

2021



MEDIA KIT 2021

The magazine and portal
for bus drivers

www.busfahrer-magazin.de

The magazine supplies bus drivers, bus interested persons and bus companies 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.

Frequency of publication: quarterly

Year of publication: 18th year 2020

Web address (URL): www.busfahrer-magazin.de

ISSN: 1614-0656

Subscription cost: Annual subscription
Inland: € 19.63 incl. packing/posting plus statutory VAT.
European countries: € 23.36 incl. packing/posting plus statutory VAT.
Single copy: € 4.80 incl. packing/posting plus statutory VAT.

Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
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Schedule and Topics:

Issue	Deadline Adverts	Closing Date Printing Material	Publication Date	Topics
1/2021	03.02.2021	18.02.2021	12.03.2021	On-board catering Shortage of drivers
2/2021	04.05.2021	18.05.2021	11.06.2021	Education and training Bus simulators
3/2021	06.08.2021	19.08.2021	10.09.2021	Navigation systems Healthy & fit
4/2021	05.11.2021	18.11.2021	10.12.2021	Truck stops and service stations Assistance systems

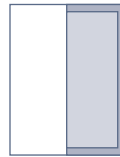
Formats

Main magazine

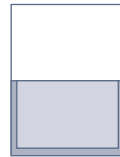
Type area (width x height)
Bleed size (width x height)



1/1 page
175 x 236 mm
210 x 279 mm*



1/2 page upright
85 x 236 mm
101 x 279 mm*



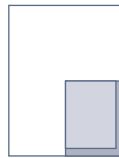
1/2 page horizontal
175 x 117 mm
210 x 137 mm*



1/3 page upright
55 x 236 mm
71 x 279 mm*



1/3 page horizontal
175 x 76 mm
210 x 91 mm*



Main magazine

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

1/4 page bloc
85 x 117 mm
101 x 137 mm*



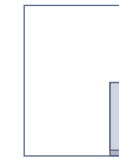
1/4 page upright
40 x 236 mm
56 x 279 mm*



1/4 page horizontal
175 x 56 mm
210 x 71 mm*



1/8 page bloc
85 x 56 mm
–



1/8 page upright
40 x 117 mm
–



1/8 page horizontal
175 x 31 mm
210 x 49 mm*

* + 3 mm trim on all outer edges

Circulation*:

Print run:	16,000 copies
Subscribed copies (status as of 1/20):	2,424 copies
Sold circulation:	3,880 copies

Magazine size:

210 mm width x 279 mm height

Type area:

175 mm width x 236 mm height

Columns 4:

Column width 40 mm

Columns 3:

Column width 55 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:

Format	4-colours, in €
2./3./4. cover page	5,300.00
1/1 page	4,410.00
1/2 page	2,595.00
1/3 page	1,710.00
1/4 page	1,345.00
1/8 page	680.00

Preferential placements:

Binding placement instructions	670.00
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Classified adverts:

Price classified advert b/w:	each mm (1-column, 43 mm wide, b/w)	€ 3.25
Price classified advert coloured:	each mm (1-column, 43 mm wide, coloured)	€ 6.30
Situations wanted b/w:	each mm (1-column, 43 mm wide, b/w)	€ 2.10
Box number fee:		€ 13.00

Discounts:

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

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.

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.

*Publisher's information

Loose Insert



Special feature:

- Number of inserts available on request
- Inserts possible at press run of 4,000 copies
- Adverts of a third party not allowed

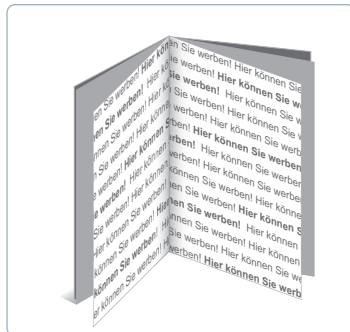
Format:

- 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

Inbound Insert



Special feature:

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

Format:

- Please supply the inbound insert in the untrimmed format of 217 mm width x 287 mm height (folded).
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Trim: on all edges 3 mm

Price: (not discountable)

- 2 pages: € 2,970.00
- 4 pages: € 5,940.00
- 6 pages: € 8,910.00
- 8 pages: € 11,880.00

Junior Page



Special feature:

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

Format:

- 131 mm width x 198 mm height in the bleed (+ 3 mm trim on all outer edges)

Price:

- € 2,595.00

We offer many more types of advert specials - we'll be happy to advise you!

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

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: „BUSFahrer 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
Weißenfelser 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.

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Online ad types and prices
www.busfahrer-magazin.de



Standard ad types:

Visits: 6,791 (June 2020)
Page Impressions: 13,103 (June 2020)



Medium Rectangle
Video 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

For technical specifications, please see page 11.

Newsletter:

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

Newsletter subscribers: 2,041 (June 2020)



Medium Rectangle

Size: 300 x 250 px

Fixed price: € 250.00



Cross/Full-Size Banner

Text Ad

Size: 650 x 150 px

Fixed price: € 250.00

For technical specifications, please see page 11.

Example:



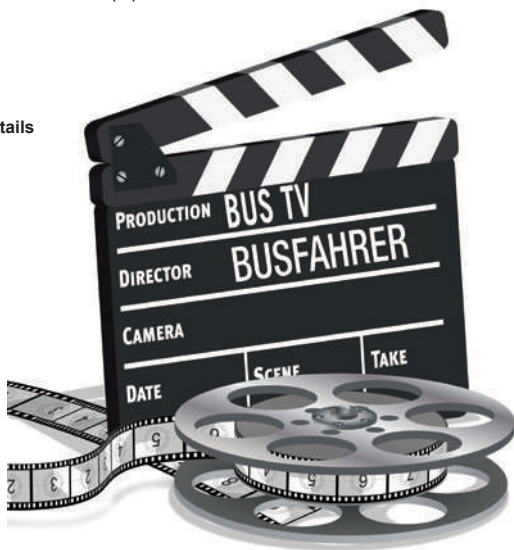
Your advertising options with moving pictures:

At busfahrer-magazin.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 two weeks



Presentation in advertorial video box 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 Display

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 130 x 80 px
- Text: max. 700 characters, including all blanks and paragraphs
- Text display size: 650 x 150 px
- 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

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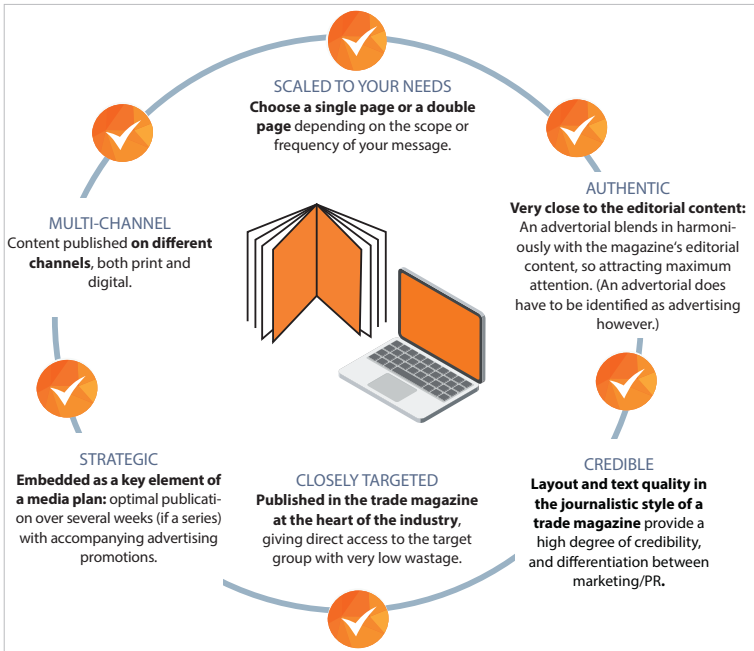


Package Offers
Special Ad Types



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:

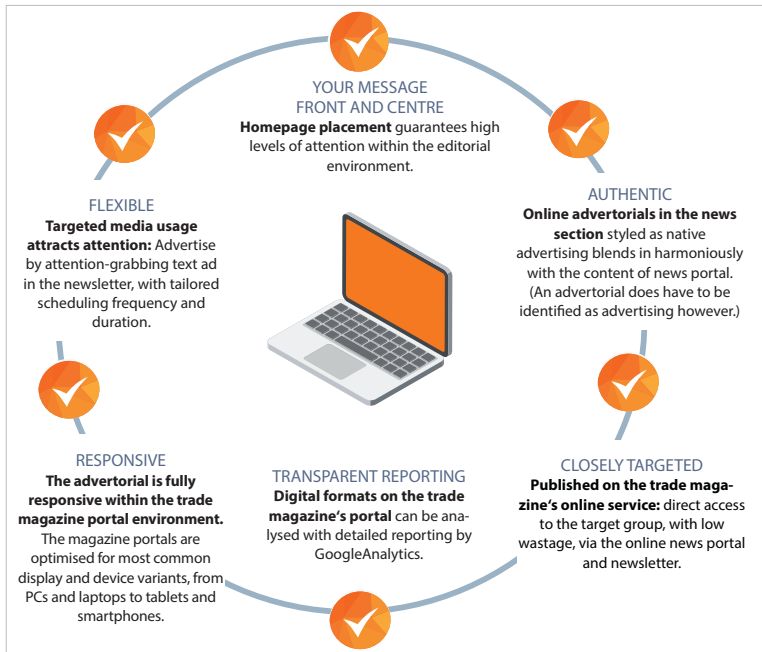
In addition to your advertorial, choose your preference package of advertising means.

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:

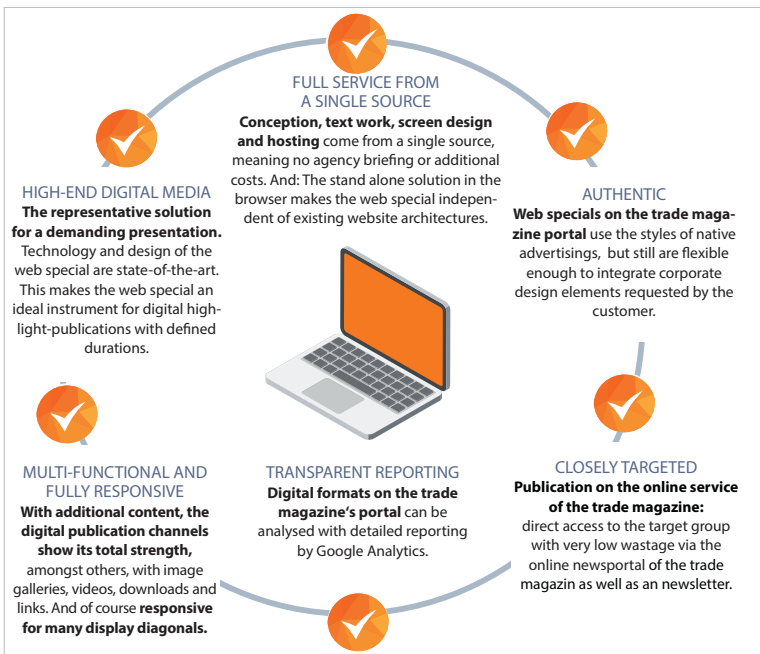
In addition to your online advertorial, choose your preference package of advertising means.

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' PI	✔ 20' PI	
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:

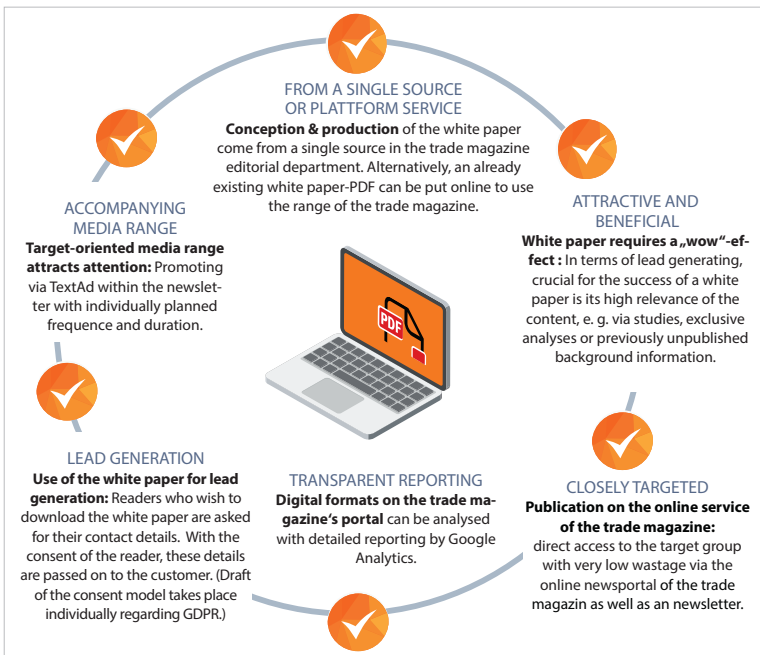
In addition to your web special, choose your preference package of advertising means.

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

We'll be happy to advise you!



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