

MEDIA KIT 2022

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

73. year

2022

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



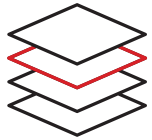
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7,000

PRINT RUN OMNIBUSREVUE*

6,762

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

2,458

PAID CIRCULATION*

PRINT



DIGITAL

7,661

VISITS**

(average of three months, April to June 2021)



16,969

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



2,040

NEWSLETTER SUBSCRIBERS***

(August 2021)

69 % of the professional decision-makers use the specialist media in both print and digital form (crossmedial).

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main

* Circulation figures: own data collection

** Online access control: IVW certified (ausweisung.ivw-online.de)

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

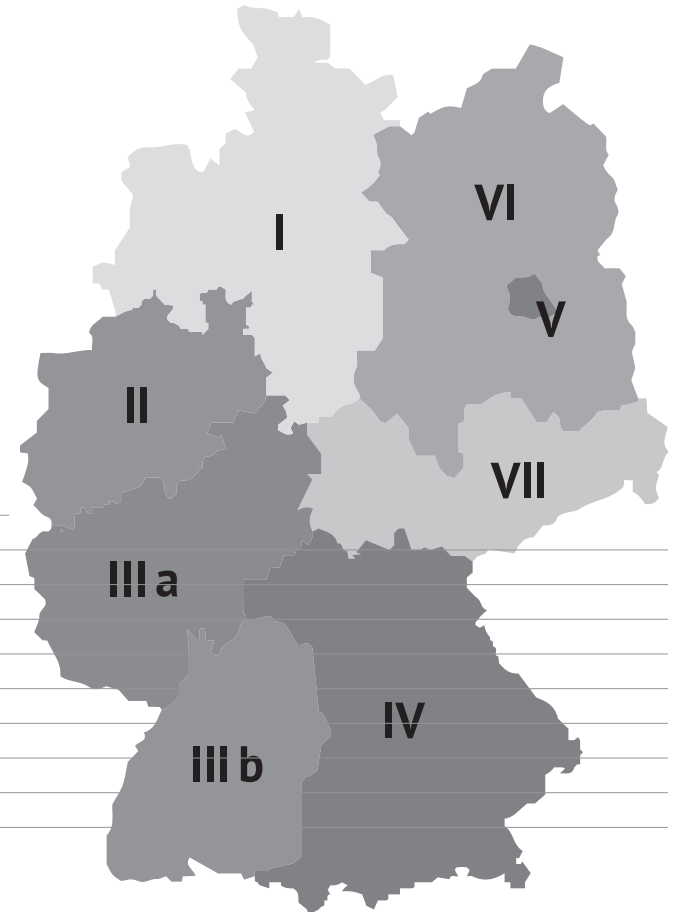


DISTRIBUTION BY NIELSEN AREAS:

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

Distribution range of the magazine OMNIBUSREVUE:

Nielsen region	Actual distributed inland circulation*
I	676
II	916
III a	981
III b	1,084
IV	1,673
V	669
VI	232
VII	336
Total	6,567





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: € 129.30 incl. packing/posting plus statutory VAT.

European countries: € 141.30 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

TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

<p>ISSUE 1 AD 01.12.21 CD 14.12.21 PD 11.01.22</p>	<p>Bus glass Fuel & service cards Bus trailers</p>	<p>Software Digitalization</p>	<p>Brussels Motor Show, Brussels, 14.01.-23.01.2022 CMT, Stuttgart, 15.01.-23.01.2022 VPR VIP-Treff, Bremen, 03.02.-05.02.2022</p>
<p>ISSUE 2-3 AD 27.01.22 CD 09.02.22 PD 01.03.22</p>	<p>GPS & telematics E-mobility/Hydrogen Fuels/Drives/Hybrids Fire Protection Driving safety</p>	<p>Maintenance contracts Bus booking portals Travel insurances</p>	<p>VDV-Academy Electric Bus Conference, Berlin, 02.03.-03.03.2022 IT-TRANS, Karlsruhe, 08.03.-10.03.2022</p>
<p>ISSUE 4 AD 10.03.22 CD 23.03.22 PD 12.04.22</p>	<p>Preview BUS2BUS Camera systems and radar systems Maintenance & repair Autonomous driving</p>	<p>Catalogue design & online presence</p> <ul style="list-style-type: none"> • Industry Compass 2022 	<p>BUS2BUS, Berlin, 27.04.-28.04.2022</p>
<p>ISSUE 5 AD 04.04.22 CD 20.04.22 PD 10.05.22</p>	<p>Galleys and interior decoration Passenger information systems</p>	<p>Driver training and advanced education for drivers and entrepreneurs Planning software</p>	

TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

ISSUE 6

AD 03.05.22
CD 16.05.22
PD **07.06.22**

E-mobility: vehicles & drive technology
Air conditioning systems & technology
Supply and disposal solutions
Barrier-free buses: ramps & lifts

E-ticketing & apps

ISSUE 7

AD 31.05.22
CD 14.06.22
PD **05.07.22**

E-mobility: charging infrastructure
Onboard entertainment, seats & seating systems
Galleys
Door systems

Fuel and service cards

ISSUE 8

AD 30.06.22
CD 13.07.22
PD **02.08.22**

Washing facilities & vehicle cleaning
Hydrogen
Wear parts, bus glass
Tyres

Fleet management
Shortage of drivers

ISSUE 9

AD 08.08.22
CD 23.08.22
PD **13.09.22**

Preview IAA Nutzfahrzeuge (Commercial Vehicles)
Preview InnoTrans
Driver assistance systems
Maintenance & repair
E-mobility

Leasing & renting

IAA Nutzfahrzeuge (Commercial Vehicles),
Hanover, 20.09. - 25.09.2022
InnoTrans, Berlin, 20.09.-23.09.2022

ISSUE 10

AD 07.09.22
CD 20.09.22
PD **11.10.22**

Follow-up report IAA
Follow-up report InnoTrans
Bus of the Year Winner
Fit for the winter season
Exhaust optimisation

Workwear
Receivables management

TECHNOLOGY-TOPICS

ISSUE 11-12

AD 13.10.22

CD 27.10.22

PD 17.11.22

Outfit for long-distance coaches
Onboard entertainment
Mini and midi buses
Alternative gears
Sustainability & exhaust technology

MANAGEMENT-TOPICS

Insurances
Tourguides
Driver's further training

- Annual calendar
- Who is Who Bus

FAIRS

ISSUE 1/23

AD 30.11.22

CD 13.12.22

PD 10.01.23

Bus glass
Fuel & service cards

Software
Digitalization

CMT, Stuttgart, 21.01.-29.01.2023

This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT

230 X 300 mm



FRONT COVER

—
230 x 186 mm**



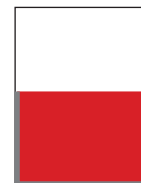
1/1 PAGE

199 x 268 mm
230 x 300 mm*



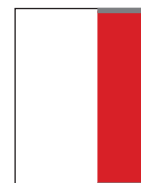
1/2 PAGE UPRIGHT

97 x 268 mm
115 x 300 mm*



1/2 PAGE HORIZONTAL

199 x 134 mm
230 x 152 mm*



1/3 PAGE UPRIGHT

63 x 268 mm
81 x 300 mm*

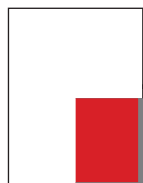


1/3 PAGE HORIZONTAL

199 x 90 mm
230 x 108 mm*

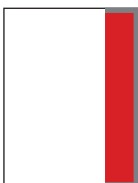
MAIN MAGAZINE

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



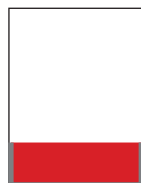
1/4 PAGE BLOC

97 x 134 mm
115 x 152 mm*



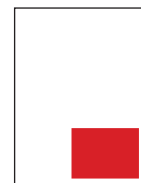
1/4 PAGE UPRIGHT

46 x 268 mm
64 x 300 mm*



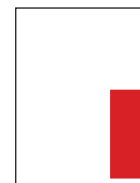
1/4 PAGE HORIZONTAL

199 x 67 mm
230 x 85 mm*



1/8 PAGE BLOC

97 x 67 mm
—



1/8 PAGE UPRIGHT

46 x 134 mm
—



1/8 PAGE HORIZONTAL

199 x 34 mm
—

MAIN MAGAZINE

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

* + 3 mm bleed

** Placement address label: from below 4 cm, from left 2 cm; 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 €
Front cover	6,340.00
2./3./4. cover page	6,155.00
1/1 page	5,520.00
Junior page	3,785.00
1/2 page	3,130.00
1/3 page	1,970.00
1/4 page	1,620.00
1/8 page	980.00
Surcharge placement:	
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 %

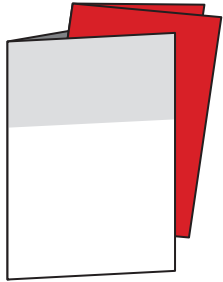
All surcharges do qualify for discounts. Front covers are not subject to discounts.

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.

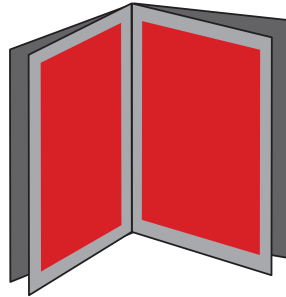
FORMAT

- Max. 223 mm width x 295 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- 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

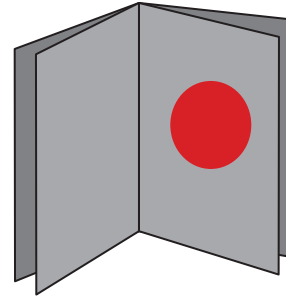
FORMAT

- 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

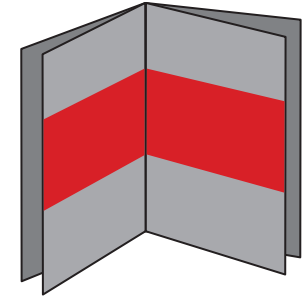
FORMAT

- max. Ø 90 mm

PRICE

- € 1,925.00

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

- € 4,570.00

WALL CALENDAR

Feature your business with an ad on the 2023 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

SCHEDULE/FORMATS/CIRCULATION

Publication date	17.11.2022
(Supplement in OMNIBUSREVUE 11-12/2022)	
Ad deadline	04.10.2022
Closing date printing materials	12.10.2022
Format	800 x 540 mm
Circulation	7,000 copies

PRICE ON REQUEST

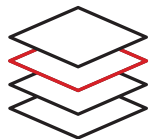
Premium ad
190 x 85 mm



Premium ad
190 x 85 mm

	JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
95 x 173 mm	3 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 So	1 Mo	1 Do	1 So	1 Di	1 Fr	3 So
95 x 85mm	2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Mo	2 Sa	2 Mo
95 x 85mm	3 Di	3 So	3 So	3 Mi	3 Fr	3 Mi	3 Mi	3 So	3 Di	3 Di	3 So	3 Di
95 x 85mm	4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mi	4 Fr	4 Mo	4 Mo
95 x 85mm	5 Sa	5 Di	5 Di	5 Fr	5 Sa	5 Sa	5 Fr	5 Mo	5 Do	5 Sa	5 Di	5 Do
95 x 85mm	6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Do	6 So	6 Di	6 Fr	6 So	6 Mo	6 Fr
95 x 85mm	7 Mo	7 Do	7 Do	7 So	7 Fr	7 So	7 So	7 Mi	7 Sa	7 Mo	7 Do	7 So
95 x 85mm	8 Di	8 Fr	8 Fr	8 Mo	8 Mo	8 Mo	8 Mo	8 Do	8 Do	8 Di	8 Fr	8 So
95 x 85mm	9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Di	9 Di	9 Fr	9 Mo	9 Mo	9 Sa	9 Mo
95 x 85mm	10 Do	10 So	10 So	10 Mi	10 Fr	10 Mo	10 Mo	10 Do	10 Do	10 Do	10 So	10 Di
95 x 85mm	11 Fr	11 Mo	11 Mo	11 Do	11 Do	11 Di	11 Di	11 So	11 Mi	11 Fr	11 Mo	11 Mo
95 x 85mm	12 So	12 Di	12 Di	12 Fr	12 Sa	12 Sa	12 Sa	12 Mo	12 Do	12 So	12 Mo	12 Do
95 x 85mm	13 Mo	13 Do	13 Do	13 So	13 Mi	13 Mi	13 Mi	13 Do	13 Fr	13 So	13 Mo	13 Fr
95 x 85mm	14 Mo	14 Do	14 Do	14 So	14 Mi	14 Fr	14 So	14 Mi	14 So	14 Mo	14 Do	14 So
95 x 85mm	15 Di	15 Fr	15 Fr	15 Mo	15 Mo	15 So	15 Mo	15 Do	15 Do	15 Di	15 Fr	15 So
95 x 85mm	16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Di	16 Di	16 Fr	16 Mo	16 Mo	16 Sa	16 Mo
95 x 85mm	17 Do	17 So	17 So	17 Mi	17 Fr	17 Mo	17 So	17 So	17 Di	17 Do	17 So	17 Di
95 x 85mm	18 Fr	18 Mo	18 Mo	18 Do	18 Do	18 Do	18 Do	18 Mo	18 Do	18 Mo	18 Do	18 Mo
95 x 85mm	19 So	19 Di	19 Di	19 Fr	19 Sa	19 So	19 Mo	19 Do	19 Do	19 So	19 Di	19 Do
95 x 85mm	20 Mo	20 Do	20 Do	20 So	20 Mi	20 Do	20 Do	20 Fr	20 Mo	20 Mo	20 Sa	20 Fr
95 x 85mm	21 Mo	21 Do	21 Do	21 So	21 Mi	21 Fr	21 So	21 Mi	21 Mo	21 Mo	21 Sa	21 So
95 x 85mm	22 Di	22 Fr	22 Fr	22 Mo	22 Do	22 So	22 Mo	22 Do	22 Do	22 Di	22 Fr	22 So
95 x 85mm	23 Mi	23 Sa	23 Sa	23 Di	23 Di	23 Di	23 Di	23 Fr	23 Mo	23 Mo	23 Sa	23 Mo
95 x 85mm	24 Do	24 So	24 So	24 Mi	24 Fr	24 Mo	24 Mo	24 Do	24 Do	24 Do	24 So	24 Di
95 x 85mm	25 Fr	25 Mo	25 Mo	25 Do	25 Do	25 Do	25 Do	25 Mi	25 So	25 Fr	25 Mo	25 Mo
95 x 85mm	26 So	26 Di	26 Di	26 Fr	26 Sa	26 So	26 Fr	26 Mo	26 Do	26 So	26 Di	26 Do
95 x 85mm	27 So	27 Mi	27 Mi	27 So	27 Mo	27 Do	27 So	27 Di	27 Fr	27 So	27 Mo	27 Fr
95 x 85mm	28 Mo	28 Do	28 Do	28 So	28 Mi	28 Fr	28 So	28 Mo	28 Do	28 Mo	28 Sa	28 Mo
95 x 85mm	29 Di	29 Fr	29 Fr	29 Mo	29 Do	29 So	29 Mo	29 Do	29 Do	29 Do	29 So	29 Di
95 x 85mm	30 Mi	30 Sa	30 Sa	30 Di	30 Di	30 Di	30 Di	30 Fr	30 Mo	30 Mo	30 Sa	30 Mo
95 x 85mm	31 Di	31 Do	31 Do	31 So	31 Mi	31 Fr	31 Mo	31 Do	31 Do	31 Di	31 Mo	31 Do

2023



PRINT

AN OMNIBUSREVUE SPECIAL TO THE FUTURE 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 4/2022.

PRICE: 2/1 page € 4,490.00

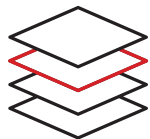
(For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.)

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 11-12/2022.

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.



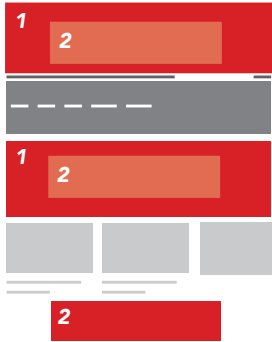
DIGITAL

FORMAT

PRICE

1/2 page portrait	€ 600.00 incl. premium online entry in the industrial directory
1/1 page portrait	€ 1,005.00 incl. ultimate online entry in the industrial directory
Online entry	starting from € 299.00

Your company portrait will be listed online for 12 months.



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 150.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 95.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 80 KB)

CPM*

- € 95,00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 80 KB)

CPM*

- € 150.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 95.00

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	275.00
TextAd**	2	650 x 366	275.00
Medium Rectangle**	3	300 x 250	275.00

* 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 with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT

Online Advertorial

PLACEMENT

omnibusrevue.de

DURATION

1 week

PRICE IN €

1,570.00



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)	299.00
Ultimate (premium + detailed company presentation)	599.00



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.

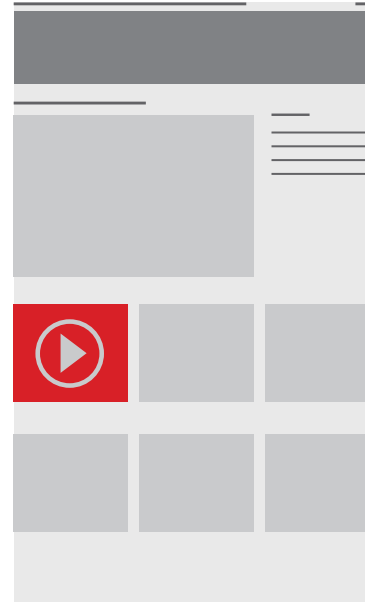
OFFERS:

- 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

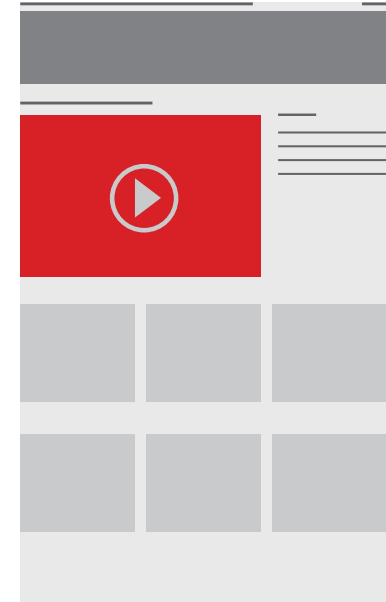
PRICE AND TECHNICAL DETAILS ON REQUEST

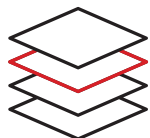


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



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 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 € 9,150.00	1/2 € 4,620.00 1/1 € 5,900.00 2/1 € 8,220.00	1/2 € 2,850.00 1/1 € 4,240.00 2/1 € 6,720.00



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 Startpage	✓ 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		
	€ 9,900.00	€ 6,290.00	€ 2,790.00



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 Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 chapters (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		
	€ 34,500.00	€ 29,900.00	€ 16,500.00







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

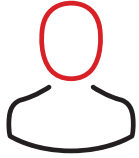
In a white paper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

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
Startpage placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 25,500.00	€ 15,500.00



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