Topics from A–Z

Accessibility, additives, concrete safety barriers, crash barrier systems, delineators, environmental protection, infrastructure management, junctions, landscaping, LED traffic signs, mobility management, operating services, parking and control systems, protective systems, public transport, road restraint systems, road maintenance, road design, road equipment, road marking, road safety, road signs, stationary traffic, steel safety barriers, street lighting, technical regulations, telematics, traffic control technology, traffic lights, traffic models, traffic monitoring, traffic planning, traffic simulation, traffic systems, transport networks, tunnel equipment, vehicle recognition, workplace safety.
Short profile

Straßenverkehrstechnik stands for research and practice in traffic management.

The technical articles are the initial publications of scientific papers, some of which are peer-reviewed. They address state-of-the-art technology and research, technical regulations and practical issues relating to traffic planning, control and management, workplace safety, road markings, road signs and road restraint systems.

Notifications published in the construction trade and industry provide a market overview, while specials on practical topics round off the range of technical information.

Target group

Planning and engineering firms for road construction and systems, as well as road and traffic management authorities at municipal, state and national level.

Decision-makers in administration, science and business.

Special feature

Largest and most traditional monthly trade journal for traffic planning, management, safety and technology.

Publication by FGSV, Cologne, FSV Vienna and BSVI, Munich

Scientific Advisory Board:
Prof. Dr.-Ing. Manfred Boltze (Darmstadt),
Prof. Dr.-Ing. Fritz Busch (München),
Prof. Dr.-Ing. Bernhard Friedrich (Braunschweig),
Prof. Dr.-Ing. Markus Friedrich (Stuttgart),
Prof. Dr.-Ing. Jürgen Gerlach (Wuppertal),
Dir Prof. Dipl.-Ing. Michael Rohloff, Bergisch Gladbach
Prof. Dr.-Ing. Gerd Sammer (Wien)

Distributed circulation:
3,566 copies (IVW-certified)
B2B decision-maker analysis 2017

The B2B decision-maker analysis conducted each year by the Deutsche Fachpresse association investigates how professional decision-makers use information and media. Its findings for 2017 include the following insight:

- Technical advertising is relevant, and ads placed in trade media create market status.
- Professional decision-makers mainly source their information in technical media:
  - 97% of the most senior decision-makers use print + digital trade media
  - 88% of the most senior decision-makers use one or more trade journals
  - 77% of the most senior decision-makers use digital services provided by trade media
- Print remains the dominant force in the market: Germany's decision-makers confirm that trade journals have the greatest influence. No other source of information reaches a wider audience of decision-makers.
- Trade media are the top influencers for professional decision-makers and are constant points of reference in the purchasing process:
  - “They tell me which products and services a provider is currently offering” (86%)
  - “They offer me the in-depth information I need to assess products and solutions” (83%)
  - “I use them as a source of information on what providers are developing and which products are used” (79%).
- Trade media create opportunities and motivate B2B decisionmakers to actively approach providers.

In the last 12 months, 81% of professional decision-makers have taken action based on investment opportunities presented in trade media.

Source: Deutsche Fachpresse
88 % read every or almost every edition
Other trade journals are largely disregarded
98 % endorsements

Each copy is read by 4.1 persons
Average reading time of 47 minutes
Magazine contents reflect the needs of readers
The readers are senior decision-makers

Results: LRA – Kirschbaum Verlag/Wissenschaftliches Institut für Presseforschung Contact: m.dietl@kirschbaum.de
<table>
<thead>
<tr>
<th>Issue no.</th>
<th>Publication date</th>
<th>Closing date for advertising and print copy (*)</th>
<th>Articles</th>
<th>Market and Practice</th>
<th>Trade Show Dates/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17/01/2019</td>
<td>14/12/2018</td>
<td>Traffic models, road safety, financing</td>
<td>Special</td>
<td>Workplace safety on roads</td>
</tr>
<tr>
<td>2</td>
<td>18/02/2019</td>
<td>18/01/2019</td>
<td>Public transport, road design, tunnel equipment</td>
<td>Special</td>
<td>Traffic control and safety equipment</td>
</tr>
<tr>
<td>3</td>
<td>15/03/2019</td>
<td>18/02/2019</td>
<td>Telematics, road equipment, traffic procedures</td>
<td>Special</td>
<td>DeuSAT Trade show</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Symposium Verkehrssicherheit von Straßen, Weimar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18–19/03 Kolloquium Kommunales Verkehrswesen, Kassel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Symposion DeuSAT – 9. Deutscher Straßenausstattertag, Cologne</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27–28/03 Kolloquium Luftqualität, Bergisch-Gladbach</td>
</tr>
<tr>
<td>4</td>
<td>18/04/2019</td>
<td>18/03/2019</td>
<td>Road design, municipal roads, junctions</td>
<td>Special</td>
<td>Smart Mobility</td>
</tr>
<tr>
<td>5</td>
<td>17/05/2019</td>
<td>17/04/2019</td>
<td>Non-motorised transport, assessment of road systems, road equipment</td>
<td>Special</td>
<td>Road maintenance and winter service</td>
</tr>
<tr>
<td>6</td>
<td>18/06/2019</td>
<td>17/05/2019</td>
<td>Traffic procedures, road safety, financing</td>
<td>Special</td>
<td>Crash barriers (steel and concrete)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>FSV Verkehrstag, Vienna</td>
</tr>
</tbody>
</table>

*Issue of DeuSAT*
<table>
<thead>
<tr>
<th>Issue</th>
<th>Date Range</th>
<th>Topic</th>
<th>Special</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>17/07/2019</td>
<td>Road design, traffic emissions, city and regional planning</td>
<td>Noise protection, Street lighting</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>19/08/2019</td>
<td>Road maintenance, stationary traffic, traffic planning</td>
<td>Winter road maintenance</td>
<td>INTERGEO, Stuttgart</td>
</tr>
<tr>
<td></td>
<td>19/07/2019</td>
<td></td>
<td></td>
<td>17–19/09 Kolloquium Straßenbetrieb, Karlsruhe</td>
</tr>
<tr>
<td>9</td>
<td>18/09/2019</td>
<td>Traffic management, traffic models, network planning</td>
<td>World Road Congress, Road marking</td>
<td>XXVI. World Road Congress, Abu Dhabi</td>
</tr>
<tr>
<td></td>
<td>19/08/2019</td>
<td></td>
<td></td>
<td>06–10/10 Kommunale, Nuernberg</td>
</tr>
<tr>
<td>10</td>
<td>17/10/2019</td>
<td>Barrier-free transport systems, traffic lights, environmentally-dependent traffic control</td>
<td>Employment protection, LED road signs and road systems</td>
<td>A+A, Duesseldorf</td>
</tr>
<tr>
<td>11</td>
<td>18/11/2019</td>
<td>Traffic management, environmental protection, traffic planning</td>
<td>Crash barriers (steel and concrete)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>16/12/2019</td>
<td>Road safety, transport quality, municipal roads</td>
<td>InfraTech</td>
<td>InfraTech 2020, Essen</td>
</tr>
</tbody>
</table>

The “Traffic Engineering News” section is included in each issue under the heading “Market and Practice”. Publication and sequence of the topics may change for editorial reasons. *) You can deliver digital drafts for editorial content no later than one week after the closing date for advertising copy.
<table>
<thead>
<tr>
<th>Size</th>
<th>Format/Type area wide × high in mm</th>
<th>Format with bleed wide × high in mm*</th>
<th>basic rate b/w</th>
<th>basic rate 2 colours</th>
<th>basic rate 3 colours</th>
<th>basic rate 4 colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>396 × 260</td>
<td>420 × 297</td>
<td>5,560.00</td>
<td>6,340.00</td>
<td>7,100.00</td>
<td>7,780.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>185 × 260</td>
<td>210 × 297</td>
<td>2,550.00</td>
<td>2,940.00</td>
<td>3,320.00</td>
<td>3,660.00</td>
</tr>
<tr>
<td>3/4 page</td>
<td>horizontal 185 × 192 vertical 138 × 260</td>
<td>210 × 189 152 × 297</td>
<td>1,970.00</td>
<td>2,370.00</td>
<td>2,780.00</td>
<td>3,190.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>horizontal 185 × 172 vertical 122 × 260</td>
<td>210 × 169 133 × 297</td>
<td>1,700.00</td>
<td>2,120.00</td>
<td>2,530.00</td>
<td>2,950.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>horizontal 185 × 128 vertical 91 × 260</td>
<td>210 × 146 107 × 297</td>
<td>1,280.00</td>
<td>1,670.00</td>
<td>2,060.00</td>
<td>2,460.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>horizontal 185 × 84 vertical 58 × 260</td>
<td>210 × 106 70 × 297</td>
<td>840.00</td>
<td>1,145.00</td>
<td>1,465.00</td>
<td>1,770.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>horizontal 185 × 64 vertical 91 × 128 44 × 260</td>
<td>210 × 86 107 × 146 60 × 297</td>
<td>640.00</td>
<td>920.00</td>
<td>1,200.00</td>
<td>1,480.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>horizontal 185 × 32 vertical 91 × 64 44 × 128</td>
<td>210 × 54 107 × 86 60 × 146</td>
<td>340.00</td>
<td>480.00</td>
<td>610.00</td>
<td>750.00</td>
</tr>
<tr>
<td>inside front cover</td>
<td>185 × 260</td>
<td>210 × 297</td>
<td></td>
<td></td>
<td></td>
<td>3,780.00</td>
</tr>
<tr>
<td>inside back cover</td>
<td>185 × 260</td>
<td>210 × 297</td>
<td></td>
<td></td>
<td></td>
<td>3,720.00</td>
</tr>
<tr>
<td>back cover</td>
<td>185 × 260</td>
<td>210 × 297</td>
<td></td>
<td></td>
<td></td>
<td>3,950.00</td>
</tr>
<tr>
<td>front cover</td>
<td>175 × 175</td>
<td></td>
<td>only neutral image</td>
<td></td>
<td></td>
<td>4,210.00</td>
</tr>
</tbody>
</table>

*plus 3 mm trim per trimmed edge, prices for trim size see page 10 – total qualified circulation: 3,566 copies
1 Additions

**Colours**
The colour surcharges apply for additional colours, printed according to the European scale (CMYK) € 750.00

**Ad formats**
- Gutter bleed € 450.00
- Bleeding advertisement over type area € 330.00

2 Discounts

Acceptance within a year (Starting with appearance of the first advertisement)

<table>
<thead>
<tr>
<th>Frequently discount</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 insertions</td>
<td>5 %</td>
</tr>
<tr>
<td>6 insertions</td>
<td>10 %</td>
</tr>
<tr>
<td>12 insertions</td>
<td>15 %</td>
</tr>
<tr>
<td>18 insertions</td>
<td>20 %</td>
</tr>
</tbody>
</table>

5 % discount
- 2 pages
- 4 pages
- 6 pages
- 12 pages

10 % discount
- 4 pages
- 8 pages
- 18 pages

15 % discount
- 8 pages
- 12 pages
- 24 pages

20 % discount
- 12 pages
- 24 pages

Multi-year contracts on request

**Combination**
Special rate in combination with Straßenverkehrstechnik and Straße und Autobahn: 10 % discount (condition identical size & colour in the same month)

3 Classified advertisements

**Single column millimetre rate for**
- Commercial ads (= 44 mm width/4 column) each mm € 3.10
- Commercial ads (= 58 mm width/3 column) each mm € 3.90

**Job vacancies**
Situations wanted each mm € 3.10

**Private ads**
- Other sales/bid each mm € 2.60
- Miscellaneous ads each mm € 3.10
- Box number fee incl. Postage each mm € 12.00

4 Ad specials

**Bound-in**
- 2 pages = 1 sheet of paper saddle stitching – € 4.040.00
- 4 pages = 2 sheets of paper adhesive binding € 4.490.00
- 2 pages with flap = 1,5 sheets of paper € 4.040.00

**Supplements**
Are inserted as loose copies, size not more than 205 mm wide x 290 mm high

| Price up to 25 g per thousand | € 350.00 |
| Price up to 50 g per thousand | € 500.00 |

Including postage
Loose inserts are not discountable, no split run

**Advertising media stickers**
Postcards and stickers to be machined per thousand € 170.00

**Product samples**
Minimum ad size: full-page
More ad specials on request

5 Contact

Kirschbaum Verlag GmbH
Siegfriedstraße 28, 53179 Bonn
www.kirschbaum.de
Phone +49 (0) 228 95453-26, -23
Telefax +49 (0) 228 95453-37
Mailto anzeigen@kirschbaum.de

6 Terms of payment

Payment in full without deductions inside of 21 days after receipt of invoice;
2 % discount for payment by direct debit

Bank details: Postbank Köln IBAN DE 22 3701 0050 0227 6205 05
BIC PBNKDEFFXXX VAT ID no. DE 122272691
Formats type area (wide x high), b/w-prices

**€ 5,560.00 / € 5,890.00**

2/1 page with gutter bleed
396 x 260 mm
bleed
420 x 297 mm*

**€ 2,550.00**

1/1 page
185 x 260 mm
bleed
210 x 297 mm*

**€ 1,970.00**

3/4 page high
138 x 260 mm
bleed
152 x 297 mm*

**€ 1,970.00 / € 2,300.00**

3/4 page wide
185 x 260 mm
bleed
210 x 189 mm*

**€ 1,700.00 / € 2,030.00**

2/3 page wide
185 x 192 mm
bleed
210 x 106 mm*

**€ 640.00 / € 970.00**

1/2 page high
91 x 260 mm
bleed
107 x 297 mm*

**€ 840.00 / € 1,170.00**

1/3 page high
58 x 260 mm
bleed
70 x 297 mm*

**€ 840.00 / € 1,170.00**

1/3 page wide
185 x 84 mm
bleed
210 x 106 mm*

**€ 640.00 / € 970.00**

1/3 page wide
91 x 128 mm
bleed
107 x 146 mm*

**€ 970.00**

1/4 page wide
44 x 260 mm
bleed
60 x 297 mm*

**€ 640.00 / € 970.00**

1/4 page wide
185 x 64 mm
bleed
210 x 86 mm*

*plus 3 mm per trimmed edge
1 Magazine format
210 mm wide x 297 mm high, DIN A4
Untrimmed: 213 mm wide x 303 mm high

2 Type area
185 mm wide x 260 mm high
4 columns à 44 mm width
3 columns à 58 mm width

3 Printing and binding method
Off set print (sheets), saddle stitching

4 Data transmission
mailto: anzeigen-druckunterlagen@kirschbaum.de
Enquiries: +49 (0)2 28/9 54 53-23

5 Data formats
We recommend that you submit PDF/X-3 data. Open-format data (e.g. InDesign, Quark XPress etc.) can also be submitted. The file must be of at least printable quality, meaning that all fonts used must be embedded; half tone images require a resolution of at least 300 dpi, and line art at least 600 dpi.

6 Colours
Print colours (CMYK) according to ISO 12647-2 (PSO); special colours are possible on request. Particular reference is made to the ECI standard off set profiles for conversion and checking of the colour space (ICC Colour Management); the ECI_Off set_2009 package can be obtained free of charge from www.eci.org.

7 Proof
Colour-reproducing proof based on the “Media Standard for Printing” (bvdm). Digital proofs must include the FOGRA Media Wedge in order to check colour reproduction; it is available (at a charge) from www.fogra.org. Physical proofs must contain an official print control strip.

8 Data archiving
Data are archived; unchanged repetitions are therefore possible in most cases. Any guaranteeing of the safety of your data can not be assumed.

9 Warranty
We do not accept any liability for the printed result if incomplete or deviating data are delivered (texts, colours, images). You will be charged for any erroneous reproductions due to incomplete or incorrect data, false settings or incomplete information. This applies also to any additional typesetting, repro work and to the production of erroneous proofs.

10 Contact
Dieter Sturm,
+49 (0)2 28-9 5453-23
d.sturm@kirschbaum.de
Deputy Advertising Manager/Ad Scheduling
Supplements

The submission of a binding sample, if need be a dummy sample, with statement of the size and weight is necessary before order acceptance and confirmation. Supplements must be designed in such a way that they are identifiable as advertising and cannot be mistaken as being editorial content. Supplements will be positioned according to technical possibilities.

Supplement notice

A notice concerning the supplement will be included free of charge in the advertising section.

Required print run

The print run can vary, so kindly request information in each case. At least 3,600 copies

Delivery date

14 days before publication

Format

Not more than 205 mm wide × 290 mm high

Technical information

Supplements are inserted as loose copies. Maximum size: 205 × 290 mm. They must consist of one piece only and be manufactured in such a way that any additional processing is unnecessary. Processing difficulties and any additional work (e.g. folding) shall be charged separately.

Supplements printed on a material other than paper can only be accepted after you have submitted a binding sample to check and confirm its suitability for processing and shipping.

Advertising materials (postcards, prospectuses, product samples etc.) that are stuck to supplements or full-page ads are charged as supplements in addition to the cost of their carriers and any technical processing. You must submit the advertising motif with the attached advertising medium (stand sample, dummy if necessary). Product samples can only be accepted after you have submitted a binding sample to check and confirm its suitability for processing and shipping.

Formats

The distance between the sticker and the trimmed edges of the journal must be at least 10 mm.

The format regulations of Deutsche Post AG apply to postcards:
Length 140 mm to 235 mm, width from 90 mm to 125 mm.
The length must be at least 1.41 times the width.

The adhesive edges must be parallel with the spine and facing the spine in the case of attached postcards or product samples.

Required print run

The print run varies, so kindly request information in each case. 200 copies must be added to the print run for technical reasons.

Postal address

johnen-druck GmbH & Co. KG
Industriegebiet Bornwiese, 54470 Bernkastel-Kues
Please include a delivery slip and delivery notice with your consignment: Straße und Autobahn, issue no. ...
1 Name
Straßenverkehrstechnik

2 Brief profile
Straßenverkehrstechnik stands for research and practice in traffic management. The technical articles are the initial publications of scientific papers, some of which are peer-reviewed. They address state-of-the-art technology and research, technical regulations and practical issues relating to traffic planning, control and management, workplace safety, road markings, road signs and road restraint systems. Notifications published in the construction trade and industry provide a market overview, while specials on practical topics round off the range of technical information.

3 Target group
Planning and engineering firms for road construction and systems, as well as road and traffic management at the municipal, state or national level. Decision-makers in administration, science and business.

4 Published monthly
12 issues per year

5 Magazine format
DIN A4

6 Year
70. Year 2019

7 Prices
Annual subscription €128.00 plus shipping
Single issues €16.00 plus shipping

8 Publication by the
Road and Transportation Association (FGSV), Cologne, Federal Association of Road Construction and Traffic Engineers e. V. (BSVI), Munich, Austrian Research Association for Roads, Railways and Transport (FSV), Vienna.

9 Membership/Participation
IVW, FGSV

10 Publishing house
Kirschbaum Verlag GmbH
P.O. Box 21 02 09, 53157 Bonn
Siegfriedstr. 28, 53179 Bonn
+49 (0)2 28-9 54 53-0 (Reception)
+49 (0)2 28-9 54 53-27
www.kirschbaum.de

11 Publication by the
Road and Transportation Association (FGSV), Cologne

12 Ads
Michael Dietl (responsible)
m.dietl@kirschbaum.de
Dieter Sturm (Deputy), Phone +49 (0)2 28-9 54 53-23
d.sturm@kirschbaum.de
Elisabeth Kozur, Phone +49 (0)2 28-9 54 53-26
e.kozur@kirschbaum.de

13 Editors
Dr.-Ing. Michael Rohleder (Editor-in-Chief), rohleder@strasse-und-autobahn.de
Manuela Faßbender, fassbender@strasse-und-autobahn.de
Market and practise:
Michael Dietl, markt+praxis@kirschbaum.de

14 Scope analysis 2017 = 12 issues

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic planning/road design</td>
<td>80</td>
<td>10.4%</td>
</tr>
<tr>
<td>Traffic management</td>
<td>152</td>
<td>19.8%</td>
</tr>
<tr>
<td>Traffic control</td>
<td>96</td>
<td>12.5%</td>
</tr>
<tr>
<td>Road equipment</td>
<td>117</td>
<td>15.2%</td>
</tr>
<tr>
<td>Road traffic research</td>
<td>98</td>
<td>12.7%</td>
</tr>
<tr>
<td>Technical regulations</td>
<td>77</td>
<td>10.0%</td>
</tr>
<tr>
<td><strong>Market and Practice</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special</td>
<td>71</td>
<td>9.2%</td>
</tr>
<tr>
<td>Traffic Engineering News</td>
<td>45</td>
<td>5.9%</td>
</tr>
<tr>
<td>Other topics</td>
<td>33</td>
<td>4.3%</td>
</tr>
<tr>
<td><strong>Total scope</strong></td>
<td>896</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

15 Content analysis of the editorial section

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic planning/road design</td>
<td>80</td>
<td>10.4%</td>
</tr>
<tr>
<td>Traffic management</td>
<td>152</td>
<td>19.8%</td>
</tr>
<tr>
<td>Traffic control</td>
<td>96</td>
<td>12.5%</td>
</tr>
<tr>
<td>Road equipment</td>
<td>117</td>
<td>15.2%</td>
</tr>
<tr>
<td>Road traffic research</td>
<td>98</td>
<td>12.7%</td>
</tr>
<tr>
<td>Technical regulations</td>
<td>77</td>
<td>10.0%</td>
</tr>
<tr>
<td><strong>Market and Practice</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special</td>
<td>71</td>
<td>9.2%</td>
</tr>
<tr>
<td>Traffic Engineering News</td>
<td>45</td>
<td>5.9%</td>
</tr>
<tr>
<td>Other topics</td>
<td>33</td>
<td>4.3%</td>
</tr>
<tr>
<td><strong>Total scope</strong></td>
<td>769</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Circulation survey
Circulation analysis
Average copies per issue for the period (1 July 2017 to 30 June 2018)

<table>
<thead>
<tr>
<th>Category</th>
<th>Copies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run:</td>
<td>3,683</td>
<td></td>
</tr>
<tr>
<td>Distributed circulation:</td>
<td>3,566</td>
<td></td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>1,687</td>
<td></td>
</tr>
<tr>
<td>Subscriptions:</td>
<td>1,317</td>
<td></td>
</tr>
<tr>
<td>Individual sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other sales:</td>
<td>370</td>
<td></td>
</tr>
<tr>
<td>Free copies:</td>
<td>1,879</td>
<td></td>
</tr>
<tr>
<td>Remaining, archive and specimen copies:</td>
<td>109</td>
<td></td>
</tr>
</tbody>
</table>

Geographical readership analysis

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of distributed circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>91,8 %</td>
<td>3,274</td>
</tr>
<tr>
<td>International</td>
<td>8,2 %</td>
<td>292</td>
</tr>
<tr>
<td>Distributed circulation</td>
<td>100,0 %</td>
<td>3,566</td>
</tr>
</tbody>
</table>

Readership by post codes

<table>
<thead>
<tr>
<th>Post Code</th>
<th>Copies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>295</td>
<td>9,0 %</td>
</tr>
<tr>
<td>2</td>
<td>242</td>
<td>7,4 %</td>
</tr>
<tr>
<td>3</td>
<td>285</td>
<td>8,7 %</td>
</tr>
<tr>
<td>4</td>
<td>321</td>
<td>9,8 %</td>
</tr>
<tr>
<td>5</td>
<td>481</td>
<td>14,7 %</td>
</tr>
<tr>
<td>6</td>
<td>360</td>
<td>11,0 %</td>
</tr>
<tr>
<td>7</td>
<td>366</td>
<td>11,2 %</td>
</tr>
<tr>
<td>8</td>
<td>321</td>
<td>9,8 %</td>
</tr>
<tr>
<td>9</td>
<td>308</td>
<td>9,4 %</td>
</tr>
<tr>
<td>0</td>
<td>295</td>
<td>9,0 %</td>
</tr>
<tr>
<td></td>
<td>3,274</td>
<td>100,0 %</td>
</tr>
</tbody>
</table>

Brief description of the survey method

1. Method: Recipient structure analysis by data analysis – full survey
2. Population: distributed national circulation 3,274 = 100 %
3. Sample: Full survey
4. Surveyed target persons: The personal recipients in organisations registered in the file
5. Survey period: 28 July 2018
6. Implementation of the survey: Kirschbaum Verlag GmbH
1 Web address
www.strassenverkehrstechnik-online.de

2 Brief profile
The online platform www.strassenverkehrstechnik-online.de showcases the trade journal “Straßenverkehrstechnik” and offers additional information, including:
- Latest news
- An archive of issues
- Dates and events.

3 Target group
Planning and engineering firms for road construction and systems, as well as road and traffic administration at the municipal, state or national level. Decision-makers in administration, science and business.

4 Publishing house
Kirschbaum Verlag GmbH
P.O. Box 21 02 09, 53157 Bonn
Phone: +49 (0)228-9 54 53-0
www.kirschbaum.de

5 Editors
Michael Dietl
m.dietl@kirschbaum.de

6 Contact for online advertising
refer to page 17

7 Data delivery
At least 5 days before the start of publication, by e-mail to d.sturm@kirschbaum.de

File formats: GIF, JPG, Flash (Shockwave) (max 75 KB), no scripts. Please request the detailed technical specifications.

8 Discounts
<table>
<thead>
<tr>
<th>Duration</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>5%</td>
</tr>
<tr>
<td>6 months</td>
<td>10%</td>
</tr>
<tr>
<td>9 months</td>
<td>15%</td>
</tr>
<tr>
<td>12 months</td>
<td>20%</td>
</tr>
</tbody>
</table>

9 Terms of payment
Payment in full without deductions inside of 21 days after receipt of invoice; 2% discount for payment by direct debit before the publication date:
Bank details: Postbank Köln IBAN DE 22 3701 0050 0227 6205 05 BIC PBNKDEFFXXX
VAT ID no. DE 122272691
Banner formats

**Full-size banner top**
- Homepage
  - Format: 468 x 60 Pixel
  - Price/1 month: € 440.00
- Sections
  - Format: 468 x 60 Pixel
  - Price/1 month: € 280.00

**Full-size banner bottom**
- Homepage
  - Format: 468 x 60 Pixel
  - Price/1 month: € 440.00
- Sections
  - Format: 468 x 60 Pixel
  - Price/1 month: € 280.00

**Vertical banner**
- Homepage
  - Format: 165 x 290 Pixel
  - Price/1 month: € 550.00
- Sections
  - Format: 165 x 290 Pixel
  - Price/1 month: € 350.00

Rotating banner (max. 3x rotation), at the same position at random

All prices are exclusive of VAT.

Please request the Terms and Conditions for Advertising and Entries in Online Media

* Sections: Archive of issues, dates and events