OMNIBUSREVUE

MEDIA KIT **2022**

OMNIBUSREVUE Tourism
Better in management, technology and tourism

www.omnibusrevue.de

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Status as of: April 1st, 2022

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

Specialist media are the perfect advertising means. **78 %** consider advertisements in specialist media as beneficial.
Anyone advertising in specialist media confirms his relevance in the market and enhances it.

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

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

PRINT

7,000
PRINT RUN OMNIBUSREVUE*

6,762
ACTUAL DISTRIBUTED CIRCULATION (ADC):*

2,458
PAID CIRCULATION*

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

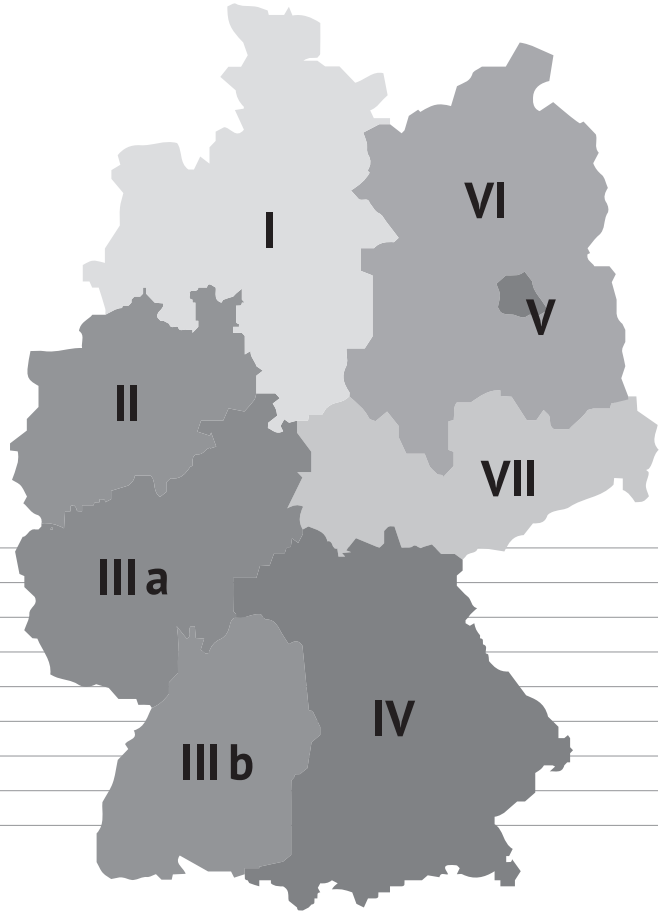
** Online access control: IVW certified (ausweisung.ivw-online.de)
*** Dispatch: own data collection, current figures on request

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**



* own data collection

WHO ARE THE READERS OF OMNIBUSREVUE?

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

SUBSCRIPTION

ISSN	1436-9974
Annual subscription price	
Inland:	€ 134.30 incl. packing/posting plus statutory VAT.
European countries:	€ 146.30 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

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.

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

			FAIRS
ISSUE 1 AD 01.12.21 CD 14.12.21 ***PD 11.01.22***	Mines, caves and grottos Palaces, castles, monasteries Floral exploration trips	City trips: Jewels in the East (Erfurt, Jena, Dresden, Weimar, Leipzig)	**Day of Bus Tourism,** 10.01.2022 **CMT,** Stuttgart, 15.01.-23.01.2022 **VPR VIP-Meeting,** Bremen, 03.02.-05.02.2022 **f.re.e,** Munich, 16.02.-20.02.2022
ISSUE 2-3 AD 27.01.22 CD 09.02.22 ***PD 01.03.22***	Preview ITB Berlin Study trips & team events Worlds of Experience / Zoos and animal parks Railways, nostalgia trains & mountain railways Summer events & open air plays *Close-up experience: „History"* Travel insurances	City trips: Berlin Region special: Ore Mountains and Vogtland Region special: Coast of Croatia Country special: Austria (Burgenland/Carinthia/ Upper Austria/Lower Austria/Vienna) Country special: Italy, Netherlands, Poland	**ITB,** Berlin, 09.03.-13.03.2022
ISSUE 4 AD 10.03.22 CD 23.03.22 ***PD 12.04.22***	Tourist navigation Breweries, distilleries & wineries *Close-up experience: „Tradition"*	City trips: Hamburg Region special: Saarland Country special: Austria (Tyrol/Salzb./Styria/Voralb.) Country special: France, Croatia, Schwitzerland	**BUS2BUS,** Berlin, 27.04.-28.04.2022
ISSUE 5 AD 04.04.22 CD 20.04.22 ***PD 10.05.22***	Shopping trends Wellness, recreation & active tours City trips & popular destinations	Lake special: Lake Constance Region special: Thuringia Country special: Great Britain, Ireland Country special: Netherlands	

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

FAIRS

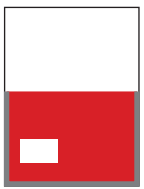
ISSUE 6 AD 03.05.22 CD 16.05.22 ***PD 07.06.22***	Worlds of Experience Pleasure Castles, courtyard gardens & parks UNESCO	Region special: Saxony, Bavaria Region special: South Tyrol Country special: Slovenia Country special: Scandinavia Country special: Hungary
ISSUE 7 AD 31.05.22 CD 14.06.22 ***PD 05.07.22***	Preview RDA Group Travel Expo Group travel: Highlights Austria 2022/23 Experiencing knowledge!	Region special: Baden-Württemberg
ISSUE 8 AD 30.06.22 CD 13.07.22 ***PD 02.08.22***	Christmas markets Educational trips *Close up experience: „Automotive history"*	Region special: Mecklenburg-Western Pomerania Country special: Switzerland
ISSUE 9 AD 08.08.22 CD 23.08.22 ***PD 13.09.22***	Winter journeys, Christmas markets Group tours prospects 2023 Fascination: Airport	Region special: Adventure land Brandenburg Country special: Slovakia, Czech Republic
ISSUE 10 AD 07.09.22 CD 20.09.22 ***PD 11.10.22***	Musicals, music travels and festivals Air and long-distance travels Shopping & savoring	City trips: Berlin Two cities. One state: Bremen & Bremerhaven Region special: Saarland Region special: Lower Saxony

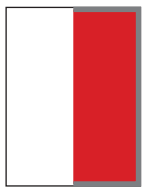
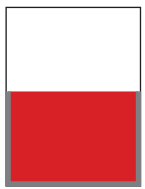
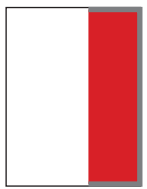
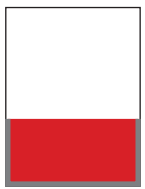
AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

			FAIRS
ISSUE 11-12 AD 13.10.22 CD 27.10.22 ***PD 17.11.22***	Museums, art and cultural trips Wellness & spa, spa vacations Pilgrimages Stop-over-destinations & motorway service stations Jubilees & events 2023 Travel insurances	City special: Hanseatic cities Region special: Sauerland Region special: Rhineland-Palatinate Region special: Vacation region Franconia • **Annual calendar**	
ISSUE 1/23 AD 30.11.22 CD 13.12.22 ***PD 10.01.23***	Barrier-free destinations Bus & Flower Palaces, castles, monasteries Mines, caves and grottos	City trips: Jewels in the East	**CMT,** Stuttgart, 21.01.-29.01.2023

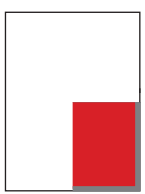
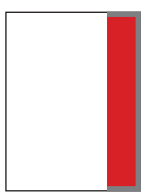
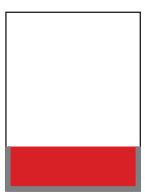
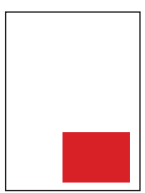
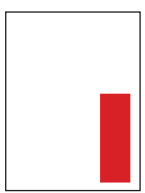
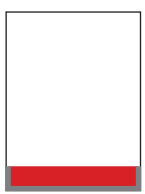
This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

MAGAZINE FORMAT
230 X 300 mm



MAIN MAGAZINE	FRONT COVER	1/1 PAGE	1/2 PAGE PORTRAIT	1/2 PAGE LAND-SCAPE	1/3 PAGE PORTRAIT	1/3 PAGE LAND-SCAPE
Type area (w x h)	—	199 x 268 mm	97 x 268 mm	199 x 134 mm	63 x 268 mm	199 x 90 mm
Bleed size (w x h)	230 x 186 mm**	230 x 300 mm*	115 x 300 mm*	230 x 152 mm*	81 x 300 mm*	230 x 108 mm*

MAIN MAGAZINE	1/4 PAGE BLOC	1/4 PAGE PORTRAIT	1/4 PAGE LAND-SCAPE	1/8 PAGE BLOC	1/8 PAGE PORTRAIT	1/8 PAGE LAND-SCAPE
Type area (w x h)	97 x 134 mm	46 x 268 mm	199 x 67 mm	97 x 67 mm	46 x 134 mm	199 x 34 mm
Bleed size (w x h)	115 x 152 mm*	64 x 300 mm*	230 x 85 mm*	–	–	–

** + 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

FORMAT	4-COLOURS IN €
Front cover	**6,060.00**
2./3./4. cover page	**4,440.00**
1/1 page	**3,570.00**
Junior page*	**2,140.00**
1/2 page	**2,100.00**
1/3 page	**1,600.00**
1/4 page	**1,115.00**
1/8 page	**545.00**
Surcharge placement:	
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)

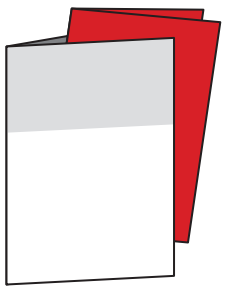
FREQUENCY SCALE		QUANTITY SCALE	
3 times	**3 %**	3 pages	**5 %**
6 times	**5 %**	6 pages	**10 %**
9 times	**10 %**	9 pages	**15 %**
12 times	**15 %**	12 pages	**20 %**

All surcharges do qualify for discounts. Front covers 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.

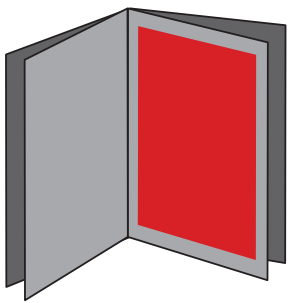
FORMAT

- Max. 223 mm width x 295 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 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

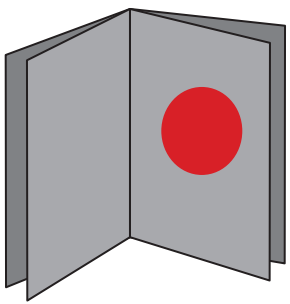
FORMAT

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

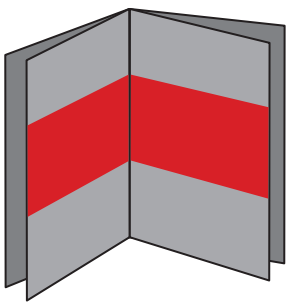
FORMAT

- max. Ø 90 mm

PRICE

- **€ 1,070.00**

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

- **€ 3,765.00**

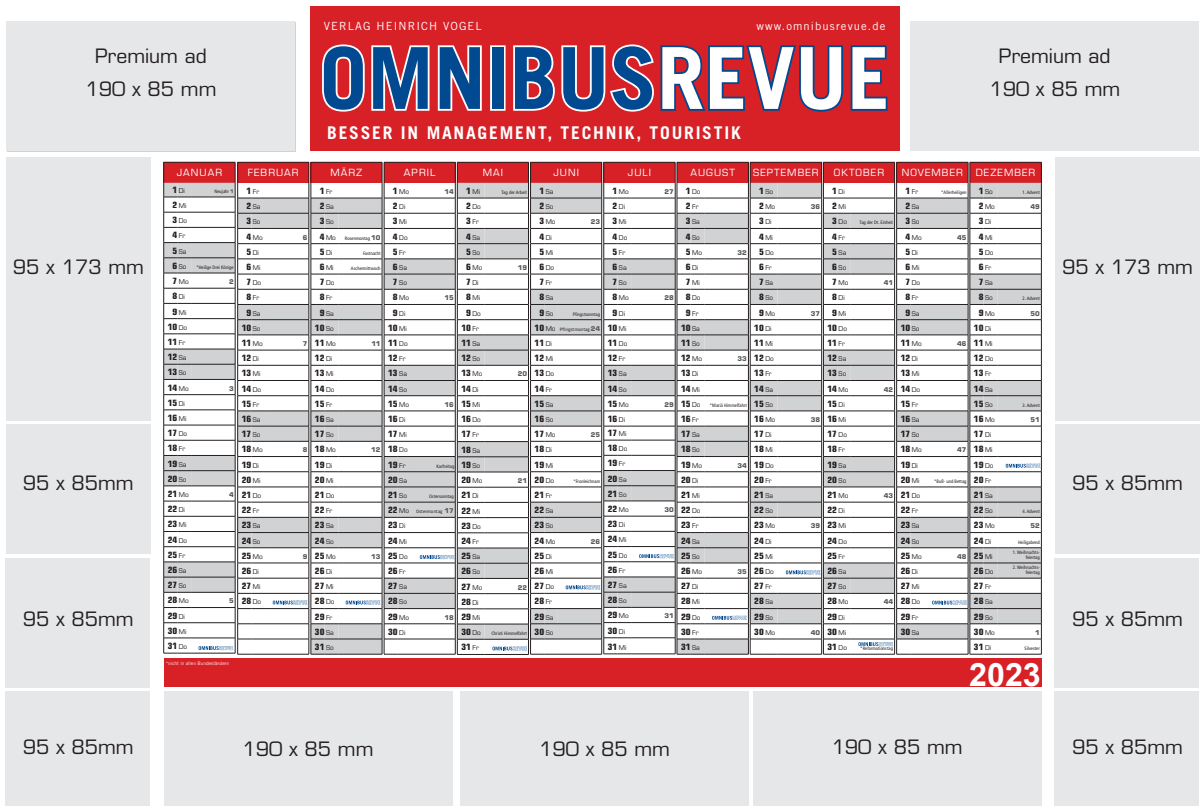
WALL CALENDAR

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

PRICE ON REQUEST



The currently valid VAT must be added to all prices. Valid from January 1st, 2022.

PRINT

THE SPECIAL PART AS A „MAGAZINE-WITHIN-A-MAGAZINE“

The special part of the magazine features a mixture of editorial reporting and **PR content**. With one-page and double-page advertorials, partners of the touristic and technical bus sector have the opportunity to give a more detailed presentation of their products and destinations than would be possible in a classical ad. An editorial introduces the reader to the topic. Independent newsflashes about the bus sector and providers as well as articles complete the contents.

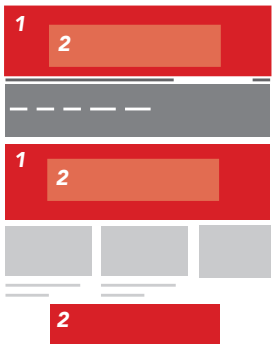
PRICE ON REQUEST

DIGITAL

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.



1 BILLBOARD

FORMAT

- 950 x 250 px (max. 80 KB)

CPM*

- € 150.00

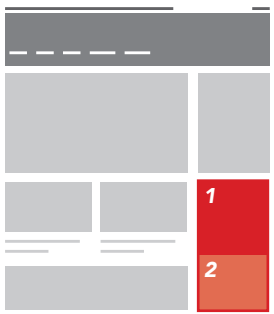
2 SUPERBANNER

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

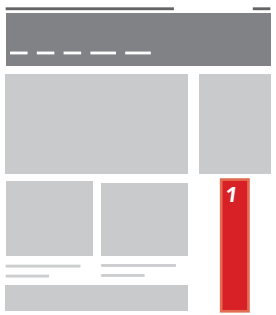
1 + 2 HALF PAGE

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.

*CPM = cost per 1,000 impressions. The currently valid VAT must be added to all prices. Valid from January 1st, 2022.

DIGITAL

Every Thursday, OMNIBUSREVUE informs the deciders and managers with an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/or

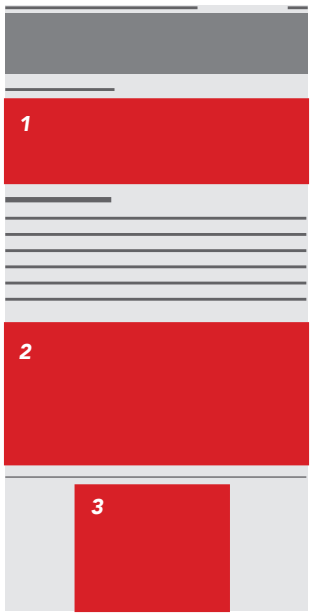
DURATION/PLACEMENT:

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.

ONLINE ADVERTORIAL

MEDIA KIT **2022**

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. above 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!

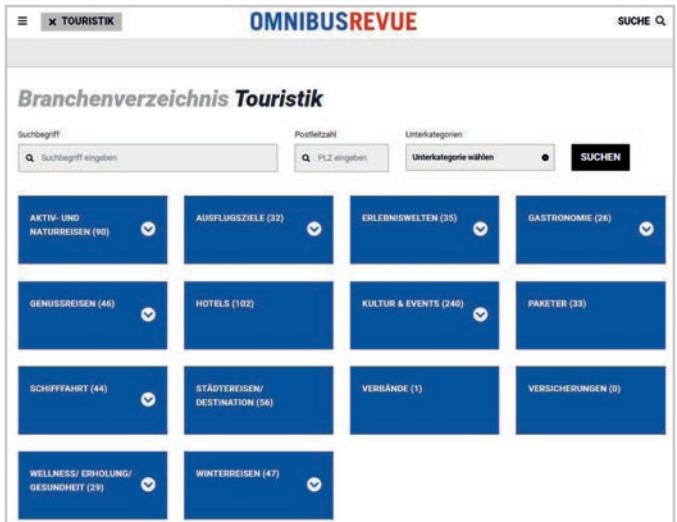
AD FORMAT	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	omnibusrevue.de	1 week	1,570.00

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.

DIGITAL

At **www.omnibusrevue.de/branchenverzeichnis/touristik** the bus entrepreneur can find package tour operator as well as partners for the bus tourism industry - 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, referencen, image gallery, contact form)	**299.00**
Ultimate (Premium + detailed company presentation)	**599.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.

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.

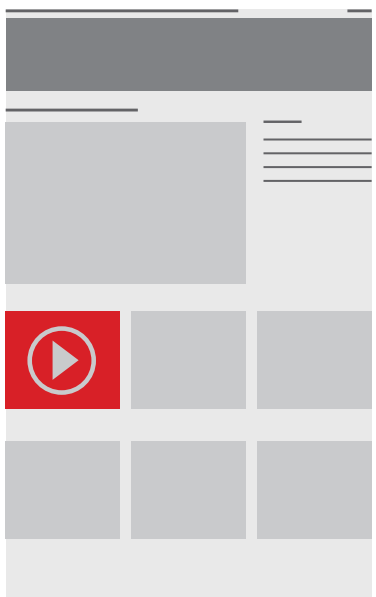
OFFERS:

- 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

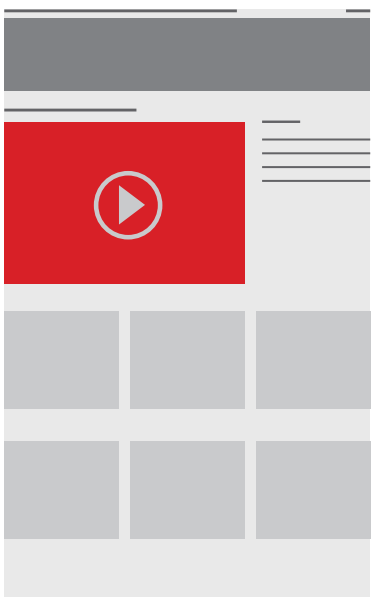
PRICE AND TECHNICAL DETAILS ON REQUEST

BUS OMNIBUSREVUE BUSFAHRER TV

PRESENTATION AS TOP ARTICLE FOR ONE WEEK



PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER SIX MONTHS



PRINT

DIGITAL

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.

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 **€ 6,980.00**	1/2 **€ 3,660.00** 1/1 **€ 4,380.00**	1/2 **€ 1,825.00** 1/1 **€ 2,590.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.
Special publications are not subject to agency discount or other discounts.

DIGITAL

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

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

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

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		
	€ 6,990.00	**€ 4,590.00**	**€ 1,990.00**

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.
Special publications are not subject to agency discount or other discounts.

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 teasered 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** 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

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.
Special publications are not subject to agency discount or other discounts.

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 avalaible 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
	Prices on request	

The currently valid VAT must be added to all prices. Valid from January 1st, 2022.
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ANDREA VOLZ
Head of Sales
Springer Fachmedien München

andrea.volz@springernature.com
Phone +49 89 203043-2124
Fax +49 89 203043-2398

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
Fax +49 89 203043-2398

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

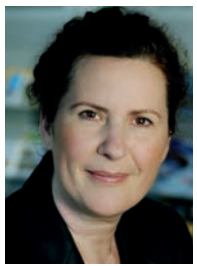
REBECCA KIRCHMAIR
Junior Account Manager
German Federal States: BE, BB, MV, NI, RP, SH, SL
Austria: Tirol
Italy, Switzerland, Benelux

rebecca.kirchmair@springernature.com
Phone +49 89 203043-1128
Fax +49 89 203043-2398

REPRESENTATIVES FOREIGN COUNTRIES: VERONIKA KISZEL
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
Cellphone +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