

MEDIAD KIT 2022

BUSFahrer
The magazine and portal for bus drivers

www.busfahrmagazin.de





WHAT DOES BUSFahrer OFFER?

The magazine supplies bus drivers, bus interested persons and bus companies with everything concerning the topic bus: vehicle tests, driving reports, reportages, portraits of industry experts and enjoyable entertainment. Use this environment to reach your target group optimally.

Also, in times of acute shortage of drivers, the **BUSFahrer** gives you the opportunity to address a wide range of potential candidates.

THE BRAND BUSFahrer COMPRISES

- Magazine
- Online Portal
- Newsletter
- Books





quarterly

4 ISSUES

19. year

2022

www.busfahrermagazin.de

WEB ADDRESS (URL)

83 % use specialist media to stay up-to-date on the current developments of the industry.

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



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16,000

PRINT RUN BUSFahrer*

PRINT

15,589

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

3,764

PAID CIRCULATION*



DIGITAL

5,071

VISITS**

(average of three months, April to June 2021)



8,090

PAGE IMPRESSIONS**

(average of three months, April to June 2021)



2,172

NEWSLETTER SUBSCRIBERS***

(July 2021, current figures on request)

69 % of the professional decision-makers use specialist media both in printed 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



WHO ARE THE READERS OF BUSFahrer?

BUSFahrer is read and valued by bus drivers, bus enthusiasts and bus companies.

The trade magazine is tailored to the needs of this circle.

96 % of the B2B deciders are oriented towards specialist media.

Specialist media are the perfect advertising media
– **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

SUBSCRIPTION

ISSN 1614-0656

Annual subscription price

Inland: € 20.19 incl. packing/posting plus statutory VAT.

European countries: € 24.02 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail vertriebsservice@springernature.com

General conditions:

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

Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001

TOPICS**ISSUE 1**

AD 02.02.22
CD 15.02.22
PD **11.03.22**

On-board catering
Shortage of drivers
E-mobility

ISSUE 2

AD 04.05.22
CD 17.05.22
PD **10.06.22**

Education and training
Bus simulators
Bus models

ISSUE 3

AD 03.08.22
CD 17.08.22
PD **09.09.22**

Navigation systems
Healthy & fit
E-mobility

ISSUE 4

AD 04.11.22
CD 17.11.22
PD **09.12.22**

Truck stops & service stations
Assistance systems
Bus models

FAIRS

VDV-Akademie Elektrobus Konferenz (VDV-Academy Electro Bus Conference), Berlin, 02.03.-03.03.2022
IT-TRANS, Karlsruhe, 08.03.-10.03.2022
BUS2BUS, Berlin, 27.04.-28.04.2022

IAA Commercial Vehicles, Hanover, 20.09.-25.09. 2022
InnoTrans, Berlin, 20.09.-23.09.2022

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

MAGAZINE FORMAT

210 X 279 mm



1/1 PAGE

Type area (w x h)
175 x 236 mm
Bleed size (w x h)
210 x 279 mm*



1/2 PAGE UPRIGHT

Type area (w x h)
85 x 236 mm
Bleed size (w x h)
101 x 279 mm*



1/2 PAGE HORIZONTAL

Type area (w x h)
175 x 117 mm
Bleed size (w x h)
210 x 137 mm*



1/3 PAGE UPRIGHT

Type area (w x h)
55 x 236 mm
Bleed size (w x h)
71 x 279 mm*



1/3 PAGE HORIZONTAL

Type area (w x h)
175 x 76 mm
Bleed size (w x h)
210 x 91 mm*

MAIN MAGAZINE

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



1/4 PAGE BLOC

Type area (w x h)
85 x 117 mm
Bleed size (w x h)
101 x 137 mm*



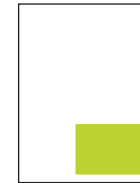
1/4 PAGE UPRIGHT

Type area (w x h)
40 x 236 mm
Bleed size (w x h)
56 x 279 mm*



1/4 PAGE HORIZONTAL

Type area (w x h)
175 x 56 mm
Bleed size (w x h)
210 x 71 mm*



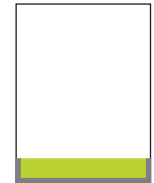
1/8 PAGE BLOC

Type area (w x h)
85 x 56 mm
Bleed size (w x h)
–



1/8 PAGE UPRIGHT

Type area (w x h)
40 x 117 mm
Bleed size (w x h)
–



1/8 PAGE HORIZONTAL

Type area (w x h)
175 x 31 mm
Bleed size (w x h)
210 x 49 mm*

MAIN MAGAZINE

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

* + 3 mm bleed



FORMAT	4-COLOURS IN €
2./3./4. cover page	5,350.00
1/1 page	4,455.00
Junior page	3,140.00
1/2 page	2,620.00
1/3 page	1,730.00
1/4 page	1,360.00
1/8 page	685.00
Surcharge placement:	
Binding placement instructions:	670.00

DISCOUNTS

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

FREQUENCY SCALE

2 times	3 %
3 times	5 %
4 times	10 %

QUANTITY SCALE

2 pages	5 %
3 pages	10 %
4 pages	15 %

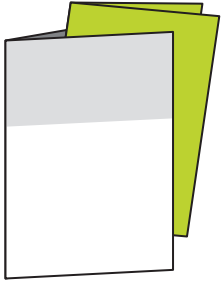
All surcharges do qualify for discounts.

CLASSIFIED ADS	FORMAT	PRICE PER COLUMN AND MM
Classified ads b/w	1 column 43 mm wide	3.30
Classified ads coloured	1 column 43 mm wide	6.35
Job-wanted b/w	1 column 43 mm wide	2.15
Box number fee		13.00

TECHNICAL SPECIFICATIONS PRINT

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

LOOSE INSERT



SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 4,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

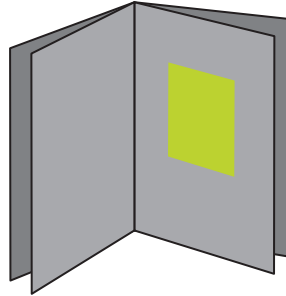
FORMAT

- Max. 203 mm width x 275 mm height

PRICE (not discountable)

- Up to 25 g total weight per thou. **€ 295.00**
- Per further 5 g total weight per thou. **€ 35.00**

ISLAND AD



SPECIAL FEATURE

- Eye-catcher through prominent placement in the middle of editorial content

FORMAT

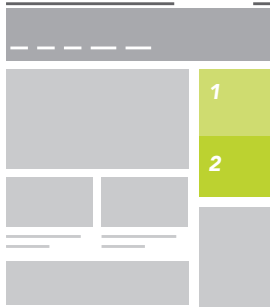
- Format 1: 43 x 43 mm, 4c
- Format 2: 60 x 60 mm, 4c

PRICE

- Format 1: **€ 550.00**
- Format 2: **€ 765.00**

**FURTHER FORMATS AND
SPECIAL AD FORMATS
ON REQUEST.**

We'll be happy to advise you!



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 SUPERBANNER FORMAT

- 728 x 90 px (max. 80 KB)

CPM*

- € 95.00



1 SKYSCRAPER FORMAT

- 160 x 600 px (max. 80 KB)

CPM*

- € 95.00

**FURTHER FORMATS ON
REQUEST.**

We'll be happy to
advise you!

**TECHNICAL SPECIFICATIONS
ONLINE**

You can find all information
summarized [here](#) in a PDF.



DIGITAL

BUSFahrer informs the deciders and managers on a regular basis with an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.springerfachmedien-muenchen.de/bf

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 385	275.00
Medium Rectangle	3	300 x 250	275.00



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



DIGITAL

The online advertorial appears among the current news on the portal of www.busfahrermagazin.de.

DARSTELLUNG:

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 120 characters incl. blanks
- Body text with max. 1,900 keystrokes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT

Online Advertorial

PLACEMENT

busfahrermagazin.de

DURATION

1 week

PRICE IN €

1,570.00



DIGITAL

YOUR ADVERTISING OPTIONS WITH MOVING PICTURES

At busfahrermagazin.de you have the possibility to make an innovative expansion to your ad campaign with your own video.

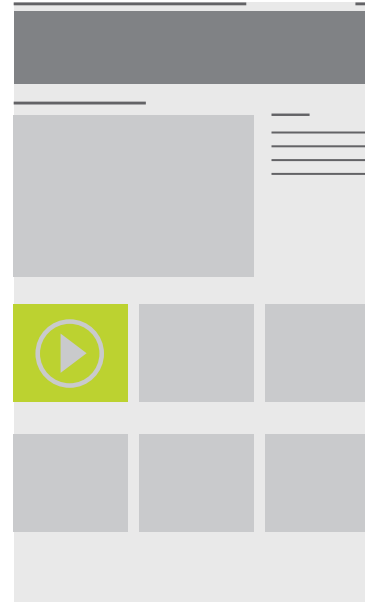
OFFERS:

- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

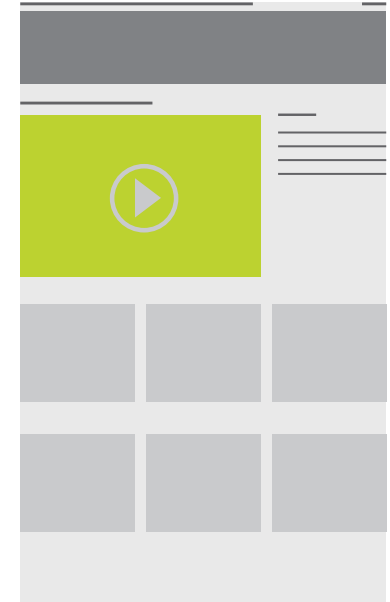
PRICE AND TECHNICAL DETAILS ON REQUEST

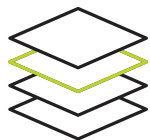


PRESENTATION AS TOP ARTICLE FOR ONE WEEK



PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER SIX MONTHS





PRINT

YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is accompanying publication of the content as a digital advertorial on the trade magazine portal.







DIGITAL

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE <i>PRINT & ONLINE</i>	PREMIUM <i>PRINT & ONLINE</i>	BASIC+ <i>PRINT & ONLINE</i>
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 € 11,100.00	1/2 € 4,500.00 1/1 € 6,200.00 2/1 € 10,350.00	1/2 € 2,720.00 1/1 € 4,550.00 2/1 € 9,010.00



DIGITAL





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

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

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial Startpage	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement TextAd	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement CleverPush	 2 x	 1 x	
Banner placement Rectangle	 30' PI	 20' PI	
SocialMedia ad service Promotion	✓ € 1,000.00		
	€ 9,900.00	€ 6,290.00	€ 2,790.00



DIGITAL

DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

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

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout Startpage	✓ Full service	✓ Full service	✓ Full service
Number of chapters Extent	6 chapters	4 chapters	1 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		
	€ 34,500.00	€ 29,900.00	€ 16,500.00



DIGITAL





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

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

In addition to your white paper, choose your preference package of advertising means!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout Full service	✓ Full service	Customer delivers PDF
Duration Lead generation	8 weeks	4 weeks
Newsletter placement TextAd	✓ 8 x	✓ 4 x
SocialMedia placement Posting	 4 x	 2 x
Startpage placement Banner	 100' PI	 50' PI
Clever Push Notification	✓ 1 x	✓ 1 x
	€ 25,500.00	€ 15,500.00



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