

MEDIA DATA 2024

OMNIBUSREVUE Technology
Better in management, technology and tourism

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



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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 %**.

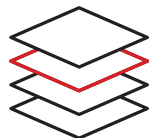
Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022

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

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

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 1 AD 27.11.23 CD 08.12.23 PD 09.01.24	Fuel & service cards Bus trailers E-mobility/Hydrogen Fuels/Drives/Hybrids	Software Digitisation AI Artificial Intelligence	41. Tag der Bustouristik (Day of Bus Tourism), Halle (Saale), 15.01.2024 Brussels Motor Show , Brussels, 12. - 21.01.2024
ISSUE 2-3 AD 18.01.24 CD 01.02.24 PD 27.02.24	Bus glass GPS & telematics Fire protection Driving safety	Maintenance contracts Bus booking portals Travel insurances	mobility move '24 , Berlin, 06. - 07.03.2024
ISSUE 4 AD 08.03.24 CD 21.03.24 PD 16.04.24	Preview report BUS2BUS Camera systems and radar systems Maintenance & repair Theft protection	Catalogue design & online presence • OR Special: BUS2BUS	RDA-Group Travel Expo , Cologne, 23. - 24.04.2024 BUS2BUS , Berlin, 24. - 25.04.2024
ISSUE 5 AD 27.03.24 CD 12.04.24 PD 07.05.24	Galleys and interior decoration Passenger information systems Autonomous driving	Driver training and advanced education for drivers and entrepreneurs Planning software	IT-Trans , Karlsruhe, 14. - 16.05.2024

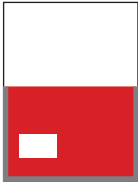
	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 6 AD 02.05.24 CD 16.05.24 PD 11.06.24	E-mobility: vehicles & drive technology Air conditioning systems & technology Supply and disposal solutions Barrier-free buses: ramps & lifts	E-ticketing & Apps Safety training for the busdriver • OR Special: Industry Compass 2024	
ISSUE 7-8 AD 09.07.24 CD 22.07.24 PD 13.08.24	E-mobility: charging infrastructure Onboard entertainment, seats & seating systems Fire protection Washing facilities & vehicle cleaning Hydrogen Wear parts, bus glass Tires	Fuel and service cards Fleet management Shortage of drivers	
ISSUE 9 AD 02.08.24 CD 16.08.24 PD 10.09.24	Preview report IAA Nutzfahrzeuge Preview report InnoTrans Driver assistance systems Maintenance & repair E-mobility	Leasing & rental	IAA Nutzfahrzeuge (IAA Commercial Vehicles), Hanover, 17. - 22.09.2024 InnoTrans , Berlin, 24. - 27.09.2024
ISSUE 10 AD 02.09.24 CD 13.09.24 PD 08.10.24	Follow-up report IAA Follow-up report InnoTrans Coach of the Year Winner Fit for the winter season Exhaust optimisation	Workwear Receivables management	

	TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 11-12 AD 04.10.24 CD 17.10.24 PD 12.11.24	Outfit for long-distance coaches Onboard entertainment Mini and midi buses Alternative drives Sustainability & exhaust technology	Insurances Tour guides Driver's further training • Annual calendar • OR Special: Who is Who Bus	
ISSUE 1/25 AD 27.11.24 CD 10.12.24 PD 14.01.25	Fuel & service cards Bus trailers E-mobility/Hydrogen Fuels/Drives/Hybrids	Software Digitisation	

MAGAZINE FORMAT
230 X 300 mm

MAIN MAGAZINE

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



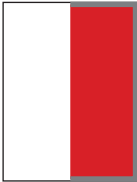
TITLE DISPLAY

—
230 x 186 mm**



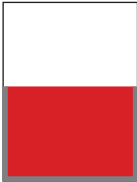
1/1 PAGE

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*

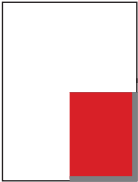


1/3 PAGE LAND-SCAPE

199 x 90 mm
230 x 108 mm*

MAIN MAGAZINE

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



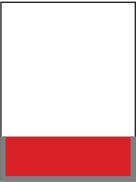
1/4 PAGE BLOC

97 x 134 mm
115 x 152 mm*



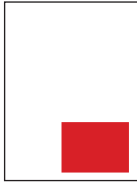
1/4 PAGE PORTRAIT

46 x 268 mm
64 x 300 mm*



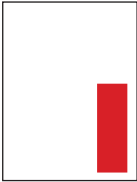
1/4 PAGE LAND-SCAPE

199 x 67 mm
230 x 85 mm*



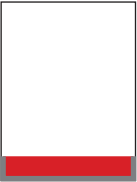
1/8 PAGE BLOC

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	6,990.00
2./3./4. cover page	6,780.00
1/1 page	6,090.00
Junior page	4,170.00
1/2 page	3,450.00
1/3 page	2,170.00
1/4 page	1,790.00
1/8 page	1,080.00
Placement surcharge:	
Binding placement instructions	790.00

DISCOUNTS:

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

FREQUENCY 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 %

QUANTITY SCALE

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

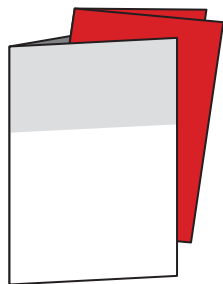
CLASSIFIED ADS	FORMAT	PER COLUMN AND MM	
		B/W IN €	4-COLORS IN €
Agency price	1 column 43 mm wide	4.07	7.97
Direct price	1 column 43 mm wide	3.47	6.67
Job-wanted	1 column 43 mm wide	2.26	---
Box number fee	€ 14.00		

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

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

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- 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.

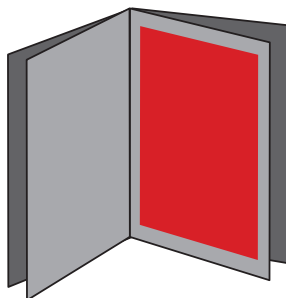
FORMAT

- 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

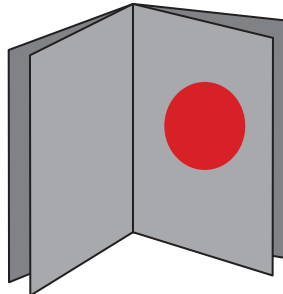
FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)

PRICE

- € on request

CIRCULAR AD



SPECIAL FEATURE

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

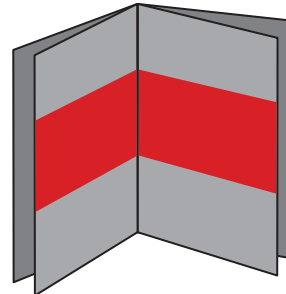
FORMAT

- max. Ø 90 mm

PRICE

- € 2,120.00

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

- € 5,040.00

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

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

www.omnibusrevue.de

Premium ad
190 x 85 mm

95 x 173 mm

JANUAR	FEBRUAR	MARZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Di Heiligabend	1 Fr	1 Fr	1 Mo 14	1 Mo Tag der Arbeit	1 So	1 Mo 27	1 Di	1 So	1 Di	1 Fr Heiligabend	1 So 4. Advent
2 Mi	2 So	2 So	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo 30	2 Mo	2 So	2 Mo 4 So
3 Do	3 So	3 Mi	3 Mi	3 Fr	3 Mo 23	3 Mi	3 So	3 Di	3 Di Tag der Arbeit	3 So	3 Di
4 Fr	4 Mo	4 Mo Arbeitsfest	4 Do	4 Do	4 So	4 Do	4 So	4 Mi	4 Fr	4 Mo 4 So	4 Mi
5 So	5 Di	5 Di Arbeitsfest	5 Fr	5 So	5 Mo	5 Fr	5 Mo 30	5 So	5 So	5 Di	5 So
6 Mo Tag der Arbeit	6 Mi	6 Mi Arbeitsfest	6 So	6 Mo 19	6 Do	6 So	6 Di	6 Fr	6 So	6 Mo	6 Fr
7 Mi	7 Do	7 Do	7 So	7 Di	7 Fr	7 So	7 Mo	7 So	7 Mo 41	7 Do	7 So
8 Do	8 Fr	8 Fr	8 Mo 15	8 Mo	8 So	8 Mo 28	8 Di	8 So	8 Di	8 Fr	8 So 2. Advent
9 Mi	9 So	9 So	9 Di	9 Di Tag der Arbeit	9 So	9 Fr	9 Mo	9 Mo 31	9 Mi	9 So	9 Mo 5 So
10 Do	10 So	10 So	10 Mi	10 Fr	10 Mo Hochzeitstag 24	10 Mo	10 So	10 Di	10 Do	10 So	10 Di
11 Fr	11 Mo	11 Mo 11	11 Do	11 So	11 Di	11 Do	11 So	11 Mo	11 Fr	11 Mo 48	11 Mi
12 So	12 Di	12 Di	12 Fr	12 So	12 Mo	12 Fr	12 Mo 33	12 So	12 So	12 Di	12 Do
13 Mo	13 Mi	13 Mi	13 So	13 Mo 20	13 Di	13 So	13 Di	13 Fr	13 So	13 Mo	13 Fr
14 Mi	14 Do	14 Do	14 So	14 Di	14 Fr	14 So	14 Mo	14 So 42	14 Do	14 Mo	14 So
15 Do	15 Fr	15 Fr	15 Mo 18	15 Mi	15 So	15 Mo 25	15 Di Welt-Hörerbildtag	15 So	15 Di	15 Fr	15 So 3. Advent
16 Mi	16 So	16 So	16 Di	16 Do	16 So	16 Di	16 Fr	16 Mo 38	16 Mi	16 So	16 Mo 51
17 Do	17 So	17 So	17 Mi	17 Fr	17 Mo 25	17 Mi	17 So	17 Di	17 Do	17 So	17 Di
18 Fr	18 Mo	18 Mo 12	18 Do	18 So	18 Di	18 Do	18 So	18 Mo	18 Fr	18 Mo 47	18 Mi
19 So	19 Di	19 Di	19 Fr	19 So Tag der Arbeit	19 Mo	19 Mi	19 Mo 34	19 Do	19 So	19 Di	19 Do OMNIBUSREVUE
20 Mo	20 Mi	20 Mi	20 So	20 Mo 21	20 Di Tag der Arbeit	20 So	20 Di	20 Fr	20 So	20 Mo Hochzeitstag	20 Fr
21 Mi	21 Do	21 Do	21 So	21 Mo Arbeitsfest	21 Fr	21 So	21 Mo	21 So	21 Mo 43	21 Do	21 So
22 Do	22 Fr	22 Fr	22 Mi	22 So Hochzeitstag 17	22 Mo	22 So	22 Di	22 So	22 Di	22 So	22 Mo 4. Advent
23 Mi	23 So	23 So	23 Do	23 So	23 Di	23 So	23 Mo	23 So 39	23 Mi	23 So	23 Mo 5 So
24 Do	24 Mo	24 Mo	24 Mi	24 Fr	24 Mo 28	24 Mi	24 So	24 Di	24 Do	24 So	24 Di Hochzeitstag
25 Fr	25 Mi	25 Mi 13	25 Do OMNIBUSREVUE	25 So	25 Di	25 So OMNIBUSREVUE	25 So	25 Mo	25 Fr	25 Mo 49	25 Mi
26 So	26 Di	26 Di	26 So	26 Mo	26 Di	26 Fr	26 Mo 35	26 Do OMNIBUSREVUE	26 So	26 Di	26 Do 2. Adventstag
27 Mo	27 Mi	27 Mi	27 So	27 Mo 22	27 Do OMNIBUSREVUE	27 So	27 Di	27 Fr	27 So	27 Mo	27 Di
28 Mi	28 Do 5	28 Do OMNIBUSREVUE	28 Mi	28 Do	28 Fr	28 So	28 Mo	28 So	28 Mo 44	28 Do OMNIBUSREVUE	28 So
29 Do	29 Fr	29 Mo	29 Mi	29 So	29 Mo	29 Mo 31	29 Mo	29 So OMNIBUSREVUE	29 Di	29 So	29 So
30 Mi	30 So	30 So	30 Di	30 Do Christi-Himmelfahrt	30 So	30 Di	30 Fr	30 Mo 40	30 Mi	30 So	30 Mo 1
31 Di OMNIBUSREVUE	31 Do	31 So	31 Fr	31 Mo OMNIBUSREVUE	31 Di	31 Mi	31 So	31 Do Reformationstag	31 Di	31 Do	31 Di Christi

noch in allen Buchhandlungen

2025

95 x 173 mm

95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

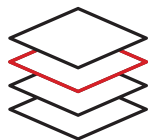
Premium ad
190 x 85 mm

Premium ad
190 x 85 mm

Premium ad
190 x 85 mm

Premium ad
190 x 85 mm

Premium ad
190 x 85 mm



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 6/2024.

PRICE: 2/1 page € 4,950.00

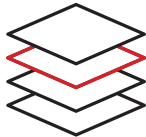
(For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.)

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.



DIGITAL



PRINT

**PRINT: PORTRAITS OF IMPORTANT
KEY PLAYERS**

Anyone listed in this company and service provider guide will be in focus of bus entrepreneurs, when it comes to finding the right vehicles and qualified business partners.

The OMNIBUSREVUE special Who is Who Bus is supplemented to the issue 11-12/2024.



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 18 you can find further information about the online industry directory.



FORMAT	PRICE
1/2 page portrait	€ 660.00 incl. premium online entry in the industrial directory
1/1 page portrait	€ 1,110.00 incl. ultimate online entry in the industrial directory
Online entry	starting from € 330.00
Your company portrait will be listed online for 12 months.	



1 BILLBOARD

FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

FORMAT SMARTPHONE

- 320 x 100 px (max. 120 KB)

CPM*

- € 170.00

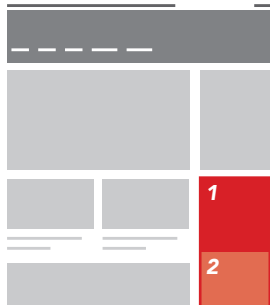
2 SUPERBANNER

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

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 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 of **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

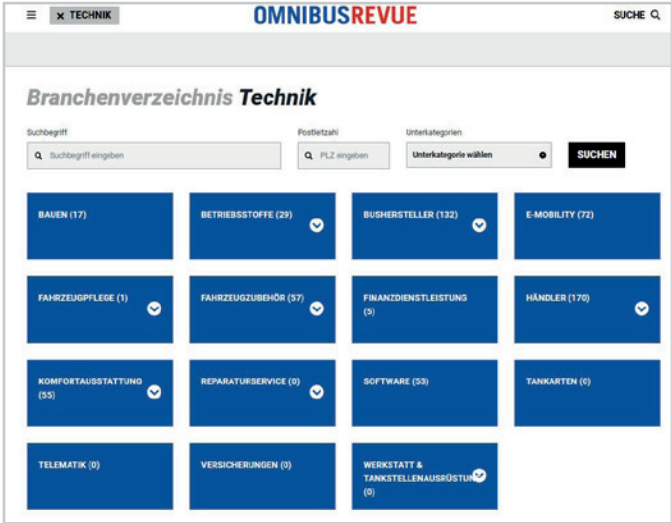
At www.omnibusrevue.de/branchenverzeichnis/technik the bus entrepreneur can find information in several categories from A to Z, from alternative drives to suppliers - hence your company as well.

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)	330.00
Ultimate (premium + detailed company presentation)	660.00



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.

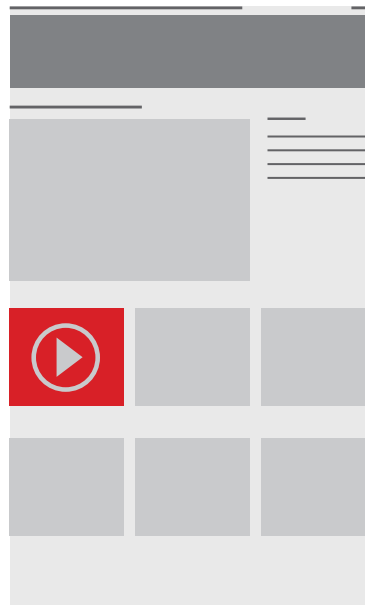
OFFERS:

- 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

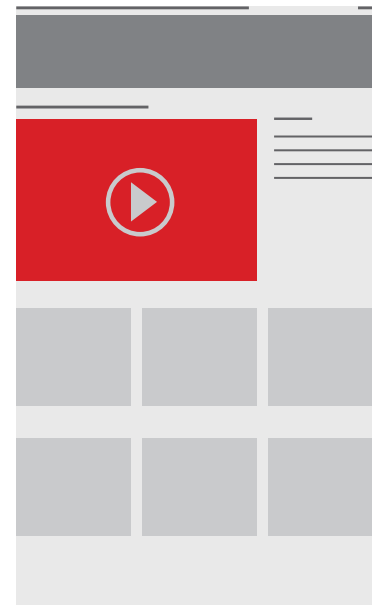
PRICE AND TECHNICAL DETAILS ON REQUEST

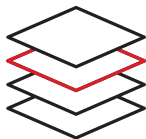


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



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
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 10,090.00	1/2 € 5,090.00 1/1 € 6,490.00 2/1 € 9,060.00	1/2 € 3,150.00 1/1 € 4,650.00 2/1 € 7,400.00

The currently valid VAT must be added to all prices. Valid from January 1st, 2024.
Special publications are not subject to agency discount or any other discounts.



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		
	€ 10,900.00	€ 6,930.00	€ 3,080.00



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!

ADVERTISING MEANS	MEDIA PACKAGES		
	ULTIMATE	PREMIUM	BASIC+
	Expert editorial text + layout Start page	✓ Full service	✓ Full service
	Number of chapters Extent	6 chapters	4 chapters
	Duration	8 weeks	6 weeks
	Newsletter placement TextAd	 8 x	 6 x
	SocialMedia placement Posting	 4 x	 2 x
Portal placement Banner	✓ 100' PI		
	€ 38,000.00	€ 32,900.00	€ 18,200.00

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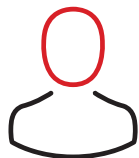


**BACKGROUND KNOWLEDGE MEETS
INDUSTRY PROFESSIONALS:
A WHITEPAPER BRINGS CONTENT
AND USER TOGETHER**

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
€ 27,990.00		€ 16,990.00

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