

MEDIA KIT 2023

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





monthly

10 ISSUES

74. year

2023

www.omnibusrevue.de

WEB ADDRESS (URL)

bdo, RDA, VPR

MEMBERSHIP

Investment-ready readership:

70 % of the readers use advertisements as
an information source for investment decisions.

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



PUBLISHING HOUSE:

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



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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.

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

93 % act as direct decision-makers.

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

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.

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Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

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

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UniCreditBank AG, Munich, Germany

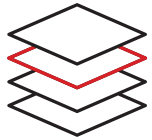
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

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

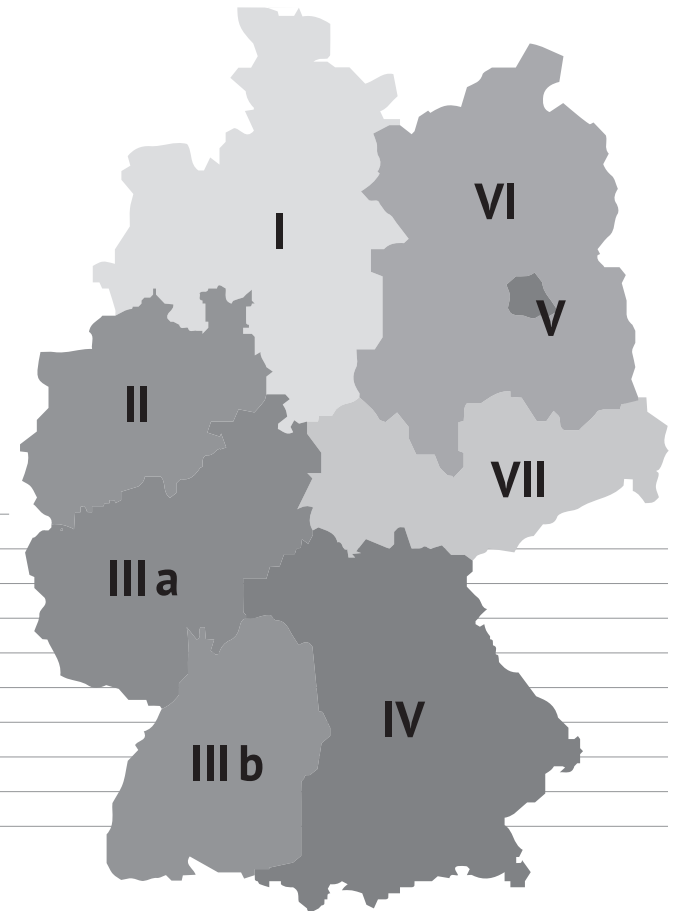


DISTRIBUTION BY NIELSEN AREAS

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



TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

ISSUE 1

AD 30.11.22
CD 13.12.22
PD 10.01.23

Bus glass
Fuel & service cards
Bus trailers

Software
Digitisation

Brussels Motor Show, Brussels, 14.01.-22.01.2023
CMT, Stuttgart, 14.01.-22.01.2023
VPR VIP-Treff, Bremen, 02.02.-04.02.2023

ISSUE 2-3

AD 25.01.23
CD 08.02.23
PD 28.02.23

Hydrogen
E-mobility
GPS & telematics
Fire Protection
Driving safety

Bus booking portals
Maintenance contracts
Travel insurances

ITB, Berlin, 07.03.-09.03.2023
VDV-Elektrobuskonferenz und Fachmesse ElekBu (VDV-Electro bus conference and trade fair ElekBu), Berlin, 27.03.-28.03.2023

ISSUE 4

AD 07.03.23
CD 20.03.23
PD 11.04.23

Camera systems and radar systems
Maintenance & repair
Autonomous driving

Catalogue design & online presence

• **Industry Compass 2023**

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

ISSUE 5

AD 31.03.23
CD 18.04.23
PD 09.05.23

Air conditioning systems & technology
Galleys and interior decoration
Passenger information systems

Driver training and advanced education for drivers and entrepreneurs
Planning software

TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

ISSUE 6

AD 08.05.23

CD 22.05.23

PD 13.06.23

E-Mobility Inside: the large series 1/3
Supply and disposal solutions
Barrier-free buses: ramps & lifts

E-ticketing & apps

ISSUE 7

AD 07.06.23

CD 21.06.23

PD 11.07.23

E-Mobility Inside: the large series 2/3
Onboard entertainment, seats & seating systems
Galleys
Door systems

Fuel and service cards

ISSUE 8

AD 06.07.23

CD 19.07.23

PD 08.08.23

E-Mobility Inside: the large series 3/3
Washing facilities & vehicle cleaning
Hydrogen
Wear parts, bus glass
Tyres

Fleet management
Shortage of drivers

ISSUE 9

AD 08.08.23

CD 22.08.23

PD 12.09.23

Fit for the winter season
Exhaust optimisation
Driver assistance systems
Maintenance & repair

Leasing & renting

ISSUE 10

AD 29.08.23

CD 12.09.23

PD 04.10.23

Preview report busworld
Coach of the Year Winner

Workwear
Receivables management

busworld Europe, Brussels, 07.10.-12.10.2023

TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

ISSUE 11-12

AD 10.10.23

CD 24.10.23

PD 14.11.23

Follow-up report busworld
 Outfit for long-distance coaches
 Bordentertainment
 Mini and midi buses
 Alternative drive
 Sustainability & exhaust technology

Insurances
 Tour guides
 Driver's further training

- Annual calendar
- Who is Who Bus

ISSUE 1/24

AD 29.11.23

CD 12.12.23

PD 09.01.24

Bus glass
 Fuel & service cards

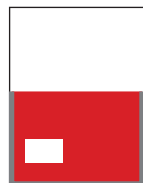
Software
 Digitisation

CMT, Stuttgart, 13.01.-21.01.2024

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

MAGAZINE FORMAT

230 X 300 mm



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*

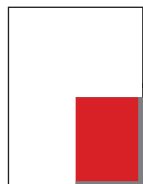


1/3 PAGE LAND-SCAPE

199 x 90 mm
230 x 108 mm*

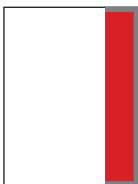
MAIN MAGAZINE

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



1/4 PAGE BLOC

97 x 134 mm
115 x 152 mm*



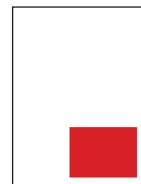
1/4 PAGE PORTRAIT

46 x 268 mm
64 x 300 mm*



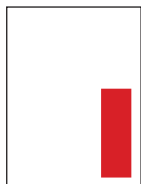
1/4 PAGE LAND-SCAPE

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
—

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	6,660.00
2./3./4. cover page	6,460.00
1/1 page	5,800.00
Junior page	3,975.00
1/2 page	3,290.00
1/3 page	2,070.00
1/4 page	1,700.00
1/8 page	1,030.00
Placement surcharge:	
Binding placement instructions	765.00

DISCOUNTS:

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

FREQUENCY SCALE

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 %

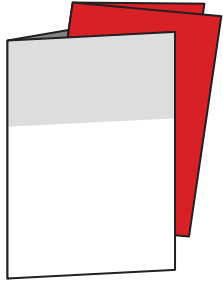
All surcharges do qualify for discounts. Title displays are not subject to discounts.

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

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket. You can find all information summarized [here](#) in a PDF.

LOOSE INSERT



SPECIAL FEATURE

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

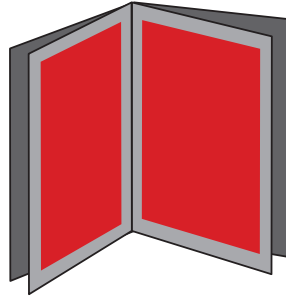
FORMAT

- Max. 223 mm width x 295 mm height

PRICE (not discountable)

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

ADVERTORIAL



SPECIAL FEATURE

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

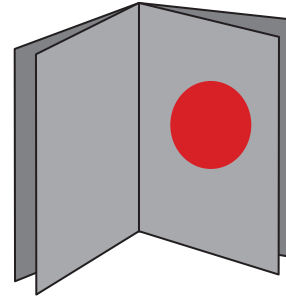
FORMAT

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

PRICE

- on request

CIRCULAR AD



SPECIAL FEATURE

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

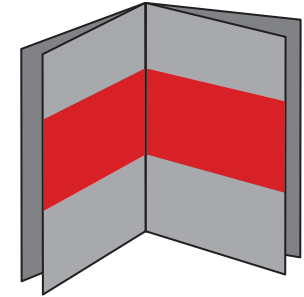
FORMAT

- max. Ø 90 mm

PRICE

- € 2,020.00

BANDEROLE AD



SPECIAL FEATURE

- Central placement, therefore highest attention

FORMAT

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

PRICE

- € 4,800.00

WALL CALENDAR

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

SCHEDULE/FORMATS/CIRCULATION

Publication date	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



Premium ad
190 x 85 mm

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 Mi	2 Sa	2 Mo
3 Do	3 So	3 So	3 Mi	3 Mi	3 Mi	3 Mi	3 Sa	3 Di	3 Do	3 So	3 Di
4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mi	4 Fr	4 Mo	4 Mi
5 Sa	5 Di	5 Di	5 Fr	5 Fr	5 Fr	5 Fr	5 Mo	5 Do	5 Sa	5 Di	5 Do
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 Fr	8 So
9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Do	9 Sa	9 Mo
10 Do	10 So	10 So	10 Mi	10 Mi	10 Mi	10 Mi	10 Sa	10 Di	10 Do	10 So	10 Di
11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Do	11 Do	11 Fr	11 Mo	11 Do	11 Mo	11 Mi
12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Fr	12 Fr	12 Mo	12 Do	12 Sa	12 Di	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 Do	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 So	17 Di
18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 Fr	18 Mo	18 Do	18 Mo	18 Mi
19 Sa	19 Di	19 Di	19 Fr	19 Fr	19 Fr	19 Fr	19 Mo	19 Do	19 Sa	19 Di	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 Fr	22 So
23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Do	23 Mo	23 Mi
24 Do	24 So	24 So	24 Mi	24 Mi	24 Mi	24 Mi	24 Sa	24 Di	24 Do	24 Mo	24 Do
25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 Fr	25 Mo	25 Do	25 Mo	25 Mi
26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Fr	26 Fr	26 Mo	26 Do	26 Sa	26 Di	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 Mo	29 Mi
30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Do	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 Mo	31 Do

95 x 173 mm

95 x 85mm

95 x 85mm

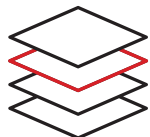
95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

2024



PRINT

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

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

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

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

PRICE: 2/1 page € 4,710.00

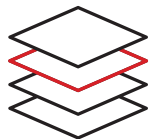
(For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.)

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 11-12/2023.



DIGITAL

ONLINE: INDUSTRY DIRECTORY

The industry directory technology of OMNIBUSREVUE offers a permanently locatable web presence in one of the leading online services of the bus industry. Here, the user can find information from A to Z to alternative drives, suppliers in workshop areas, finance and insurance providers and suppliers, right up to suppliers of tyres and washing facilities or telematics providers. Simple and clear structures offer the seekers a quick and efficient overview of existing enterprises on the market.

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

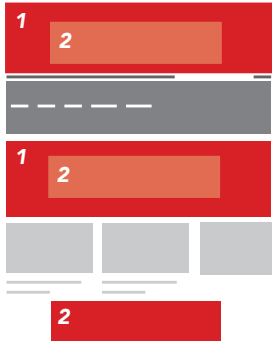


FORMAT

PRICE

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

Your company portrait will be listed online for 12 months.



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

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

OPTIONS

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

Further information at:

www.omnibusrevue.de/branchenverzeichnis/preise



ENTRIES

PRICE IN €

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



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.

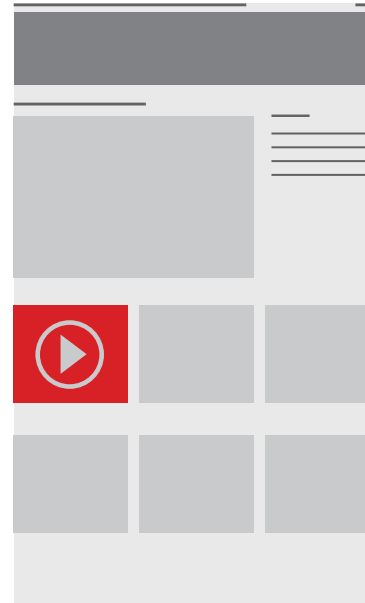
OFFERS:

- 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

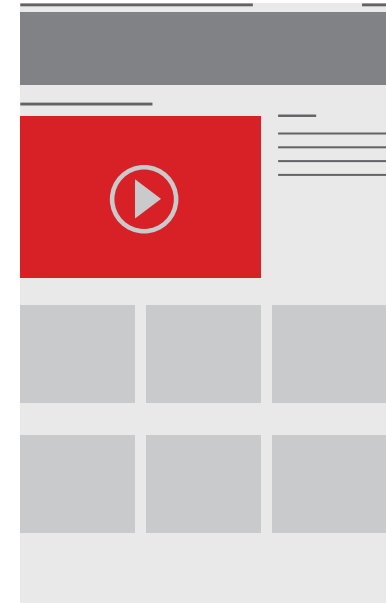
PRICE AND TECHNICAL DETAILS ON REQUEST

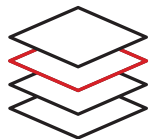


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



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
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as Online advertorial	 1 week	 1 week	
Newsletter placement TextAd	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
	2/1 € 9,610.00	1/2 € 4,850.00 1/1 € 6,200.00 2/1 € 8,630.00	1/2 € 2,990.00 1/1 € 4,450.00 2/1 € 7,060.00



DIGITAL





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

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

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online advertorial Start page	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 1,000.00		
	€ 10,395.00	€ 6,600.00	€ 2,930.00



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		
	€ 36,230.00	€ 31,400.00	€ 17,330.00







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

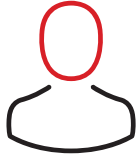
In a white paper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

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
	€ 26,780.00	€ 16,280.00



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