

MEDIA DATA 2025

OMNIBUSREVUE Technology
Better in management, technology and tourism

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

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



PUBLISHING HOUSE:

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



CHIEF EDITOR:

Gerhard Grünig
Phone +49 89 203043-2184
gerhard.gruenig@tecvia.com

**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.

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E-mail vertriebsservice@tecvia.com

General conditions:

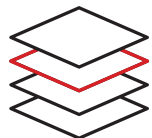
Please note the General Terms and Conditions you can find at www.mediacentrum.de.

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Payment terms:

within 10 days 2% prompt payment discount,
within 30 days from date of invoice net
VAT no. DE 152942001



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)

* Circulation figures: own data collection

** Online access control Google Analytics 4, correct figures on request

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

ISSUE 6

AD 02.05.25

CD 15.05.25

PD **10.06.25**

E-mobility: vehicles & drive technology
Hydrogen
Air conditioning systems & technology
Barrier-free buses: ramps & lifts

Driver training and further training
for drivers and companies
Fuel and service cards

• OR Special „75 years OMNIBUSREVUE“

ISSUE 7-8

AD 01.07.25

CD 14.07.25

PD **05.08.25**

E-mobility: charging infrastructure
On-board entertainment, seats & seating
Washing facilities & vehicle cleaning
Wear parts, bus glass
Tires

Fleet management
Driver shortage

ISSUE 9

AD 28.07.25

CD 08.08.25

PD **02.09.25**

Importers
Maintenance & repair
E-mobility

Leasing & rental

ISSUE 10

AD 27.08.25

CD 09.09.25

PD **01.10.25**

Preview Busworld
Fit for winter (tires)
Exhaust gas optimisation
Tour guides

Receivables management

• OR Special „busworld“

busworld, Brussels, 04. - 09.10.2025

TECHNOLOGY-TOPICS**ISSUE 11-12**

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

MANAGEMENT-TOPICS

Insurances
Further driver training

- Annual calendar
- OR Special: Who is Who Bus

FAIRS

Pole position Bus - BTB Workshop,
Spielberg, 17. - 18.11.2025

ISSUE 1/26

AD 27.11.25

CD 10.12.25

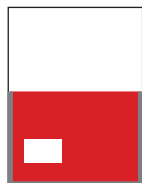
PD **13.01.26**

Fuel & service cards
E-mobility / Hydrogen
Fuels / Drives / Hybrid

Digitisation

MAGAZINE FORMAT

210 X 279 mm



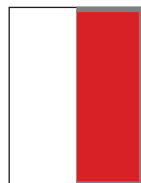
TITLE DISPLAY

—
210 x 145 mm**



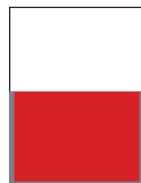
1/1 PAGE

175 x 236 mm
210 x 279 mm*



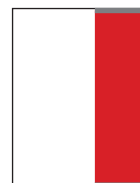
1/2 PAGE PORTRAIT

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*

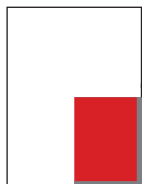


1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*

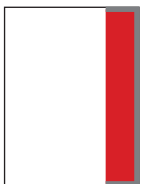
MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)



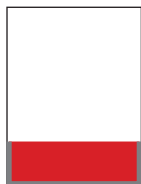
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



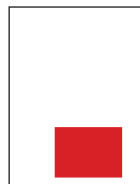
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



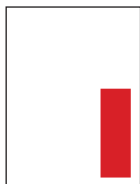
1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*



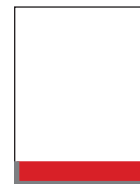
1/8 PAGE BLOC

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



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

*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.

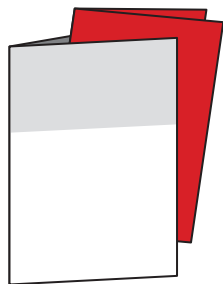
CLASSIFIED ADS	FORMAT	PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.27	8.37
Direct price	1 column 43 mm wide	3.64	7.00
Job-wanted	1 column 43 mm wide	2.37	---
Box number fee	€ 15.00		

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

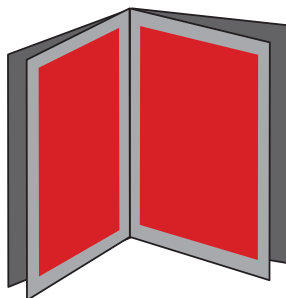
FORMAT

- 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

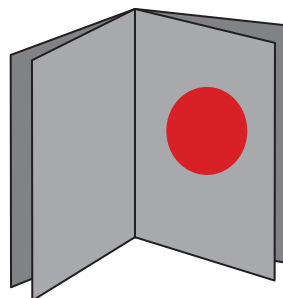
FORMAT

- 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

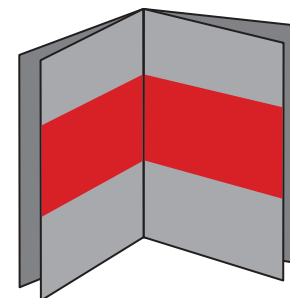
FORMAT

- 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



Premiumanzeige
190 x 85 mm

95 x 173 mm

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

95 x 85mm

95 x 85mm

95 x 85mm

2026

190 x 85 mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

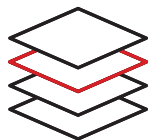
190 x 85 mm

190 x 85 mm

95 x 173 mm

95 x 85mm

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.



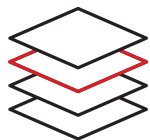
DIGITAL



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

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

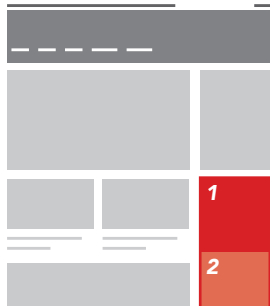
2 SUPERBANNER

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.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2025.



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

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 2nd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

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

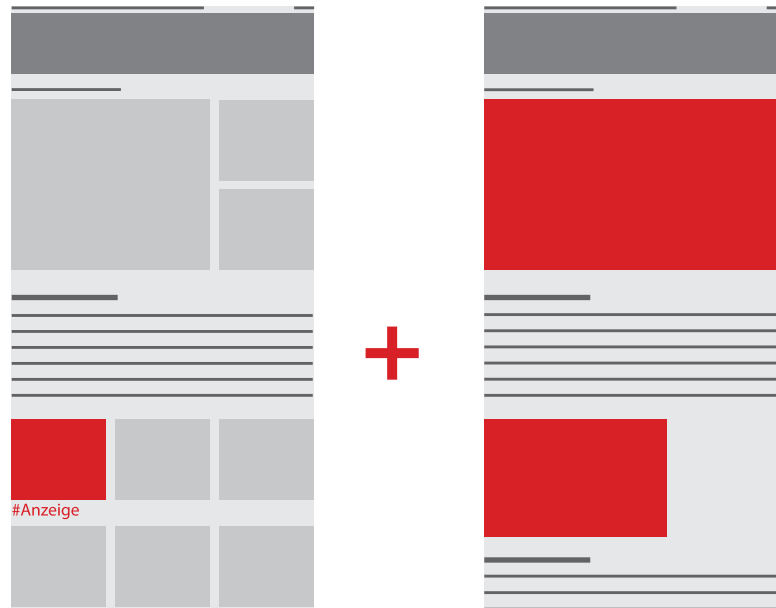


DIGITAL

The online advertorial appears among the current news on the portal www.omnibusrevue.de 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.

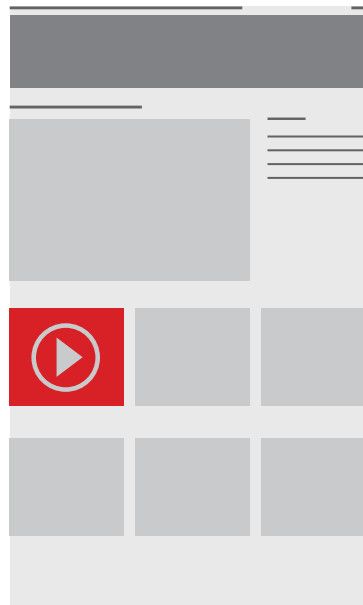
OFFERS:

- 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

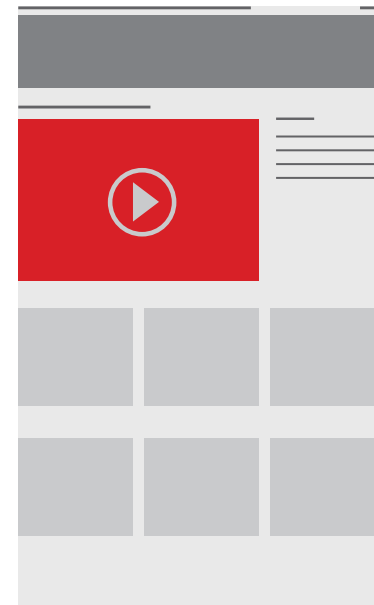
PRICES AND TECHNICAL DETAILS ON REQUEST



PRESENTATION AS TOP ARTICLE FOR ONE WEEK

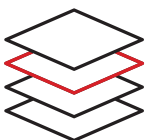


PRESENTATION IN THE MEDIA LIBRARY FOR ANOTHER 6 MONTHS



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!**



PRINT

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.

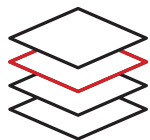
MEDIA PACKAGES

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

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 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 Start page	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 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 Start page	✓ Full service	✓ Full service	✓ Full service
	Number of chapters Extent	6 chapters	4 chapters	1 chapter (onepager)
	Run time	8 weeks	6 weeks	6 weeks
	Newsletter placement TextAd	 8 x	 6 x	 6 x
	SocialMedia placement Posting	 4 x	 2 x	
	Portal placement Banner	✓ 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

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

OMNIBUSREVUE

SUT SCHIFFFAHRT
UND TECHNIK

verkehrs RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

Trucker



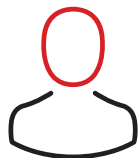
fokus GEFÄHR/GUT

AUTOHAUS

VKU

VD
VERKEHRSDIENST

FAHRSCHULE



ANDREA VOLZ

Head of Sales
TECVIA GmbH

andrea.volz@tecvia.com
Phone +49 89 203043-2124
Mobile phone +49 151 14054007



STEPHAN BAUER

Team Leader Sales OMNIBUSREVUE

stephan.bauer@tecvia.com
Phone +49 89 203043-2107
Mobile phone +49 151 65850355



REBECCA KIRCHMAIR

Account Manager

rebecca.kirchmair@tecvia.com
Phone +49 89 203043-2702
Mobile phone +49 160 91733075



RALF SCHMIDT

Account Manager Classified Adverts

ralf.schmidt@tecvia.com
Phone +49 8742 9199-94
Mobile phone +49 160 8869867
Fax +49 8742 9199-95



GABRIELE BERNER

Advertising Service Print

busmarkt@tecvia.com
Phone +49 89 203043-2296



SAFIAH SHAKIR

Campaign Manager

safiah.shakir@tecvia.com
Phone +49 89 203043-2621