

## MEDIA DATA 2024

OMNIBUSREVUE Tourism  
Better in management, technology and tourism  
[www.omnibusrevue.de](http://www.omnibusrevue.de)





### **WHAT DOES THE OMNIBUSREVUE OFFER?**

The **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
- Podcast





**monthly**

9 ISSUES

**75. year**

2024

**www.omnibusrevue.de**

WEB ADDRESS (URL)

**bdo, RDA, VPR**

MEMBERSHIP

**88.8 %** of B2B decision-makers use regularly or occasionally one or more trade magazines.

**52.6 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



**PUBLISHING HOUSE:**

TECVIA GmbH  
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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.

SUBSCRIPTION

ISSN	1436-9974
Annual subscription price	
Inland:	€ 141.00* incl. packing/posting plus statutory VAT.
European countries:	€ 153.00* incl. packing/posting plus statutory VAT.
Phone	Subscription service: +49 89 203043-1100
E-mail	vertriebsservice@tecvia.com

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

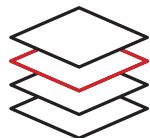
Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

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

\* Subscription prices: status as of 2023



**7,000**

PRINT RUN OMNIBUSREVUE\*

PRINT

**6,103**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**2,313**

PAID CIRCULATION\*



DIGITAL

**13,813**

SESSIONS\*\*

(average of three months, April to June 2023)

**23,904**

PAGE IMPRESSIONS\*\*

(average of three months, April to June 2023)

**2,262**

NEWSLETTER SUBSCRIBERS\*\*

(August 2023)

**1,256**

FACEBOOK FOLLOWERS\*\*

(September 2023)



Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

**78 %** agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Association of Business Media) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

FAIRS

ISSUE 1

AD 27.11.23  
CD 08.12.23  
PD 09.01.24

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

City trips: City beauties in Central Germany  
Excursion tips

41. Tag der Bustouristik (Day of Bus Tourism),  
Halle (Saale), 15.01.2024  
Brussels Motor Show, Brussels, 12. - 21.01.2024  
CMT, Stuttgart, 13. - 21.01.2024

ISSUE 2-3

AD 18.01.24  
CD 01.02.24  
PD 27.02.24

Preview ITB Berlin  
Study trips & team events  
Worlds of Experience / Zoos and animal parks  
Railways, nostalgia trains & mountain railways  
Summer events & open air plays  
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: Italy, Netherlands, Poland  
Salesguide catalogue entries  
• OR Special „Baden-Württemberg“

F.R.E.E, Munich, 14. - 18.02.2024  
ITB, Berlin, 05. - 07.03.2024  
VPR VIP-Treff 2024, Brussels, 01. - 03.02.2024

ISSUE 4

AD 08.03.24  
CD 21.03.24  
PD 16.04.24

Preview RDA Group Travel Expo  
Tourist navigation/Out and about on river & sea  
Breweries, distilleries & wineries  
Close up experience: „Tradition“

City trips: Hamburg  
Region special: Saarland  
Country special: Austria (Tyrol/Salzb./Styria/Voralb.)  
Country special: France, Croatia  
Country special: Switzerland & Liechtenstein  
• OR Special „RDA“  
• OR Special „Bavaria“

RDA-Group Travel Expo, Cologne,  
23. - 24.04.2024

ISSUE 5

AD 27.03.24  
CD 12.04.24  
PD 07.05.24

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

Region special: Thuringia  
Country special: Great Britain, Ireland  
Country special: Netherlands  
Excursion tips

FAIRS

<b>ISSUE 6</b> AD 02.05.24 CD 16.05.24 PD 11.06.24	Worlds of Experience Relish Castles, courtyard gardens & parks UNESCO	Region special: Saxony, Baden-Württemberg Region special: South Tyrol Country special: Slovenia Country special: Scandinavia Country special: Hungary
<b>ISSUE 7-8</b> AD 09.07.24 CD 22.07.24 PD 13.08.24	Group travel: Highlights Austria 2024/25 Experiencing knowledge (educational journeys) Christmas markets (part 1) Close up experience: „Automotive history“	Region special: Bavaria Region special: Mecklenburg-Western Pomerania Country special: Switzerland & Liechtenstein Excursion tips Salesguide catalogue entries • OR Special „Club Trips“
<b>ISSUE 9</b> AD 02.08.24 CD 16.08.24 PD 10.09.24	Christmas markets (part 2) Group tours prospects 2025 Fascination Airport	Region special: adventure land Brandenburg Country special: Slovakia, Czech Republic Excursion tips • OR Special „City Trips“
<b>ISSUE 10</b> AD 02.09.24 CD 13.09.24 PD 08.10.24	Musicals, music travels and festivals Air and long-distance travels Shopping & savoring Winter journeys	City trips: Berlin Two cities – one land: Bremen & Bremerhaven Region special: Saarland Region special: Lower Saxony • OR Special „Culture & Events 2024/2025“

FAIRS

ISSUE 11-12

AD 04.10.24  
CD 17.10.24  
PD 12.11.24

Museums, art and cultural trips  
Wellness & spa, spa vacations  
Pilgrimages  
Stop-over-destinations & motorway  
service stations  
Jubilees & events 2025  
  
Travel insurances

Region special: Hanseatic cities  
Region special: Sauerland  
Region special: Rhineland-Palatinate  
Region special: holiday region Franconia  
Excursion tips  
  
• [Annual calendar](#)

**BTB**, Vienna, November 2024  
**World Travel Market**, London, 04.11. - 05.11.2024  
**TT Warsaw Tour & Travel**, Warsaw  
21.11.-23.11.2024

ISSUE 1/25

AD 27.11.24  
CD 10.12.24  
PD 14.01.25

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

City trips: City beauties in Central Germany  
Excursion tips

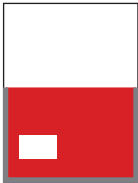
**CMT**, Stuttgart, 11. - 19.01.2025



MAGAZINE FORMAT  
230 X 300 mm

MAIN MAGAZINE

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



TITLE DISPLAY

—  
230 x 186 mm\*\*



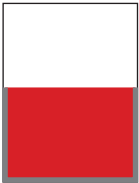
1/1 PAGE

199 x 268 mm  
230 x 300 mm\*



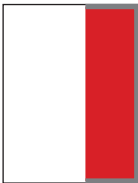
1/2 PAGE PORTRAIT

97 x 268 mm  
115 x 300 mm\*



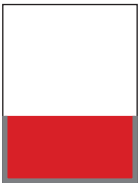
1/2 PAGE LAND-SCAPE

199 x 134 mm  
230 x 152 mm\*



1/3 PAGE PORTRAIT

63 x 268 mm  
81 x 300 mm\*

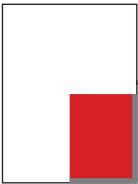


1/3 PAGE LAND-SCAPE

199 x 90 mm  
230 x 108 mm\*

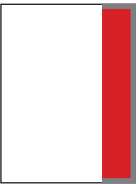
MAIN MAGAZINE

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



1/4 PAGE BLOC

97 x 134 mm  
115 x 152 mm\*



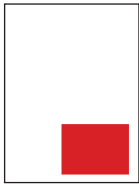
1/4 PAGE PORTRAIT

46 x 268 mm  
64 x 300 mm\*



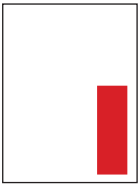
1/4 PAGE LAND-SCAPE

199 x 67 mm  
230 x 85 mm\*



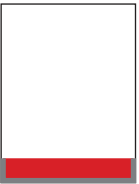
1/8 PAGE BLOC

97 x 67 mm  
—



1/8 PAGE PORTRAIT

46 x 134 mm  
—



1/8 PAGE LAND-SCAPE

199 x 34 mm  
—

\* + 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	6,680.00
2./3./4. cover page	4,890.00
1/1 page	3,940.00
Junior page*	2,360.00
1/2 page	2,310.00
1/3 page	1,760.00
1/4 page	1,230.00
1/8 page	600.00
Placement surcharge:	
Binding placement instructions	790.00

\*Junior page:

- 1/2 page landscape, turned upside
- Placed prominently in the middle of editorial content, this advert catches the eye particularly
- Format: 166 mm width x 230 mm height, plus 3 mm bleed  
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 %

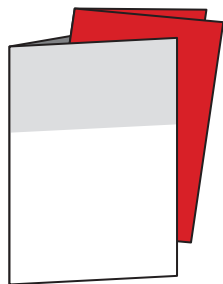
All surcharges do qualify for discounts. Title displays are not subject to discounts.

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
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

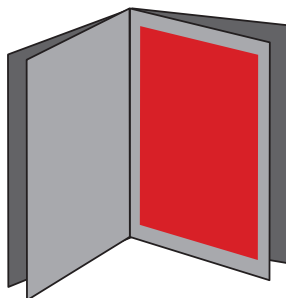
#### FORMAT

- Max. 223 mm width x 295 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. € 325.00
- Up to 50 g total weight per thou. € 520.00
- Per further 5 g total weight per thou. € 39.00

### ADVERTORIAL



#### SPECIAL FEATURE

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

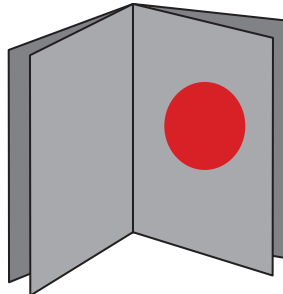
#### FORMAT

- 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

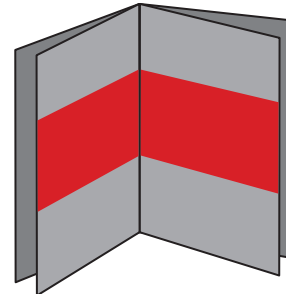
#### FORMAT

- max. Ø 90 mm

#### PRICE

- € 1,180.00

### BANDEROLE AD



#### SPECIAL FEATURE

- Central placement, therefore highest attention

#### FORMAT

- 460 mm width x 108 mm height in the bleed plus 3 mm bleed on all outer edges

#### PRICE

- € 4,150.00

WALL CALENDAR

Feature your business with an ad on the 2025 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

SCHEDULE/FORMATS/CIRCULATION

Publication date	12.11.2024
(Supplement to OMNIBUSREVUE 11-12/2024)	
Ad deadline	23.09.2024
Closing date printing materials	01.10.2024
Format	800 x 540 mm
Circulation	7,000 copies

PRICE ON REQUEST

Premium ad  
190 x 85 mm

VERLAG HEINRICH VOGEL

www.omnibusrevue.de

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

Premium ad  
190 x 85 mm

95 x 173 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Di <small>Heiligabend</small>	1 Fr	1 Fr	1 Mo <small>14</small>	1 Mi <small>Tag der Arbeit</small>	1 So	1 Mo <small>27</small>	1 Di	1 So	1 Di	1 Fr <small>Volksfest</small>	1 So <small>1. Advent</small>
2 Mi	2 Sa	2 Sa	2 Di	2 Do	2 So	2 Di	2 Fr	2 Mo <small>28</small>	2 Mi	2 Sa	2 Mo <small>40</small>
3 Do	3 So	3 So	3 Mi	3 Fr	3 Mo <small>23</small>	3 Mi	3 Sa	3 Di	3 Do <small>Tag der Erntedankfest</small>	3 Sa	3 Di
4 Fr	4 Mo <small>Erntedankfest</small>	4 Mo <small>10</small>	4 Di	4 Sa	4 Di	4 Do	4 So	4 Mi	4 Fr	4 Mo <small>45</small>	4 Mi
5 Sa	5 Di	5 Di <small>Heiligabend</small>	5 Fr	5 So	5 Mi	5 Fr	5 Mo <small>30</small>	5 Do	5 Sa	5 So	5 So
6 So <small>Tag der Erntedankfest</small>	6 Mi	6 Mi <small>Arbeitsruhe</small>	6 Sa	6 Mo <small>19</small>	6 Do	6 So	6 Fr	6 Mi	6 Sa	6 Mo	6 Fr
7 Mo	7 Di	7 Di	7 Mi	7 So	7 Fr	7 So	7 Sa	7 Mo	7 Mi <small>41</small>	7 Do	7 So
8 Di	8 Fr	8 Fr	8 Mo <small>15</small>	8 Mi	8 So	8 Mo <small>29</small>	8 Do	8 So	8 Di	8 Fr	8 So <small>1. Advent</small>
9 Mi	9 Sa	9 Sa	9 Di	9 Do	9 Mi <small>Heiligabend</small>	9 Di	9 Fr	9 Mo <small>31</small>	9 Mi	9 Sa	9 Mo <small>50</small>
10 Do	10 So	10 So	10 Mi	10 Fr	10 Mo <small>Heiligabend</small>	10 Mi	10 So	10 Di	10 Do	10 So	10 Di
11 Fr	11 Mo <small>7</small>	11 Mo <small>11</small>	11 Di	11 Sa	11 Di	11 Do	11 So	11 Mi	11 Fr	11 Mo <small>48</small>	11 Mi
12 Sa	12 Di	12 Di	12 Fr	12 So	12 Mi	12 Fr	12 Mo <small>33</small>	12 Do	12 Sa	12 Do	12 Do
13 So	13 Mi	13 Mi	13 Sa	13 Mo <small>20</small>	13 Do	13 So	13 Di	13 Fr	13 So	13 Mi	13 Fr
14 Mo <small>3</small>	14 Di	14 Di	14 Mi	14 So	14 Fr	14 So	14 Mo	14 Do	14 Mo <small>42</small>	14 Do	14 So
15 Di	15 Fr	15 Fr	15 Mo <small>16</small>	15 Mi	15 So	15 Mo <small>28</small>	15 Di <small>Tag der Erntedankfest</small>	15 So	15 Di	15 Fr	15 So <small>1. Advent</small>
16 Mi	16 Sa	16 Sa	16 Di	16 Do	16 So	16 Di	16 Mo <small>38</small>	16 Mi	16 Sa	16 Mo	16 Mo <small>51</small>
17 Do	17 So	17 So	17 Mi	17 Fr	17 Mo <small>25</small>	17 Mi	17 So	17 Di	17 Do	17 So	17 Di
18 Fr	18 Mo <small>8</small>	18 Mo <small>12</small>	18 Di	18 Sa	18 Do	18 So	18 Mi	18 Do	18 Fr	18 Mo <small>47</small>	18 Mi
19 Sa	19 Di	19 Di	19 Fr	19 So	19 Mi	19 Fr	19 Mo <small>34</small>	19 Do	19 So	19 Di	19 Do <small>2. Advent</small>
20 So	20 Mi	20 Mi	20 Sa	20 Mo <small>21</small>	20 Do <small>Tag der Erntedankfest</small>	20 So	20 Di	20 Fr	20 So	20 Mo <small>Tag der Erntedankfest</small>	20 Fr
21 Mo	21 Di	21 Di	21 Mi	21 So	21 Fr	21 So	21 Mo	21 Do	21 Mi <small>43</small>	21 Do	21 So
22 Di	22 Fr	22 Fr	22 Mo <small>Heiligabend</small>	22 Mi	22 So	22 Mo <small>30</small>	22 Di	22 So	22 Di	22 Fr	22 So <small>1. Advent</small>
23 Mi	23 Sa	23 Sa	23 Di	23 Do	23 Mi	23 So	23 Mi	23 Mo <small>39</small>	23 Mi	23 Sa	23 Mo <small>52</small>
24 Do	24 So	24 So	24 Mi	24 Fr	24 Mo <small>26</small>	24 So	24 Di	24 Do	24 So	24 Di	24 Do <small>Heiligabend</small>
25 Fr	25 Mo <small>9</small>	25 Mo <small>13</small>	25 Di <small>2. Advent</small>	25 So	25 Do	25 So <small>2. Advent</small>	25 Mi	25 Mo	25 Fr	25 Mo <small>49</small>	25 Mi
26 Sa	26 Di	26 Di	26 Fr	26 So	26 Mi	26 Fr	26 Mo <small>35</small>	26 Do	26 So	26 Di	26 Do <small>2. Advent</small>
27 So	27 Mi	27 Mi	27 Sa	27 Mo <small>22</small>	27 Do	27 So	27 Fr	27 Di	27 Do	27 Mi	27 Fr
28 Mo <small>5</small>	28 Do <small>2. Advent</small>	28 Do <small>2. Advent</small>	28 So	28 Di	28 Fr	28 So	28 Mo	28 Do	28 Mo <small>44</small>	28 Do	28 So <small>2. Advent</small>
29 Di	29 Fr	29 Fr	29 Mo <small>18</small>	29 Mi	29 So	29 Mo <small>31</small>	29 Do	29 So	29 Di	29 Fr	29 So
30 Mi	30 Sa	30 Sa	30 Di	30 Do <small>Christi-Invokavit</small>	30 Mi	30 Fr	30 Mo	30 Do <small>40</small>	30 Mi	30 Sa	30 Mo <small>1</small>
31 Do <small>2. Advent</small>	31 So	31 So	31 Mi	31 Fr <small>2. Advent</small>	31 Do	31 So	31 Mi	31 Do	31 So <small>Tag der Erntedankfest</small>	31 Di	31 Di <small>2. Advent</small>

2025

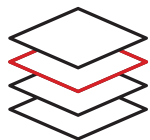
95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



PRINT

## THE SPECIAL PART AS A „MAGAZINE-WITHIN-A-MAGAZINE“

The special part of the magazine features a mixture of editorial reporting and **PR content**. With one-page and double-page advertorials, partners of the touristic and technical bus sector have the opportunity to give a more detailed presentation of their products and destinations than would be possible in a classical ad. An editorial introduces the reader to the topic. Independent newsflashes about the bus sector and providers as well as articles complete the contents.

PRICE ON REQUEST

## PRINT AND ONLINE PRESENCE

In addition, we can also present your company contribution as an **online advertorial** in the appropriate environment on our responsive website [www.omnibusrevue.de](http://www.omnibusrevue.de). This enhances your cross-media contact chances considerably.

With an extra charge of **€ 249.00** you can further advertise target-oriented on the online service of the trade magazine.

Run time online: 8 weeks



DIGITAL



### 1 BILLBOARD

#### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

#### FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

#### CPM\*

- € 170.00

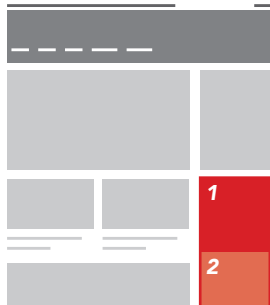
### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 120 KB)

#### CPM\*

- € 105.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 120 KB)

#### CPM\*

- € 105.00

### 1 + 2 HALF PAGE

#### FORMAT

- 300 x 600 px (max. 120 KB)

#### CPM\*

- € 170.00



### 1 SKYSCRAPER

#### FORMAT

- 160 x 600 px (max. 120 KB)

#### CPM\*

- € 105.00

### 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

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

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

**DURATION/PLACEMENT:**

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE IN €
Cross/Full-Size Banner*	1	650 x 150	345.00
TextAd**	2	650 x 366	345.00
Medium Rectangle**	3	300 x 250	345.00

\* 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 of [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 incl. all blanks  
Teaser: ca. 400 characters incl. all blanks
- Body text with about 3,000 characters incl. all blanks
- **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	DURATION	PRICE IN €
Online advertorial	omnibusrevue.de	1 week	1,730.00





DIGITAL

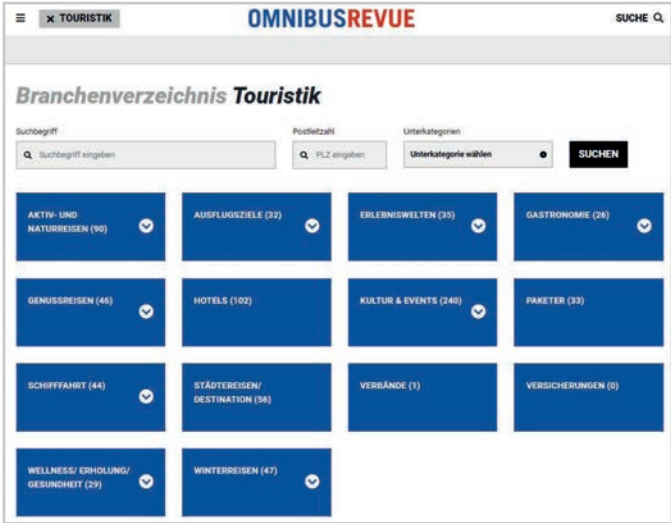
At [www.omnibusrevue.de/branchenverzeichnis/touristik](http://www.omnibusrevue.de/branchenverzeichnis/touristik) the bus entrepreneur can find package tour operator as well as partners for the bus tourism industry in several categories – hence your company as well.

Simple and clear structures offer the seekers a quick and efficient overview about existing enterprises on the market.

OPTIONS

- **Premium entry:** displays your logo and comprises the most important contact details of you company.
- **Ultimate entry:** Enhance your visibility!  
You get the possibility to embed pictures and texts in your company presentation. Through the direct contact button a potential customer can request a return call, further information and brochures. Furthermore, the integration of Google Maps allows to view the company location.

Further information at:  
[www.omnibusrevue.de/branchenverzeichnis/preise](http://www.omnibusrevue.de/branchenverzeichnis/preise)



ENTRIES	PRICE IN €
Basic (address)	free
Premium (address + URL + portrait: products, references, image gallery, contact form)	330.00
Ultimate (Premium + detailed company presentation)	660.00



### DIGITAL

#### **YOUR ADVERTISING OPTIONS WITH MOVING PICTURES**

At [omnibusrevue.de](https://omnibusrevue.de) you have the possibility to make an innovative expansion to your ad campaign with your own video.

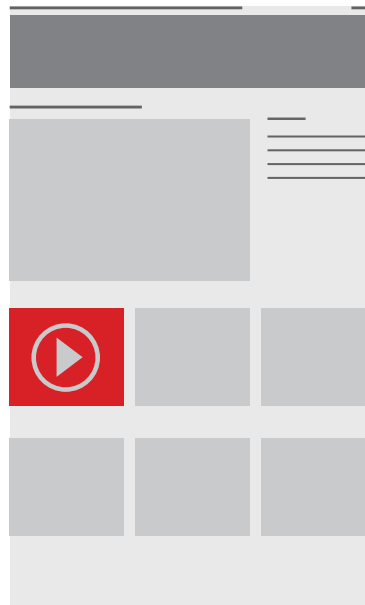
#### **OFFERS:**

- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

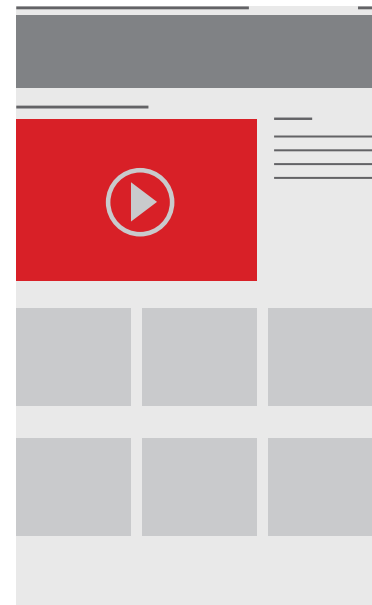
**PRICE AND TECHNICAL DETAILS ON REQUEST**

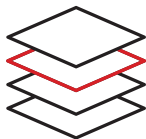


#### **PRESENTATION AS TOP ARTICLE FOR ONE WEEK**



#### **PRESENTATION IN THE MEDIA LIBRARY FOR ADDITIONAL SIX MONTHS**





PRINT

YOUR MESSAGE IN EDITORIAL STYLE:  
THE PLATFORM FOR YOUR NATIVE  
ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

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







DIGITAL

In addition to your advertorial, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
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 € 7,700.00	1/2 € 4,030.00 1/1 € 4,830.00	1/2 € 2,020.00 1/1 € 2,860.00







DIGITAL

NATIVE CONTENT IN TOP FORM:  
SPECIAL EDITORIAL FORMATS ON  
THE TRADE MAGAZINE'S ONLINE  
PORTAL

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

In addition to your online advertorial,  
choose your preference package of  
advertising means!

ADVERTISING MEANS

MEDIA PACKAGES			
	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		
	€ 7,700.00	€ 5,060.00	€ 2,190.00



DIGITAL INNOVATION:  
EDITORIAL WEBSPECIAL ON THE  
MAGAZINE PORTAL






A webspecial, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the webspecial stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

In addition to your webspecial, choose your preference package of advertising means!

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)
Duration	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

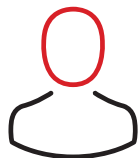


**BACKGROUND KNOWLEDGE MEETS  
INDUSTRY PROFESSIONALS:  
A WHITEPAPER BRINGS CONTENT  
AND USER TOGETHER**

In a whitepaper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

**In addition to your whitepaper, choose your preference package of advertising means!**

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
Prices on request		

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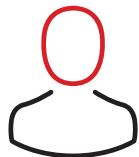
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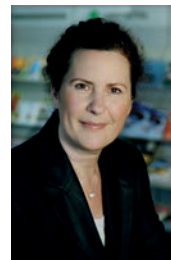
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