

MEDIA DATA 2025

OMNIBUSREVUE Tourism
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:

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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.

Phone Subscription service: +49 89 203043-1100

E-mail vertriebsservice@tecvia.com

General conditions:

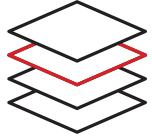
Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

UniCreditBank AG, Munich, Germany
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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

FAIRS

ISSUE 1

AD 27.11.24
CD 10.12.24
PD **14.01.25**

Mines, caves and grottos
Palaces, castles, monasteries
Floral exploration trips (nature & national parks)

City trips: City beauties of Central Germany
Excursion tips

42. Tag der Bustouristik (Day of Bus Tourism), Bremerhaven, 13.01.2025
CMT, Stuttgart, 18. - 26.01.2025

ISSUE 2-3

AD 21.01.25
CD 03.02.25
PD **25.02.25**

Preview ITB Berlin
Worlds of Experience/Zoos and animal parks
Railways, nostalgia trains & mountain railways
Travel insurances

City trips: Berlin
Region special: Ore Mountains and Vogtland
Region special: Croatias Coast
Country special: Austria (Burgenland/Carinthia/Upper Austria/Lower Austria/Vienna)
Country special: Poland
Excursion tips

F.R.E.E., Munich, 19. - 23.02.2025
ITB, Berlin, 04. - 06.03.2025
VPR VIP-Treff 2025, Frankfurt/M., 13. - 15.02.2025

- **OR Special „Summer Experiences“**

ISSUE 4

AD 11.03.25
CD 24.03.25
PD **15.04.25**

Preview RDA Group Travel Expo
Tourist navigation/Out and about on river & sea
Breweries, distilleries & wineries

Country special: Austria (Tyrol/Salzb./Styria/Voralb.)
Country special: France, Croatia
Country special: Switzerland & Liechtenstein
Salesguide catalogue entries

RDA-Group Travel Expo, Cologne, 29. - 30.04.2025

- **OR Special „RDA“**
- **OR Special „Germany’s South“**

FAIRS

ISSUE 5

AD 02.04.25

CD 16.04.25

PD **13.05.25**

Shopping trends
Wellness, recreation & active tours
City trips & popular destinations

Region special: Baden-Württemberg
Region special: Germany's North
(incl. Hamburg, Bremen)
Region special: Thuringia
Country special: Great Britain, Ireland
Country special: Netherlands

• **OR Special**
„Sustainable Tourism & Environmental Protection“

ISSUE 6

AD 02.05.25

CD 15.05.25

PD **10.06.25**

Worlds of Experience
Relish
Castles, courtyard gardens & parks
UNESCO
Off to the south

Region special: Bavaria
Region special: Saxony
Country special: Slovenia
Country special: Scandinavia
Country special: Hungary

• **OR Special** „75 Years OMNIBUSREVUE“

ISSUE 7-8

AD 01.07.25

CD 14.07.25

PD **05.08.25**

Group highlights Austria 2025/26
Experience knowledge (educational trips)
Christmas markets (part 1)
Excursion highlights

Region special: Mecklenburg-Western Pomerania
Excursion tips
Salesguide catalogue entries

BTB-Workshop, Munich, 26.08.2025

ISSUE 9

AD 28.07.25

CD 08.08.25

PD **02.09.25**

Christmas markets (part 2)
Group tours prospects 2026
Fascination Airport

Region special: Experience Brandenburg & Berlin
Country special: Slovakia, Czech Republic
Excursion tips

• **OR Special** „City Trips“

FAIRS

ISSUE 10

AD 27.08.25

CD 09.09.25

PD **01.10.25**

Musicals, music travels and festivals

Air and long-distance travel

Shop & enjoy

Ski & winter travel

Two cities – one country: Bremen & Bremerhaven

Region special: Saarland

Region special: Lower Saxony

- **OR Special „Culture & Events 2025/2026“**

ISSUE 11-12

AD 06.10.25

CD 17.10.25

PD **11.11.25**

Museums, art and cultural trips

Wellness & spa, spa vacations

Inspirational and contemplative journeys

Stop-over-destinations & motorway
service stations

Jubilees & events 2026

Travel insurances

Region special: Hanseatic cities

Region special: Sauerland

Region special: Rhineland-Palatinate

Excursion tips

- **OR Special „Franconia“**
- **Annual calendar**

Poleposition Bus - BTB Workshop,

Spielberg, 17. - 18.11.2025

ISSUE 1/26

AD 27.11.25

CD 10.12.25

PD **13.01.26**

Barrier-free destinations

Floral exploration trips (nature
& national parks)

Palaces, castles, monasteries

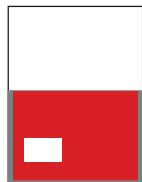
City trips: City beauties of Central Germany

Excursion tips

CMT, Stuttgart, 17. - 25.01.2026

MAGAZINE FORMAT

210 X 279 mm



TITLE DISPLAY

—
210 x 145 mm**



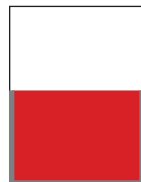
1/1 PAGE

175 x 236 mm
210 x 279 mm*



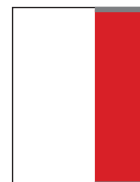
1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



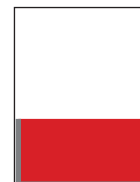
1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*



1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*

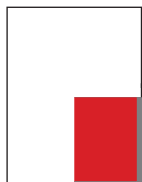


1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*

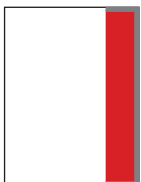
MAIN MAGAZINE

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



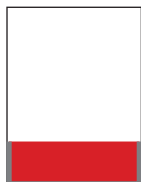
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



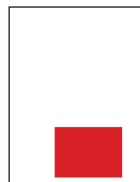
1/4 PAGE PORTRAIT

40 x 236 mm
56 x 279 mm*



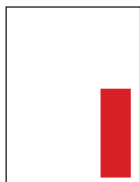
1/4 PAGE LANDSCAPE

175 x 56 mm
210 x 71 mm*



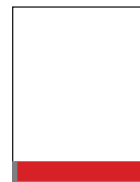
1/8 PAGE BLOC

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	7,010.00
2./3./4. cover page	5,130.00
1/1 page	4,130.00
Junior page*	2,470.00
1/2 page	2,420.00
1/3 page	1,840.00
1/4 page	1,290.00
1/8 page	630.00
Placement surcharge:	
Binding placement instructions	795.00

*Junior page:

- 1/2 page landscape, turned upside
- In the midst of the editorial coverage this advertisement stands out in particular
- 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 %

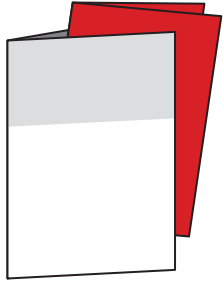
All surcharges do qualify for discounts. Title displays are not subject to discounts.

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

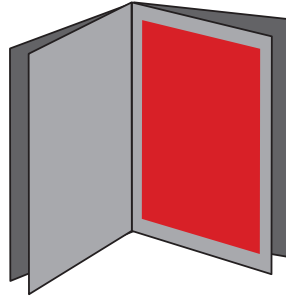
FORMAT

- 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

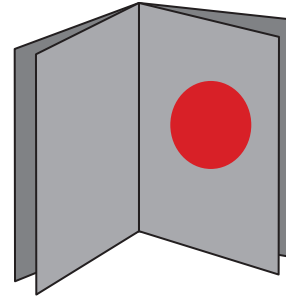
FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)
- Positioning: first double page after the tourism news

PRICE

- on request

CIRCULAR AD



SPECIAL FEATURE

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

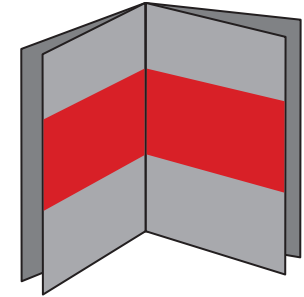
FORMAT

- max. Ø 90 mm

PRICE

- € 1,230.00

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

- € 4,350.00

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
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 Mi	2 Sa	2 Mo
3 Do	3 So	3 So	3 Mi	3 Mi	3 Mi	3 Mi	3 Sa	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 Fr	5 Fr	5 Mo	5 Do	5 Sa	5 Di	5 Do
6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Sa	6 Sa	6 Di	6 Do	6 Fr	6 Mo	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 Mo	8 Mo	8 Do	8 Mi	8 Do	8 So	8 Di
9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Do	9 Sa	9 Mo
10 Do	10 So	10 So	10 Mi	10 Mi	10 Mi	10 Mi	10 Sa	10 Di	10 Do	10 So	10 Di
11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Do	11 Do	11 Sa	11 Mi	11 Fr	11 Mo	11 Mi
12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Fr	12 Fr	12 Mo	12 Do	12 Sa	12 Di	12 Do
13 So	13 Mi	13 Mi	13 Sa	13 Sa	13 Sa	13 Sa	13 Di	13 Do	13 Fr	13 Mo	13 Fr
14 Mo	14 Do	14 Do	14 So	14 So	14 So	14 So	14 Mi	14 Sa	14 Mo	14 Do	14 So
15 Di	15 Fr	15 Fr	15 Mo	15 Mo	15 Mo	15 Mo	15 Do	15 Mi	15 Do	15 Fr	15 So
16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Do	16 Sa	16 Mi
17 Do	17 So	17 So	17 Mi	17 Mi	17 Mi	17 Mi	17 Sa	17 Di	17 Do	17 So	17 Di
18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 Sa	18 Mi	18 Fr	18 Mo	18 Mi
19 Sa	19 Di	19 Di	19 Fr	19 Fr	19 Fr	19 Fr	19 Mo	19 Do	19 Sa	19 Di	19 Do
20 So	20 Mi	20 Mi	20 Sa	20 Sa	20 Sa	20 Sa	20 Di	20 Do	20 Fr	20 Mo	20 Fr
21 Mo	21 Do	21 Do	21 So	21 So	21 So	21 So	21 Mi	21 Sa	21 Mo	21 Do	21 So
22 Di	22 Fr	22 Fr	22 Mo	22 Mo	22 Mo	22 Mo	22 Do	22 Mi	22 Do	22 Fr	22 So
23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Do	23 Sa	23 Mi
24 Do	24 So	24 So	24 Mi	24 Mi	24 Mi	24 Mi	24 Sa	24 Di	24 Do	24 So	24 Di
25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 Sa	25 Mi	25 Fr	25 Mo	25 Mi
26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Fr	26 Fr	26 Mo	26 Do	26 Sa	26 Di	26 Do
27 So	27 Mi	27 Mi	27 Sa	27 Sa	27 Sa	27 Sa	27 Di	27 Do	27 Fr	27 Mo	27 Fr
28 Mo	28 Do	28 Do	28 So	28 So	28 So	28 So	28 Mi	28 Sa	28 Mo	28 Do	28 So
29 Di	29 Fr	29 Fr	29 Mo	29 Mo	29 Mo	29 Mo	29 Do	29 Mi	29 Do	29 Sa	29 Di
30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Do	30 Sa	30 Mi
31 Do	31 So	31 So	31 Mi	31 Mi	31 Mi	31 Mi	31 Sa	31 Di	31 Do	31 So	31 Di

95 x 173 mm

95 x 85mm

190 x 85 mm	190 x 85 mm	190 x 85 mm	190 x 85 mm
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95 x 85mm

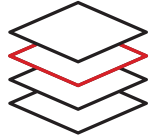
95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



PRINT

THE SPECIAL SECTION AS A „MAGAZINE-WITHIN-A-MAGAZINE“

The special section of the magazine features a mixture of editorial reporting and **PR content**.

In single or double-page advertorials, partners in the bus industry from the tourism and technology sectors have the opportunity to present their products and destinations in more detail than would be possible in a classical advertisement.

An editorial from the editorial team leads readers to the topic, independent short reports on the industry and providers as well as articles supplement the content.

PRICE ON REQUEST

PRINT AND ONLINE PRESENCE

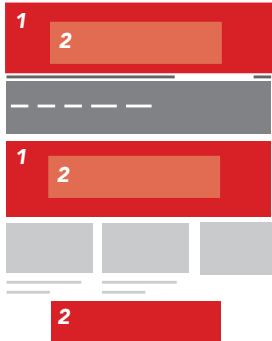
We can also present your company contribution in the form of an **online advertorial** on omnibusrevue.de in the appropriate environment. This significantly increases the chances of contact across all media.

For an additional charge of **€ 249.00**, you can also advertise precisely on the online service of the trade magazine.

Online run time: 8 weeks



DIGITAL



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.

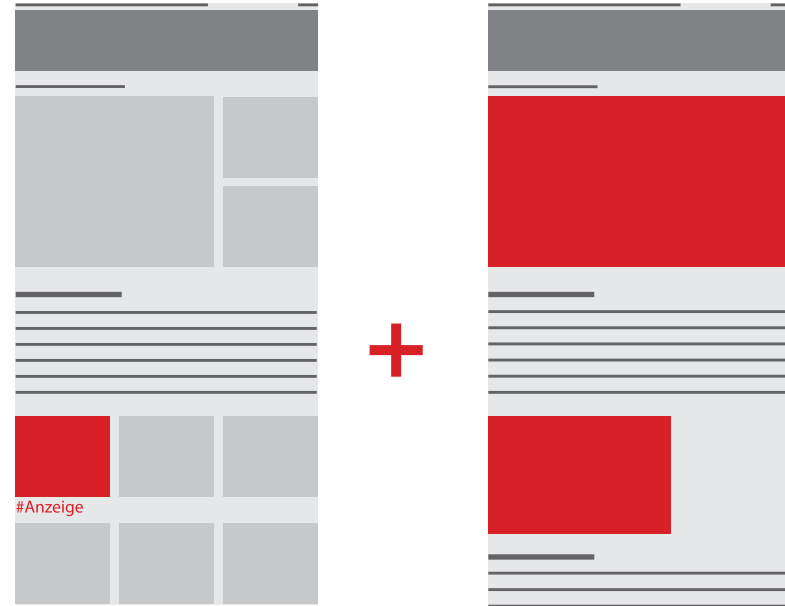


DIGITAL

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

At www.omnibusrevue.de/branchenverzeichnis/touristik, bus entrepreneurs can find both package tour operators and partners for coach tourism in several categories - and thus also your company.

Simple and clear structures offer searchers a quick and efficient overview of the companies available on the market.

OPTIONS

- **Premium entry:** shows your logo and summarizes the most important contact details of your company
- **Ultimate entry:** Increase your visibility!
You have the option of including photos and text in your company presentation.
Your potential customer can use the direct contact button to request a callback, further information and brochures.
The integration of Google Maps also allows you to display the company headquarters clearly.

Further information at:
www.omnibusrevue.de/branchenverzeichnis/preise



ENTRIES	PRICE IN €
Basic (address)	free of charge
Premium (address + URL + logo)	345.00
Ultimate (premium + detailed company presentation, with portrait: Products, references, picture gallery contact form)	690.00



DIGITAL

YOUR ADVERTISING OPTIONS WITH MOVING IMAGES

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

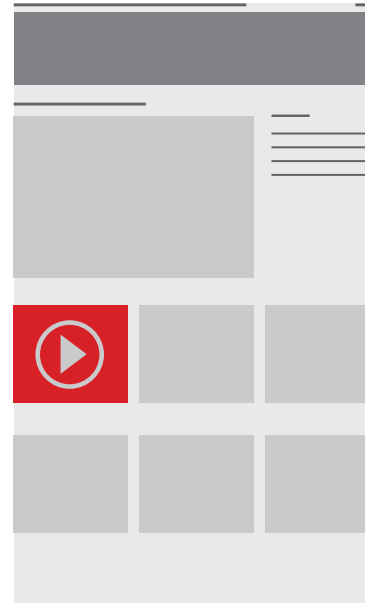
OFFERS:

- 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

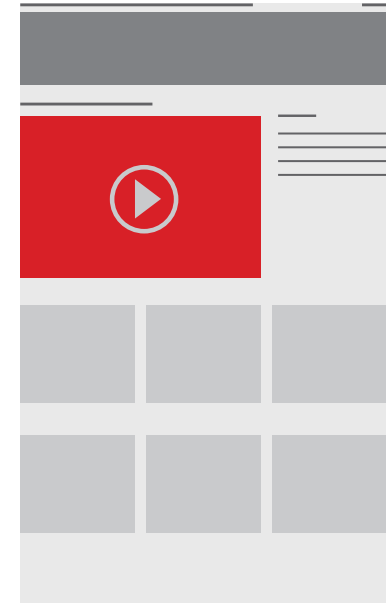
PRICES AND TECHNICAL DETAILS ON REQUEST

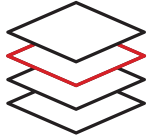


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



PRESENTATION IN THE MEDIA LIBRARY FOR ANOTHER 6 MONTHS





PRINT

**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.







DIGITAL

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publication 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 € 8,080.00	1/2 € 4,230.00 1/1 € 5,070.00	1/2 € 2,120.00 1/1 € 3,000.00



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		
	€ 8,085.00	€ 5,310.00	€ 2,295.00



**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		





Prices on request



**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!**

ADVERTISING MEANS	ULTIMATE	BASIC+
	Expert editorial text + layout Full service	✓ Full service
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
Prices on request		

OMNIBUSREVUE

SUT SCHIFFFAHRT
UND TECHNIK

verkehrs RUNDSCHAU

Sprit+

Autoflotte

asp
AUTO SERVICE PRAXIS

fokus GEFÄHR/GUT

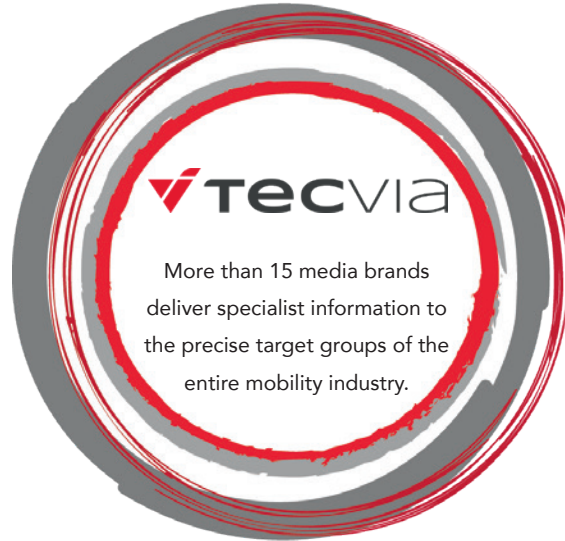
AUTOHAUS

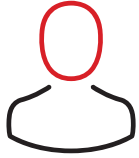
VD
VERKEHRSDIENST

VKU

FAHRSCHULE

Trucker





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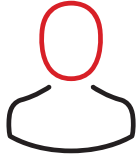
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