

# MEDIA DATA 2025

OMNIBUSREVUE Tourism  
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

**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](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:

UniCreditBank AG, Munich, Germany

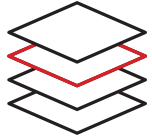
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

## 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**

**15,823**  
*SESSIONS\*\**  
(average of three months, July to September 2024)

**24,659**  
*PAGE IMPRESSIONS\*\**  
(average of three months, July to September 2024)

**2,212**  
*NEWSLETTER SUBSCRIBERS\**  
(August 2024)

**15,745**  
*FACEBOOK FOLLOWERS\**  
(September 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\*

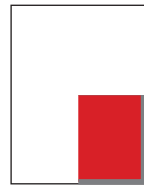


**1/3 PAGE PORTRAIT**  
55 x 236 mm  
71 x 279 mm\*

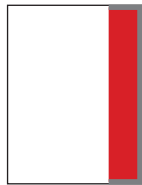


**1/3 PAGE LANDSCAPE**  
175 x 76 mm  
210 x 91 mm\*

**MAIN MAGAZINE**  
Type area (w x h)  
Bleed size (w x h)



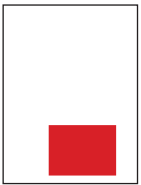
**1/4 PAGE BLOC**  
85 x 117 mm  
101 x 137 mm\*



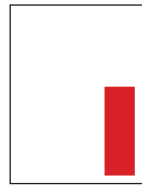
**1/4 PAGE PORTRAIT**  
40 x 236 mm  
56 x 279 mm\*



**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

**PRINT**



<b>FORMAT</b>	<b>4-COLORS IN €</b>
Title display	<b>7,010.00</b>
2./3./4. cover page	<b>5,130.00</b>
1/1 page	<b>4,130.00</b>
Junior page*	<b>2,470.00</b>
1/2 page	<b>2,420.00</b>
1/3 page	<b>1,840.00</b>
1/4 page	<b>1,290.00</b>
1/8 page	<b>630.00</b>
Placement surcharge:	
Binding placement instructions	<b>795.00</b>

\*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	<b>3 %</b>
6 times	<b>5 %</b>
9 times	<b>10 %</b>
12 times	<b>15 %</b>

**QUANTITY SCALE**

3 pages	<b>5 %</b>
6 pages	<b>10 %</b>
9 pages	<b>15 %</b>
12 pages	<b>20 %</b>

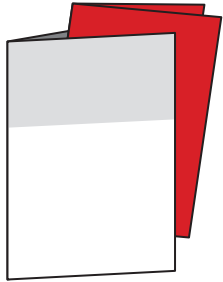
All surcharges do qualify for discounts. Title displays are not subject to discounts.

**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

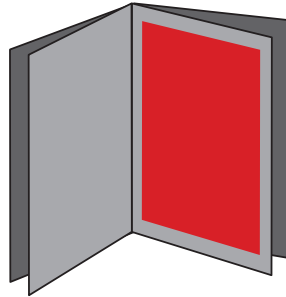
**FORMAT**

- 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

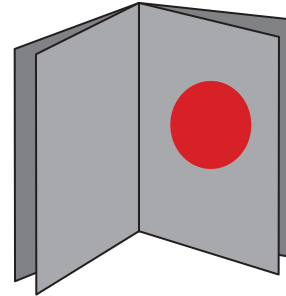
**FORMAT**

- 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

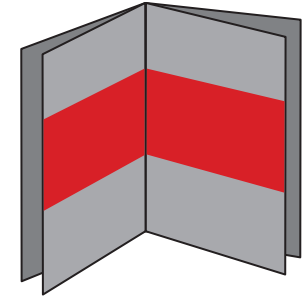
**FORMAT**

- 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	<b>11.11.2025</b>
(supplement to OMNIBUSREVUE 11-12/2025)	
Ad deadline	<b>19.09.2025</b>
Closing date printing materials	<b>29.09.2025</b>
Format	<b>800 x 540 mm</b>
Circulation	<b>7,000 copies</b>

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 Fr	6 So	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 Fr	8 Mo	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 Fr	11 Mo	11 Do	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 Fr	13 So	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 Fr	15 Mo	15 Di
16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Do	16 Mo	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 Fr	18 Mo	18 Do	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 Fr	20 So	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 Fr	22 Mo	22 Di
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 Mo	24 Do
25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 Fr	25 Mo	25 Do	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 Fr	27 So	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 So	29 Mo	29 Di
30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Do	30 Mo	30 Mi
31 Do	31 So	31 So	31 Mi	31 Mi	31 Mi	31 Mi	31 Sa	31 Di	31 Do	31 Mo	31 Di

2026

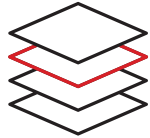
95 x 85mm

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**

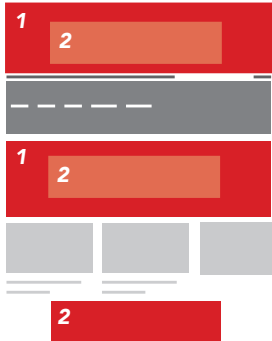
We can also present your company contribution in the form of an **online advertorial** on omnibusrevue.de in the appropriate environment. This significantly increases the chances of contact across all media.

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 1<sup>st</sup>, 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](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.

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

\* 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**

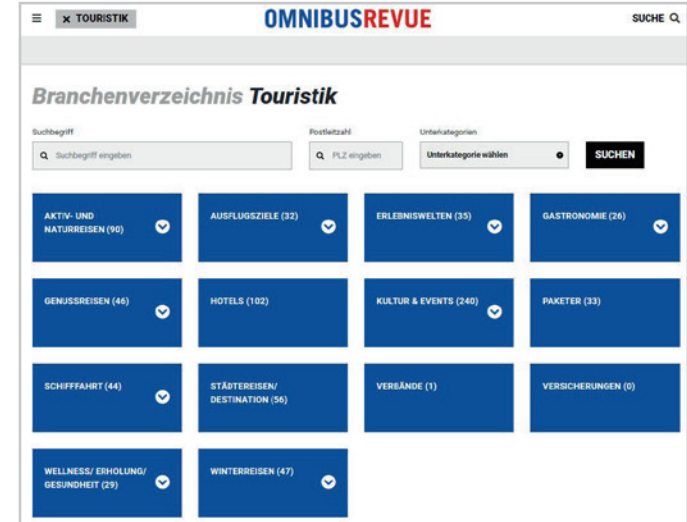
At [www.omnibusrevue.de/branchenverzeichnis/touristik](http://www.omnibusrevue.de/branchenverzeichnis/touristik), bus entrepreneurs can find both package tour operators and partners for coach tourism in several categories - and thus also your company.

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](http://www.omnibusrevue.de/branchenverzeichnis/preise)



<b>ENTRIES</b>	<b>PRICE IN €</b>
<b>Basic</b> (address)	free of charge
<b>Premium</b> (address + URL + logo)	345.00
<b>Ultimate</b> (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.

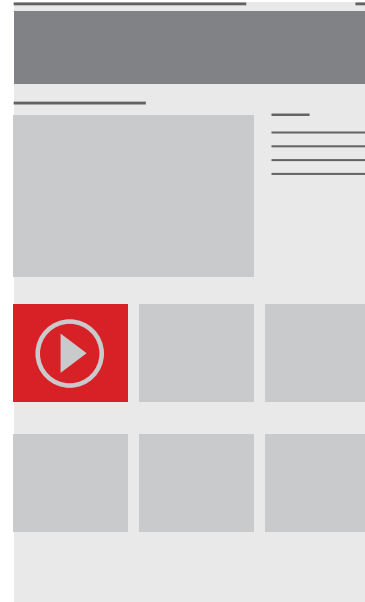
**OFFERS:**

- 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

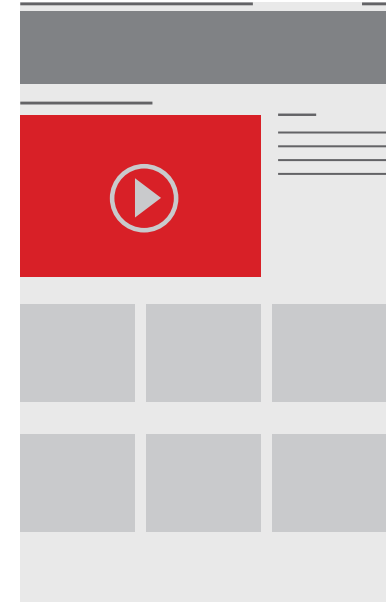
**PRICES AND TECHNICAL DETAILS ON REQUEST**

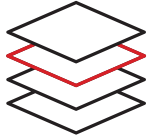


**PRESENTATION AS TOP ARTICLE FOR ONE WEEK**



**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**

	<b>ULTIMATE PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
Publication 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 € 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**

	<b>ULTIMATE</b>	<b>PREMIUM</b>	<b>BASIC+</b>
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		
	<b>€ 8,085.00</b>	<b>€ 5,310.00</b>	<b>€ 2,295.00</b>








**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!**





<b>MEDIA PACKAGES</b>				
<b>ADVERTISING MEANS</b>	<b>ULTIMATE</b>	<b>PREMIUM</b>	<b>BASIC+</b>	
	Expert editorial text + layout <b>Start page</b>	✓ Full service	✓ Full service	✓ Full service
	Number of chapters <b>Extent</b>	<b>6</b> chapters	<b>4</b> chapters	<b>1</b> chapter (onepager)
	<b>Run time</b>	<b>8</b> weeks	<b>6</b> weeks	<b>6</b> 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		
<b>Prices on request</b>				



**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!**

<b>ADVERTISING MEANS</b>	<b>ULTIMATE</b>	<b>BASIC+</b>
	Expert editorial text + layout <b>Full service</b>	✓ Full service
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
<b>Prices on request</b>		

**OMNIBUSREVUE**

**SUT** SCHIFFFAHRT  
UND TECHNIK

**verkehrs RUNDSCHAU**

**Sprit+**

**Autoflotte**

**asp**  
AUTO SERVICE PRAXIS

**fokus GEFÄHR/GUT**

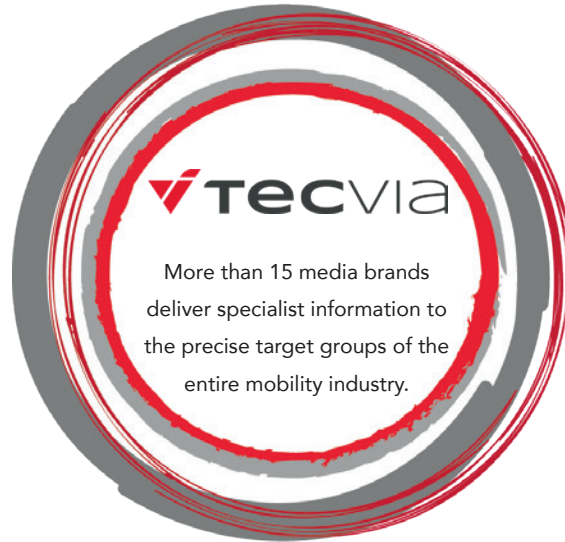
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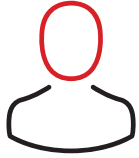
**VD**  
VERKEHRSDIENST

**VKU**

**FAHRSCHULE**

**Trucker**





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Austria: Tirol  
Italy, Switzerland, Benelux

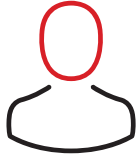
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