

## MEDIA KIT 2022

OMNIBUSREVUE Technology  
Better in management, technology and tourism

[www.omnibusrevue.de](http://www.omnibusrevue.de)





### **WHAT DOES THE OMNIBUSREVUE OFFER?**

The **OMNIBUSREVUE** is the guidepost for the bus industry and other providers of group travels. It supports entrepreneurs and managers with sound contributions tailored to the industry, tips for the everyday business, current legal articles, detailed 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.

### **THE BRAND OMNIBUSREVUE COMPRISES**

- Magazine
- Online Portal
- Newsletter
- Books
- BUS TV





**monthly**

10 ISSUES

**73. year**

2022

**www.omnibusrevue.de**

WEB ADDRESS (URL)

**bdo, RDA, VPR**

MEMBERSHIP

Investment-ready readership:

**70 %** of the readers use advertisements as  
an information source for investment decisions.

Source: Readership structure analysis 2016/TNS Infratest Medienforschung GmbH,  
Bielefeld



**PUBLISHING HOUSE:** Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
E-mail sales.vhv@springernature.com  
www.springerfachmedien-muenchen.de



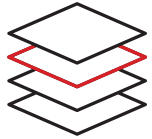
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**7,000**

**PRINT RUN OMNIBUSREVUE\***

**6,762**

**ACTUAL DISTRIBUTED CIRCULATION (ADC):\***

**PRINT**

**2,458**

**PAID CIRCULATION\***



**DIGITAL**

**7,661**

**VISITS\*\***

(average of three months, April to June 2021)



**16,969**

**PAGE IMPRESSIONS\*\***

(average of three months, April to June 2021)



**2,040**

**NEWSLETTER SUBSCRIBERS\*\*\***

(August 2021)

**69 %** of the professional decision-makers use the specialist media in both print 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](http://ausweisung.ivw-online.de))

\*\*\* Dispatch: own data collection, current figures on request

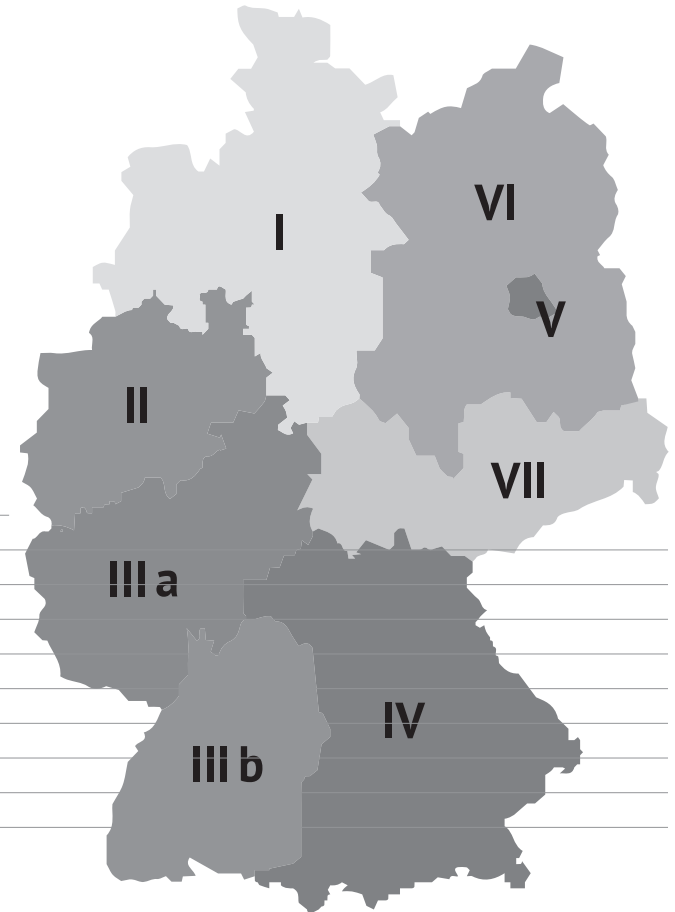


### **DISTRIBUTION BY NIELSEN AREAS:**

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine OMNIBUSREVUE:

Nielsen region	Actual distributed inland circulation*
I	676
II	916
III a	981
III b	1,084
IV	1,673
V	669
VI	232
VII	336
<b>Total</b>	<b>6,567</b>





### **WHO ARE THE READERS OF 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.

As an objective and trustworthy trade magazine for the group travel industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry

**93 %** act as direct decision-makers.

Source: Readership structure analysis 2016 carried out by TNS Infratest Medienforschung GmbH, Bielefeld.

### **SUBSCRIPTION**

ISSN 1436-9974

#### **Annual subscription price**

Inland: € 129.30 incl. packing/posting plus statutory VAT.

European countries: € 141.30 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

## TECHNOLOGY-TOPICS

### ISSUE 1

AD 01.12.21  
CD 14.12.21  
PD 11.01.22

Bus glass  
Fuel & service cards  
Bus trailers

## MANAGEMENT-TOPICS

Software  
Digitalization

## FAIRS

**Brussels Motor Show**, Brussels, 14.01.-23.01.2022  
**CMT**, Stuttgart, 15.01.-23.01.2022  
**VPR VIP-Treff**, Bremen, 03.02.-05.02.2022

### ISSUE 2-3

AD 27.01.22  
CD 09.02.22  
PD 01.03.22

GPS & telematics  
E-mobility/Hydrogen  
Fuels/Drives/Hybrids  
Fire Protection  
Driving safety

Maintenance contracts  
Bus booking portals  
Travel insurances

**VDV-Academy Electric Bus Conference**,  
Berlin, 02.03.-03.03.2022  
**IT-TRANS**, Karlsruhe, 08.03.-10.03.2022

### ISSUE 4

AD 10.03.22  
CD 23.03.22  
PD 12.04.22

Preview BUS2BUS  
Camera systems and radar systems  
Maintenance & repair  
Autonomous driving

Catalogue design & online presence

• **Industry Compass 2022**

**BUS2BUS**, Berlin, 27.04.-28.04.2022

### ISSUE 5

AD 04.04.22  
CD 20.04.22  
PD 10.05.22

Galleys and interior decoration  
Passenger information systems

Driver training and advanced education  
for drivers and entrepreneurs  
Planning software

## TECHNOLOGY-TOPICS

## MANAGEMENT-TOPICS

## FAIRS

### ISSUE 6

AD 03.05.22  
CD 16.05.22  
PD **07.06.22**

E-mobility: vehicles & drive technology  
Air conditioning systems & technology  
Supply and disposal solutions  
Barrier-free buses: ramps & lifts

E-ticketing & apps

### ISSUE 7

AD 31.05.22  
CD 14.06.22  
PD **05.07.22**

E-mobility: charging infrastructure  
Onboard entertainment, seats & seating systems  
Galleys  
Door systems

Fuel and service cards

### ISSUE 8

AD 30.06.22  
CD 13.07.22  
PD **02.08.22**

Washing facilities & vehicle cleaning  
Hydrogen  
Wear parts, bus glass  
Tyres

Fleet management  
Shortage of drivers

### ISSUE 9

AD 09.08.22  
CD 23.08.22  
PD **13.09.22**

Preview IAA Nutzfahrzeuge (Commercial Vehicles)  
Preview InnoTrans  
Driver assistance systems  
Maintenance & repair  
E-mobility

Leasing & renting

**IAA Nutzfahrzeuge (Commercial Vehicles),**

Hanover, 20.09. - 25.09.2022

**InnoTrans, Berlin, 20.09.-23.09.2022**

### ISSUE 10

AD 07.09.22  
CD 20.09.22  
PD **11.10.22**

Follow-up report IAA  
Follow-up report InnoTrans  
Bus of the Year Winner  
Fit for the winter season  
Exhaust optimisation

Workwear  
Receivables management



### TECHNOLOGY-TOPICS

#### ISSUE 11-12

AD 13.10.22

CD 27.10.22

PD 17.11.22

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

### MANAGEMENT-TOPICS

Insurances  
Tourguides  
Driver's further training

- Annual calendar
- Who is Who Bus

### FAIRS

#### ISSUE 1/23

AD 30.11.22

CD 13.12.22

PD 10.01.23

Bus glass  
Fuel & service cards

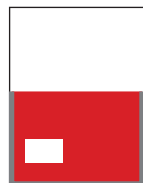
Software  
Digitalization

CMT, Stuttgart, 21.01.-29.01.2023

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

### MAGAZINE FORMAT

230 X 300 mm



**FRONT COVER**

—  
230 x 186 mm\*\*



**1/1 PAGE**

199 x 268 mm  
230 x 300 mm\*



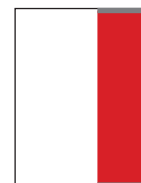
**1/2 PAGE UPRIGHT**

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\*

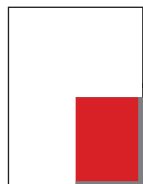


**1/3 PAGE HORIZONTAL**

199 x 90 mm  
230 x 108 mm\*

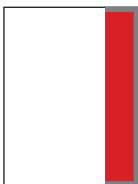
### MAIN MAGAZINE

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



**1/4 PAGE BLOC**

97 x 134 mm  
115 x 152 mm\*



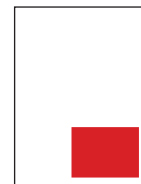
**1/4 PAGE UPRIGHT**

46 x 268 mm  
64 x 300 mm\*



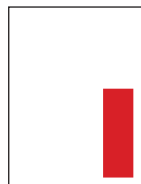
**1/4 PAGE HORIZONTAL**

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 (w x h)  
Bleed size (w x h)

\* + 3 mm bleed

\*\* Placement address label: from below 4 cm, from left 2 cm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

**PRINT**



<b>FORMAT</b>	<b>4-COLOURS IN €</b>
Front cover	<b>6,340.00</b>
2./3./4. cover page	<b>6,155.00</b>
1/1 page	<b>5,520.00</b>
Junior page	<b>3,785.00</b>
1/2 page	<b>3,130.00</b>
1/3 page	<b>1,970.00</b>
1/4 page	<b>1,620.00</b>
1/8 page	<b>980.00</b>
Surcharge placement:	
Binding placement instructions	<b>765.00</b>

### DISCOUNTS:

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

### FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
9 times	<b>10 %</b>
12 times	<b>15 %</b>

### QUANTITY SCALE

3 pages	<b>5 %</b>
6 pages	<b>10 %</b>
9 pages	<b>15 %</b>
12 pages	<b>20 %</b>

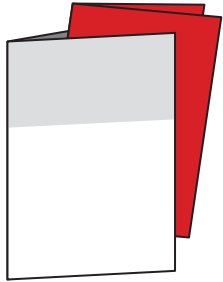
All surcharges do qualify for discounts. Front covers are not subject to discounts.

<b>CLASSIFIED ADS</b>	<b>FORMAT</b>	<b>PER COLUMN AND MM</b>	
		<b>B/W IN €</b>	<b>4-COLOURS IN €</b>
Agency price	1 column 43 mm wide	<b>3.88</b>	<b>7.47</b>
Direct price	1 column 43 mm wide	<b>3.30</b>	<b>6.35</b>
Job-wanted	1 column 43 mm wide	<b>2.15</b>	<b>---</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 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

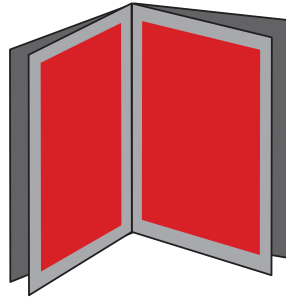
#### FORMAT

- 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

### ADVERTORIAL



#### SPECIAL FEATURE

- Content is editorially prepared and published
- High attention through editorial appearance
- Alternative to a classic ad

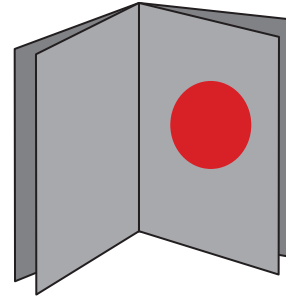
#### FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)

#### PRICE

- on request

### CIRCULAR AD



#### SPECIAL FEATURE

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

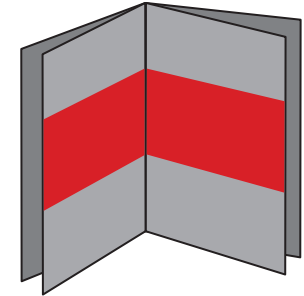
#### FORMAT

- max. Ø 90 mm

#### PRICE

- € 1,925.00

### BANDEROLE AD



#### SPECIAL FEATURE

- Central placement, therefore highest attention

#### FORMAT

- 460 mm width x 108 mm height in the bleed plus 3 mm bleed on all outer edges

#### PRICE

- € 4,570.00

## WALL CALENDAR

Feature your business with an ad on the 2023 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

## SCHEDULE/FORMATS/CIRCULATION

Publication date	<b>17.11.2022</b>
(Supplement in OMNIBUSREVUE 11-12/2022)	
Ad deadline	<b>04.10.2022</b>
Closing date printing materials	<b>12.10.2022</b>
Format	<b>800 x 540 mm</b>
Circulation	<b>7,000 copies</b>

PRICE ON REQUEST

Premium ad  
190 x 85 mm



Premium ad  
190 x 85 mm

95 x 173 mm

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

2023

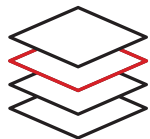
95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



PRINT

## AN OMNIBUSREVUE SPECIAL TO THE FUTURE DEVELOPMENT OF THE BUS AND COACH INDUSTRY

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 4/2022.

**PRICE:** 2/1 page € 4,490.00

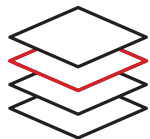
(For example a 1/1 page interview in combination with a 1/1 page classical advert or a 2/1 page interview.)

## PRINT AND ONLINE PRESENCE

In addition, we can also present your company contribution as an **online advertorial** on **omnibusrevue.de** in the appropriate environment. With an surcharge of € 249.00 you can further advertise target-oriented on the online services of the trade magazine.



DIGITAL



### PRINT

#### **PRINT: PORTRAITS OF IMPORTANT KEY PLAYERS**

Anyone 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.

The OMNIBUSREVUE special Who is Who Bus is supplemented to the issue 11-12/2022.

#### **ONLINE: INDUSTRY DIRECTORY**

The industry directory technology 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.

On page 19 you can find further information about the online industry directory.



### DIGITAL

#### **FORMAT**

1/2 page portrait

1/1 page portrait

Online entry

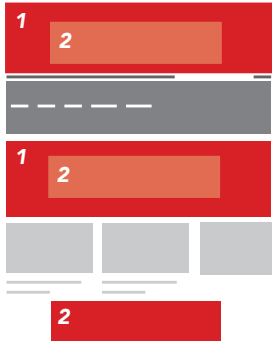
#### **PRICE**

€ 600.00 incl. **premium** online entry in the industrial directory

€ 1,005.00 incl. **ultimate** online entry in the industrial directory

**starting from € 299.00**

Your company portrait will be listed online for 12 months.



### 1 BILLBOARD

#### FORMAT

- 950 x 250 px (max. 80 KB)

#### CPM\*

- € 150.00

### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 80 KB)

#### CPM\*

- € 95.00



### 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 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

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

#### **REGISTRATION:**

newsletter.springerfachmedien-muenchen.de/or

#### **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.

<b>AD FORMAT</b>	<b>PLACEMENT</b>	<b>SIZE IN PX</b>	<b>PRICE IN €</b>
Cross/Full-Size Banner*	1	650 x 150	275.00
TextAd**	2	650 x 366	275.00
Medium Rectangle**	3	300 x 250	275.00

\* on all placements possible  
\*\*starting from the 2<sup>nd</sup> spot



#### **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.omnibusrevue.de](http://www.omnibusrevue.de).

#### **PRESENTATION:**

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **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	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	omnibusrevue.de	1 week	1,570.00



DIGITAL

At [www.omnibusrevue.de/branchenverzeichnis/technik](http://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.

## OPTIONS

- **Premium entry:** displays your logo and comprises the most important contact details of your company.
- **Ultimate entry:** Enhance your visibility! You have 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.

Further information at:

[www.omnibusrevue.de/branchenverzeichnis/preise](http://www.omnibusrevue.de/branchenverzeichnis/preise)



## ENTRIES

## PRICE IN €

<b>Basic</b> (address)	free
<b>Premium</b> (address + URL + portrait: products, references, photo gallery, contact form)	299.00
<b>Ultimate</b> (premium + detailed company presentation)	599.00



### DIGITAL

#### **YOUR ADVERTISING OPTIONS WITH MOVING PICTURES**

At [omnibusrevue.de](https://omnibusrevue.de) you have the possibility to make an innovative expansion to your ad campaign with your own video.

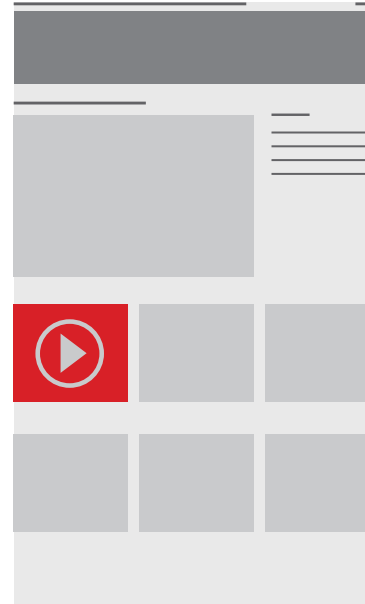
#### **OFFERS:**

- 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

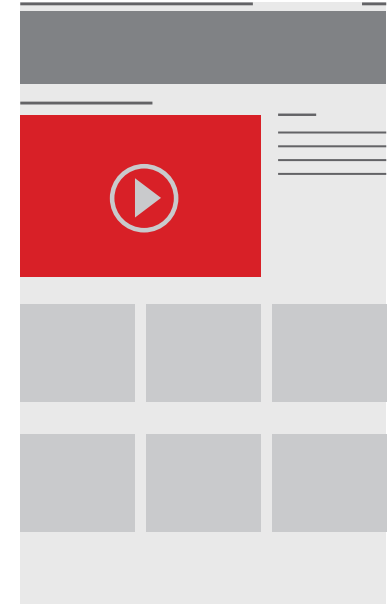
**PRICE AND TECHNICAL DETAILS ON REQUEST**

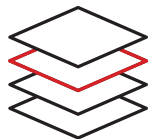


#### **PRESENTATION AS TOP ARTICLE FOR ONE WEEK**



#### **PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER SIX MONTHS**





## 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 PRINT &amp; ONLINE</b>	<b>PREMIUM PRINT &amp; ONLINE</b>	<b>BASIC+ PRINT &amp; ONLINE</b>
Publikation 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 € 9,150.00	1/2 € 4,620.00 1/1 € 5,900.00 2/1 € 8,220.00	1/2 € 2,850.00 1/1 € 4,240.00 2/1 € 6,720.00



**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**

	<b>ULTIMATE</b>	<b>PREMIUM</b>	<b>BASIC+</b>
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		
	<b>€ 9,900.00</b>	<b>€ 6,290.00</b>	<b>€ 2,790.00</b>



## 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 chapters (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





## 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.

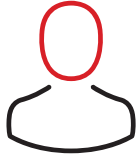
**In addition to your white paper, choose your preference package of advertising means!**

## 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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