OMNIBUSREVUE

MEDIA KIT **2023**

OMNIBUSREVUE Technology
Better in management, technology and tourism

www.omnibusrevue.de

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Status as of: March 29th, 2023

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

monthly
10 ISSUES

74. year
2023

www.omnibusrevue.de
WEB ADDRESS (URL)

bdo, RDA, VPR
MEMBERSHIP

Investment-ready readership:
70 % of the readers use advertisements as an information source for investment decisions.

Source: Readership structure analysis 2016/TNS Infratest Medienforschung GmbH, Bielefeld

PUBLISHING HOUSE:
Verlag Heinrich Vogel
Springer Fachmedien München GmbH
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81549 Munich, Germany
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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
Fax	Subscription service: +49 89 203043-2100
E-mail	vertriebsservice@springernature.com

As an objective and trustworthy trade magazine for the bus industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry

93 % act as direct decision-makers.

Source: Readership structure analysis 2016 carried out by TNS Infratest Medienforschung GmbH, Bielefeld.

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

CIRCULATION & ACCESSES

PRINT

7,000
*PRINT RUN OMNIBUSREVUE**

6,424
*ACTUAL DISTRIBUTED CIRCULATION (ADC):**

2,384
*PAID CIRCULATION**

DIGITAL

11,613
*VISITS***
(average of three months, April to June 2022)

21,606
*PAGE IMPRESSIONS***
(average of three months, April to June 2022)

2,218
*NEWSLETTER SUBSCRIBERS****
(August 2022)

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 Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

* Circulation figures: own data collection

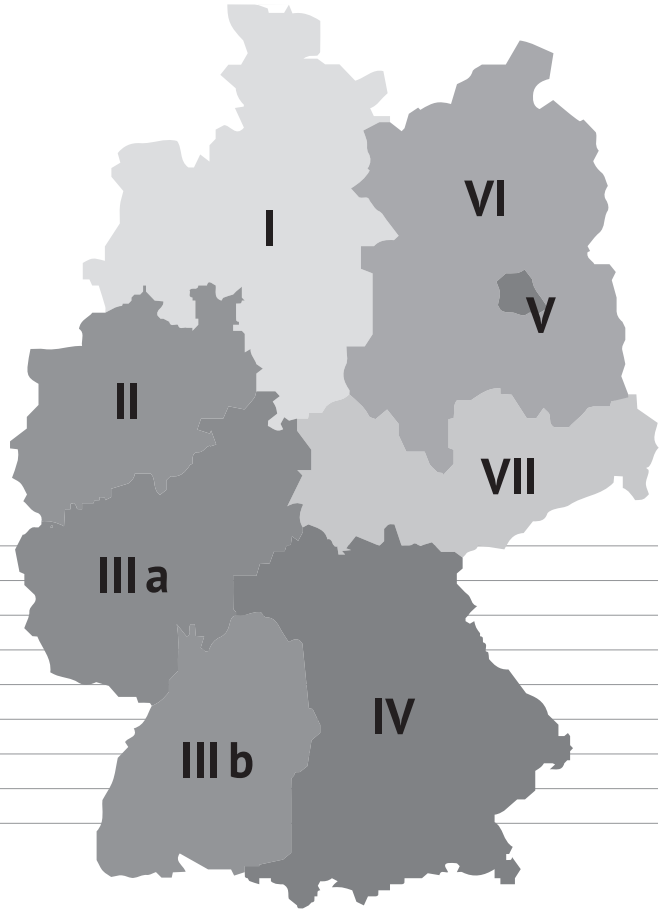
** Online access control: IVW certified (ausweisung.ivw-online.de)
*** Dispatch: own data collection, current figures on request

DISTRIBUTION BY NIELSEN AREAS

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine OMNIBUSREVUE:

Nielsen region	Actual distributed inland circulation*
I	643
II	869
III a	931
III b	1,029
IV	1,589
V	635
VI	220
VII	319
Total	**6,235**



* Own data collection

TIME SCHEDULE & TOPICS

MEDIA KIT **2023**

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 1 AD 30.11.22 CD 13.12.22 ***PD 10.01.23***	Bus glass Fuel & service cards Bus trailers	Software Digitisation	**Brussels Motor Show,** Brussels, 14.01.-22.01.2023 **CMT,** Stuttgart, 14.01.-22.01.2023 **VPR VIP-Treff,** Bremen, 02.02.-04.02.2023
ISSUE 2-3 AD 25.01.23 CD 08.02.23 ***PD 28.02.23***	Hydrogen E-mobility GPS & telematics Fire Protection Driving safety	Bus booking portals Maintenance contracts Travel insurances	**ITB,** Berlin, 07.03.-09.03.2023 **VDV-Elektrobuskonferenz und Fachmesse ElekBu** (VDV-Electro bus conference and trade fair ElekBu), Berlin, 27.03.-28.03.2023
ISSUE 4 AD 07.03.23 CD 20.03.23 ***PD 11.04.23***	Camera systems and radar systems Maintenance & repair Autonomous driving	Catalogue design & online presence • **Industry Compass 2023**	**RDA-Group Travel Expo,** Cologne, 25.04.-26.04.2023
ISSUE 5 AD 31.03.23 CD 18.04.23 ***PD 09.05.23***	Air conditioning systems & technology Galleys and interior decoration Passenger information systems	Driver training and advanced education for drivers and entrepreneurs Planning software	

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

TIME SCHEDULE & TOPICS

MEDIA KIT **2023**

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 6 AD 08.05.23 CD 22.05.23 ***PD 13.06.23***	E-Mobility Inside: the large series 1/3 Supply and disposal solutions Barrier-free buses: ramps & lifts	E-ticketing & apps	
ISSUE 7 AD 07.06.23 CD 21.06.23 ***PD 11.07.23***	E-Mobility Inside: the large series 2/3 Onboard entertainment, seats & seating systems Galleys Door systems	Fuel and service cards	
ISSUE 8 AD 06.07.23 CD 19.07.23 ***PD 08.08.23***	E-Mobility Inside: the large series 3/3 Washing facilities & vehicle cleaning Hydrogen Wear parts, bus glass Tyres	Fleet management Shortage of drivers	
ISSUE 9 AD 08.08.23 CD 22.08.23 ***PD 12.09.23***	Fit for the winter season Exhaust optimisation Driver assistance systems Maintenance & repair	Leasing & renting	
ISSUE 10 AD 29.08.23 CD 12.09.23 ***PD 04.10.23***	Preview report busworld Coach of the Year Winner	Workwear Receivables management	**busworld Europe**, Brussels, 07.10.-12.10.2023

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

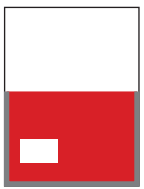
TIME SCHEDULE & TOPICS

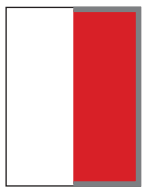
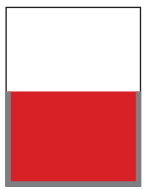
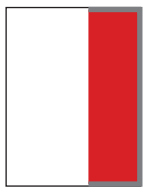
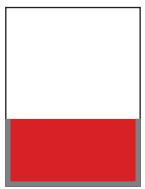
MEDIA KIT **2023**

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 11-12 AD 10.10.23 CD 24.10.23 ***PD 14.11.23***	Follow-up report busworld Outfit for long-distance coaches Bordentertainment Mini and midi buses Alternative drive Sustainability & exhaust technology	Insurances Tour guides Driver's further training • **Annual calendar** • **Who is Who Bus**	
ISSUE 1/24 AD 29.11.23 CD 12.12.23 ***PD 09.01.24***	Bus glass Fuel & service cards	Software Digitisation	**CMT,** Stuttgart, 13.01.-21.01.2024

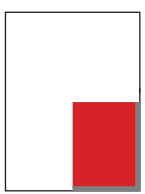
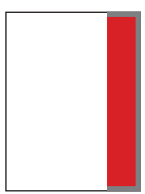
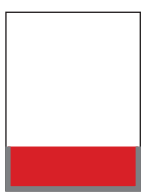
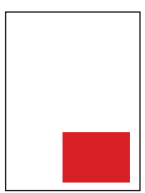
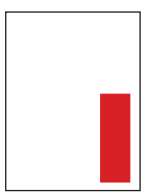
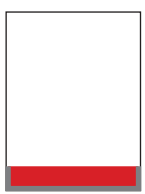
This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT
230 X 300 mm



MAIN MAGAZINE	TITLE DISPLAY	1/1 PAGE	1/2 PAGE PORTRAIT	1/2 PAGE LAND-SCAPE	1/3 PAGE PORTRAIT	1/3 PAGE LAND-SCAPE
Type area (w x h)	—	199 x 268 mm	97 x 268 mm	199 x 134 mm	63 x 268 mm	199 x 90 mm
Bleed size (w x h)	230 x 186 mm**	230 x 300 mm*	115 x 300 mm*	230 x 152 mm*	81 x 300 mm*	230 x 108 mm*

MAIN MAGAZINE	1/4 PAGE BLOC	1/4 PAGE PORTRAIT	1/4 PAGE LAND-SCAPE	1/8 PAGE BLOC	1/8 PAGE PORTRAIT	1/8 PAGE LAND-SCAPE
Type area (w x h)	97 x 134 mm	46 x 268 mm	199 x 67 mm	97 x 67 mm	46 x 134 mm	199 x 34 mm
Bleed size (w x h)	115 x 152 mm*	64 x 300 mm*	230 x 85 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-COLOURS IN €
Title display	6,660.00
2./3./4. cover page	6,460.00
1/1 page	5,800.00
Junior page	3,975.00
1/2 page	3,290.00
1/3 page	2,070.00
1/4 page	1,700.00
1/8 page	1,030.00
Placement surcharge:	
Binding placement instructions	765.00

DISCOUNTS:

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

FREQUENCY SCALE		QUANTITY SCALE	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
9 times	10 %	9 pages	15 %
12 times	15 %	12 pages	20 %

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

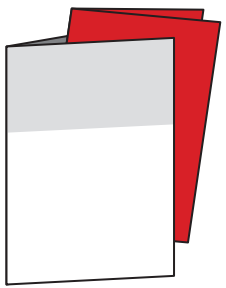
CLASSIFIED ADS	FORMAT	PER COLUMN AND MM B/W IN €	PER COLUMN AND MM 4-COLOURS IN €
Agency price	1 column 43 mm wide	3.88	7.47
Direct price	1 column 43 mm wide	3.30	6.35
Job-wanted	1 column 43 mm wide	2.15	---
Box number fee	€ 13.00		

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.

The currently valid VAT must be added to all prices. Ad price list no. 63 valid from January 1st, 2023.

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.

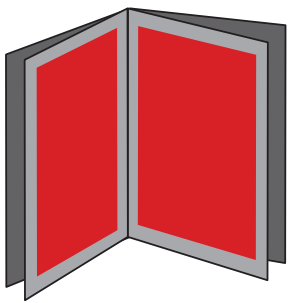
FORMAT

- Max. 223 mm width x 295 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 310.00**
- Up to 50 g total weight per thou. **€ 485.00**
- Per further 5 g total weight per thou. **€ 35.00**

ADVERTORIAL



SPECIAL FEATURE

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

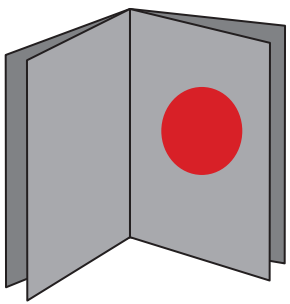
FORMAT

- 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

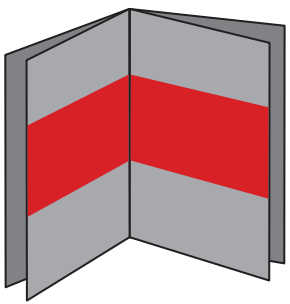
FORMAT

- max. Ø 90 mm

PRICE

- **€ 2,020.00**

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

- **€ 4,800.00**

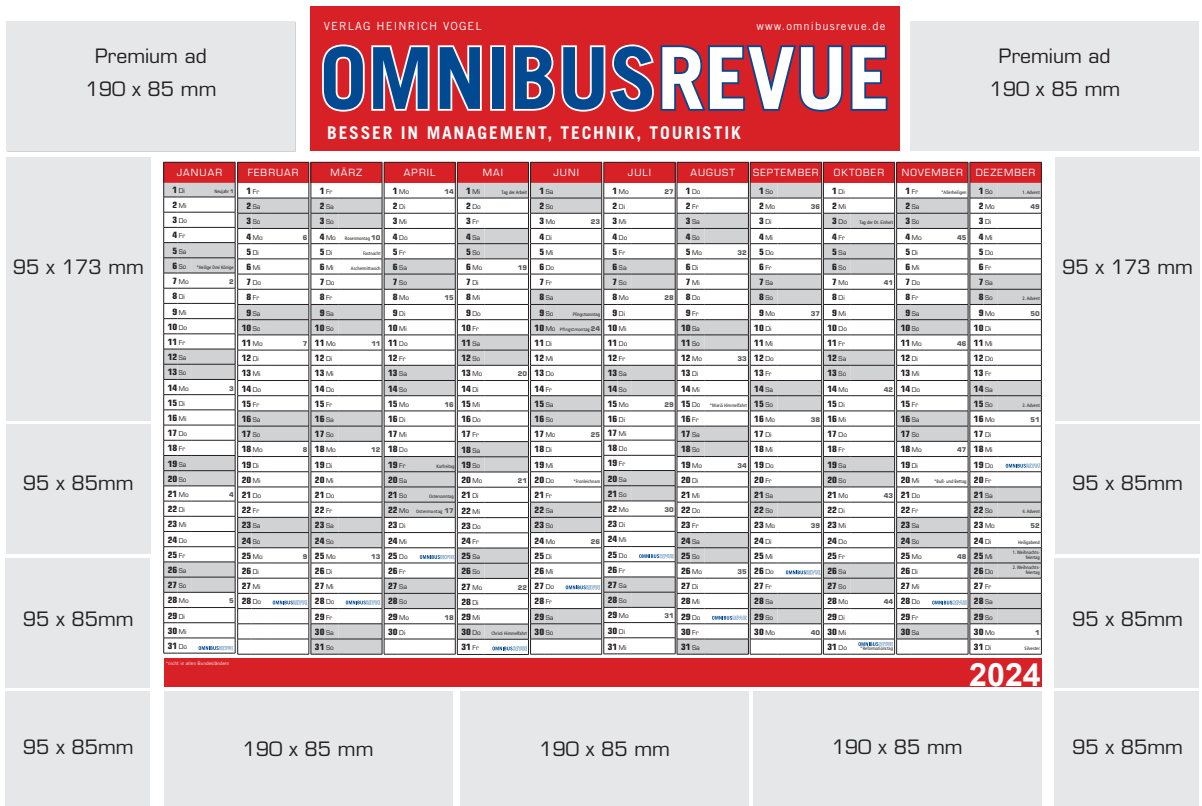
WALL CALENDAR

Feature your business with an ad on the 2024 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

SCHEDULE/FORMATS/CIRCULATION

Publication date (Supplement to OMNIBUSREVUE 11-12/2023)	**14.11.2023**
Ad deadline	**28.09.2023**
Closing date printing materials	**09.10.2023**
Format	**800 x 540 mm**
Circulation	**7,000 copies**

PRICE ON REQUEST



PRINT

AN OMNIBUSREVUE SPECIAL TO THE DEVELOPMENT OF THE BUS AND COACH INDUSTRY

Alongside the editorial element of the special, we will also be giving our partners the opportunity to set out their own views and predictions through advertorials featuring interviews or articles on subjects which will be key to their future.

Include an interview or article to present your assessment of how the industry will develop in your field of business, indicate what innovations will help you shape the future, and reveal what drives your company. You can define the interview questions yourself, or in consultation with our editorial department.

The OMNIBUSREVUE special „Industry Compass" will be published as a "magazine-within-a-magazine"in the issue 4/2023.

PRICE: **2/1 page € 4,710.00**
(For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.)

DIGITAL

PRINT AND ONLINE PRESENCE

In addition, we can also present your company contribution as an **online advertorial** on **omnibusrevue.de** in the appropriate environment. With an surcharge of **€ 249.00** you can further advertise target-oriented on the online services of the trade magazine.

PRINT

PRINT: PORTRAITS OF IMPORTANT KEY PLAYERS

Anyone listet 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 11-12/2023.

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.

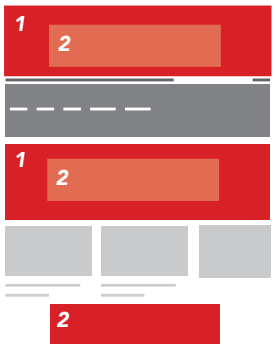
On page 19 you can find further information about the online industry directory.

FORMAT	*PRICE*
1/2 page portrait	**€ 630.00** incl. **premium** online entry in the industrial directory
1/1 page portrait	**€ 1,055.00** incl. **ultimate** online entry in the industrial directory
Online entry	**starting from € 310.00**

Your company portrait will be listet online for 12 months.

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.

PRINT AND ONLINE



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 160.00

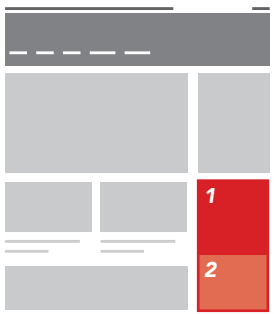
2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 100.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 100.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 160.00

1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 100.00

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, 2023.

DIGITAL

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

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/or

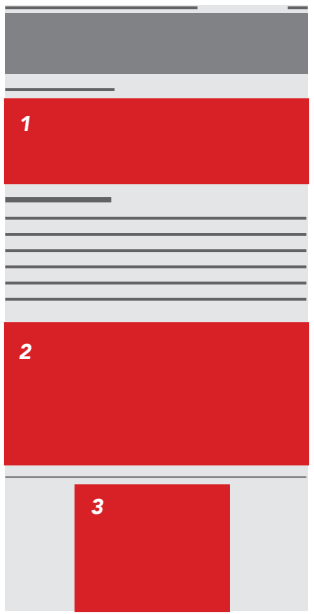
DURATION/PLACEMENT:

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*	*SIZE IN PX*	*PRICE IN €*
Cross/Full-Size Banner*	1	650 x 150	**290.00**
TextAd**	2	650 x 366	**290.00**
Medium Rectangle**	3	300 x 250	**290.00**

* on all placements possible

**starting from the 2nd spot



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized **here** in a PDF.

ONLINE ADVERTORIAL

MEDIA KIT **2023**

DIGITAL

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

PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes
  Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- ***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 FORMAT	PLACEMENT	DURATION	PRICE IN €
Online advertorial	omnibusrevue.de	1 week	**1,650.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.

OMNIBUSREVUE

INDUSTRY DIRECTORY TECHNOLOGY 19

MEDIA KIT **2023**

DIGITAL

At **www.omnibusrevue.de/branchenverzeichnis/technik** the bus entrepreneur can find information in several categories from A to Z, from alternative drives to suppliers - 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 your company.

- **Ultimate entry:** Enhance your visibility!
  You have 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

ENTRIES	*PRICE IN €*
Basic (address)	**free**
Premium (address + URL + portrait: products, references, photo gallery, contact form)	**310.00**
Ultimate (premium + detailed company presentation)	**630.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.

ONLINE

DIGITAL

YOUR ADVERTISING OPTIONS WITH MOVING PICTURES

At **omnibusrevue.de** you have the possibility to make an innovative expansion to your ad campaign with your own video.

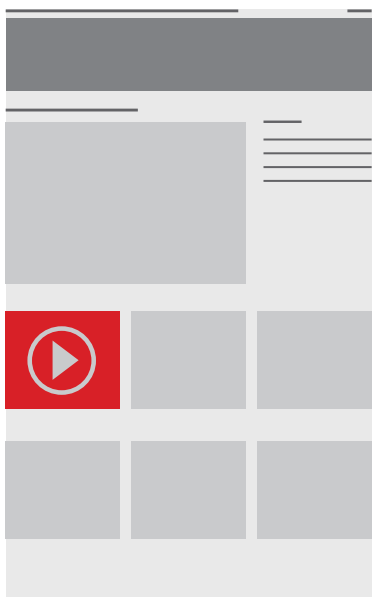
OFFERS:

- 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

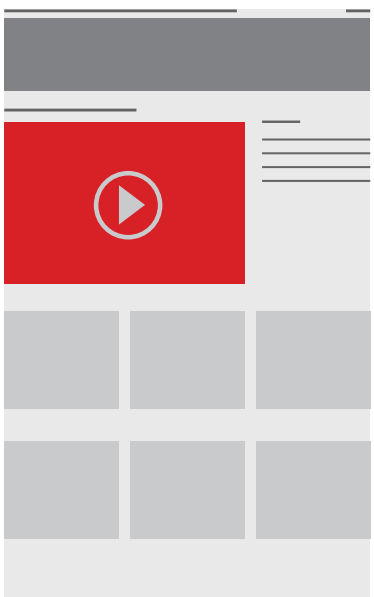
PRICE AND TECHNICAL DETAILS ON REQUEST

BUS OMNIBUSREVUE BUSFAHRER TV

PRESENTATION AS TOP ARTICLE FOR ONE WEEK



PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER SIX MONTHS



PRINT

DIGITAL

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.

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***
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 **€ 9,610.00**	1/2 **€ 4,850.00** 1/1 **€ 6,200.00** 2/1 **€ 8,630.00**	1/2 **€ 2,990.00** 1/1 **€ 4,450.00** 2/1 **€ 7,060.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.
Special publications are not subject to agency discount.

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!

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		
	€ 10,395.00	**€ 6,600.00**	**€ 2,930.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.
Special publications are not subject to agency discount.

DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL

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

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

In addition to your web special, 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		
	€ 36,230.00	**€ 31,400.00**	**€ 17,330.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.
Special publications are not subject to agency discount.

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

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

In addition to your white paper, 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
	€ 26,780.00	**€ 16,280.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2023.
Special publications are not subject to agency discount.

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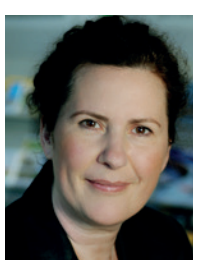

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