVER MESSE, Hannover, 31 Mar. – 4 Apr.</p>
<p>3 2025</p> <p>AD 25 Mar. PDD 1 Apr. PD 25 Apr.</p>	<ul style="list-style-type: none"> • Fleet analysis • Summer tires • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Telematics • Fuel and charging cards 	<ul style="list-style-type: none"> • Car-to-X Communication • Charging apps 	<p>i-Mobility, Stuttgart, 24 – 27 Apr.</p> <p>Power2Drive, München, 7 – 9 May</p>
<p>4 2025</p> <p>AD 13 May PDD 20 May PD 13 June</p>	<ul style="list-style-type: none"> • Company bikes • Last mile delivery traffic • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Car subscriptions • Power storage and charging stations 	<ul style="list-style-type: none"> • Charging with photovoltaics and buffer storage 	

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

<p>5 2025</p> <p>AD 29 July PDD 5 Aug. PD 29 Aug.</p>	<ul style="list-style-type: none"> • Light eMobility • Cargo bikes • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Load management • Insurances 	<ul style="list-style-type: none"> • The vehicle as an electricity supplier • Fleet charging 	<p>polisMOBILITY, Köln, 11 – 12 June</p> <p>EUROBIKE, Frankfurt, 25 – 29 June</p> <p>IAA MOBILITY, München, 9 – 14 Sep.</p>
<p>6 2025</p> <p>AD 16 Sep. PDD 23 Sep. PD 17 Oct.</p> 	<ul style="list-style-type: none"> • Mobility service provider • Winter tires • Reports before and after trade fairs • BEST OF mobility „The winners“ 	<ul style="list-style-type: none"> • Leasing/financing • Digitalization in the car 	<ul style="list-style-type: none"> • Mobility as a Service (MaaS) 	
<p>1 2026</p> <p>AD 4 Nov. PDD 11 Nov. PD 5 Dec.</p>	<ul style="list-style-type: none"> • Mobility apps • Light vehicles • Reports before and after trade fairs 	<ul style="list-style-type: none"> • Autonomous driving 	<ul style="list-style-type: none"> • Urban mobility • Intelligent charging 	

Changes may be made at short notice.

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



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 innovative mobility concepts that integrate or combine several modes of transportation and eliminate the classic separation between public logistical and individual means of transportation. In addition, new, more sustainable and faster connectivity and mobility solutions, as well as details that optimize our mobility, connectivity and infrastructure.

The presentations and discussion rounds will also focus on new vehicles, sharing models and intelligent charging solutions. The VISION mobility THINK TANKs will highlight interesting and relevant trends in the mobility of tomorrow and offer the opportunity to exchange ideas and network.

Would you like to use this community for your advertising success? 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



Lead generation with the VISION mobility cooperation webinar

The VISION mobility cooperation webinar offers you the opportunity (GDPR-compliant) to generate leads. When advertising the event, your company will always be named as a cooperation partner of the VISION mobility webinar.

In a **VISION mobility live webinar lasting up to 60 minutes**, a topic agreed with you will be introduced and presented.

The campaign runs for 10 weeks. An arc of suspense is continuously built up with various advertising media and contributions.

Here is an excerpt of the activities included in the package:

Services provided

- Identification of the webinar topic with the VISION mobility editorial team
- Moderation of the webinar by the VISION mobility editorial team
- Implementation and recording of the webinar
- Cross-media content marketing with the VISION mobility brand
- You receive the contact details of all leads generated after the webinar (GDPR-compliant)
- The recording of the webinar is available to you afterwards as a video.
- as well as many other components

Booking period

In order to make full use of all the activities included in the package, we plan 10 weeks for the application. Before that, all preparatory activities, such as finding a theme, creating advertising material, etc., must be completed.

Conditions

Price: 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 and videos
- 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 58% in the age group 30-49
over 66% in a managerial position (over 28% c-level)
over 45% with net household income over €2,500, over 33% with more than €4,000
approx. 34% mobile accesses, 66% via desktop, tablets, laptops

Source: iq media GmbH, Adobe Analytics, first half of 2024
- 5 **Contact:** Michael Frey, tel: +49 89 32391-285
michael.frey@hussverlag.de
- 6 **Access control:** dfp/Google AdManager
- 7 **Accesses:** Monthly average (publisher information)

Page impressions:	51,953
Visits:	28,163
Unique users:	23,369
- 8 **Data delivery:** Seven working days before placement to: anzeigen@vision-mobility.de as GIF (static or animated), JPG, 3rd-party Java Script redirect, HTML5 (only by redirect) with a maximum size of 150 KB (HTML5 subload max. 500 KB). Duration of an ad impression is 30 seconds.

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:** dfp/Google AdManager
- 10 **Forms of advertising and rates: see table**
Rates do not include VAT.

The Online-Advertorial

With an online advertorial on vision-mobility.de, you have the opportunity to place your advertising message in the editorial environment of VISION mobility using text and images. You address our readers in their usual reading environment and generate a very high level of attention and communication within our high-quality target group.

Placement on the homepage



Header teaser above the navigation bar with Link to the advertorial

Teaser placement on the homepage as the second or fifth news item with image, headline, teaser text and link to the advertorial



Benefits

- Exclusivity (Only two advertorials per month)
- Professional reporting at the end of the campaign

Services

- Online advertorial with a maximum of 3,000 characters, images, backlinks, documents, videos and much more on vision-mobility.de
- Up to 12 times in the **VISION mobility newsletter** with image, headline, teaser text and link to the advertorial

Terms and conditions

Duration:	2 weeks	4 weeks
Impressions:	ca. 30,000	ca. 60,000
Price:	€ 2.400,-	€ 3.800,-

Placement Native Text Ad

On the homepage

In the news section

The Native TextAd (Native advertising, lead and traffic generation)

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

Services

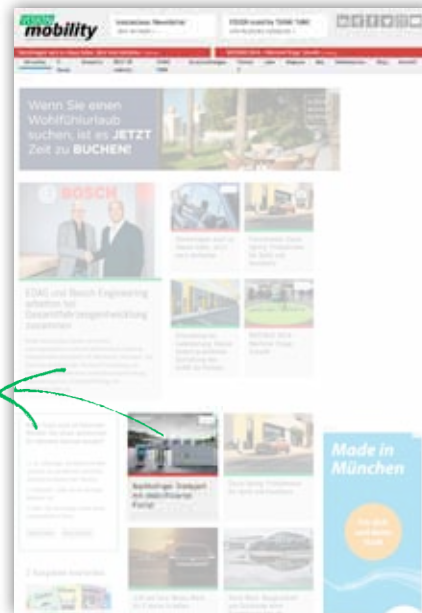
- Text banner (approx. 350 characters) with image and external link
- Advertising format with the “look & feel” of an editorial article
- In addition to image campaigns, particularly suitable for lead and traffic generation

Benefits

- Exclusivity, as only two campaigns are ever placed (no rotation)
- Professional reporting after the end of the runtime with impressions, clicks and CTR on a weekly basis

Terms and conditions

Duration:	2 weeks	4 weeks
Impressions:	ca. 17,500	ca. 35,000
Price:	€ 1.500,-	€ 2.500,-



All rates do not include VAT.



Business-Pitch

The VISION mobility business pitch offers the opportunity for an individual and comprehensive **presentation of your company** on our website.

Your profile with your content and logo will be found via the general **website search** and via the search in the **business pitch** including **index and map search function**.

Your **logo with link** will be placed in rotation on the homepage, in the news, on the overview pages, in the specialist articles etc.

Terms and conditions

- **Individual profile** with general contact details and approx. 3,500 characters with up to three pictures
- Several **contact persons** with contact details and links to their social media profiles
- **Videos** (via YouTube or Vimeo) and a **picture gallery** with up to twenty images
- **Dates, documents** as PDF, map with the **location** of the company
- Post your **own news** with image and text in the **look & feel** of an editorial report
- Display of current messages from your Twitter account (Twitter feed) and **current news from your website** (via RSS feed)
- Linking your **company newsletter** or contact form and your **social media presences**
- **Classifieds and job ads** (additional products of our business pitch)
- **Reporting** after the end of the term
- Take the opportunity to set backlinks within the profile texts for an **SEO optimization** of your website

Classifieds and job ads are additional products of our business pitch (on request)

Booking period

12 months

Terms and conditions

Duration: 12 Monate

Impressions: ca. 125,000

Price: € 1.900,-

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:** 5,103 (publisher information)

8 **Data delivery:** Seven days before your campaign begins via e-mail to: anzeigen@vision-mobility.de, GIF (not animated), JPG (max. 72 dpi), 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	–	€690
Title banner with text	–	165 keystrokes max (40 strokes for headline)	€690
Full banner	468 x 60 pixels	–	€550
Graphic banner	up to max. 620 x 170 pixels	–	€690
Text banner with image	max. 240 x 160 pixels	350 keystrokes	€690
Text banner without image		500 keystrokes	€690

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:

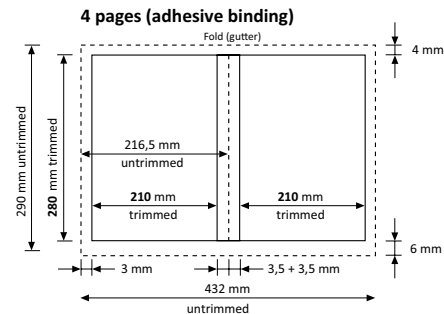
Up to 7 days after the advertising deadline.

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/2025



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

- 1. An "advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the 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** for the publication of advertisements, the publisher is obliged 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 to refuse orders 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 upon in writing and confirmed 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. 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 handing over of the advertisement 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 advertisement has been published. 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. Payment of the advertising order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements that are not suspended within the proper time, the customer is not entitled to claim against the publisher.
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.
Print samples or online advertising are transmitted paperlessly to the publisher, either digitally (e.g. floppy disc, 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 by fax for 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 provided.
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.
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.
- 11. 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. Payment of the advertising order, the customer is required to ensure that all rack 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 responses to box number advertisements.
- 12. Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
- 13. 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.
- 14. 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 of the rates list for the total page circulation of the previous insertion year according to IVW reports. Furthermore, when determining advertising order rates, the publisher reserves the right to exclude circulation figures for advertising orders for which 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 partial payments (deferred payments) in 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. If, despite timely payment** of 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 100% error-free online advertising production at all times. In the event of a server breakdown 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 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 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 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 (1) or (2) 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 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 consequential damage, 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 or of 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 quality of the reproduction (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 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

- 1)** 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.
- 2) 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.
- 3)** 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.
- 4)** 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, to the extent and for the period of time ordered or ordered by the customer. The publisher guarantees 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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