

**1 Short characterization:** OMNIBUSREVUE and BUS AKTUELL – the successful and unique subscription combination of specialized magazines about buses in Germany. OMNIBUSREVUE, the oldest specialized bus magazine in Germany, has for decades had the highest number of sold copies in the market. This is the best proof of its success in meeting the information demands of bus company owners.

BUS AKTUELL – the market place of the bus industry – has for 16 years been published every two weeks, in alternation with OMNIBUSREVUE, and offers fast and comprehensive information on all topics pertaining to buses and coach tourism. Carefully researched information and independent reporting guarantee in-depth specialized information used by bus company owners in Germany, Austria, Switzerland, and other European countries for their decisions.

**2 Frequency of publication:** monthly (bi-weekly alternating)

**3 Year of publication:** 57<sup>th</sup> year 2006 (OR), 17<sup>th</sup> year 2006 (BA)

**4 Web-address (URL):** www.omnibusrevue.de,  
www.busaktuell.de,  
www.busmarkt.com

**5 Memberships:** -

**6 Medium:** -

**7 Publisher:** -

**8 Editorial Board:** Verlag Heinrich Vogel GmbH Fachverlag  
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany  
House address: Neumarkter Str. 18, 81673 Munich, Germany  
Phone: +49-89 / 43 72-0  
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**9 Editorial department:**

Editor in chief: Birgit Bauer  
birgit.bauer@springer.com

**10 Advertising office:**

Advertising director: Christian M. Rosner  
christian.rosner@springer.com

**11 Distribution director:**

Jutta Rethmann  
Phone: 01 80/5 26 26 18 (0.12 €/min.)  
E-mail: vertriebsservice@springer.com

**12 Advertised price:**

Annual subscription rate

Inland: € 72.80 plus 22.10 packing/postage, incl. 7% VAT  
Foreign Countries: € 72.80 plus 38.00 packing/postage, incl. 7% VAT  
Single copy: € 8.00 plus 1.90 packing/postage, incl. 7% VAT

**13 ISSN-No:**

1436-9974 (OR) 0939-0839 (BA)

**14 Size analysis:**

	OMNIBUSREVUE	BUS AKTUELL
	2004 = 12 editions	2004 = 12 editions
<b>Magazine format:</b>	210 mm (w), 280 mm (h)	300 mm (w), 420 mm (h)
<b>Total size:</b>	992 pages = 100.0 %	224 pages = 100.0 %
<b>Editorial section:</b>	563 pages = 56.8 %	118 pages = 52.7 %
<b>Advertising section:</b>	429 pages = 43.2 %	106 pages = 47.3 %

of them are

Classified ads:	102 pages = 23.8 %	12 pages = 11.9 %
Tourism ads:	157 pages = 36.6 %	39 pages = 36.8 %
Bound insert:	8 pages = 1.9 %	0 pages = 0,0 %
One's own ads:	31 pages = 7.2 %	12 pages = 11.3 %

**Supplements**

**(Loose-leaf inserts):** 15 pieces 8 pieces

**15 Content analysis:**

Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

Average circulation within one year  
(from July 1<sup>st</sup> 2004 until June 30<sup>th</sup> 2005)

	<b>OMNIBUSREVUE</b>	<b>BUS AKTUELL</b>
<b>Printed copies:</b>	<b>7,042</b>	<b>7,042</b>
<b>Total circulation</b> therefrom abroad:	<b>6,806</b> 484	<b>6,700</b> 538
<b>Total net paid circulation:</b> therefrom abroad: subscribed copies therefrom copies for members Sale by retail Other sale	<b>3,713</b> 381 3,496 - - 217	<b>3,700</b> 380 3,478 - - 222
<b>Free copies:</b>	<b>3,093</b>	<b>3,000</b>
<b>Remainer, file and checking copies</b>	<b>236</b>	<b>342</b>

**18 Geographical circulation analysis: OMNIBUSREVUE**

<b>Economic area</b>	<b>Quote of real circulated press run</b>	
	<b>%</b>	<b>copies</b>
Inland	92.9	6,322
Foreign Country	7.1	484
<b>Total circulation</b>	<b>100.0</b>	<b>6,806</b>

**18 Geographical circulation analysis: BUS AKTUELL**

<b>Economic area</b>	<b>Quote of real circulated press run</b>	
	<b>%</b>	<b>copies</b>
Inland	92.0	6,162
Foreign Country	8.0	538
<b>Total circulation</b>	<b>100.0</b>	<b>6,700</b>

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Techniques	Trade fairs 2006
<b>OR 1</b>	Dec 29, 2005	Nov 25, 2005	Dec 9, 2005	Navigation systems	<b>Internationale Nutzfahrzeug-Ausstellung</b> (commercial vehicle exhibition), Bruxelles Jan 2006
<b>BA 1</b>	Jan 17, 2006	Dec 20, 2005	Jan 3, 2006		<b>CMT</b> , Stuttgart Jan 14 to 22, 2006
<b>OR 2</b>	Jan 26, 2006	Dec 19, 2005	Jan 9, 2006	Heating systems	
<b>BA 2</b>	Feb 14, 2006	Jan 24, 2006	Jan 31, 2006		<b>CBR</b> , Munich Feb 18 to 22, 2006
<b>OR 3</b>	Feb 23, 2006	Jan 24, 2006	Feb 6, 2006	Minis + Midis	
<b>BA 3</b>	Mar 7, 2006	Feb 13, 2006	Feb 20, 2006		<b>ITB</b> , Berlin Mar 8 to 12, 2006 <b>CeBIT</b> , Hanover Mar 9 to 15, 2006
<b>OR 4</b>	Mar 30, 2006	Feb 24, 2006	Mar 13, 2006	Market survey: Imported vehicles	<b>TUR</b> , Gothenborg Mar 23 to 26, 2006
<b>BA 4</b>	Apr 11, 2006	Mar 22, 2006	Mar 28, 2006		
<b>OR 5</b>	Apr 27, 2006	Mar 23, 2006	Apr 6, 2006	Washing facilities Overview of used vehicles <b>Supplement: Workshop-Special I</b>	
<b>BA 5</b>	May 16, 2006	Apr 25, 2006	May 2, 2006		<b>Reifen</b> (Tires), Essen May 23 to 26, 2006
<b>OR 6</b>	May 26, 2006	Apr 24, 2006	May 8, 2006	Air conditioning systems Seat comfort and seat arrangements	
<b>BA 6</b>	Jun 13, 2006	May 22, 2006	May 29, 2006		

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Techniques	Trade fairs 2006
<b>OR 7</b>	Jun 29, 2006	May 29, 2006	Jun 12, 2006	Tires	
<b>BA 7</b>	Jul 11, 2006	Jun 21, 2006	Jun 27, 2006		
<b>OR 8</b>	Jul 27, 2006	Jun 27, 2006	Jul 10, 2006	Dashboard kitchen <b>Supplement: BUS 2006</b>	
<b>BA 8</b>	Aug 8, 2006	Jul 19, 2006	Jul 24, 2006		<b>RDA</b> , Cologne Aug 8 to 10, 2006
<b>OR 9</b>	Aug 31, 2006	Jul 31, 2006	Aug 11, 2006	Preview IAA Commercial vehicles	
<b>BA 9</b>	Sep 12, 2006	Aug 23, 2006	Aug 29, 2006	BTB-Special	<b>automechanica</b> , Frankfurt, Sep 12 to 17, 2006 <b>IAA</b> , Hanover, Sep 21 to 28, 2006
<b>OR 10</b>	Sep 28, 2006	Aug 29, 2006	Sep 11, 2006	Retarders and gear boxes Bus of the Year Snow chains	<b>Tour + Travel</b> , Warsaw Sep 2006
<b>BA 10</b>	Oct 10, 2006	Sep 19, 2006	Sep 25, 2006	Report on IAA Commercial vehicles	<b>BTB</b> , Vienna Oct 2006
<b>OR 11</b>	Oct 26, 2006	Sep 23, 2006	Oct 9, 2006	Minis + Midis <b>Supplement: Workshop-Special II</b>	<b>MIT</b> , Paris Oct 2006
<b>BA 11</b>	Nov 14, 2006	Oct 24, 2006	Oct 30, 2006		<b>FIAA</b> , Madrid, Nov 14 to 17, 2006
<b>OR 12</b>	Nov 30, 2006	Oct 30, 2006	Nov 13, 2006	Safety training Overview of used vehicles	<b>World Travel Market</b> , London Nov 6 to 9, 2006
<b>BA 12</b>	Dec 12, 2006	Nov 22, 2006	Nov 28, 2006		
<b>OR 01/07</b>	Dec 28, 2006	Nov 24, 2006	Dec 8, 2006	Ski cases and Bicycle trailers	

<b>1 Circulation:</b>	<b>OR</b>	<b>BA</b>
Printed copies:	7,042	7,042
Total circulation in annual average	6,806	6,700

## 2 Magazine size

<b>OMNIBUSREVUE</b>	
<b>Size:</b>	210 x 280 mm
<b>Type area:</b>	185 mm wide, 250 mm high 4 columns, 43 mm 3 columns, 60 mm
<b>BUS AKTUELL</b>	
<b>Size:</b>	315 x 435 mm
<b>Type area:</b>	293 mm wide, 374 mm high 6 columns, 45 mm

## 3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

## 7 Ads and rates:

All prices are plus VAT.

## 8 Surcharges: (discount possible)

### 8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

### 8.2 Preferential positions

Fixed positions 640.00 €

### 8.3 Ad formats

Bleeding across the gutter -  
Bleeding advertisement over type area -

## 9 Prices for classified ads/situations wanted:

Single column millimetre rate for	
Commercial ads	
(1 column, b/w)	3.28 €
Commercial ads	
(1 column, coloured)	4.51 €
Private ads	
(1 column, b/w)	2.79 €
Private ads	
(1 column, coloured)	3.84 €
Situations wanted	
(1 column)	1.77 €
Box number fee	10.00 €

## 10 Special ad forms: on request

## 11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
3 insertions	3%	3 pages	5%
6 insertions	5%	6 pages	10%
9 insertions	10%	9 pages	15%
12 insertions	15%	12 pages	20%

All surcharges qualify for discount.

## 12 Combinations: -

## 4 Publication:

Frequency of publication: monthly  
(bi-weekly alternating with BA)

Publications dates, closings dates and dates for submission:  
see timetable "Subjects and Dates"

## 5 Publisher:

Verlag Heinrich Vogel GmbH Fachverlag  
House address: Neumarkter Str. 18, 81673 Munich  
Postal address: P. O. Box 80 20 20, 81620 Munich  
Advertising department: Elisabeth Leibmann  
phone: +49-89 / 43 72-23 52  
fax: +49-89 / 43 72-23 98  
e-mail: anzeigen-vhv@springer.com

## 6 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 811148881

## Bank accounts:

Commerzbank Munich  
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

## 13 Bound inserts (only OMNIBUSREVUE):

2 pages	3,045.00 €
4 pages	6,090.00 €
6 pages	9,135.00 €
8 pages	12,180.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 213 wide x 286 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).

## 14 Loose-leaf inserts:

loose inserted, max. format: 203 mm x 275 mm (OR)	
293 mm x 374 mm (BA)	
Weight of loose-leaf inserts	Price/thousand
up to 25 g	155.00 €
up to 50 g	215.00 €
over 50 g	on request

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

## 15 Glued-in postcards:

Glued-in postcards/thousands	82.00 €
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Prospect/commercial sample on request, after sight of a sample.

Only in combination with an full page-ad (prices see above).  
Loose inserts and glued-in postcards do not qualify for discounts.

## 16 Delivery address for the positions 13 to 15: on request

**Delivery notice:** for OMNIBUS REVUE no. ...  
for BUSAKTUELL no.

Please send in advance 10 samples to advertising sales department.

<b>2/1 page:</b>	<b>W 397 x H 250</b>
<b>2/1 page truncate:*</b>	<b>W 420 x H 280</b>
Basic rate b/w	6,090.00 €
coloured	8,770.00 €
<b>1/1 page:</b>	<b>W 185 x H 250</b>
<b>1/1 page truncate:*</b>	<b>W 210 x H 280</b>
Basic rate b/w	3,045.00 €
coloured	4,385.00 €
<b>1/2 page (upright):</b>	<b>W 90 x H 250</b>
<b>1/2 page truncate:*</b>	<b>W 102 x H 280</b>
<b>1/2 page (landscape):</b>	<b>W 185 x H 125</b>
<b>1/2 page truncate:*</b>	<b>W 210 x H 140</b>
Basic rate b/w	1,630.00 €
coloured	2,405.00 €
<b>1/3 page (upright):</b>	<b>W 60 x H 250</b>
<b>1/3 page truncate:*</b>	<b>W 72 x H 280</b>
<b>1/3 page (landscape):</b>	<b>W 185 x H 85</b>
<b>1/3 page truncate:*</b>	<b>W 210 x H 98</b>
Basic rate b/w	1,025.00 €
coloured	1,540.00 €

<b>1/4 page (upright):</b>	<b>W 43 x H 250</b>
<b>1/4 page truncate:*</b>	<b>W 57 x H 280</b>
<b>1/4 page (landscape):</b>	<b>W 185 x H 65</b>
<b>1/4 page truncate:*</b>	<b>W 210 x H 82</b>
<b>1/4 page, 2-column:</b>	<b>W 90 x H 125</b>
Basic rate b/w	835.00 €
coloured	1,245.00 €
<b>1/8 page, 1-column:</b>	<b>W 43 x H 125</b>
<b>1/8 page, 2-column:</b>	<b>W 90 x H 65</b>
<b>1/8 page, 4-column</b>	<b>W 185 x H 33</b>
Basic rate b/w	455.00 €
coloured	775.00 €
<b>Front cover page</b>	
Basic rate, 4-coloured	5,455.00 €
<b>2., 3., 4. cover page</b>	
Basic rate, 4-coloured	5,150.00 €

\* + 4 mm bleed at all edges to be truncated

<b>1/1 page (newspaper size):</b>	<b>W 293 x H 374</b>
<b>1/1 page truncate:*</b>	<b>W 315 x H 435</b>
Basic rate b/w	4,205.00 €
coloured	5,215.00 €
<b>1/1 page (magazine size):</b>	<b>W 185 x H 250</b>
Basic rate b/w	2,715.00 €
coloured	3,725.00 €
<b>1/2 page (upright):</b>	<b>W 144 x H 374</b>
<b>1/2 page (landscape):</b>	<b>W 293 x H 187</b>
Basic rate b/w	2,715.00 €
coloured	3,725.00 €
<b>1/3 page (upright):</b>	<b>W 94 x H 374</b>
<b>1/3 page (landscape):</b>	<b>W 293 x H 124</b>
Basic rate b/w	2,180.00 €
2-coloured	2,860.00 €

<b>1/4 page (upright):</b>	<b>W 144 x H 187</b>
<b>1/4 page (landscape):</b>	<b>W 185 x H 65</b>
Basic rate b/w	1,435.00 €
coloured	1,940.00 €
<b>1/6 page (landscape):</b>	<b>W 293 x H 62</b>
<b>1/6 page (upright):</b>	<b>W 45 x H 374</b>
Basic rate b/w	1,130.00 €
coloured	1,495.00 €
<b>1/8 page, 2-columns:</b>	<b>W 94 x H 140</b>
<b>1/8 page (landscape):</b>	<b>W 293 x H 46</b>
Basic rate b/w	775.00 €
coloured	1,070.00 €
<b>Baseboard:</b>	<b>W 244 x H 80</b>
Basic rate	3,040.00 €

\* + 4 mm bleed at all edges to be truncated

**1. Web-Adresse (URL):**

www.omnibusrevue.de – www.busaktuell.de – www.busmarkt.com

**2. Short characterization:**

Comprehensive Internet offer for decision makers, advisers and opinion-leaders in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for tour planning, industry sector data, used-vehicle market, and much more.

**3. Ads and rates:**

<b>Banner</b>	<b>Format (WxH) in Pixel</b>	<b>Price (per thousand)</b>
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	40.00 € <sup>1)</sup>
Combi-Package <sup>2)</sup>	778 x 90+200 x 400+400 x 40	60.00 €

<sup>1)</sup> only in combination with combi-package

<sup>2)</sup> up to 10 times more effective advertisements and higher click rate!  
(Superbanner and Skyscraper and Contentbanner)

**4. Newsletter:**

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	<b>Top sponsoring</b>	<b>Second position</b>
Positioning	directly before topic overview	between topics
Prices (per thousand)	36,- €* (per workday)	26,- €* (per workday)

\* Minimum booking: 5 adverts

All prices are plus VAT. Valid from 01.10.2005.

Number of Newsletter-Subscribers August 2005: 1,076

**5. Online Special ad forms:**

Infolines, sponsoring, cooperations on request.

**6. Combination of print and online publication for coach tourism**

**Print:** 2 one-column lines in 12 issues of BUS AKTUELL at "Touristikpartner im www"

**Online:** Premium entry with address data, logo, e-mail and Internet address, both linked, for 12 months at "Touristikplaner"

**Price:** 199.- €

All prices are plus VAT. Valid from 01.10.2005.

**7. Contact person:**

Christian Plagge  
Tel. + 49 (0) 89 43 72-21 49  
Christian.Plagge@springer.com

**8. Data delivery:**

online-inserate@springer.com



**19 Industrial sectors/branches of industry/types of business**

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	%	Quota of total circulation Projection (approx.)	
			OR	BA
60.21.1	Conveyance of passengers in the omnibus occasional services	44	2,780	2,710
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,710	1,660
63.3	Travel agencies and tour operators	12	760	740
55	Hotel and restaurant establishments	6	380	370
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	250	250
	Other	5	320	310
	Not specified	2	130	120
	Rounding difference		-8	2
<b>Total circulation inland</b>		<b>100</b>	<b>6,322</b>	<b>6,162</b>
Foreign countries (unlevied)			484	538
<b>Total circulation inland and foreign countries</b>			<b>6,806</b>	<b>6,700</b>

