

Parken

Parking Trade Journal for Germany/Austria/Switzerland

aktuell

Media data and advertisement prices

Status: January 2010



Concept

Parken aktuell is the parking trade journal for the German speaking countries and areas. The magazine professionally provides information independently and objectively on all subjects relating to parking space management, multi-story car park operation, traffic policies, construction technology, attendance technology, customer marketing and general economic themes as well as questions pertaining to law and insurance. Besides current developments and innovative concepts, long-standing parking topics and information on the supplies industry are likewise part and parcel of the range of subjects dealt with. The journal also acts as a forum for reader experience sharing. *Parken aktuell* is in its 20th year and is published four times a year.

Readers

Parken aktuell reaches round about 23.000 readers and targets all those in the German speaking areas and countries professionally engaged in large car park operations. These include building contractors and operators of multi-story car parks and ground car parks as well as project managers, representatives from the fields of science and politics, suppliers and service providers. The results of a reader survey carried out in the spring of 2009 indicate that 85% of the respondents read each issue of *Parken aktuell*. The average reading time per issue is 30 minutes. 20% of respondents devote 50 minutes and

more. One issue reaches, on average, 6.25 readers. 67% archive *Parken aktuell* for reference purposes.

Your adverts

Your advertisements put you in touch on a high coverage basis with all the decision makers involved with your products and services. Take advantage of the high quality layout, scope of content, clarity and comprehensive editing associated with *Parken aktuell*.

Parken aktuell appears in collaboration with the German Parking Association:



Bundesverband Parken e.V.

Richardtstraße 10
50667 Köln

www.parken.de

Tel.: +49 (0) 2 21 / 257 10 16

**Publishing, Sales, Editing,
Advertisements, Production:**

maenken
kommunikation

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www.maenken.com
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Publication frequency

Four times a year

Price for a single copy: 6 Euro

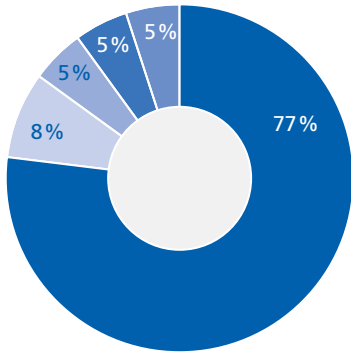
Subscription: 22 Euro
+ mailing costs

Circulation

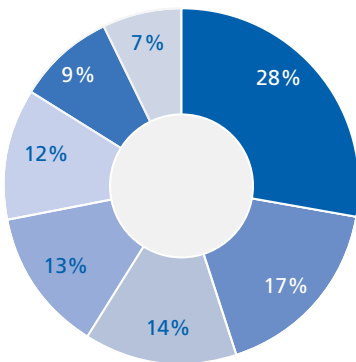
3.700

Reader Groups

Overall recipient structure



(1) Multi-story and ground car park operator recipient structure



- Multi-story and ground car park operators (1)
- Building contractors (new buildings and renovation)
- Project management (architects, engineers, consultants)
- Multi-story car park and parking space equippers and suppliers
- Miscellaneous

- Operating companies
- Civil order departments, park & ride, roads offices, road maintenance depots
- Large shopping centres, stores, property management
- (Sports, swimming baths, leisure parks and fairs)
- Large clinics, hotels, schools and universities
- Large corporations and organisations
- Housing, buildings and house management

Categories

Editorial

Trends & Tips

News (also international) from all spheres of parking

Reports

Particularly interesting examples from everyday practise

Products and services

Interesting products novelties / services provided by the supplies industry

Introduction

Company portraits and new products

In focus

Detailed presentation of a major topic

Market overview

Listing/ comparison of products and services

Review

Parking miscellaneous

Laws and advice

Association news

Product & Service Guide

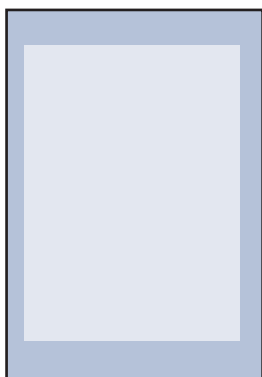
Advertisements

a) Title picture

Title photo + Logo + PR page 4.500 Euro

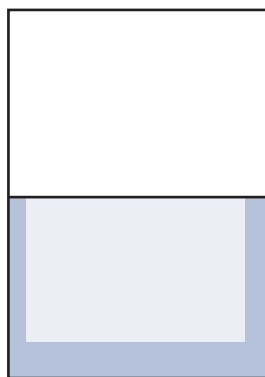
Data to be supplied by the customer. Requirements profile to be agreed upon.

b) Classic advertisements



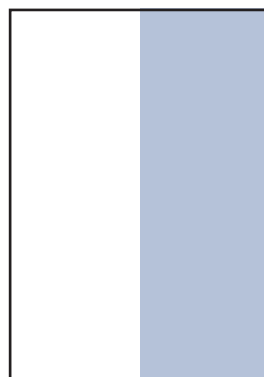
1/1 page

Type area:
W 175 x H 237 mm
Bleed area:
W 216 x H 303 mm
3.000,00 Euro



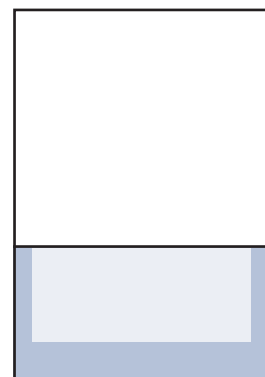
1/2 page horizontal

Type area:
W 175 x H 116 mm
Bleed area:
W 216 x H 149 mm
1.750,00 Euro



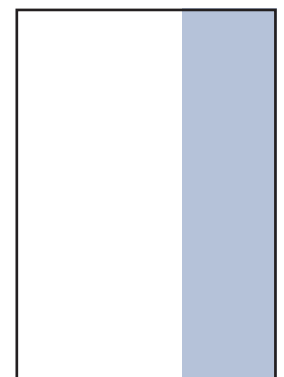
1/2 page vertical

Bleed area:
W 108 x H 303 mm
1.750,00 Euro



1/3 page horizontal

Type area:
W 175 x H 76 mm
Bleed area:
W 216 x H 109 mm
1.300,00 Euro



1/3 page high

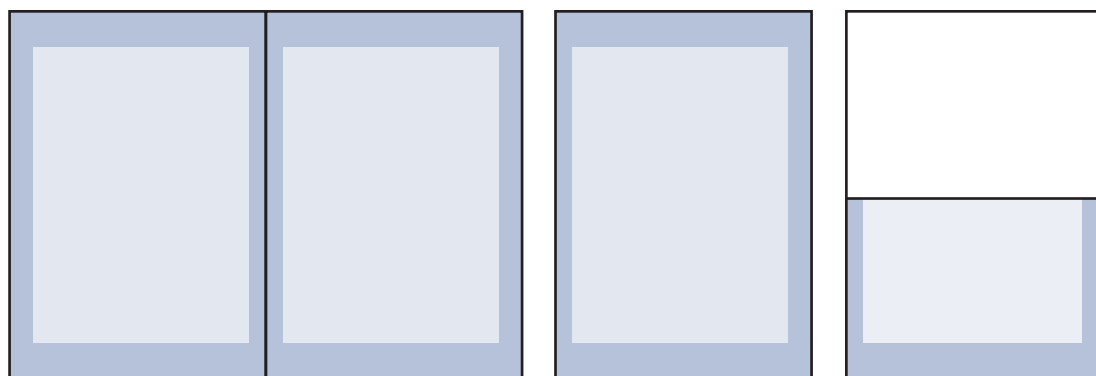
Bleed area:
W 79 x H 303 mm
1.300,00 Euro

We generally recommend the use of adverts with bleed area only, thus significantly enhancing the effect of your ad. The 1/2 vertical and 1/3 vertical formats can only be pla-

ced with bleed area. The bleed area formats include 3 mm bleed allowance all around. Printing data on a CD or a print optimised PDF are required for all ads, which must be

sent by email to: info@maenken.com.
Printing is effected continuously in 4 colours
Euroscale.

c) Editorially laid out ads



2/1 page (double sided)

Bleed area:
W 426 x H 303 mm
5.800,00 Euro

1/1 page

Bleed area:
W 216 x H 303 mm
3.300,00 Euro

1/2 page horizontal

Bleed area:
W 216 x H 149 mm
2.000,00 Euro

Preferred Positioning

Inside front cover: 3.350,00 Euro
Inside back cover: 3.200,00 Euro
Outside back cover: 3.500,00 Euro

Graphics design

Maenken Kommunikation GmbH is responsible for graphics design. Editorially laid out ads are always on a grey background with bleed area. They are additionally marked with the word ADVERTISEMENT.

Data supply

Two photos in the form of a JPG file and a text consisting of not more than 2.400 characters, including spaces, in the form of a WORD file are required for a 1/1 page. Please send these data by email to: info@maenken.com.

Staggered repeat scale: 2 ads 5%, 4 ads 10%.
Member companies of the Bundesverband Parken e.V.: 7.5%. Combined with *Parking Trend International*: 10%

Editorial processing

Upon request.

Author release

In the form of a PDF prior to printing.

Special positioning: + 10%

All ads subject to

discounts in the year orders placed:

Supplements, bound inserts, gate folders, pocket guides: upon request.
Magazine format: DIN A 4 (210 x 297 mm)
All prices subject to V.A.T.
Special print upon request.

Date schedule 2010

	No. 76 March	No. 77 June	No. 78 Sep	No. 79 Dec
Editorial close	Mon, 1 Feb	Mon, 3 May	Mon, 2 Aug	Mon 25 Oct
Advert close	Wed, 10 Feb	Wed, 12 May	Wed, 11 Aug	Wed 3 Nov
Printing data close	Wed, 3 Mar	Wed, 2 June	Wed, 1 Sep	Wed 24 Nov
Publishing date	Mon, 15 Mar	Mon, 14 June	Mon, 13 Sep	Mon 6 Dec

Major topics 2010:

March (No. 76):	Fairs report – the latest trends at the INTERTRAFFIC in Amsterdam
June (No. 77):	New multi-story and underground car parks – planning, structural work, installation. Green parking+e-mobility
September (No. 78):	Maintenance, renovation, modernisation – Keeping operations going on a low cost, effective basis
December (No. 79):	Trend report 2011- strategies, products, services Complete with current market overview

Events 2010 :

2–3 February	4th colloquium transport facilities – major topic: multi-story car parks, Ostfildern
23–26 March	INTERTRAFFIC – leading international fair for traffic and transport industries, Amsterdam
23 June	Meeting of the members of Bundesverband Parken e.V., Gelsenkirchen
30 September–1 October	HEUREKA – Networks for Mobility, Stuttgart
4–6 October	Expo Real – International Trade fair for industrial real estate, Munich
25 November	Competency forum parking, Würzburg

General terms and conditions of sale

1. An order for placing an advertisement pursuant to the following general terms and conditions of sale is deemed to be an order covering the publication of one or several client advertisements in the *Parken aktuell* journal for the purpose of circulation.

2. In case of doubt, advertisements shall be called off for publication within 12 months from the date of conclusion of the order. If, within the scope of an order, the right has been granted to call off advertisements one by one, then said order shall be completed within 12 months from the date the initial advertisement appears.

3. The buyer is entitled, upon conclusion of an order, to call off further advertisements within the agreed period stated in § 2 over and above the quantity listed in the order.

4. Should an order not be fulfilled for reasons beyond the control of the seller, the buyer, without prejudice to further legal obligations, shall refund the difference between the quantity ordered and the actual quantity purchased to the seller. Refund shall not take place when non-fulfilment is due to force majeure within the scope of the seller's risk.

5. Orders covering advertisements and external supplements intended – as specified in the order – exclusively for publication in certain issues or at special places in *Parken aktuell* must be received in good time by the seller, thus enabling the buyer if the order cannot be executed in this manner to be informed prior to the publication deadline.

6. The right to cancel the order remains in force up to 3 weeks prior to the publication of *Parken aktuell*.

7. Advertisements, which by reason of their editorial layout are not recognisable as being advertisements, shall be clearly marked by the seller as such by the word "advertisement" in accordance with the press law.

8. The seller reserves the right to refuse or cancel an order in connection with orders for advertisements and for individual call-offs within the scope of the contract as

well as orders for supplements by reason of their content, origin or technical form in accordance with the seller's or publisher's uniform, justified principles. This applies in particular, but not exclusively, when the content of the advertisement or supplement breaches laws or regulations issued by the authorities, or their publication is unreasonable for the seller or the publisher. Orders for supplements only become binding when a firm specimen and its approval have been presented. Supplements containing external advertisements or which, as a result of their form or content, give the impression that they are a part of *Parken aktuell* are categorically refused. Any eventual refusal shall be immediately communicated to the buyer.

9. The buyer is responsible for the provision of the text of the advertisement as well as for perfect printing manuscripts (data) in the form of a PDF file, or for provision of the supplements, in good time. The seller requests the replacement of clearly unsuitable or damaged data. The seller accepts no liability for hidden faults. The seller guarantees quality of printing in line with that normally supplied for *Parken aktuell* and within the scope provided by the printing data. No liability is accepted for advertisements which prove to be imperfect as a result of unsuitable printing data.

10. The buyer has the right to claim a reduction of the amount payable or demand perfect replacement in the event that the printed specimen copy of his advertisement is partially or completely illegible, incorrect or incomplete. This applies, however, solely to the extent that the purpose of the advertisement is impaired. Claims must be submitted by the buyer within 2 weeks from receipt of invoice and specimen.

11. A specimen copy of the advertisement for the purpose of approval to print (PDF) is only supplied upon express request. The buyer accepts responsibility for checking the contents and issuing approval. Approval is deemed to have been given should the buyer not return the PDF specimen copy by fax within the period of time set.

12. Unless otherwise agreed, the actual print size of the advertisement forms the basis for invoicing.

13. Payment: Payment shall be effected immediately upon receipt of invoice, net. The seller grants 2% cash discount on advance payments. All payments are to be remitted to:

Maenken Kommunikation GmbH
Von-der-Wetter-Strasse 25, 51149 Cologne/Germany.

14. In the case of delayed payment and justified doubt about the buyer's financial solvency, the seller is entitled to either cancel orders on hand or make the performance of orders on hand dependent on the payment of outstanding invoices, or demand advance payment of accounts on hand regardless of the due date of payment originally agreed.

15. The seller shall supply, upon request, a complete specimen copy of the advertisement along with the invoice.

16. The costs of producing layouts, final artwork, drawings, reproductions, image processing and PDF files as well as any considerable modification to the originally agreed work, either requested by or caused by the buyer, shall be borne by the buyer.

17. Printing data are only returned to the buyer upon express demand. The obligation to keep such data expires 3 months after fulfilment of the contract.

18. Authorised advertising agents receive 15% agency commission on their orders. Commission is paid on the basis of the net price of the advertisement less any eventual discounts granted.

19. All orders are concluded exclusively on the basis of the aforementioned general terms and conditions of sale. Contradictory terms are not accepted, unless they have been agreed upon in writing. Verbal agreements are invalid. All agreements are required in writing. In the case of non-appearance of an advertisement as a result of force majeure the seller accepts no liability for fulfilment of contracts and payment of damages. The place of fulfilment and place of jurisdiction for both parties to the contract is Cologne/Germany.

Status: January 2010

NEW!

A powerful "duo" for Europe's Parking Business

Both "*Parking trend international*" and "*Parken aktuell*" will be published from now on by Maenken Kommunikation in Cologne/Germany. "*Parken aktuell*" is published in collaboration with the German parking association and covers the largest parking market in Europe, comprising Germany, Austria and Switzerland. Along with "*Parking trend international*", the European Parking Association's (EPA) journal, these publications give you the opportunity to reach the European parking professionals selectively, easily and cheaply.

Book your international campaigns, be it a classical ad or editorially designed, in both journals and benefit from the 10% duo discount.

Additional information:

Jörn Backhaus on Tel.: 00 49 (0) 22 03/35 84-1 73,
email: joern.backhaus@maenken.com

10%

