



Member of  
Logistics Alliance Germany



# 2021

## TOURISM



# MEDIA KIT 2021

Better in management,  
technology and tourism  
[www.omnibusrevue.de](http://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.



A handwritten signature in black ink, appearing to read 'Gerhard Grünig'.

Gerhard Grünig  
Editor-in-Chief OMNIBUSREVUE

**Frequency of publication:** monthly

**Year of publication:** 72<sup>nd</sup> year 2021

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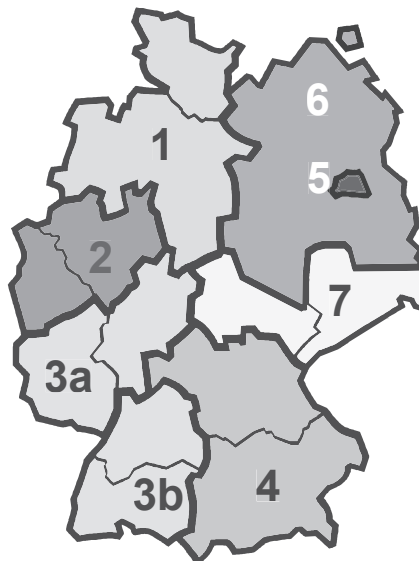
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**Distribution by Nielsen areas:**



| 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                          |
| <b>total</b> | <b>6,622</b>                 |

### Circulation analysis\*:

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

### Geographical distribution analysis:

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

\*Publisher's information

### Industries/economic sectors/business types<sup>1)</sup>:

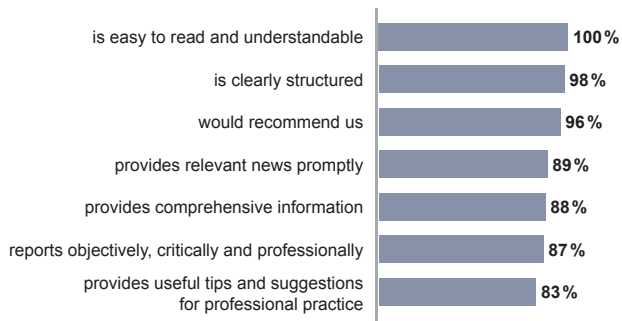
| Dept./ Class   | Recipients groups According to economic sector classification of the Federal Statistical Office                           | Share of ADC in % | Projection (approx.) |
|----------------|---|-------------------|----------------------|
| 49.39.1        | Regular passenger transport services by bus incl. long-distance passenger transport                                       | 39                | 2,580                |
| 49.39.2, 49.39 | Occasional passenger transport services by bus incl. tourist travel<br>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<br>Catering industry<br>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                  |
|                | <b>Actual distributed circulation:</b>  |                   | <b>6,817</b>         |

## 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.

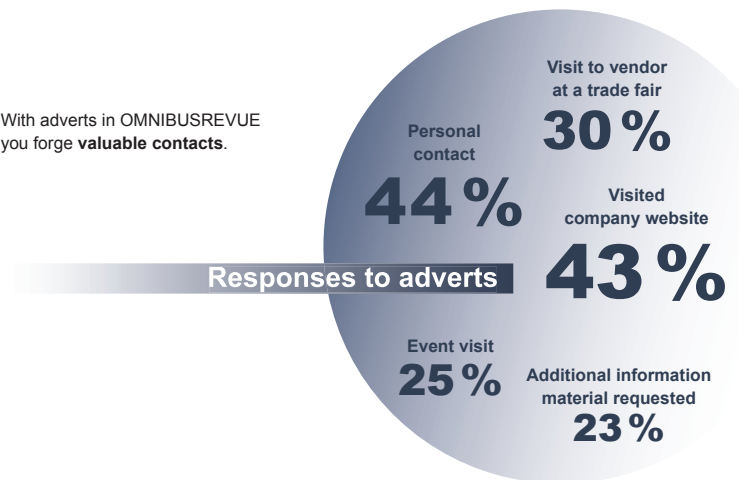


» These figures illustrate the high esteem in which our readers hold us.

**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**.



### FAIRS

#### ISSUE 1

DA: 16.11.2020

CD: 27.11.2020

PD: 17.12.2020

Mines, caves and grottos  
Palaces, castles, monasteries  
Floral exploration trips

City trips: Jewels in the East  
(Erfurt, Jena, Dresden, Weimar, Leipzig)

**39. Day of Bus Tourism**, Duisburg, 11.01.2021  
**CMT**, Stuttgart, 23.01.-31.01.2021

#### ISSUE 2-3

DA: 20.01.2021

CD: 03.02.2021

PD: 25.02.2021

Preview ITB Berlin NOW  
Zoos and animal parks  
Industrial culture  
Worlds of Experience I  
Railways, nostalgia trains & mountain railways  
Summer events & open air plays  
*Close-up experience: „History“*

City trips: Innsbruck  
City trips: Berlin, Heidelberg, Mannheim  
Region special: Coast of Croatia  
Region special: Ore Mountains and Vogtland  
Region special: Burgenland, Upper Austria, Carinthia,  
Lower Austria, Vienna  
Country special: Italy, Poland

**ITB Berlin NOW**, 09.03.-12.03.2021 (digital)

Travel insurances

#### ISSUE 4

DA: 22.02.2021

CD: 05.03.2021

PD: 25.03.2021

Tourist navigation  
Alpine dairies/Cheese dairies  
Breweries, distilleries & wineries

City trips: Hamburg  
Region special: Tyrol, Salzburger Land, Styria, Vorarlberg  
Region special: Lake Constance  
Region special: Saarland  
Country special: France, Croatia, Switzerland

**BUS2BUS**, Berlin, 15.04.2021 (digital)  
**f.re.e, Munich**, 21.04.-25.04.2021

#### ISSUE 5

DA: 24.03.2021

CD: 08.04.2021

PD: 29.04.2021

Shopping trends  
Wellness, recreation & active tours  
City trips & popular destinations  
*Close-up experience: „Tradition“*

Lake special: Lake Garda, Lake Comer  
Region special: Thuringia  
Country special: Great Britain, Ireland, Netherlands

#### ISSUE 6-7

DA: 20.05.2021

CD: 04.06.2021

PD: 24.06.2021

Preview RDA Group Travel Expo  
Worlds of Experience II  
Pleasure  
Castles, courtyard gardens & parks  
UNESCO  
Group tours: Highlights Austria 2021/22  
Experiencing knowledge!

Region special: Saxony, Bavaria  
Region special: South Tyrol  
Country special: Slovenia, Scandinavia  
Country special: Hungary

**RDA Group Travel Expo**, Cologne,  
06.07.-07.07.2021

### FAIRS

#### ISSUE 8

DA: 21.06.2021

CD: 30.06.2021

PD: 23.07.2021

Christmas markets  
Educational trips  
*Close up experience: „Automotive history“*

City trips: Innsbruck  
Region special: Mecklenburg-Western Pomerania  
Country special: Switzerland

#### ISSUE 9

DA: 26.07.2021

CD: 06.08.2021

PD: 26.08.2021

Winter journeys, Christmas markets  
Group tours prospects 2022  
Farmsteads and adventure farms  
Fascination Airport

Region special: Saxony-Anhalt  
Region special: Adventure land Brandenburg  
Country special: Slovakia, Czech Republic

#### ISSUE 10

DA: 27.08.2021

CD: 09.09.2021

PD: 30.09.2021

Musicals, music travels and festivals  
Air and long-distance travels  
New Year's Eve offers  
Shopping & savoring

City trips: Stuttgart, Berlin, Frankfurt,  
Bremen/Bremerhaven  
Region special: Baden-Württemberg  
Region special: Saarland  
Region special: Lower Saxony, Hesse

**BTB**, Vienna, 02.11.-03.11.2021

#### ISSUE 11-12

DA: 07.10.2021

CD: 20.10.2021

PD: 11.11.2021

Museums, art and cultural trips  
Wellness & spa, spa vacations  
Pilgrimages  
Motorway service stations  
Jubilees & events 2022

City special: Hanseatic cities  
Region special: Sauerland  
Region special: Rhineland-Palatinate  
Region special: Vacation region Franconia  
Country special: Netherlands

Travel insurances

• **Annual calendar**

#### ISSUE 1/22

DA: 01.12.2021

CD: 14.12.2021

PD: 11.01.2022

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

City trips: Jewels in the East

**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.

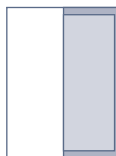
### Formats



**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\*



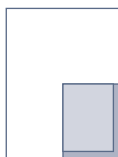
**1/3 page upright**  
 63 x 268 mm  
 81 x 300 mm\*



**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 |
| Actual sold circulation:        | 2,534 copies |

|                       |                              |
|-----------------------|------------------------------|
| <b>Magazine size:</b> | 230 mm width x 300 mm height |
| <b>Type area:</b>     | 199 mm width x 268 mm height |
| <b>Columns 4:</b>     | Column width 46 mm           |
| <b>Columns 3:</b>     | 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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Advertisement types and prices tourism sector:

| Format                                | 4-colours, in € |
|---------------------------------------|-----------------|
| <b>Front cover (not discountable)</b> | <b>6,000.00</b> |
| <b>2./3./4. cover page</b>            | <b>4,395.00</b> |
| <b>1/1 page</b>                       | <b>3,535.00</b> |
| <b>1/2 page</b>                       | <b>2,080.00</b> |
| <b>1/3 page</b>                       | <b>1,585.00</b> |
| <b>1/4 page</b>                       | <b>1,105.00</b> |
| <b>1/8 page</b>                       | <b>540.00</b>   |

### Preferential placements:

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

### Discounts:

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

| 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.

### 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](http://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:

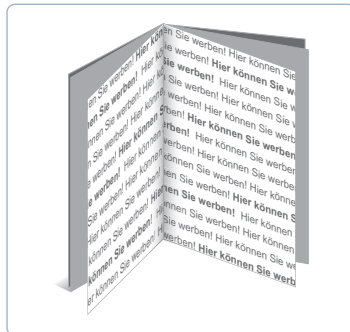
- Max. 223 mm width x 295 mm height

### 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.**

## Inbound Insert



### Special feature:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

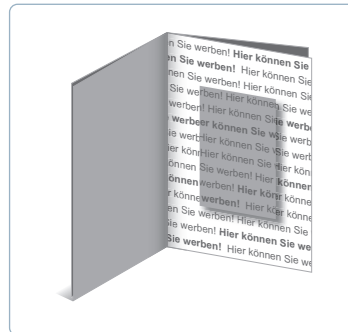
### Format:

- Please supply the inbound inserts in the untrimmed format of 233 mm width x 306 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Trim: gutter and all outer edges 3 mm

### Price: (not discountable)

- 2-pages: € 2,435.00
- 4-pages: € 4,870.00
- 6-pages: € 7,305.00

## Adhesive Adverts



### Special feature:

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

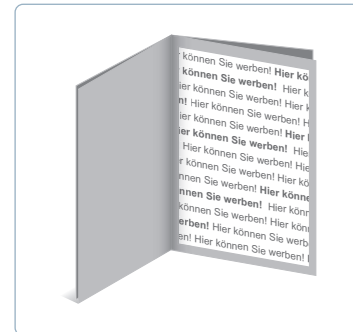
### Format:

- 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
  - 2/1 *premium page (poster appearance)*
- Positioning: first double page after the tourism news

### 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:

- € 2,120.00

## Circular Advert



### Special feature:

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

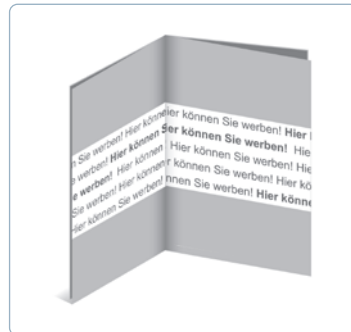
### Format:

- max. Ø 90 mm

### Price:

- € 1,060.00

## Banderole Advert



### Special feature:

- Central placement, therefore highest attention

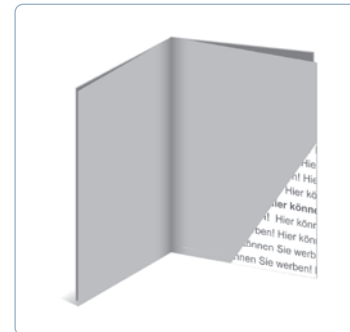
### Format:

- 460 mm width x 108 mm height in the bleed\*

### Price:

- € 3,730.00

## Diagonal Advert



### Special feature:

- Placed always on the right page
- Prominent special format with recognition value

### Format:

- 115 mm width x 115 mm height in the bleed\*

### Price:

- € 1,020.00

\* + 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](http://vhv.mediacentrum.de).



## OMNIBUSREVUE special

The special part of the magazine features a mixture of editorial reporting and PR topics. With one- 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 advert. An editorial introduces the reader to the topic. Independent newsflashes about the bus sector and providers as well as articles complete the contents.

### Previous Topics:

- Educational/Class trips
- Cultural trips
- Pleasure trips
- Club trips
- City trips
- ... and many more!

Use this special part to present your destination as well as your region *exclusively*.

### Characteristic:

- All OMNIBUSREVUE specials are published in the form of a “**magazine-within-a-magazine**” and additionally are put online.  
They are available to our readers permanently and free of charge.

### Price on request

### 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](http://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.

**Premium advert**  
190 x 85 mm



www.omnibusrevue.de

**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 Mi  | 1 Do  | 1 Di  | 1 So  | 1 Sa  | 1 Fr   | 1 Do      | 1 Mi    | 1 Di     | 1 So     |
| 2 So   | 2 Sa    | 2 Fr  | 2 Do  | 2 Mi  | 2 Di  | 2 So  | 2 Sa   | 2 Fr      | 2 Do    | 2 Mi     | 2 So     |
| 3 So   | 3 Sa    | 3 Fr  | 3 Do  | 3 Mi  | 3 Di  | 3 So  | 3 Sa   | 3 Fr      | 3 Do    | 3 Mi     | 3 So     |
| 4 Fr   | 4 Do    | 4 Mi  | 4 Di  | 4 So  | 4 Sa  | 4 Fr  | 4 Do   | 4 Mi      | 4 Di    | 4 So     | 4 So     |
| 5 Sa   | 5 Fr    | 5 Do  | 5 Mi  | 5 Di  | 5 So  | 5 Sa  | 5 Fr   | 5 Do      | 5 Mi    | 5 Di     | 5 So     |
| 6 So   | 6 Sa    | 6 Fr  | 6 Do  | 6 Mi  | 6 Di  | 6 So  | 6 Sa   | 6 Fr      | 6 Do    | 6 Mi     | 6 So     |
| 7 So   | 7 Sa    | 7 Fr  | 7 Do  | 7 Mi  | 7 Di  | 7 So  | 7 Sa   | 7 Fr      | 7 Do    | 7 Mi     | 7 So     |
| 8 So   | 8 Sa    | 8 Fr  | 8 Do  | 8 Mi  | 8 Di  | 8 So  | 8 Sa   | 8 Fr      | 8 Do    | 8 Mi     | 8 So     |
| 9 So   | 9 Sa    | 9 Fr  | 9 Do  | 9 Mi  | 9 Di  | 9 So  | 9 Sa   | 9 Fr      | 9 Do    | 9 Mi     | 9 So     |
| 10 So  | 10 Sa   | 10 Fr | 10 Do | 10 Mi | 10 Di | 10 So | 10 Sa  | 10 Fr     | 10 Do   | 10 Mi    | 10 So    |
| 11 Fr  | 11 Do   | 11 Mi | 11 Di | 11 So | 11 Sa | 11 Fr | 11 Do  | 11 Mi     | 11 Di   | 11 So    | 11 So    |
| 12 So  | 12 Sa   | 12 Fr | 12 Do | 12 Mi | 12 Di | 12 So | 12 Sa  | 12 Fr     | 12 Do   | 12 Mi    | 12 So    |
| 13 So  | 13 Sa   | 13 Fr | 13 Do | 13 Mi | 13 Di | 13 So | 13 Sa  | 13 Fr     | 13 Do   | 13 Mi    | 13 So    |
| 14 So  | 14 Sa   | 14 Fr | 14 Do | 14 Mi | 14 Di | 14 So | 14 Sa  | 14 Fr     | 14 Do   | 14 Mi    | 14 So    |
| 15 So  | 15 Sa   | 15 Fr | 15 Do | 15 Mi | 15 Di | 15 So | 15 Sa  | 15 Fr     | 15 Do   | 15 Mi    | 15 So    |
| 16 So  | 16 Sa   | 16 Fr | 16 Do | 16 Mi | 16 Di | 16 So | 16 Sa  | 16 Fr     | 16 Do   | 16 Mi    | 16 So    |
| 17 So  | 17 Sa   | 17 Fr | 17 Do | 17 Mi | 17 Di | 17 So | 17 Sa  | 17 Fr     | 17 Do   | 17 Mi    | 17 So    |
| 18 So  | 18 Sa   | 18 Fr | 18 Do | 18 Mi | 18 Di | 18 So | 18 Sa  | 18 Fr     | 18 Do   | 18 Mi    | 18 So    |
| 19 So  | 19 Sa   | 19 Fr | 19 Do | 19 Mi | 19 Di | 19 So | 19 Sa  | 19 Fr     | 19 Do   | 19 Mi    | 19 So    |
| 20 So  | 20 Sa   | 20 Fr | 20 Do | 20 Mi | 20 Di | 20 So | 20 Sa  | 20 Fr     | 20 Do   | 20 Mi    | 20 So    |
| 21 So  | 21 Sa   | 21 Fr | 21 Do | 21 Mi | 21 Di | 21 So | 21 Sa  | 21 Fr     | 21 Do   | 21 Mi    | 21 So    |
| 22 So  | 22 Sa   | 22 Fr | 22 Do | 22 Mi | 22 Di | 22 So | 22 Sa  | 22 Fr     | 22 Do   | 22 Mi    | 22 So    |
| 23 So  | 23 Sa   | 23 Fr | 23 Do | 23 Mi | 23 Di | 23 So | 23 Sa  | 23 Fr     | 23 Do   | 23 Mi    | 23 So    |
| 24 So  | 24 Sa   | 24 Fr | 24 Do | 24 Mi | 24 Di | 24 So | 24 Sa  | 24 Fr     | 24 Do   | 24 Mi    | 24 So    |
| 25 So  | 25 Sa   | 25 Fr | 25 Do | 25 Mi | 25 Di | 25 So | 25 Sa  | 25 Fr     | 25 Do   | 25 Mi    | 25 So    |
| 26 So  | 26 Sa   | 26 Fr | 26 Do | 26 Mi | 26 Di | 26 So | 26 Sa  | 26 Fr     | 26 Do   | 26 Mi    | 26 So    |
| 27 So  | 27 Sa   | 27 Fr | 27 Do | 27 Mi | 27 Di | 27 So | 27 Sa  | 27 Fr     | 27 Do   | 27 Mi    | 27 So    |
| 28 So  | 28 Sa   | 28 Fr | 28 Do | 28 Mi | 28 Di | 28 So | 28 Sa  | 28 Fr     | 28 Do   | 28 Mi    | 28 So    |
| 29 So  | 29 Sa   | 29 Fr | 29 Do | 29 Mi | 29 Di | 29 So | 29 Sa  | 29 Fr     | 29 Do   | 29 Mi    | 29 So    |
| 30 So  | 30 Sa   | 30 Fr | 30 Do | 30 Mi | 30 Di | 30 So | 30 Sa  | 30 Fr     | 30 Do   | 30 Mi    | 30 So    |
| 31 So  | 31 Sa   | 31 Fr | 31 Do | 31 Mi | 31 Di | 31 So | 31 Sa  | 31 Fr     | 31 Do   | 31 Mi    | 31 So    |

95 x 173 mm

95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

**2022**

## 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 11<sup>th</sup>, 2021

**Deadline:** Sept 27<sup>th</sup>, 2021  
**Closing Date Printing Material:** Oct 5<sup>th</sup>, 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](http://www.omnibusrevue.de)



### Standard ad types:

On our **responsive website** [www.omnibusrevue.de](http://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 20.



## 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 2<sup>nd</sup> position  
 Size: 300 x 250 px  
 Fixed price: € 250.00
  
- 3 **Text Ad**  
 starting with the 2<sup>nd</sup> 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.

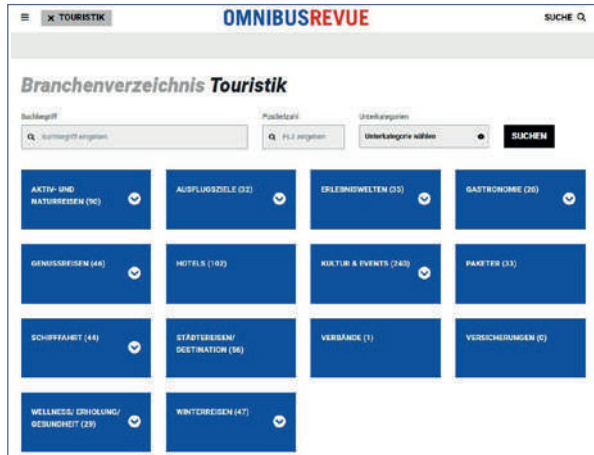
For this purpose, please send us an image (620 x 338 px), a headline, a short teaser/ introduction and a body text. In this text, it is recommended to use further links branching to portals, videos, images etc.

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/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.

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**

**Ultimate: € 599.00**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>✓ <b>Address</b><br/>Here you can register your company with its address, postal code and city. Your potential customers can approach you directly.</li> <li>✓ <b>URL</b><br/>With a link to your homepage, you can lead the user directly to your website for further information.</li> <li>✓ <b>Logo</b><br/>Upload your logo to draw the users' attention to your company.</li> <li>✗ <b>Detailed company presentation</b><br/>Attract your customers' attention and make him curious through a detailed company presentation and by including your references.</li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Address</b><br/>Here you can register your company with its address, postal code and city. Your potential customers can approach you directly.</li> <li>✓ <b>URL</b><br/>With a link to your homepage, you can lead the user directly to your website for further information.</li> <li>✓ <b>Logo</b><br/>Upload your logo to draw the users' attention to your company.</li> <li>✓ <b>Detailed company presentation</b><br/>Attract your customers' attention and make him curious through a detailed company presentation and by including your references.</li> </ul> |
|--|--|

### Your advertising options with moving pictures:

At [omnibusrevue.de](http://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](http://vhv.mediacentrum.de).

# 2021

## MEDIA KIT 2021

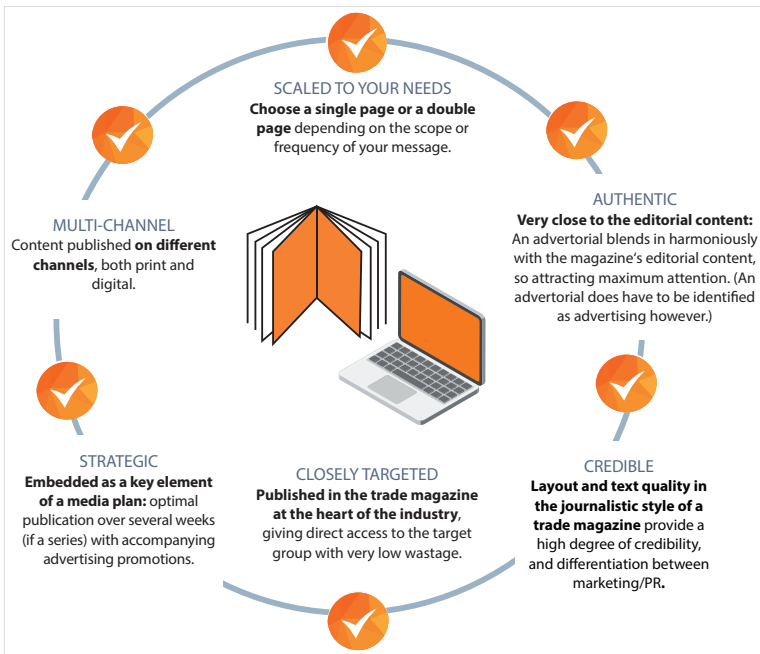


Package Offers  
Special Ad Types



### 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:

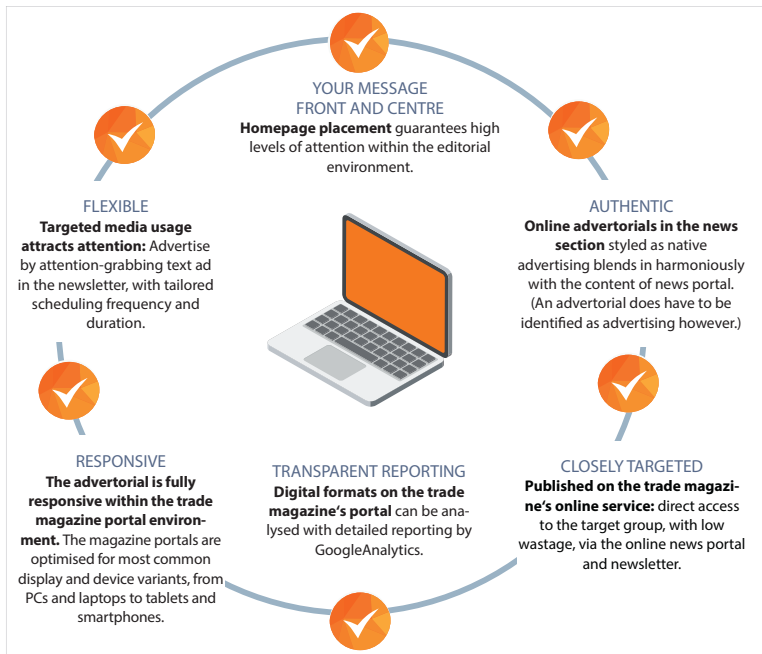
In addition to your advertorial, choose your preference package of advertising means.

| Advertising means                                     | Media packages             |                            |                            |
|---|----------------------------|----------------------------|----------------------------|
|   | ULTIMATE<br>Print & Online | PREMIUM<br>Print & Online  | BASIC+<br>Print            |
| Publication magazine<br><b>PRINT</b>                  | ✓ 1 x                      | ✓ 1 x                      | ✓ 1 x                      |
| PDF for your own use<br><b>Online-PDF</b>             | ✓ web-PDF                  | ✓ web-PDF                  | ✓ web-PDF                  |
| Publication as<br><b>Online-Advtorial</b>             | 📄 1 week                   | 📄 1 week                   |                            |
| Newsletter-placement<br><b>TextAd</b>                 | 📄 3 x                      | 📄 2 x                      |                            |
| 2 resp. 4 pages digital print<br><b>Special print</b> | ✓ 1.000 copies             |                            |                            |
|   | 1/2 € 5,090<br>1/1 € 5,890 | 1/2 € 4,290<br>1/1 € 5,090 | 1/2 € 1,790<br>1/1 € 2,590 |



### 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:

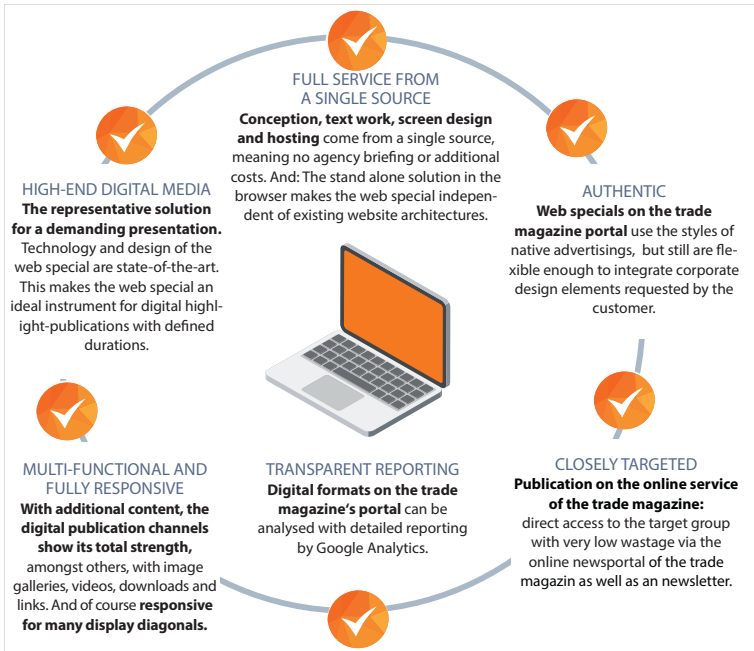
In addition to your online advertorial, choose your preference package of advertising means.

| Media packages                             |          |          |          |
|--|----------|----------|----------|
| Advertising means                          | ULTIMATE | PREMIUM  | BASIC+   |
| Homepage placement<br><b>Startpage</b>     | ✔ 7 days | ✔ 7 days | ✔ 7 days |
| Newsletter placement<br><b>TextAd</b>      | ✔ 5 x    | ✔ 4 x    | ✔ 1 x    |
| SocialMedia placement<br><b>Posting</b>    | ✔ 3 x    | ✔ 2 x    | ✔ 1 x    |
| Browser-Platzierung<br><b>CleverPush</b>   | ✔ 2 x    | ✔ 1 x    |          |
| Banner placement<br><b>Rectangle</b>       | ✔ 30' Pl | ✔ 20' Pl |          |
| SocialMedia ad service<br><b>Promotion</b> | ✔ 1,000  |          |          |
|  | € 6,990  | € 4,590  | € 1.990  |



### 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.

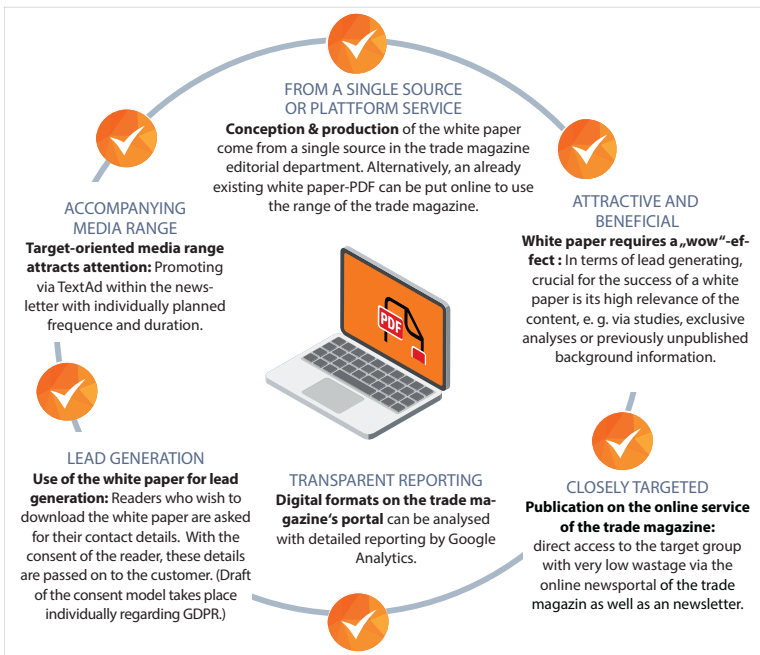
| Media packages  |                |                |                      |
|---|----------------|----------------|----------------------|
| Advertising means                                     | ULTIMATE       | PREMIUM        | BASIC+               |
| Expert editorial Text + layout<br><b>Full service</b> | ✓ Full service | ✓ Full service | ✓ Full service       |
| Number of chapters<br><b>Extent</b>                   | 6 chapters     | 4 chapters     | 1 chapter (onepager) |
| <b>Duration</b>                                       | 8 weeks        | 6 weeks        | 6 weeks              |
| Newsletter placement<br><b>TextAd</b>                 | 8 x            | 6 x            | 6 x                  |
| SociaMedia placement<br><b>Posting</b>                | 4 x            | 2 x            |                      |
| Portal placement<br><b>Banner</b>                     | ✓ 100' PI      |                |                      |
| <b>Prices on request</b>                              |                |                |                      |



### 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<br><b>Full service</b> | ✔ Full service   | Customer delivers PDF |
| <b>Lead generation</b>                                | 8 weeks duration | 4 weeks duration      |
| Newsletter placement<br><b>TextAd</b>                 | ✔ 8 x            | ✔ 4 x                 |
| SocialMedia placement<br><b>Posting</b>               | ✔ 4 x            | ✔ 2 x                 |
| Startpage placement<br><b>Banner</b>                  | ✔ 100' PI        | ✔ 50' PI              |
| Clever Push<br><b>Notification</b>                    | ✔ 1 x            | ✔ 1 x                 |
| <b>Prices on request</b>                              |                  |                       |

## We'll be happy to advise you!



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