

# MEDIA DATA 2025

OMNIBUSREVUE Technology  
Better in management, technology and tourism

[www.omnibusrevue.de](http://www.omnibusrevue.de)



***WHAT DOES OMNIBUSREVUE OFFER?***

**OMNIBUSREVUE** is the guidepost for the bus industry and other providers of group travels. It supports entrepreneurs and managers with sound contributions tailored to the industry, tips for the everyday business, current legal articles, detailed vehicle tests and technical novelties plus useful information about group tour trends and destinations.

This magazine is completed by a broad online supply of the latest news, a vehicle database and movies on BUS TV.

***THE BRAND OMNIBUSREVUE COMPRISES***

- Magazine
- Online portal
- Newsletter
- Books
- BUS TV
- Facebook
- LinkedIn





**monthly**

9 ISSUES

**75. year**

2025

**www.omnibusrevue.de**

WEB ADDRESS (URL)

**bdo, RDA, VPR**

MEMBERSHIP



**PUBLISHING HOUSE:**

TECVIA Media GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
sales.munich@tecvia.com  
www.tecvia.com



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**85.5 %** of B2B decision-makers regularly or occasionally use one or more trade magazines.

**48.2 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

**WHO ARE THE READERS OF OMNIBUSREVUE?**

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions in their companies. They are mostly owners, chief executives or managers and possess a high level of decision competency.

Trade journals are used by both younger and older B2B decision-makers, both in printed form and as e-paper.

**36.8 %** is the share of users under the age of 39, while the share of those over the age of 40 is **47.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

**SUBSCRIPTION**

ISSN 1436-9974

**Annual subscription price**

Inland: € 155.40 incl. packing/posting plus statutory VAT.

European countries: € 167.40 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

**General conditions:**

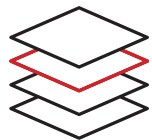
Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

**Bank account:**

Commerzbank Munich, Germany  
IBAN: DE 05 7004 0041 0212 1135 00  
BIC: COBADEFFXXX

**Payment terms:**

within 10 days 2% prompt payment discount,  
within 30 days from date of invoice net  
VAT no. DE 453405511



**7,000**

PRINT RUN OMNIBUSREVUE\*

PRINT

**6,042**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**2,197**

PAID CIRCULATION\*



DIGITAL

**16,307**

SESSIONS\*\*

(average of three months, October to December 2024)

**25,381**

PAGE IMPRESSIONS\*\*

(average of three months, October to December 2024)

**2,261**

NEWSLETTER SUBSCRIBERS\*

(December 2024)

**15,739**

FACEBOOK FOLLOWERS\*

(December 2024)



Specialist media are rated as more credible than social business networks or business magazines.

**Two-thirds** of the respondents rated specialist media as particularly credible. Advertisers can benefit from this trust.

Source: dfv White paper: How business-to-business advertising works in specialist media (2020)

**TECHNOLOGY-TOPICS**

**MANAGEMENT-TOPICS**

**FAIRS**

**ISSUE 1**

AD 27.11.24

CD 10.12.24

PD 14.01.25

Fuel & service cards  
E-mobility (hydrogen)  
Fuels / Drives / Hybrid

Digitisation  
AI Artificial Intelligence

**42. Tag der Bustouristik** (Day of Bus Tourism),  
Bremerhaven, 13.01.2025

**ISSUE 2-3**

AD 21.01.25

CD 03.02.25

PD 25.02.25

Preview mobility move '25  
Bus glass  
GPS & telematics  
Fire protection  
Importers

Bus booking portals  
Travel insurances

**VPR VIP-Treff 2025** (VIP meeting),  
Frankfurt/M., 13. - 15.02.2025

**ISSUE 4**

AD 11.03.25

CD 24.03.25

PD 15.04.25

Assistance systems (camera, radar, safety)  
Maintenance & repair

Maintenance contracts

**mobility move '25**, Berlin, 01. - 03.04.2025  
**RDA-Group Travel Expo**,  
Cologne, 29. - 30.04.2025

**ISSUE 5**

AD 02.04.25

CD 16.04.25

PD 13.05.25

Follow-up report mobility move '25  
Galleys and interior decoration  
Passenger information systems  
Autonomous driving  
Mini and Midibuses  
Fire protection

E-ticketing & apps  
Planning software

• OR Special  
„Sustainable Tourism & Environmental Protection“

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
<b>ISSUE 6</b>	E-mobility: vehicles & drive technology	Driver training and further training for drivers and companies	
AD 02.05.25	Hydrogen	Fuel and service cards	
CD 15.05.25	Air conditioning systems & technology		
PD 10.06.25	Barrier-free buses: ramps & lifts		
<b>ISSUE 7-8</b>	E-mobility: charging infrastructure	Fleet management	
AD 01.07.25	On-board entertainment, seats & seating	Driver shortage	
CD 14.07.25	Washing facilities & vehicle cleaning		
PD 05.08.25	Wear parts, bus glass	• OR Special „75 years OMNIBUSREVUE“	
	Tires		
<b>ISSUE 9</b>	Importers	Leasing & rental	
AD 28.07.25	Maintenance & repair		
CD 08.08.25	E-mobility		
PD 02.09.25			
<b>ISSUE 10</b>	Preview Busworld	Receivables management	busworld, Brussels, 04. - 09.10.2025
AD 27.08.25	Fit for winter (tires)	• OR Special „busworld“	
CD 09.09.25	Exhaust gas optimisation		
PD 01.10.25	Tour guides		

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
<b>ISSUE 11-12</b> AD 06.10.25 CD 17.10.25 PD 11.11.25	Follow-up report busworld Coach of the Year Winner Onboard entertainment Mini and midibuses Alternative drives Sustainability & exhaust technology	Insurances Further driver training  • Annual calendar • OR Special: Who is Who Bus	<b>Pole position Bus - BTB Workshop,</b> Spielberg, 17. - 18.11.2025
<b>ISSUE 1/26</b> AD 27.11.25 CD 10.12.25 PD 13.01.26	Fuel & service cards E-mobility / Hydrogen Fuels / Drives / Hybrid	Digitisation	



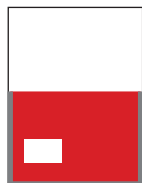
## MAGAZINE FORMAT

210 X 279 mm

### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)



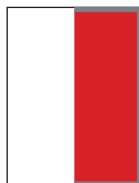
#### TITLE DISPLAY

—  
210 x 145 mm\*\*



#### 1/1 PAGE

175 x 236 mm  
210 x 279 mm\*



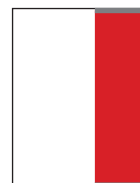
#### 1/2 PAGE PORTRAIT

85 x 236 mm  
101 x 279 mm\*



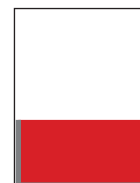
#### 1/2 PAGE LANDSCAPE

175 x 117 mm  
210 x 137 mm\*



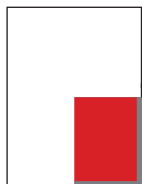
#### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



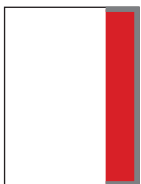
#### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



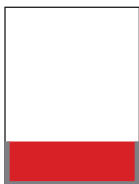
#### 1/4 PAGE BLOC

85 x 117 mm  
101 x 137 mm\*



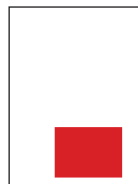
#### 1/4 PAGE PORTRAIT

40 x 236 mm  
56 x 279 mm\*



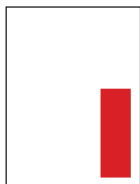
#### 1/4 PAGE LANDSCAPE

175 x 56 mm  
210 x 71 mm\*



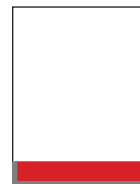
#### 1/8 PAGE BLOC

85 x 56 mm  
—



#### 1/8 PAGE PORTRAIT

40 x 117 mm  
—



#### 1/8 PAGE LANDSCAPE

175 x 31 mm  
—

### MAIN MAGAZINE

Type area (w x h)

Bleed size (w x h)

\* + 3 mm bleed

\*\* Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

**PRINT**

**FORMAT** **4-COLORS IN €**

Title display	7,330.00
2./3./4. cover page	7,110.00
1/1 page	6,390.00
Junior page*	4,370.00
1/2 page	3,620.00
1/3 page	2,270.00
1/4 page	1,870.00
1/8 page	1,130.00

Placement surcharge:

Binding placement instructions	795.00
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\*Junior page: 1/2 page landscape, turned upside, in the midst of the editorial coverage  
Format: 131 mm width x 198 mm height plus 3 mm bleed on all outer edges

**DISCOUNTS:**

For insertions within one insertion year (begins with the publication of the first ad).

**FREQUENCY SCALE**

3 times	3 %
6 times	5 %
9 times	10 %
12 times	15 %

**QUANTITY SCALE**

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

All surcharges do qualify for discounts. Title displays are not subject to discounts.

**CLASSIFIED ADS****FORMAT****PER COLUMN AND MM****B/W IN € 4-COLORS IN €**

Agency price	1 column 43 mm wide	4.27	8.37
Direct price	1 column 43 mm wide	3.64	7.00
Job-wanted	1 column 43 mm wide	2.37	---

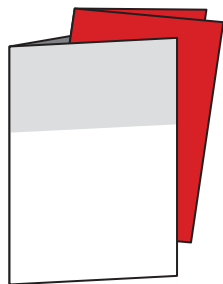
Box number fee € 15.00

**TECHNICAL SPECIFICATIONS PRINT**

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

### LOOSE INSERT



#### SPECIAL FEATURE

- Number of inserts available on request
- Ads of a third party not allowed
- On request, printing of inserts as an additional service possible

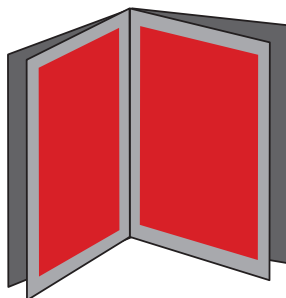
#### FORMAT

- Max. 203 mm width x 275 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. € 340.00
- Up to 50 g total weight per thou. € 540.00
- Per further 5 g total weight per thou. € 40.00

### ADVERTORIAL



#### SPECIAL FEATURE

- Content is editorially prepared and published
- High attention through editorial appearance
- Alternative to a classic ad

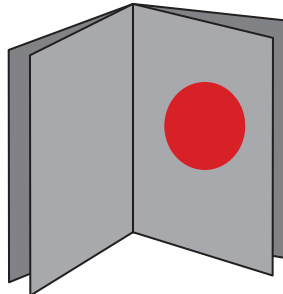
#### FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)

#### PRICE

- on request

### CIRCULAR AD



#### SPECIAL FEATURE

- Eye-catcher through prominent positioning in the middle of editorial content
- No other ads on this page

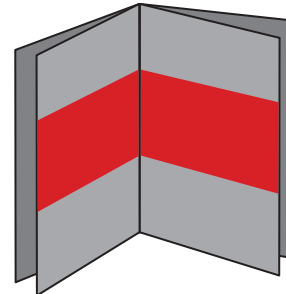
#### FORMAT

- max. Ø 90 mm

#### PRICE

- € 2,220.00

### BANDEROLE AD



#### SPECIAL FEATURE

- Central placement, therefore highest attention

#### FORMAT

- 420 mm width x 98 mm height in the bleed plus 3 mm bleed on all outer edges

#### PRICE

- € 5,290.00

## WALL CALENDAR

Feature your business with an ad on the 2026 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

## SCHEDULE/FORMATS/CIRCULATION

Publication date **11.11.2025**  
(supplement to  
OMNIBUSREVUE 11-12/2025)

Ad deadline **19.09.2025**

Closing date  
printing materials **29.09.2025**

Format **800 x 540 mm**

Circulation **7,000 copies**

PRICE ON REQUEST

Premiumanzeige  
190 x 85 mm

VERLAG HEINRICH VOGEL

www.omnibusrevue.de

# OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

Premiumanzeige  
190 x 85 mm

95 x 173 mm

95 x 173 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 So	1 Mo	1 Di	1 So	1 Di	1 Fr	1 So
2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Sa	2 Sa	2 Mo
3 Do	3 So	3 So	3 Mi	3 Mi	3 Mi	3 Mi	3 So	3 Di	3 Do	3 Do	3 Di
4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mo	4 Mi	4 Mi	4 Sa
5 Sa	5 Di	5 Di	5 Fr	5 Fr	5 Fr	5 Fr	5 Mo	5 So	5 Sa	5 Sa	5 Do
6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Sa	6 Sa	6 Di	6 Fr	6 So	6 So	6 Fr
7 Mo	7 Do	7 Do	7 So	7 So	7 So	7 So	7 Mi	7 Sa	7 Mo	7 Mo	7 So
8 Di	8 Fr	8 Fr	8 Mo	8 Mo	8 Mo	8 Mo	8 Do	8 Mi	8 Do	8 Do	8 Di
9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Mi	9 Mi	9 Sa
10 Do	10 So	10 So	10 Mi	10 Mi	10 Mi	10 Mi	10 Do	10 Do	10 Do	10 Do	10 Di
11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Do	11 Do	11 So	11 Mo	11 Mi	11 Mi	11 Sa
12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Fr	12 Fr	12 Mo	12 So	12 So	12 So	12 Do
13 So	13 Mi	13 Mi	13 Sa	13 Sa	13 Sa	13 Sa	13 Di	13 Fr	13 So	13 So	13 Fr
14 Mo	14 Do	14 Do	14 So	14 So	14 So	14 So	14 Mi	14 Sa	14 Mo	14 Mo	14 So
15 Di	15 Fr	15 Fr	15 Mo	15 Mo	15 Mo	15 Mo	15 Do	15 Mi	15 Do	15 Do	15 Di
16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Mi	16 Mi	16 Sa
17 Do	17 So	17 So	17 Mi	17 Mi	17 Mi	17 Mi	17 Do	17 Do	17 Do	17 Do	17 Di
18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 So	18 Mo	18 Mi	18 Mi	18 Sa
19 Sa	19 Di	19 Di	19 Fr	19 Fr	19 Fr	19 Fr	19 Mo	19 So	19 So	19 So	19 Fr
20 So	20 Mi	20 Mi	20 Sa	20 Sa	20 Sa	20 Sa	20 Di	20 Fr	20 So	20 So	20 Do
21 Mo	21 Do	21 Do	21 So	21 So	21 So	21 So	21 Mi	21 Sa	21 Mo	21 Mo	21 So
22 Di	22 Fr	22 Fr	22 Mo	22 Mo	22 Mo	22 Mo	22 Do	22 Mi	22 Do	22 Do	22 Di
23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Mi	23 Mi	23 Sa
24 Do	24 So	24 So	24 Mi	24 Mi	24 Mi	24 Mi	24 Do	24 Do	24 Do	24 Do	24 Di
25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 So	25 Mo	25 Mi	25 Mi	25 Sa
26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Fr	26 Fr	26 Mo	26 So	26 So	26 So	26 Fr
27 So	27 Mi	27 Mi	27 Sa	27 Sa	27 Sa	27 Sa	27 Di	27 Fr	27 Mo	27 Mo	27 So
28 Mo	28 Do	28 Do	28 So	28 So	28 So	28 So	28 Mi	28 Sa	28 Mo	28 Mo	28 So
29 Di	29 Fr	29 Fr	29 Mo	29 Mo	29 Mo	29 Mo	29 Do	29 Mi	29 Do	29 Do	29 Di
30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Mi	30 Mi	30 Sa
31 Do	31 So	31 So	31 Mi	31 Mi	31 Mi	31 Mi	31 Do	31 Do	31 Do	31 Do	31 Di

2026

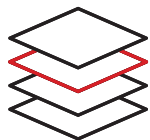
95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



**PRINT**

## **THE NEW INDUSTRY COMPASS 2025: TECHNOLOGY MEETS TOURISM FOR A SUSTAINABLE FUTURE**

In 2025, OMNIBUSREVUE presents the newly launched **industry compass**, which for the first time combines the important topics of "Sustainable Tourism & Environmental Protection" with the innovative power of the technology industry. In this OMNIBUSREVUE special, we bridge the gap between technological advances and the challenges facing the tourism industry - with a clear focus on sustainable mobility and climate-friendly solutions.

The aim of this issue is to do justice to both worlds: We not only offer a comprehensive editorial overview of current trends and developments, but also enable our partners to position themselves in advertorials with future forecasts and innovative solutions. Their expertise can be made visible both in the print edition and digitally on omnibusrevue.de.

In addition, we can also present your company contribution in the form of an online advertorial on omnibusrevue.de in the appropriate environment.

The OMNIBUSREVUE special "Sustainable Tourism & Environmental Protection" will be published as a "magazine-within-a-magazine" in issue 5/2025.



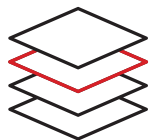
**DIGITAL**



**PRICE EXAMPLE: 2/1 page € 5,190.00**

(e. g. 1/1 page interview in combination with 1/1 page classic ad or a 2/1 page interview)

**FURTHER PRICES ON REQUEST**



PRINT

### PRINT: PORTRAITS OF IMPORTANT KEY PLAYERS

Anyone listed in this company and service provider guide will be in focus of bus entrepreneurs, when it comes to finding the right vehicles and qualified business partners.

The OMNIBUSREVUE special Who is Who Bus is supplemented to the issue 11-12/2025.



DIGITAL

### ONLINE: INDUSTRY DIRECTORY

The industry directory technology of OMNIBUSREVUE offers a permanently locatable web presence in one of the leading online services of the bus industry. Here, the user can find information from A to Z to alternative drives, suppliers in workshop areas, finance and insurance providers and suppliers, right up to suppliers of tyres and washing facilities or telematics providers. Simple and clear structures offer the seekers a quick and efficient overview of existing enterprises on the market.



#### FORMAT

#### PRICE

1/2 page portrait	€ 690.00 incl. <b>premium</b> online entry in the industrial directory
1/1 page portrait	€ 1,160.00 incl. <b>ultimate</b> online entry in the industrial directory
Online entry	<b>starting from € 345.00</b>

Your company portrait will be listed online for 12 months.



## 1 BILLBOARD

### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

### FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

### CPM\*

- € 175.00

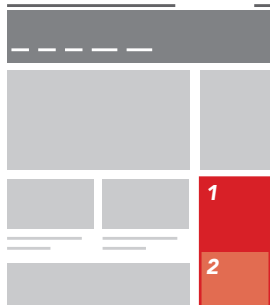
## 2 SUPERBANNER

### FORMAT

- 728 x 90 px (max. 120 KB)

### CPM\*

- € 110.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 120 KB)

### CPM\*

- € 110.00

## 1 + 2 HALF PAGE

### FORMAT

- 300 x 600 px (max. 120 KB)

### CPM\*

- € 175.00



## 1 SKYSCRAPER

### FORMAT

- 160 x 600 px (max. 120 KB)

### CPM\*

- € 110.00

## FURTHER FORMATS ON REQUEST.

We'll be happy to advise  
you!

### TECHNICAL SPECIFICATIONS

### ONLINE

You can find all information  
summarized [here](#) in a PDF.



## DIGITAL

Twice a week, every Tuesday and Thursday OMNIBUSREVUE informs the deciders and managers with an up-to-date and informative online newsletter.

**REGISTRATION:**

[newsletter.tecvia.com/or](https://newsletter.tecvia.com/or)

**RUN TIME/OCCUPANCY:**

The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	360.00
TextAd*	2	650 x 366	360.00
Medium Rectangle**	3	300 x 250	360.00

\* on all placements possible  
\*\* starting from the 2<sup>nd</sup> spot

**TECHNICAL SPECIFICATIONS  
NEWSLETTER**

You can find all information summarized [here](#) in a PDF.





## DIGITAL

The online advertorial appears among the current news on the portal [www.omnibusrevue.de](http://www.omnibusrevue.de) as an editorially designed article.

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 characters  
Teaser: ca. 400 characters
- Body text with about 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORM	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	omnibusrevue.de	1 week	1,815.00



**DIGITAL**

**YOUR ADVERTISING OPTIONS WITH  
MOVING IMAGES**

On **omnibusrevue.de** you have the opportunity to innovatively expand your advertising campaign with your own video.

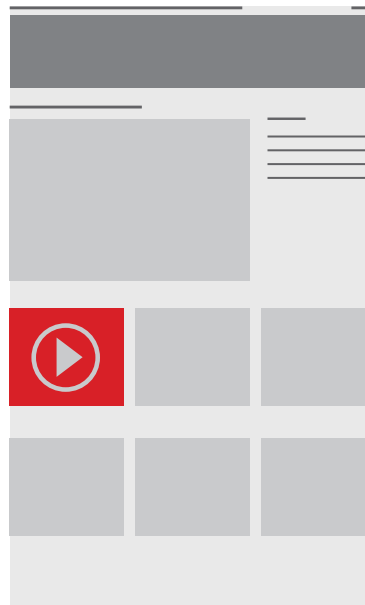
**OFFERS:**

- Placing your own video
- Booking of Manager-TV (short interview, which is filmed on location)
- Booking of a video film incl. on-site shooting and placing
- Realization of individual campaign requests with moving images incl. linking of the print ad in the e-paper to individual content

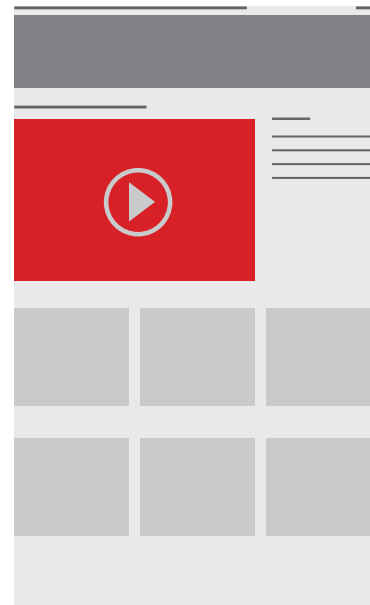
**PRICES AND TECHNICAL DETAILS ON REQUEST**

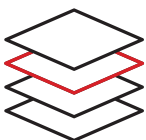


**PRESENTATION AS TOP ARTICLE  
FOR ONE WEEK**



**PRESENTATION IN THE MEDIA LIBRARY  
FOR ANOTHER 6 MONTHS**





PRINT

## ADVERTISE WITH YOUR OWN VIDEO

A convincing marketing video is the flagship for your company - it conveys your messages, strengthens your brand and inspires your target group. But creating an effective video requires experience, creativity and technical know-how. **This is where we come in!**

## WHY SHOULD YOU CHOOSE US?

- **Professional quality:** We ensure that your video is produced to the highest standard - from the concept to the final cut.
- **Customized content:** Whether it's an image film, product presentation or commercial - we put your vision in the limelight.
- **Maximum reach:** Whether on your website, in social media or on platforms such as YouTube - a professional video opens doors.
- **Emotional connection:** We manage to package your message in such a way that it stays in the minds and hearts of your customers.
- **Time and cost savings:** You don't have to worry about a thing. Our experienced team takes care of the entire production process - quickly, efficiently and cost-effectively.

## MEDIA PACKAGES

ADVERTISING MEANS

BASIC BRONZE SILVER GOLD

Test of the vehicle on a known test track and extensive reporting in the OMNIBUSREVUE



Multi-page WEB-PDF of the comparison test from OMNIBUSREVUE for use on your own social media channels



Social media support for the test on the OMNIBUSREVUE channels



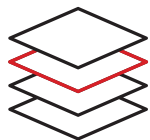
Production of a film to accompany the test (for free use), which will also be shown on all OMNIBUSREVUE channels (media library, BUS-TV on YouTube)



1/1 page ad in print magazine



Prices on request



PRINT

**YOUR MESSAGE IN EDITORIAL STYLE:  
THE STAGE FOR YOUR NATIVE  
ADVERTISING**

A print advertorial is a special editorial format designed in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.





**In addition to your advertorial, choose your advertising material package!**



DIGITAL

**MEDIA PACKAGES**

**ADVERTISING MEANS**

	<b>ULTIMATE PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 10,590.00	1/2 € 5,340.00 1/1 € 6,810.00 2/1 € 9,510.00	1/2 € 3,300.00 1/1 € 4,880.00 2/1 € 7,770.00



DIGITAL





**NATIVE CONTENT IN TOP FORM:  
SPECIAL EDITORIAL FORMATS ON  
THE ONLINE PORTAL OF THE TRADE  
MAGAZINE**

An online advertorial places your message in the style of native advertising in the layout of an online article.

**In addition to your online advertorial,  
choose your advertising material package!**

**MEDIA PACKAGES**

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial <b>Start page</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	€ 11,445.00	€ 7,275.00	€ 3,230.00



**DIGITAL INNOVATION:  
EDITORIAL WEB SPECIAL ON THE  
MAGAZINE PORTAL**






A web special showcases products and services on an individually designed website, presented by the respective trade magazine.

The web special stands on its own as a native advertising format, publishes a beacon topic quickly and prominently and can be ideally teased and linked via all digital channels.

**In addition to your web special,  
choose your advertising material package!**

**MEDIA PACKAGES**

**ADVERTISING MEANS**

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (onepager)
<b>Run time</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 100' PI		
	€ 39,900.00	€ 34,545.00	€ 19,110.00




**BACKGROUND KNOWLEDGE MEETS  
INDUSTRY PROFESSIONALS:  
A WHITE PAPER BRINGS CONTENT  
AND USERS TOGETHER**

With a white paper, useful content is prepared as a digital online publication. The PDF is made available for download on the online presence of the trade magazine and uses its reach to generate leads.

**In addition to your white paper,  
choose your advertising material package!**

**MEDIA PACKAGES**

**ADVERTISING MEANS**

	<b>ULTIMATE</b>	<b>BASIC+</b>
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Start page placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	€ 29,385.00	€ 17,835.00

**OMNIBUSREVUE**

**SUT** SCHIFFFAHRT  
UND TECHNIK

**verkehrs RUNDschau**

**Sprit+**

**Autoflotte**

**asp**  
AUTO SERVICE PRAXIS

**Trucker**



**fokus** GEFAHR/GUT

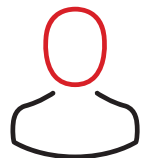
**AUTOHAUS**

**VD**  
VERKEHRSDIENST

**VKU**

**FAHRSCHULE**





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