

OMNIBUSREVUE Tourism
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
sales.vhv@tecvia.com
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:	€ 148.00 incl. packing/posting plus statutory VAT.
European countries:	€ 160.00 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.

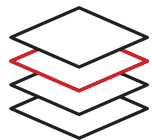
Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

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



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

ISSUE 6 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
ISSUE 7-8 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“
ISSUE 9 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“
ISSUE 10 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

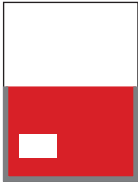
City trips: City beauties in Central Germany
Excursion tips

CMT, Stuttgart, 11. - 19.01.2025

MAGAZINE FORMAT
230 X 300 mm

MAIN MAGAZINE

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



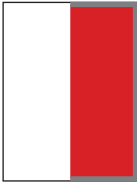
TITLE DISPLAY

—
230 x 186 mm**



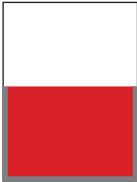
1/1 PAGE

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*

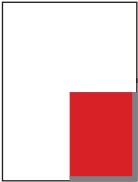


1/3 PAGE LAND-
SCAPE

199 x 90 mm
230 x 108 mm*

MAIN MAGAZINE

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



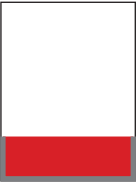
1/4 PAGE BLOC

97 x 134 mm
115 x 152 mm*



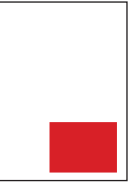
1/4 PAGE PORTRAIT

46 x 268 mm
64 x 300 mm*



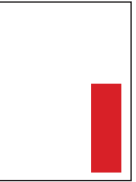
1/4 PAGE LAND-
SCAPE

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 %

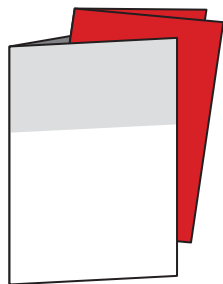
All surcharges do qualify for discounts. Title displays are not subject to discounts.

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.

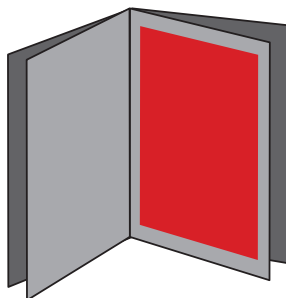
FORMAT

- 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

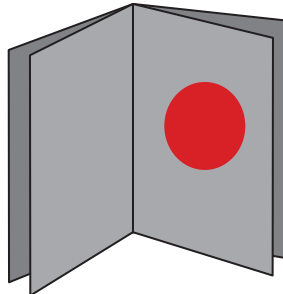
FORMAT

- 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

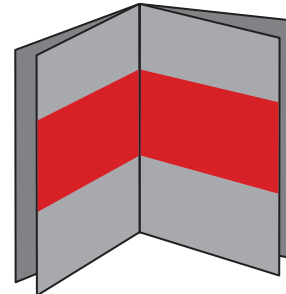
FORMAT

- 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

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

www.omnibusrevue.de

Premium ad
190 x 85 mm

95 x 173 mm

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

2025

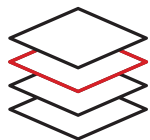
95 x 85mm

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. 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

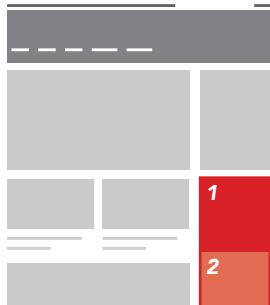
2 SUPERBANNER

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

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

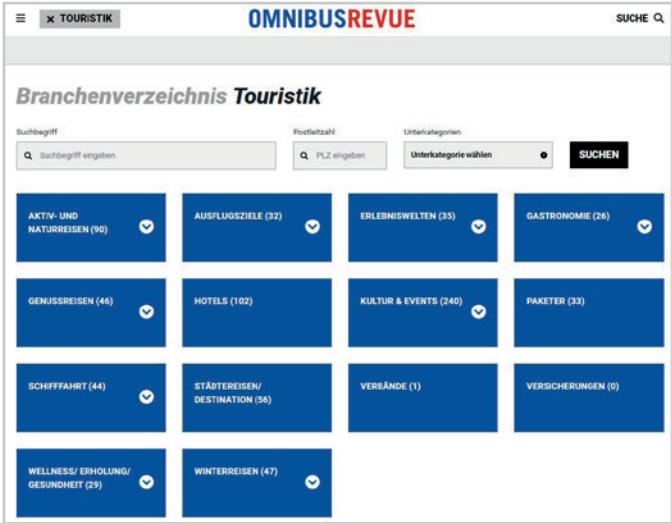
At www.omnibusrevue.de/branchenverzeichnis/touristik the bus entrepreneur can find package tour operator as well as partners for the bus tourism industry in several categories – hence your company as well.

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



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

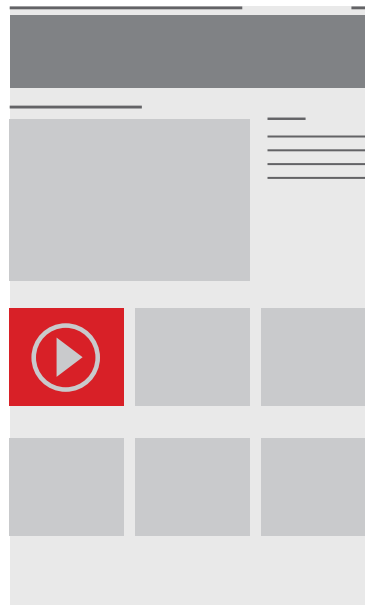
OFFERS:

- 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

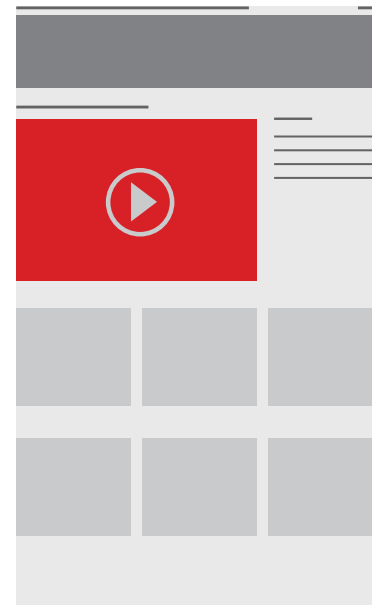
PRICE AND TECHNICAL DETAILS ON REQUEST

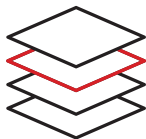


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



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 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 € 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!

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		
	€ 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

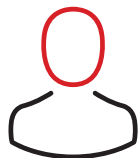


**BACKGROUND KNOWLEDGE MEETS
INDUSTRY PROFESSIONALS:
A WHITEPAPER BRINGS CONTENT
AND USER TOGETHER**

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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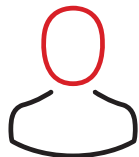
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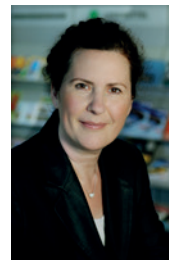
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