

MEDIA KIT 2023

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





monthly

10 ISSUES

74. year

2023

www.omnibusrevue.de

WEB ADDRESS (URL)

bdo, RDA, VPR

MEMBERSHIP

In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



PUBLISHING HOUSE:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30,
81549 Munich, Germany
Phone +49 89 203043-0
E-mail sales.vhv@springernature.com
www.springerfachmedien-muenchen.de



CHIEF EDITOR:

Gerhard Grünig
Phone +49 89 203043-2184
Fax +49 89 203043-32184
gerhard.gruenig@springernature.com



**DEPUTY CHIEF EDITOR AND
CONTENT RESPONSIBLE:**

Anja Kiewitt
Phone +49 89 203043-2120
Fax +49 89 203043-32120
anja.kiewitt@springernature.com



WHO ARE THE READERS OF OMNIBUSREVUE?

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions in their companies. They are mostly owners, chief executives or managers and possess a high level of decision competency.

As an objective and trustworthy trade magazine for the group travel 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.

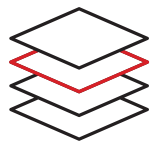
SUBSCRIPTION

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

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

6,424

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](https://www.ausweisung.ivw-online.de))

*** Dispatch: own data collection, current figures on request

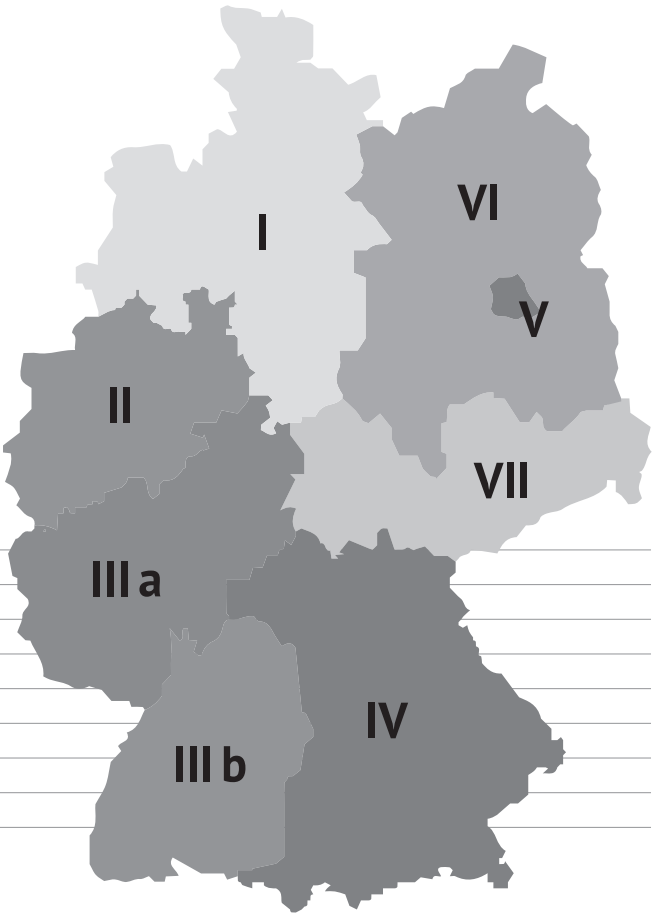


DISTRIBUTION BY NIELSEN AREAS

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

FAIRS

ISSUE 1

AD 30.11.22
CD 13.12.22
PD 10.01.23

Barrier-free destinations
Bus & flower, national parks
Palaces, castles, monasteries
Mines, caves and grottos

City trips: Jewels in the East
(Erfurt, Jena, Dresden, Weimar, Leipzig)
Excursion tips
• **OR Special „Bavaria“**

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

Preview ITB Berlin
Worlds of Experience / Zoos and animal parks
Summer events & open air plays
Railways, nostalgia trains & mountain railways
Travel insurances

Region special: Ore Mountains and Vogtland
Region special: Baden-Württemberg
Region special: Saarland
Country special: Italy, Poland
Country special: Austria (Burgenland/Carinthia/
Upper Austria/Lower Austria/Vienna)
City trips: Berlin
Excursion tips
Salesguide
• **OR Special „Mountains“**

F.R.E.E., Munich, 22.02.-26.02.2023
ITB, Berlin, 07.03.-09.03.2023

ISSUE 4

AD 07.03.23
CD 20.03.23
PD 11.04.23

Preview RDA Group Travel Expo
Holidays near the water/Tourist navigation
Breweries, distilleries & wineries

City trips: Hamburg
Country special: Croatia
Country special: Austria (Tyrol/Salzb./Styria/Vorarl.)
Country special: France, Schwitterland
• **OR Special „RDA“**

RDA-Group Travel Expo, Cologne,
25.04.-26.04.2023

ISSUE 5

AD 31.03.23
CD 18.04.23
PD 09.05.23

Shopping-Trends
Wellness, Erholung & Aktivreisen
Städtereisen & Trendziele

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

FAIRS

ISSUE 6

AD 08.05.23
CD 22.05.23
PD 13.06.23

Worlds of Experience
Pleasure
Castles, courtyard gardens & parks
UNESCO

Region special: Saxony
Country special: Slovenia
Country special: Scandinavia
Country special: Hungary
• **OR Special „Baden-Württemberg“**

ISSUE 7

AD 07.06.23
CD 21.06.23
PD 11.07.23

Group travel: Highlights Austria 2023/24
Cruises
Fascination Forest (national parks)

Region special: Mecklenburg-Western Pomerania
Excursion tips
Salesguide
• **OR Special „Educational Journeys“**

ISSUE 8

AD 06.07.23
CD 19.07.23
PD 08.08.23

Christmas markets
Close up experience: „Automotive history“

Country special: Switzerland

ISSUE 9

AD 08.08.23
CD 22.08.23
PD 12.09.23

Winter journeys, Christmas markets
Group tours prospects 2024
Fascination Airport

Country special: Slovakia, Czech Republic
Excursion tips
• **OR Special „City Trips“**

busworld Europe, Brussels, 07.10.-12.10.2023

ISSUE 10

AD 29.08.23
CD 12.09.23
PD 04.10.23

Musicals, music travels and festivals
Air and long-distance travels
Shopping & savoring

Two cities – one land: Bremen & Bremerhaven
Region special: Berlin & adventure land Brandenburg
Region special: Lower Saxony
• **OR Special „Culture & Events 2023/24“**

FAIRS

ISSUE 11-12

AD 10.10.23

CD 24.10.23

PD 14.11.23

Museums, art and cultural trips
Wellness & spa, spa vacations
Pilgrimages
Stop-over-destinations & motorway service stations
Prospects 2024
Experiencing knowledge!

Travel insurances

Region special: Sauerland
Region special: Rhineland-Palatinate
Excursion tips

- OR Special „Franconia“
- Annual calendar

ISSUE 1/24

AD 29.11.23

CD 12.12.23

PD 09.01.24

Barrier-free destinations
Floral exploration trips
Palaces, castles, monasteries
Mines, caves and grottos

City trips: City beauties in Central Germany
Excursion tips

CMT, Stuttgart, 21.01.-29.01.2024

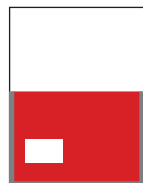
This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT

230 X 300 mm

MAIN MAGAZINE

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*



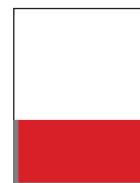
1/2 PAGE LAND-SCAPE

199 x 134 mm
230 x 152 mm*



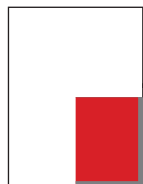
1/3 PAGE PORTRAIT

63 x 268 mm
81 x 300 mm*



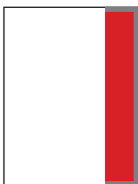
1/3 PAGE LAND-SCAPE

199 x 90 mm
230 x 108 mm*



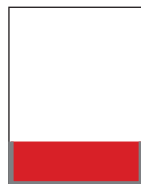
1/4 PAGE BLOC

97 x 134 mm
115 x 152 mm*



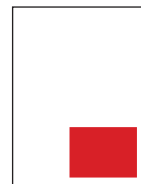
1/4 PAGE PORTRAIT

46 x 268 mm
64 x 300 mm*



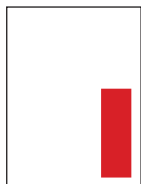
1/4 PAGE LAND-SCAPE

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
—

MAIN MAGAZINE

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

* + 3 mm bleed

** Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

PRINT



FORMAT

4-COLOURS IN €

Title display	6,360.00
2./3./4. cover page	4,660.00
1/1 page	3,750.00
Junior page*	2,250.00
1/2 page	2,200.00
1/3 page	1,680.00
1/4 page	1,170.00
1/8 page	570.00

Placement surcharge:

Binding placement instructions	765.00
--------------------------------	--------

*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

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 %

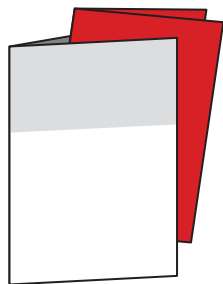
All surcharges do qualify for discounts. Title displays are not subject to discounts.

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.

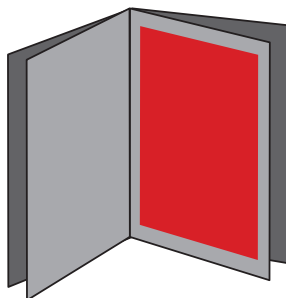
FORMAT

- Max. 223 mm width x 295 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 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

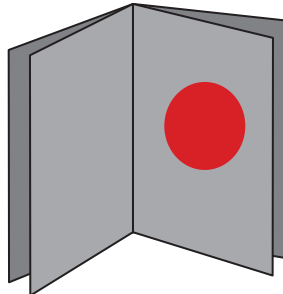
FORMAT

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

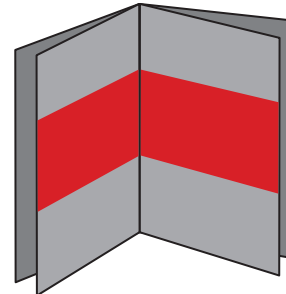
FORMAT

- max. Ø 90 mm

PRICE

- € 1,120.00

BANDEROLEN-ANZEIGE



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

- € 3,950.00

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

PRICE ON REQUEST

Premium ad
190 x 85 mm

VERLAG HEINRICH VOGEL

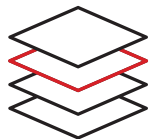
www.omnibusrevue.de

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

Premium ad
190 x 85 mm

95 x 173 mm	<table><tr><th>JANUAR</th><th>FEBRUAR</th><th>MÄRZ</th><th>APRIL</th><th>MAI</th><th>JUNI</th><th>JULI</th><th>AUGUST</th><th>SEPTEMBER</th><th>OKTOBER</th><th>NOVEMBER</th><th>DEZEMBER</th></tr><tr><td>1 Di</td><td>1 Fr</td><td>1 Fr</td><td>1 Mo</td><td>1 Mo</td><td>1 So</td><td>1 Mo</td><td>1 Di</td><td>1 So</td><td>1 Di</td><td>1 Fr</td><td>1 So</td></tr><tr><td>2 Mi</td><td>2 Sa</td><td>2 Sa</td><td>2 Di</td><td>2 Di</td><td>2 Di</td><td>2 Di</td><td>2 Fr</td><td>2 Mo</td><td>2 Sa</td><td>2 Mo</td><td>2 Mo</td></tr><tr><td>3 Do</td><td>3 So</td><td>3 So</td><td>3 Mi</td><td>3 Mi</td><td>3 Mi</td><td>3 Mi</td><td>3 So</td><td>3 Di</td><td>3 Do</td><td>3 Do</td><td>3 Do</td></tr><tr><td>4 Fr</td><td>4 Mo</td><td>4 Mo</td><td>4 Do</td><td>4 Do</td><td>4 Do</td><td>4 Do</td><td>4 Sa</td><td>4 Mo</td><td>4 Mi</td><td>4 Mi</td><td>4 Mi</td></tr><tr><td>5 Sa</td><td>5 Di</td><td>5 Di</td><td>5 Fr</td><td>5 Fr</td><td>5 Fr</td><td>5 Fr</td><td>5 Mo</td><td>5 So</td><td>5 Sa</td><td>5 Sa</td><td>5 Sa</td></tr><tr><td>6 So</td><td>6 Mi</td><td>6 Mi</td><td>6 Sa</td><td>6 Sa</td><td>6 Sa</td><td>6 Sa</td><td>6 Di</td><td>6 Fr</td><td>6 So</td><td>6 Mo</td><td>6 Fr</td></tr><tr><td>7 Mo</td><td>7 Do</td><td>7 Do</td><td>7 So</td><td>7 So</td><td>7 So</td><td>7 So</td><td>7 Mi</td><td>7 Sa</td><td>7 Mo</td><td>7 Do</td><td>7 So</td></tr><tr><td>8 Di</td><td>8 Fr</td><td>8 Fr</td><td>8 Mo</td><td>8 Mo</td><td>8 Mo</td><td>8 Mo</td><td>8 Do</td><td>8 Mi</td><td>8 Do</td><td>8 Do</td><td>8 Do</td></tr><tr><td>9 Mi</td><td>9 Sa</td><td>9 Sa</td><td>9 Di</td><td>9 Di</td><td>9 Di</td><td>9 Di</td><td>9 Fr</td><td>9 Mo</td><td>9 Mi</td><td>9 Mi</td><td>9 Mi</td></tr><tr><td>10 Do</td><td>10 So</td><td>10 So</td><td>10 Mi</td><td>10 Mi</td><td>10 Mi</td><td>10 Mi</td><td>10 Sa</td><td>10 Di</td><td>10 Do</td><td>10 Do</td><td>10 Do</td></tr><tr><td>11 Fr</td><td>11 Mo</td><td>11 Mo</td><td>11 Do</td><td>11 Do</td><td>11 Do</td><td>11 Do</td><td>11 So</td><td>11 Mo</td><td>11 Fr</td><td>11 Mo</td><td>11 Mi</td></tr><tr><td>12 Sa</td><td>12 Di</td><td>12 Di</td><td>12 Fr</td><td>12 Fr</td><td>12 Fr</td><td>12 Fr</td><td>12 Mo</td><td>12 So</td><td>12 Do</td><td>12 Do</td><td>12 Do</td></tr><tr><td>13 So</td><td>13 Mi</td><td>13 Mi</td><td>13 Sa</td><td>13 Sa</td><td>13 Sa</td><td>13 Sa</td><td>13 Di</td><td>13 Fr</td><td>13 So</td><td>13 Mo</td><td>13 Fr</td></tr><tr><td>14 Mo</td><td>14 Do</td><td>14 Do</td><td>14 So</td><td>14 So</td><td>14 So</td><td>14 So</td><td>14 Mi</td><td>14 Sa</td><td>14 Mo</td><td>14 Do</td><td>14 So</td></tr><tr><td>15 Di</td><td>15 Fr</td><td>15 Fr</td><td>15 Mo</td><td>15 Mo</td><td>15 Mo</td><td>15 Mo</td><td>15 Do</td><td>15 Mi</td><td>15 Do</td><td>15 Fr</td><td>15 So</td></tr><tr><td>16 Mi</td><td>16 Sa</td><td>16 Sa</td><td>16 Di</td><td>16 Di</td><td>16 Di</td><td>16 Di</td><td>16 Fr</td><td>16 Mo</td><td>16 Mi</td><td>16 Mo</td><td>16 Mi</td></tr><tr><td>17 Do</td><td>17 So</td><td>17 So</td><td>17 Mi</td><td>17 Mi</td><td>17 Mi</td><td>17 Mi</td><td>17 Sa</td><td>17 Di</td><td>17 Do</td><td>17 Do</td><td>17 Do</td></tr><tr><td>18 Fr</td><td>18 Mo</td><td>18 Mo</td><td>18 Do</td><td>18 Do</td><td>18 Do</td><td>18 Do</td><td>18 So</td><td>18 Mo</td><td>18 Fr</td><td>18 Mo</td><td>18 Mi</td></tr><tr><td>19 Sa</td><td>19 Di</td><td>19 Di</td><td>19 Fr</td><td>19 Fr</td><td>19 Fr</td><td>19 Fr</td><td>19 Mo</td><td>19 So</td><td>19 Do</td><td>19 Do</td><td>19 Do</td></tr><tr><td>20 So</td><td>20 Mi</td><td>20 Mi</td><td>20 Sa</td><td>20 Sa</td><td>20 Sa</td><td>20 Sa</td><td>20 Di</td><td>20 Fr</td><td>20 So</td><td>20 Mo</td><td>20 Fr</td></tr><tr><td>21 Mo</td><td>21 Do</td><td>21 Do</td><td>21 So</td><td>21 So</td><td>21 So</td><td>21 So</td><td>21 Mi</td><td>21 Sa</td><td>21 Mo</td><td>21 Do</td><td>21 So</td></tr><tr><td>22 Di</td><td>22 Fr</td><td>22 Fr</td><td>22 Mo</td><td>22 Mo</td><td>22 Mo</td><td>22 Mo</td><td>22 Do</td><td>22 Mi</td><td>22 Do</td><td>22 Do</td><td>22 Do</td></tr><tr><td>23 Mi</td><td>23 Sa</td><td>23 Sa</td><td>23 Di</td><td>23 Di</td><td>23 Di</td><td>23 Di</td><td>23 Fr</td><td>23 Mo</td><td>23 Mi</td><td>23 Mi</td><td>23 Mi</td></tr><tr><td>24 Do</td><td>24 So</td><td>24 So</td><td>24 Mi</td><td>24 Mi</td><td>24 Mi</td><td>24 Mi</td><td>24 Sa</td><td>24 Di</td><td>24 Do</td><td>24 Do</td><td>24 Do</td></tr><tr><td>25 Fr</td><td>25 Mo</td><td>25 Mo</td><td>25 Do</td><td>25 Do</td><td>25 Do</td><td>25 Do</td><td>25 So</td><td>25 Mo</td><td>25 Fr</td><td>25 Mo</td><td>25 Mi</td></tr><tr><td>26 Sa</td><td>26 Di</td><td>26 Di</td><td>26 Fr</td><td>26 Fr</td><td>26 Fr</td><td>26 Fr</td><td>26 Mo</td><td>26 So</td><td>26 Do</td><td>26 Do</td><td>26 Do</td></tr><tr><td>27 So</td><td>27 Mi</td><td>27 Mi</td><td>27 Sa</td><td>27 Sa</td><td>27 Sa</td><td>27 Sa</td><td>27 Di</td><td>27 Fr</td><td>27 So</td><td>27 Mo</td><td>27 Fr</td></tr><tr><td>28 Mo</td><td>28 Do</td><td>28 Do</td><td>28 So</td><td>28 So</td><td>28 So</td><td>28 So</td><td>28 Mi</td><td>28 Sa</td><td>28 Mo</td><td>28 Do</td><td>28 So</td></tr><tr><td>29 Di</td><td>29 Fr</td><td>29 Fr</td><td>29 Mo</td><td>29 Mo</td><td>29 Mo</td><td>29 Mo</td><td>29 Do</td><td>29 Mi</td><td>29 Do</td><td>29 Do</td><td>29 Do</td></tr><tr><td>30 Mi</td><td>30 Sa</td><td>30 Sa</td><td>30 Di</td><td>30 Di</td><td>30 Di</td><td>30 Di</td><td>30 Fr</td><td>30 Mo</td><td>30 Mi</td><td>30 Mo</td><td>30 Mi</td></tr><tr><td>31 Do</td><td>31 So</td><td>31 So</td><td>31 Mi</td><td>31 Mi</td><td>31 Mi</td><td>31 Mi</td><td>31 Sa</td><td>31 Di</td><td>31 Do</td><td>31 Do</td><td>31 Do</td></tr></table>	JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER	1 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 So	1 Mo	1 Di	1 So	1 Di	1 Fr	1 So	2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Sa	2 Mo	2 Mo	3 Do	3 So	3 So	3 Mi	3 Mi	3 Mi	3 Mi	3 So	3 Di	3 Do	3 Do	3 Do	4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mo	4 Mi	4 Mi	4 Mi	5 Sa	5 Di	5 Di	5 Fr	5 Fr	5 Fr	5 Fr	5 Mo	5 So	5 Sa	5 Sa	5 Sa	6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Sa	6 Sa	6 Di	6 Fr	6 So	6 Mo	6 Fr	7 Mo	7 Do	7 Do	7 So	7 So	7 So	7 So	7 Mi	7 Sa	7 Mo	7 Do	7 So	8 Di	8 Fr	8 Fr	8 Mo	8 Mo	8 Mo	8 Mo	8 Do	8 Mi	8 Do	8 Do	8 Do	9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Mi	9 Mi	9 Mi	10 Do	10 So	10 So	10 Mi	10 Mi	10 Mi	10 Mi	10 Sa	10 Di	10 Do	10 Do	10 Do	11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Do	11 Do	11 So	11 Mo	11 Fr	11 Mo	11 Mi	12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Fr	12 Fr	12 Mo	12 So	12 Do	12 Do	12 Do	13 So	13 Mi	13 Mi	13 Sa	13 Sa	13 Sa	13 Sa	13 Di	13 Fr	13 So	13 Mo	13 Fr	14 Mo	14 Do	14 Do	14 So	14 So	14 So	14 So	14 Mi	14 Sa	14 Mo	14 Do	14 So	15 Di	15 Fr	15 Fr	15 Mo	15 Mo	15 Mo	15 Mo	15 Do	15 Mi	15 Do	15 Fr	15 So	16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Mi	16 Mo	16 Mi	17 Do	17 So	17 So	17 Mi	17 Mi	17 Mi	17 Mi	17 Sa	17 Di	17 Do	17 Do	17 Do	18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 So	18 Mo	18 Fr	18 Mo	18 Mi	19 Sa	19 Di	19 Di	19 Fr	19 Fr	19 Fr	19 Fr	19 Mo	19 So	19 Do	19 Do	19 Do	20 So	20 Mi	20 Mi	20 Sa	20 Sa	20 Sa	20 Sa	20 Di	20 Fr	20 So	20 Mo	20 Fr	21 Mo	21 Do	21 Do	21 So	21 So	21 So	21 So	21 Mi	21 Sa	21 Mo	21 Do	21 So	22 Di	22 Fr	22 Fr	22 Mo	22 Mo	22 Mo	22 Mo	22 Do	22 Mi	22 Do	22 Do	22 Do	23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Mi	23 Mi	23 Mi	24 Do	24 So	24 So	24 Mi	24 Mi	24 Mi	24 Mi	24 Sa	24 Di	24 Do	24 Do	24 Do	25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 So	25 Mo	25 Fr	25 Mo	25 Mi	26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Fr	26 Fr	26 Mo	26 So	26 Do	26 Do	26 Do	27 So	27 Mi	27 Mi	27 Sa	27 Sa	27 Sa	27 Sa	27 Di	27 Fr	27 So	27 Mo	27 Fr	28 Mo	28 Do	28 Do	28 So	28 So	28 So	28 So	28 Mi	28 Sa	28 Mo	28 Do	28 So	29 Di	29 Fr	29 Fr	29 Mo	29 Mo	29 Mo	29 Mo	29 Do	29 Mi	29 Do	29 Do	29 Do	30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Mi	30 Mo	30 Mi	31 Do	31 So	31 So	31 Mi	31 Mi	31 Mi	31 Mi	31 Sa	31 Di	31 Do	31 Do	31 Do	95 x 173 mm
JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER																																																																																																																																																																																																																																																																																																																																																																																							
1 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 So	1 Mo	1 Di	1 So	1 Di	1 Fr	1 So																																																																																																																																																																																																																																																																																																																																																																																							
2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Sa	2 Mo	2 Mo																																																																																																																																																																																																																																																																																																																																																																																							
3 Do	3 So	3 So	3 Mi	3 Mi	3 Mi	3 Mi	3 So	3 Di	3 Do	3 Do	3 Do																																																																																																																																																																																																																																																																																																																																																																																							
4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mo	4 Mi	4 Mi	4 Mi																																																																																																																																																																																																																																																																																																																																																																																							
5 Sa	5 Di	5 Di	5 Fr	5 Fr	5 Fr	5 Fr	5 Mo	5 So	5 Sa	5 Sa	5 Sa																																																																																																																																																																																																																																																																																																																																																																																							
6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Sa	6 Sa	6 Di	6 Fr	6 So	6 Mo	6 Fr																																																																																																																																																																																																																																																																																																																																																																																							
7 Mo	7 Do	7 Do	7 So	7 So	7 So	7 So	7 Mi	7 Sa	7 Mo	7 Do	7 So																																																																																																																																																																																																																																																																																																																																																																																							
8 Di	8 Fr	8 Fr	8 Mo	8 Mo	8 Mo	8 Mo	8 Do	8 Mi	8 Do	8 Do	8 Do																																																																																																																																																																																																																																																																																																																																																																																							
9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Mi	9 Mi	9 Mi																																																																																																																																																																																																																																																																																																																																																																																							
10 Do	10 So	10 So	10 Mi	10 Mi	10 Mi	10 Mi	10 Sa	10 Di	10 Do	10 Do	10 Do																																																																																																																																																																																																																																																																																																																																																																																							
11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Do	11 Do	11 So	11 Mo	11 Fr	11 Mo	11 Mi																																																																																																																																																																																																																																																																																																																																																																																							
12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Fr	12 Fr	12 Mo	12 So	12 Do	12 Do	12 Do																																																																																																																																																																																																																																																																																																																																																																																							
13 So	13 Mi	13 Mi	13 Sa	13 Sa	13 Sa	13 Sa	13 Di	13 Fr	13 So	13 Mo	13 Fr																																																																																																																																																																																																																																																																																																																																																																																							
14 Mo	14 Do	14 Do	14 So	14 So	14 So	14 So	14 Mi	14 Sa	14 Mo	14 Do	14 So																																																																																																																																																																																																																																																																																																																																																																																							
15 Di	15 Fr	15 Fr	15 Mo	15 Mo	15 Mo	15 Mo	15 Do	15 Mi	15 Do	15 Fr	15 So																																																																																																																																																																																																																																																																																																																																																																																							
16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Mi	16 Mo	16 Mi																																																																																																																																																																																																																																																																																																																																																																																							
17 Do	17 So	17 So	17 Mi	17 Mi	17 Mi	17 Mi	17 Sa	17 Di	17 Do	17 Do	17 Do																																																																																																																																																																																																																																																																																																																																																																																							
18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 So	18 Mo	18 Fr	18 Mo	18 Mi																																																																																																																																																																																																																																																																																																																																																																																							
19 Sa	19 Di	19 Di	19 Fr	19 Fr	19 Fr	19 Fr	19 Mo	19 So	19 Do	19 Do	19 Do																																																																																																																																																																																																																																																																																																																																																																																							
20 So	20 Mi	20 Mi	20 Sa	20 Sa	20 Sa	20 Sa	20 Di	20 Fr	20 So	20 Mo	20 Fr																																																																																																																																																																																																																																																																																																																																																																																							
21 Mo	21 Do	21 Do	21 So	21 So	21 So	21 So	21 Mi	21 Sa	21 Mo	21 Do	21 So																																																																																																																																																																																																																																																																																																																																																																																							
22 Di	22 Fr	22 Fr	22 Mo	22 Mo	22 Mo	22 Mo	22 Do	22 Mi	22 Do	22 Do	22 Do																																																																																																																																																																																																																																																																																																																																																																																							
23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Mi	23 Mi	23 Mi																																																																																																																																																																																																																																																																																																																																																																																							
24 Do	24 So	24 So	24 Mi	24 Mi	24 Mi	24 Mi	24 Sa	24 Di	24 Do	24 Do	24 Do																																																																																																																																																																																																																																																																																																																																																																																							
25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 So	25 Mo	25 Fr	25 Mo	25 Mi																																																																																																																																																																																																																																																																																																																																																																																							
26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Fr	26 Fr	26 Mo	26 So	26 Do	26 Do	26 Do																																																																																																																																																																																																																																																																																																																																																																																							
27 So	27 Mi	27 Mi	27 Sa	27 Sa	27 Sa	27 Sa	27 Di	27 Fr	27 So	27 Mo	27 Fr																																																																																																																																																																																																																																																																																																																																																																																							
28 Mo	28 Do	28 Do	28 So	28 So	28 So	28 So	28 Mi	28 Sa	28 Mo	28 Do	28 So																																																																																																																																																																																																																																																																																																																																																																																							
29 Di	29 Fr	29 Fr	29 Mo	29 Mo	29 Mo	29 Mo	29 Do	29 Mi	29 Do	29 Do	29 Do																																																																																																																																																																																																																																																																																																																																																																																							
30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Mi	30 Mo	30 Mi																																																																																																																																																																																																																																																																																																																																																																																							
31 Do	31 So	31 So	31 Mi	31 Mi	31 Mi	31 Mi	31 Sa	31 Di	31 Do	31 Do	31 Do																																																																																																																																																																																																																																																																																																																																																																																							
95 x 85mm		95 x 85mm																																																																																																																																																																																																																																																																																																																																																																																																
95 x 85mm		95 x 85mm																																																																																																																																																																																																																																																																																																																																																																																																
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 newflashes about the bus sector and providers as well as articles complete the contents.

PRICE ON REQUEST

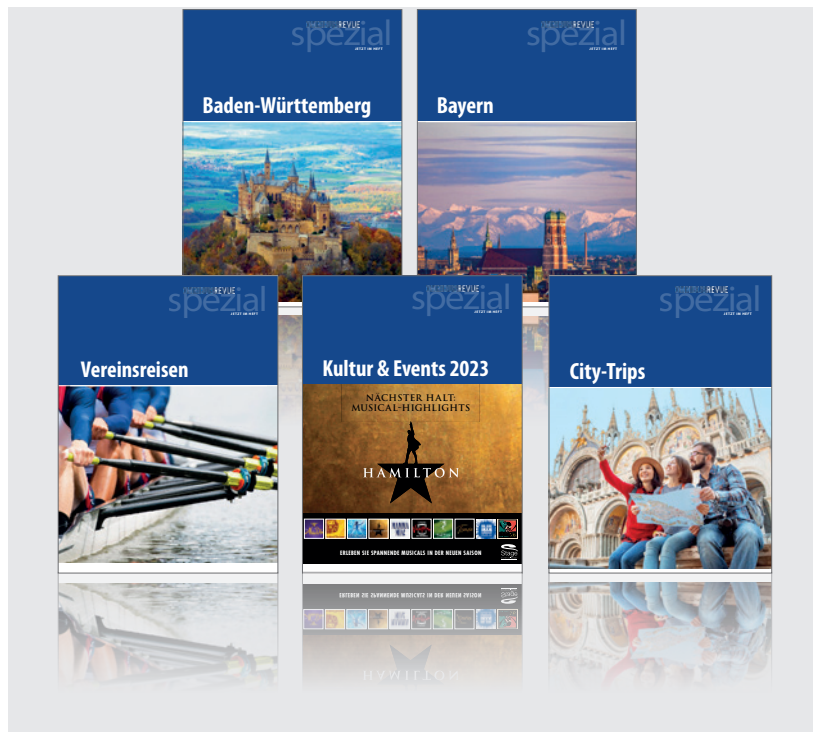
PRINT AND ONLINE PRESENCE

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 **€ 149**, you can further advertise target-oriented on the online service of the trade magazine.



DIGITAL





1 BILLBOARD FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

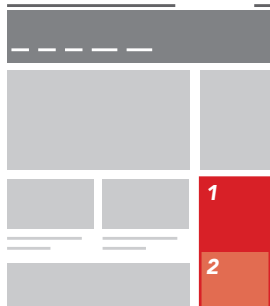
- € 160.00

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.



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.



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



DIGITAL

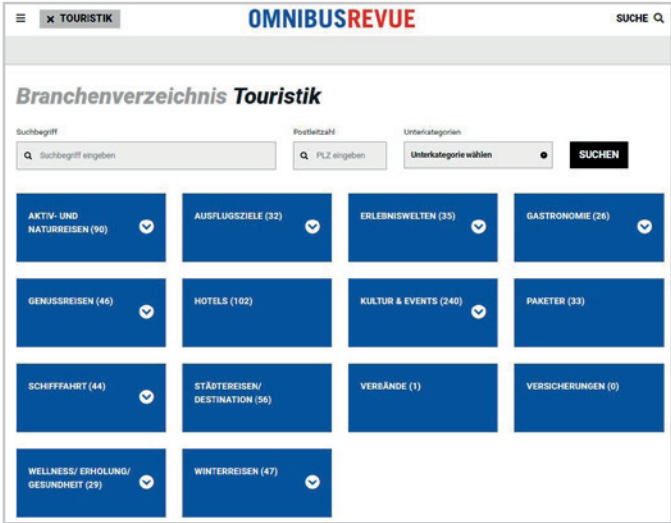
At www.omnibusrevue.de/branchenverzeichnis/touristik the bus entrepreneur can find package tour operator as well as partners for the bus tourism industry in several categories – hence your company as well.

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)	310.00
Ultimate (Premium + detailed company presentation)	630.00



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.

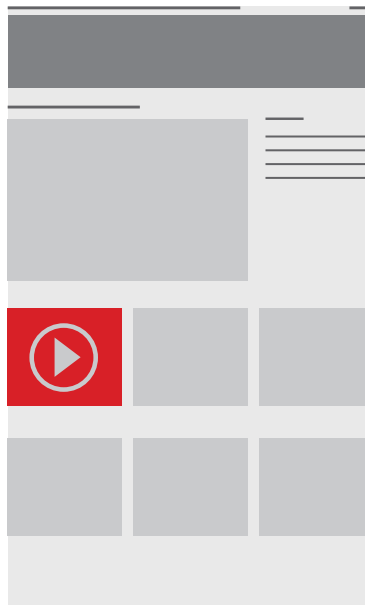
OFFERS:

- 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

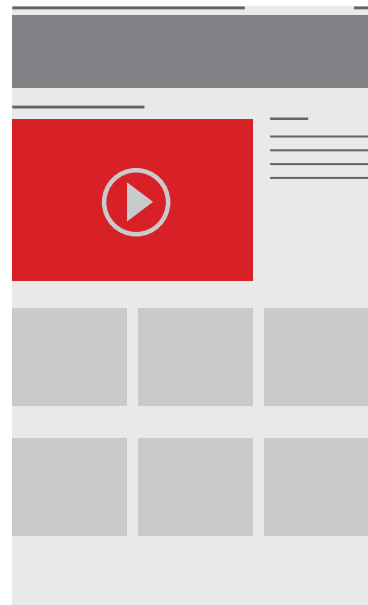
PRICE AND TECHNICAL DETAILS ON REQUEST

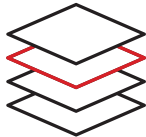


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER 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 € 7,330.00	1/2 € 3,840.00 1/1 € 4,600.00	1/2 € 1,920.00 1/1 € 2,720.00

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!**

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		
	€ 7,340.00	€ 4,820.00	€ 2,090.00



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 teased 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		





Prices on request

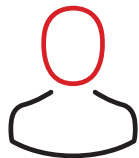


**BACKGROUND KNOWLEDGE MEETS
INDUSTRY PROFESSIONALS:
A WHITE PAPER BRINGS CONTENT
AND USER TOGETHER**

In a white paper beneficial content is processed as a digital online publication. The PDF is available 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
Prices on request		



ANDREA VOLZ

Head of Sales
Springer Fachmedien München

andrea.volz@springernature.com
Phone +49 89 203043-2124
Mobile Phone +49 151 14054007



STEPHAN BAUER

Teamleader Sales OMNIBUSREVUE
German Federal States:
HB, HE, HH, NW, SN, ST, TH
Lower Austria, Vorarlberg, Vienna

stephan.bauer@springernature.com
Phone +49 89 203043-2107
Mobile phone +49 151 65850355



DORIS KESTER-FREY

Account Manager Tourism:
German Federal States: BW, BY
Denmark

doris.kester-frey@springernature.com
Phone +49 89 203043-1671
Fax +49 89 203043-2398



LINDA HAYN

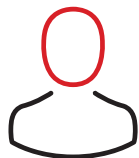
Account Manager
German Federal States: BE, BB, MV,
NI, RP, SH, SL
Austria: Tirol
Italy, Switzerland, Benelux

linda.hayn@springernature.com
Phone +49 89 203043-1128
Mobile phone +49 151 40793022



REPRESENTATIVES FOREIGN COUNTRIES: VERONIKA KISZAL

Representative Tourism
Croatia, Austria (Burgenland, Carinthia, Upper
Austria, Salzburger Land, Styria), Poland,
Slovakia, Slovenia, Czechia, Hungary
PO box 209, 2601 Vác, Hungary
omnibusz1@invitel.hu
Phone and Fax +36 27 303155
Mobile phone +36 30 9 621043



GABRIELE BERNER

Advertising Service Print

busmarkt@springernature.com

Phone +49 89 203043-2296

Fax +49 89 203043-2100



JULIA SHAYESTEH

Advertising Service Print

busmarkt@springernature.com

Phone +49 89 203043-2596

Fax +49 89 203043-2100



AMELIE BECKER

Campaign Manager

amelie.becker@springernature.com

Phone +49 89 203043-2511

Fax +49 89 203043-2100