



2021

TECHNOLOGY



MEDIA KIT 2021

Better in management,
technology and tourism
www.omnibusrevue.de

What distinguishes the OMNIBUSREVUE?

Die OMNIBUSREVUE is the guidepost for the bus industry and other providers of group travels. It supports entrepreneurs and managers with tips for the everyday business, current legal articles, 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.

Who are the readers of the 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.

How do the readers evaluate the OMNIBUSREVUE?

As our readership structure analysis revealed, the readers are confident of the competent articles and the intelligibly presented information. They rate the OMNIBUSREVUE as an important information media for their daily work. Roughly 96 percent would recommend the magazine, 87 percent rate the reporting as objective, critical and factual. Also the clear and comprehensible design is appreciated by the readers.

What more does the OMNIBUSREVUE offer?

Part of the OMNIBUSREVUE portfolio are events, special single-topic publications, an online database with vehicle data and dealer portraits, the useful Who Is Who Bus and the video portal BUS TV. In addition, as a specialized information provider encompassing multiple media, we offer daily news on our website, a weekly newsletter and also our own online appearance on Facebook and Twitter.



Gerhard Grünig
Editor-in-Chief OMNIBUSREVUE

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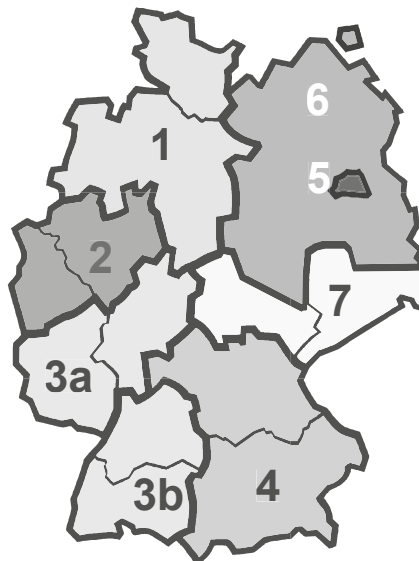
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Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	683
2	924
3 a	992
3 b	1,091
4	1,686
5	673
6	234
7	339
total	6,622

Circulation analysis*:

Circulation:	Average number of copies per issue in the first quarter of 2020		
Print run:	7,000		
Actual distributed circulation (ADC):	6,817	therefrom abroad:	195
Sold copies:	2,534	therefrom abroad:	167
▪ Subscription copies:	1,381	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	1,153		
Complimentary copies:	4,283		
Reminder, archive and records copies:	183		

Geographical distribution analysis:

Economic area	Share of actual distributed circulation copies	
	%	copies
Inland	97.1	6,622
Foreign Countries	2.9	195
Actual distributed circulation (ADC):	100.0	6,817

*Publisher's information

Industries/economic sectors/business types¹⁾:

Dept./ Class	Recipients groups According to economic sector classification of the Federal Statistical Office	Share of ADC in %	Projection (approx.)
49.39.1	Regular passenger transport services by bus incl. long-distance passenger transport	39	2,580
49.39.2, 49.39	Occasional passenger transport services by bus incl. tourist travel Other passenger transport services by land traffic	35	2,320
79.1	Travel agencies and tour operators	16	1,060
55.1, 56	Hotels and similar accommodation Catering industry Tourism industry	5	330
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	3	200
–	Others / Not specified	2	130
	Rounding difference		+2
	Actual distributed circulation in Germany:	100	6,622
	Foreign Countries (unlevied)		195
	Actual distributed circulation:		6,817

Readership Structure Analysis:

As an objective and trustworthy specialist magazine for the group travel industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry, and 93 % of whom act as direct decision makers.

Top values for a trade journal!

Expert articles and clearly understandable practical information impress our readers month after month.

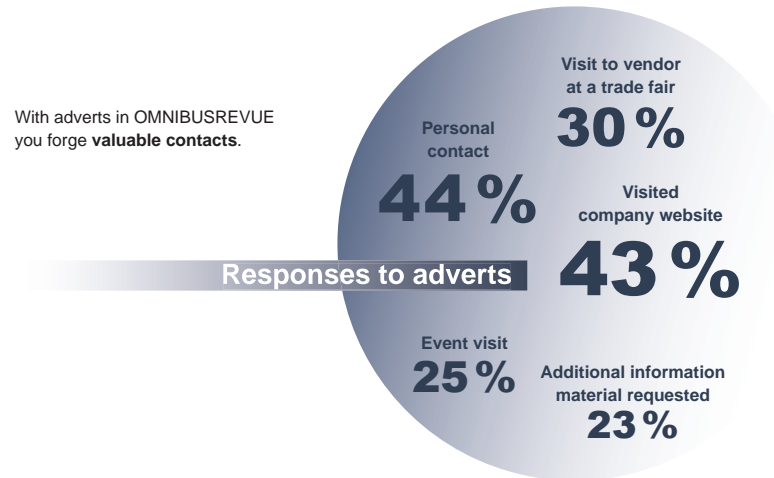


» These figures illustrate the high esteem in which our readers hold us.

Highly useful information resources and expert articles are well received among top managers within the industry:

- The magazine is regularly read by 83 % of readers.
- Good content is passed on – in addition to the initial recipient, OMNIBUSREVUE reaches an average of 2.2 additional readers – meaning 3.2 readers in total.
- It achieves a reach of over 21,000 readers* per issue.
- The average time spent reading is 36 minutes.
- The potential page exposure is 71 %.
- The recommendation rate is 96 %.

With adverts in OMNIBUSREVUE you forge **valuable contacts**.



TECHNOLOGY-TOPICS	MANAGEMENT-TOPICS	FAIRS	
<p>ISSUE 1 DA: 16.11.2020 CD: 27.11.2020 PD: 17.12.2020</p>	<p>Bus glass & infection protective screens Fuel and service cards</p>	<p>Software Digitalization</p>	<p>39. Day of Bus Tourism, Duisburg, 11.01.2021 CMT, Stuttgart, 23.01.-31.01.2021</p>
<p>HEFT 2-3 DA: 20.01.2021 CD: 03.02.2021 PD: 25.02.2021</p>	<p>GPS & telematics E-mobility Fuels/Drives/Hybrids Fire protection Driving safety</p>	<p>Maintenance contracts Travel insurances Bus booking portals</p>	<p>ITB Berlin NOW, 09.03.-12.03.2021 (digital) VDV-Akademv Electric Bus Conference, Berlin, 16.03.-17.03.2021 (digital)</p>
<p>ISSUE 4 DA: 22.02.2021 CD: 05.03.2021 PD: 25.03.2021</p>	<p>Preview BUS2BUS Camera systems and radar systems Maintenance & repair</p>	<p>Catalogue design & online presence • Industry Compass 2021</p>	<p>BUS2BUS, Berlin, 15.04.2021 (digital) f.re.e, Munich, 21.04.25.04.2021</p>
<p>ISSUE 5 DA: 24.03.2021 CD: 08.04.2021 PD: 29.04.2021</p>	<p>Galleys, interior decoration Air conditioning systems and technology Passenger information systems Autonomous driving</p>	<p>Driver training and advanced education for drivers and entrepreneurs Planning software</p>	

This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

TECHNOLOGY-TOPICS

MANAGEMENT-TOPICS

FAIRS

ISSUE 6-7
DA: 20.05.2021
CD: 04.06.2021
PD: 24.06.2021

Supply and disposal solutions
 Barrier-free buses: ramps & lifts
 Onboard entertainment, seats & seating systems
 Lights and lighting
 E-mobility: vehicles & drive technology, charging infrastructure

E-Ticketing & apps
 Fuel and service cards

ISSUE 8
DA: 21.06.2021
CD: 30.06.2021
PD: 23.07.2021

Washing facilities and vehicle cleaning
 Galleys
 Wear parts, bus glass
 Tyres

Fleet management

RDA-Group Travel Expo, Cologne,
 27.07.-28.07.2021

ISSUE 9
DA: 26.07.2021
CD: 06.08.2021
PD: 26.08.2021

Fit for the winter season
 Exhaust optimisation
 Driver assistance systems
 Maintenance and repair
 E-mobility

Leasing & renting

automechanika, Frankfurt, 14.09.-18.09.2021

ISSUE 10
DA: 27.08.2021
CD: 09.09.2021
PD: 30.09.2021

Coach of the Year Winner

Workwear
 Receivables management

ISSUE 11-12
DA: 07.10.2021
CD: 20.10.2021
PD: 11.11.2021

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

Insurances
 Tour-Guides
 Driver's further training

- **Annual calendar**
- **Who Is Who Bus**

ISSUE 1/22
DA: 01.12.2021
CD: 14.12.2021
PD: 11.01.2022

Bus glass
 Fuel and service cards
 Caravan rental

Software
 Digitalization

CMT, Stuttgart, 15.01.-23.01.2022

This overview of planned topics for 2021 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Formats



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*



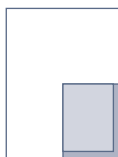
1/3 page upright
 63 x 268 mm
 81 x 300 mm*



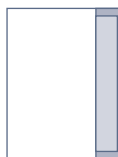
1/3 page horizontal
 199 x 90 mm
 230 x 108 mm*

Main magazine

Type area (width x height)
 Bleed size (width x height)



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 (width x height)
 Bleed size (width x height)

* + 3 mm trim on all outer edges

** Placement address label: from below 4 cm, from left 2 cm; size address label: 8,5 cm x 5 cm

Circulation in average in the first quarter of 2020:

Print run:	7,000 copies
Actual distributed circulation:	6,817 copies

Magazine size:	230 mm width x 300 mm height
Type area:	199 mm width x 268 mm height
Columns 4:	Column width 46 mm
Columns 3:	Column width 63 mm

Printing and binding procedures, artwork:

Offset print, saddle stitching, 175 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket you can find at www.mediacentrum.de. The creation of artwork will be invoiced.

Advertisement types and prices technology sector:

Format	4-colours, in €
Front cover (not discountable)	6,280.00
2./3./4. cover page	6,095.00
1/1 page	5,465.00
1/2 page	3,100.00
1/3 page	1,950.00
1/4 page	1,605.00
1/8 page	970.00

Preferential placements:

Binding placement instructions	765.00
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Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 3.82
Agency price:	each mm (1-column, 43 mm wide, coloured)	€ 7.41
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 3.25
Direct price:	each mm (1-column, 43 mm wide, coloured)	€ 6.30
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.10
Box number fee:		€ 13.00

Discounts:

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

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.

Payment terms:

direct debit	3% prompt payment discount
within 10 days	2% prompt payment discount
within 30 days from date of invoice	net
VAT no. DE 152942001	

Bank account:

UniCreditBank AG, Munich, Germany
 IBAN: DE02 7002 0270 1830 2092 00
 BIC: HYVEDEMMXXX

General conditions:

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

Loose Insert



Special feature:

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

Format:

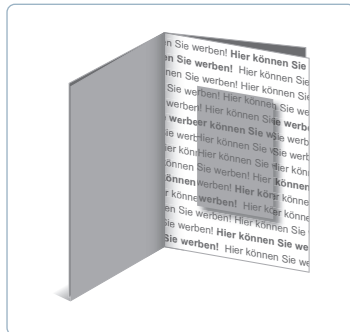
- Max. 223 mm width x 295 mm height

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

On request: As an additional service, printing of loose and inbound inserts possible.

Adhesive Adverts



Special feature:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

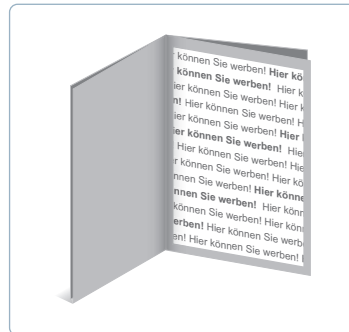
Format:

- Only in combination with 1/1 page advert, 4c

Price: (not discountable)

- Booklets/postcards per thou. € 98.00
- Other prospects/samples on request

PR Special



Special feature:

- Content is editorially prepared and published
- High attention through editorial appearance
- Annotation "PR Special" in header
- Alternative to a classic advert

Format:

- 1/2 PR page
- 1/1 PR page
- 2/1 PR page (poster appearance)

Price:

- On request

Junior Page



Special feature:

- Placed prominently in the middle of editorial content, this advert catches the eye particularly

Format:

- 166 mm width x 230 mm height in the bleed*

Price:

- € 3,635.00

* + 3 mm trim on all outer edges

Delivery address for loose and inbound inserts:

Loose und inbound inserts must be delivered
10 working days before publication date at the latest.

F & W Mediocenter GmbH
Holzhauser Feld 2
83361 Kienberg, Germany

Delivery note: „Object name issue no.“
Furthermore, the delivery note should contain the name of the client
and the delivery quantity. Further information regarding the delivery you
will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

Data creating:

- Please send printable PDF/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colours are separated into its CMYK components.
- Please also convert any spot colours into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three colour channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Colour application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer:

Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail:
anzeigen@le-tex.de.

Connections:

- E-mail: anzeigen@le-tex.de
- FTP: on request

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfelder Straße 84
04229 Leipzig, Germany
Phone: +49 341/355 356-145

Proofs directly to:

Springer Fachmedien München
Anzeigendisposition
Aschauer Straße 30
81549 Munich, Germany

You can find the downloadable data ticket at vhv.mediacentrum.de.

SCENE
Stromübertragungslösungen

„Dem Elektroantrieb gehört die Zukunft“

Die dieselelektrischen Antriebssysteme sind die Innovationen

Stromübertragungslösungen für Stadt- und Überlandverkehr sind essentiell

Elektro-Produktmanager Timo Straubhölzer, wie die Elektroantriebe besser nutzbar werden für die volle Lebensdauer



Die Bauteile des Dieselelektrischen Antriebs sind im Bild zu sehen. Die roten Pfeile weisen auf die wichtigsten Komponenten hin.

Stromübertragungslösungen

SCENE

» Der Anteil der Dieselmotoren im Innerstadtverkehr ist rückläufig. Elektrobusse sind auf dem Vormarsch – dennoch müssen Betreiber und Städte mutiger werden. «

Time Heischick, Key Account Produktmanager bei Schunk Bus- und Nutzfahrzeugen

Stromübertragungslösungen sind ein zentraler Bestandteil der Elektromobilität. Sie ermöglichen die effiziente Übertragung von Energie zwischen den verschiedenen Komponenten des Antriebsstrahls. In der Abbildung sind die verschiedenen Bauteile des Systems dargestellt, die für die Stromübertragung erforderlich sind.

10
BRUNNENREISEN 2021

Branchenkompass 2020

Ch


EV

Städte

Transport

Umwelt

Verkehr



Enthaltestelle: vollautonomes Fahren

ASIA
Stromübertragungslösungen



» Der Anteil der Dieselmotoren im Innerstadtverkehr ist rückläufig. Elektrobusse sind auf dem Vormarsch – dennoch müssen Betreiber und Städte mutiger werden. «

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Stromübertragungslösungen

SCENE

Stromübertragungslösungen sind ein zentraler Bestandteil der Elektromobilität. Sie ermöglichen die effiziente Übertragung von Energie zwischen den verschiedenen Komponenten des Antriebsstrahls. In der Abbildung sind die verschiedenen Bauteile des Systems dargestellt, die für die Stromübertragung erforderlich sind.

OMNIBUSREVUE Industry Compass 2021 – a guide to the future development of the bus and coach industry

The Industry Compass considers the issues dominating the future of the bus and coach industry, such as electrification and other alternative drive forms. 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 4/2021.

Place your double page in this attractive editorial environment. For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.

Price: 2/1 page € 4,490.00

NEW: Print and Online Presence

In addition, we can also present your company contribution as an online advertorial in the appropriate environment on our responsive website www.omnibusrevue.de. This enhances your cross-media contact chances considerably.

With an **extra charge of € 249**, you can further advertise target-oriented on the online service of the trade magazine.



Print: Who Is Who Bus – portraits of important key players

Bus dealers 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.

Online: Industry directory

The industry directory 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.

You can book your company portrait in the OMNIBUSREVUE special „Who Is Who Bus“, supplemented in the issue no. 11-12/2021 of OMNIBUSREVUE. In addition, your company portrait will be listed online for 12 months.

Prices:
 1/2 page portrait € 600.00 incl. premium online entry in the industry directory
 1/1 page portrait € 1,005.00 incl. premium online entry in the industry directory
 Online entry starting from € 298.00

For more information about the online industry directory see page 18.

Premium advert
190 x 85 mm



Premium advert
190 x 85 mm

95 x 173 mm

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

2022

95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm

95 x 85mm

95 x 85mm

Wall Calendar 2022

Feature your business with an advert on the 2022 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

Publishing date:
Supplement in OMNIBUSREVUE 11-12/2021
from Nov 11th, 2021

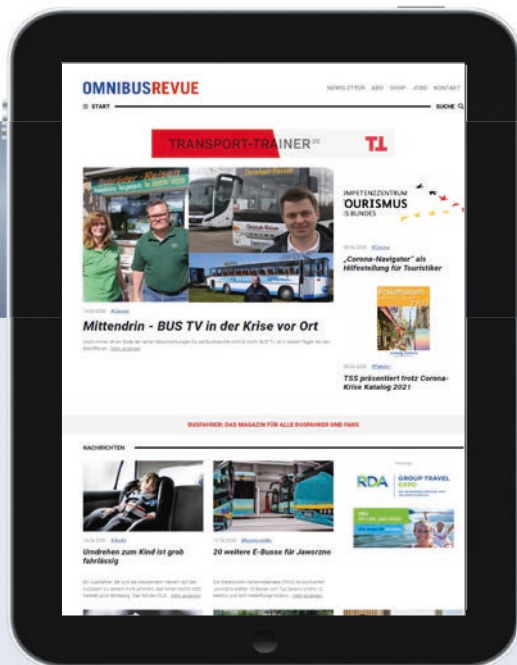
Deadline: Sept 27th, 2021
Closing Date Printing Material: Oct 5th, 2021
Format: 800 x 540 mm
Circulation: 7,000 copies

Price on request

2021

MEDIA KIT 2021

Online ad types and prices
www.omnibusrevue.de



Standard ad types:

On our **responsive website** www.omnibusrevue.de

you can reach your target group everywhere:

Mobile. On a workstation computer. And relaxed on your tablet PC.

Visits: 8,132 (June 2020)

Page Impressions: 14,483 (June 2020)



Medium Rectangle

Size: 300 x 250 px
CPM*: € 95.00



Half Page

Size: 300 x 600 px
CPM*: € 150.00



Skyscraper

Size: 160 x 600 px
CPM*: € 95.00



Superbanner

Size: 728 x 90 px
CPM*: € 95.00



Billboard

Size: 950 x 250 px
CPM*: € 150.00



Layer and Medium Rectangle

Reminder
Size: 400 x 400 px
300 x 250 px
CPM*: € 150.00

For technical specifications, please see page 19.

Newsletter:

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

Newsletter subscribers: 2,001 (June 2020)



- 1 **Cross/Full-Size Banner**
 Size: 650 x 150 px
 Fixed price: € 250.00
- 2 **Medium Rectangle**
 starting with the 2nd position
 Size: 300 x 250 px
 Fixed price: € 250.00
- 3 **Text Ad**
 starting with the 2nd position
 Size: 650 x 366 px
 Fixed price: € 250.00

For technical specifications, please see page 20.

Online Advertorial:

The online advertorial, marked as an advert, appears among the current news on the portal of omnibusrevue.de.

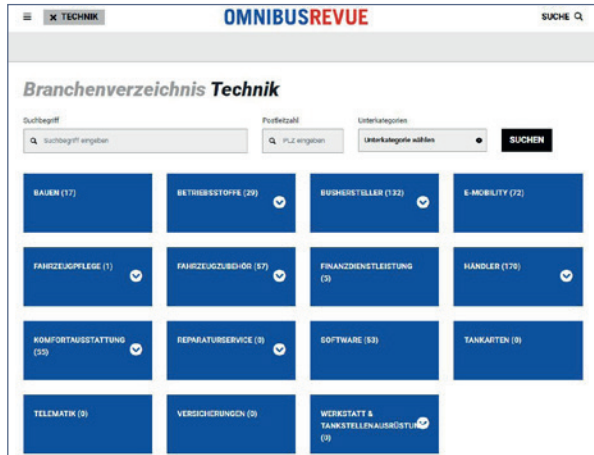
For this purpose, please send us an image (620 x 338 px), a headline, a short teaser/ introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

Because of the scaling on the different mobile terminal devices, the image must not contain text. Important image details should be placed centrally.

Price on request



Industry directory of OMNIBUSREVUE:



At <https://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.

The **premium entry** displays your logo and comprises the most important contact details of your company. With the **ultimate entry** you enhance your visibility even further and 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.

Prices:

Premium: € 299.00

- ✓ **Address**
Here you can register your company with its address, postal code and city. Your potential customers can approach you directly.
- ✓ **URL**
With a link to your homepage, you can lead the user directly to your website for further information.
- ✓ **Logo**
Upload your logo to draw the users' attention to your company.

- ✗ **Detailed company presentation**
Attract your customers' attention and make him curious through a detailed company presentation and by including your references.

Ultimate: € 599.00

- ✓ **Address**
Here you can register your company with its address, postal code and city. Your potential customers can approach you directly.
- ✓ **URL**
With a link to your homepage, you can lead the user directly to your website for further information.
- ✓ **Logo**
Upload your logo to draw the users' attention to your company.

- ✓ **Detailed company presentation**
Attract your customers' attention and make him curious through a detailed company presentation and by including your references.

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

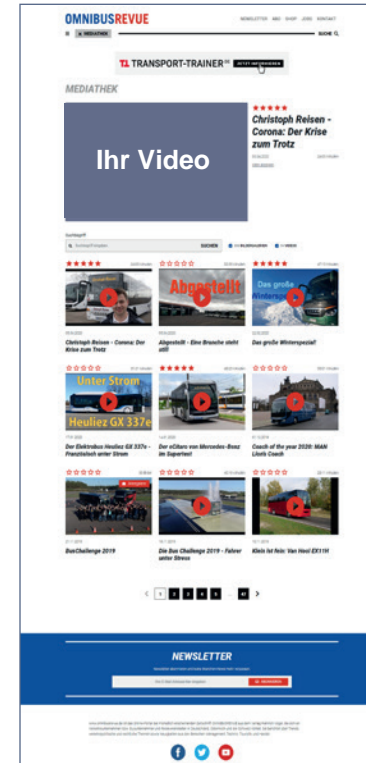
Price and technical details on request



Presentation as top article for one week



Presentation in the media library for further six months



Technical specifications: Standard ad types

- File formats: gif, jpg, html5
For html-files a clicktag is necessary. (Clicktag specifications on request).
- File size: up to 80 KB.
- Sound: generally permitted, provided that following conditions are fulfilled: as default, the sound of advertising media must be in OFF position. it can only be user-activated (e. g. by pushing a „Sound on“ button or a distinctive symbol like a loudspeaker). The user must always have the possibility to deactivate or to pause the sound. The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: Newsletter

Cross/Full-Size Banner, Medium Rectangle

- File formats: static or animated gif/jpg files
- In Outlook 2007, animated gif files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File size: up to 30 KB
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Text Ad

- Image: 650 x 366 px (static gif-/jpg-Datei, max. 120 KB)
- Headline: max. 50 characters incl. all blanks
- Running text: max. 200 characters incl. all blanks
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Payment terms:

direct debit	3% prompt payment discount
within 10 days	2% prompt payment discount
within 30 days from date of invoice	net
VAT no. DE 152942001	

Bank account:

UniCreditBank AG, Munich, Germany
 IBAN: DE02 7002 0270 1830 2092 00
 BIC: HYVEDEMMXXX

General conditions:

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

2021

MEDIA KIT 2021

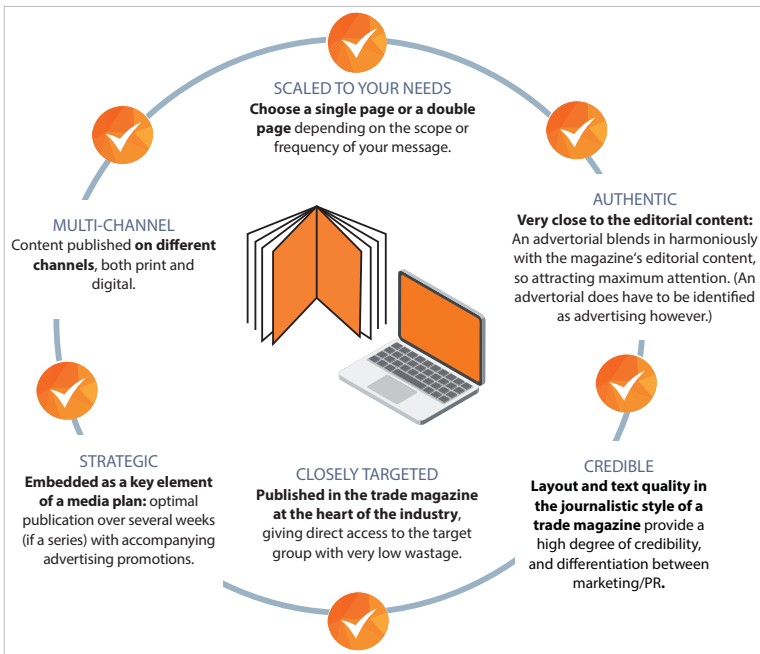


Package Offers
Special Ad Types



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.



One format, all the possibilities:

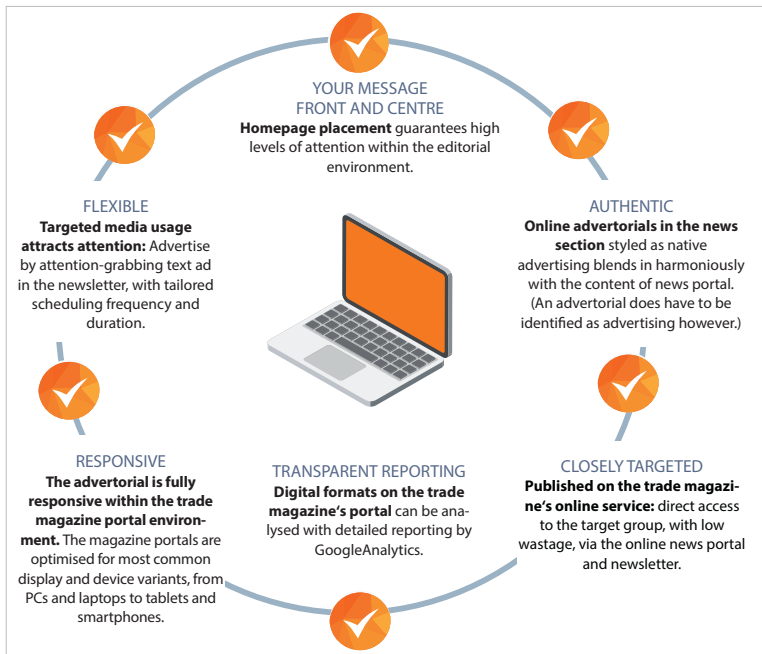
In addition to your advertorial, choose your preference package of advertising means.

Advertising means	Media packages		
	ULTIMATE Print & Online	PREMIUM Print & Online	BASIC+ Print
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	
2 resp. 4 pages digital print Special print	✓ 1.000 copies		
	1/2 € 6,800 1/1 € 10,500 2/1 € 16,100	1/2 € 6,160 1/1 € 9,100 2/1 € 15,450	1/2 € 3,780 1/1 € 7,800 2/1 € 13,175



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.



One format, all the possibilities:

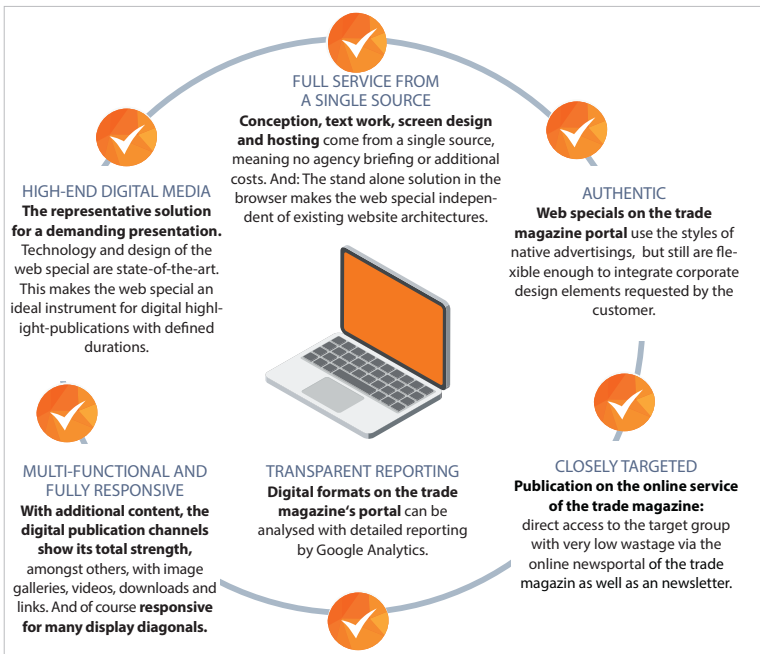
In addition to your online advertorial, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Homepage placement Startuppage	✔ 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-Platzierung CleverPush	✔ 2 x	✔ 1 x	
Banner placement Rectangle	✔ 30' Pl	✔ 20' Pl	
SocialMedia ad service Promotion	✔ 1,000		
	€ 9,990	€ 6,090	€ 2,780



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.



One format, all the possibilities:

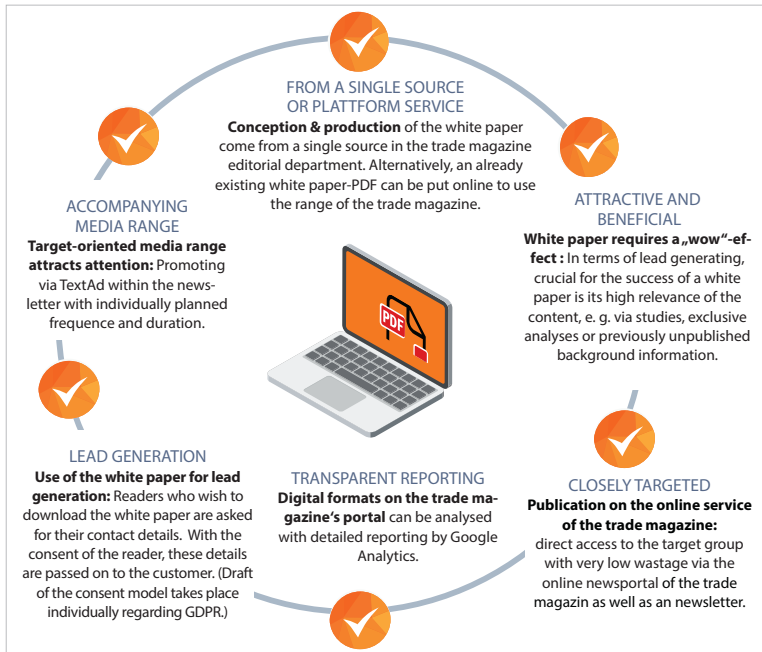
In addition to your web special, choose your preference package of advertising means.

Media packages			
Advertising means	ULTIMATE	PREMIUM	BASIC+
Expert editorial Text + layout Full service	✓ 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
SociaMedia placement Posting	4 x	2 x	
Portal placement Banner	✓ 100' PI		
	€ 34,500	€ 29,900	€ 16,500

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.



One format, all the possibilities:

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
Lead generation	8 weeks duration	4 weeks duration
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	€ 15,500

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We'll be happy to advise you!



Andrea Volz

Head of Sales
Springer Fachmedien München

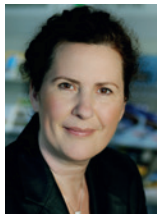
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Account Manager Classified Adverts

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Amelie Becker

Advertising Service Online

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Fax +49 89 203043-2100