

# MEDIA KIT 2022

BUSFahrer  
The magazine and portal for bus drivers

[www.busfahremagazin.de](http://www.busfahremagazin.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: € 20.93 incl. packing/posting plus statutory VAT.

European countries: € 24.95 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](mailto:vertriebsservice@springernature.com)

### General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://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 02.08.22  
CD 16.08.22  
**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  
175 x 236 mm  
Bleed size (w x h)  
210 x 279 mm\*



**1/2 PAGE PORTRAIT**

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



**1/2 PAGE LAND-SCAPE**

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



**1/3 PAGE PORTRAIT**

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



**1/3 PAGE LAND-SCAPE**

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



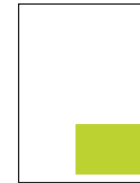
**1/4 PAGE PORTRAIT**

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



**1/4 PAGE LAND-SCAPE**

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



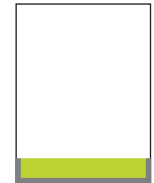
**1/8 PAGE BLOC**

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



**1/8 PAGE PORTRAIT**

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



**1/8 PAGE LAND-SCAPE**

Type area  
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



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

### DISCOUNTS

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

### FREQUENCY SCALE

2 times	<b>3 %</b>
3 times	<b>5 %</b>
4 times	<b>10 %</b>

### QUANTITY SCALE

2 pages	<b>5 %</b>
3 pages	<b>10 %</b>
4 pages	<b>15 %</b>

All surcharges do qualify for discounts.

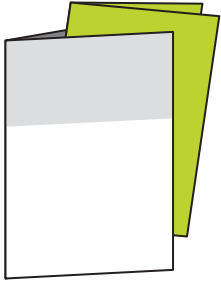
<b>CLASSIFIED ADS</b>	<b>FORMAT</b>	<b>PRICE PER COLUMN AND MM</b>
Classified ads b/w	1 column 43 mm wide	<b>3.30</b>
Classified ads coloured	1 column 43 mm wide	<b>6.35</b>
Job-wanted b/w	1 column 43 mm wide	<b>2.15</b>
Box number fee		<b>13.00</b>

### 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.

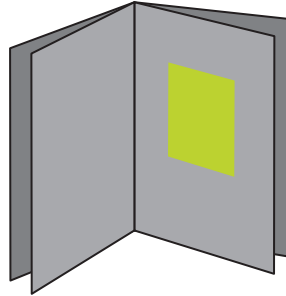
### FORMAT

- 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](http://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](http://busfahrermagazin.de) you have the possibility to make an innovative expansion to your ad campaign with your own video.

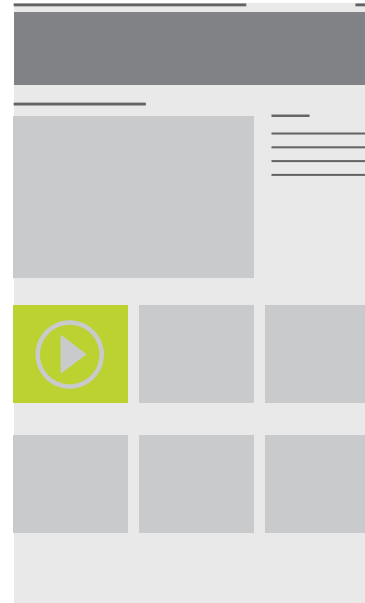
#### **OFFERS:**

- 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

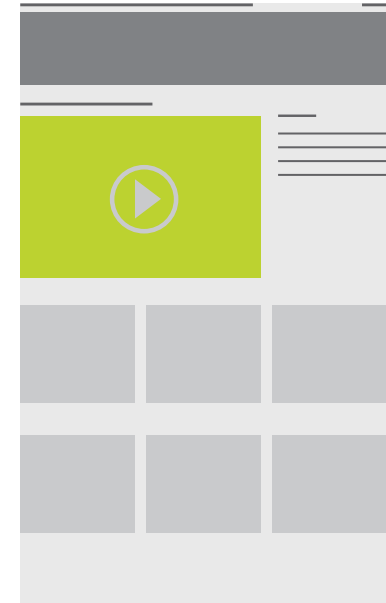
**PRICE AND TECHNICAL DETAILS ON REQUEST**

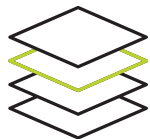


#### **PRESENTATION AS TOP ARTICLE FOR ONE WEEK**



#### **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

	<b>ULTIMATE</b> <i>PRINT &amp; ONLINE</i>	<b>PREMIUM</b> <i>PRINT &amp; ONLINE</i>	<b>BASIC+</b> <i>PRINT &amp; ONLINE</i>
Publication magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as <b>Online Advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 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 <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 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 <b>Startpage</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 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 <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Startpage placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
	€ 25,500.00	€ 15,500.00



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