



www.omnibusrevue.de

MEDIA KIT 2013

Short characterization:

With the OMNIBUSREVUE magazine, contractors are informed about current trends, economical and legal topics, and news around management, tourism and technology on a monthly basis. Current information can also be found at www.omnibusrevue.de as well as in our weekly newsletter. The information portfolio is completed by numerous online services like the online bus handbook (bus catalogue) and video films under BUS-TV.

Frequency of publication: monthly
Year of publication: 64th year 2013
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Publishing house: Verlag Heinrich Vogel
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Subscription cost:

Annual subscription rate
Inland: € 104.00 incl. packing/postage and 7% VAT
European countries: € 116.00 incl. packing/postage and 7% VAT
Single copy: € 8.90 plus € 1.90 packing/postage, incl. 7% VAT

Circulation control: 

Analysis of circulation: Average circulation within one year
July 1st 2011 - June 30th 2012

Printed copies:	6,995		
Total circulation	6,710	therefrom abroad:	357
Total net paid circulation:	3,840	therefrom abroad:	276
- subscribed copies	2,319		
- Sale by retail	-		
- Other sale	1,521		
Free copies:	2,870		
Remainders, file and checking copies	285		

Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Inland	93.9	6,353
Foreign Country	6.1	357
Total circulation	100.0	6,710

Industrial sectors/branches of industry/types of business

Branch/ section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation in% Projection approx.)	
49.39.1, 49.39	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	35	2,220
49.39.2	Conveyance of passengers in the omnibus occasional services	24	1,530
55, 56	Hotels, restaurants	18	1,140
79.11, 79.12	Travel agencies and tour operators	13	830
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	7	450
-	Others	2	130
-	Not specified	1	60
	Rounding difference		-7
	Total circulation inland	100	6,353
	Foreign countries (unlevied)		357
	Total circulation inland and foreign countries		6,710

Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010.

Issue	Publication Date	Closing Date	Closing Date Printing Material	Topics Technology	Management	Trade fairs
OR 1 January	Dec. 27, 2012	Nov. 23, 2012	Dec. 6, 2012	Alternative gears Interior decoration	Travel insurances	CMT , Stuttgart, Jan 12 to 20, 2013
OR 2 February	Jan. 31, 2013	Dec. 20, 2012	Jan. 11, 2013	Digital tachograph Vehicle tracking Analysis software Security	Fleet management	f.re.e , Munich, Feb 20 to 24, 2013
OR 3 March	Feb. 28, 2013	Jan. 25, 2013	Feb. 6, 2013	"Fit for the summer business": Maintenance and repair Tyres Driving safety	Software	CeBIT , Hanover, Mar 5 to 9, 2013 ITB , Berlin, Mar 6 to 10, 2013 TUR , Gothenburg, Mar 21 to 24, 2013
OR 4 April	Mar. 28, 2013	Feb. 26, 2013	Mar. 8, 2013	Air conditioning systems Passenger information systems Minis and midis	Catalogue designing	RDA General Assembly 2013 , Augsburg, Apr 11 to 13, 2013
OR 5 May	Apr. 25, 2013	Mar. 22, 2013	Apr. 5, 2013	Importers	Driver's advanced training	
OR 6 June	May 31, 2013	Apr. 25, 2013	May 8, 2013	Brakes and retarders Exterior design and styling	Ticketing systems	

Issue	Publication Date	Closing Date	Closing Date Printing Material	Topics Technology	Management	Trade fairs
OR 7 July	Jun. 27, 2013	May 27, 2013	Jun. 7, 2013	Interior decoration Lighting Coach Euro Test	Fuel and service cards	
OR 8 August	Jul. 18, 2013	Jun. 18, 2013	Jun. 28, 2013	Preview: RDA-Workshop Washing facilities Winter equipment	Fleet management	RDA Workshop, Cologne, Jul 23 to 25, 2013
OR 9 September	Aug. 29, 2013	Jul. 29, 2013	Aug. 8, 2013	Alternative gears Winner "Coach of the Year"	Worthwhile Literature	TT Tour + Travel, Warsaw, Sep 26 to 28, 2013
OR 10 October	Sep. 26, 2013	Aug. 27, 2013	Sep. 6, 2013	Preview: Busworld	Professional clothing	Busworld, Kortrijk, Oct 18 to 23, 2013
OR 11 November	Oct. 31, 2013	Sep. 30, 2013	Oct. 11, 2013	Review: Busworld Minis and midis	Software	World Travel Market, London, Nov 4 to 7, 2013 BTB, Vienna, Oct 29 to 30, 2013
OR 12 December	Nov. 28, 2013	Oct. 28, 2013	Nov. 8, 2013	Exhaust gas aftertreatment Second-hand buses	Driver's advanced training	
OR 1 January 2014	Dec. 27, 2013	Nov. 25, 2013	Dec. 5, 2013	Alternative gears Interior decoration	Travel insurances	CMT, Stuttgart, January 2014

Circulation:

Printed copies:	6,995
Total circulation in annual average	6,710

Magazine size

Size:	230 x 300 mm trimmed
Type area:	199 mm wide, 268 mm high
Number of columns:	4 columns, 46 mm
Number of columns:	3 columns, 63 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.

Publication:

Frequency of publication: monthly
Publications dates, closings dates and dates for submission:
 see timetable "Subjects and Dates"

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 accounts: HypoVereinsbank, Munich
 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.

Ads and rates technology sector:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price coloured €
		type area	truncate*	
Front cover page			230 x 186	5,580.-
2., 3., 4. cover page				5,425.-
1/1 page	4 columns	199 x 268	230 x 300	4,930.-
1/2 page	2 columns	97 x 268	115 x 300	2,730.-
	4 columns	199 x 134	230 x 152	
1/3 page	1 column	63 x 268	81 x 300	1,740.-
	4 columns	199 x 90	230 x 108	
1/4 page	1 column	46 x 268	64 x 300	1,430.-
	2 columns	97 x 134	115 x 152	
	4 columns	199 x 67	230 x 85	
1/8 page	1 column	46 x 134	64 x 152	860.-
	2 columns	97 x 67	115 x 87	
	4 columns	199 x 33,5	230 x 51,5	

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 705.00 €

Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads	each mm (1 column, 43 mm wide, b/w)	3.67 €
Commercial ads	each mm (1 column, 43 mm wide, coloured)	5.06 €
Private ads	each mm (1 column, 43 mm wide, b/w)	3.12 €
Private ads	each mm (1 column, 43 mm wide, coloured)	4.30 €
Situations wanted	each mm (1 column, 43 mm wide)	2.05 €
Box number fee		11.00 €

Special ad forms:

on request

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

3 insertions	3 %
6 insertions	5 %
9 insertions	10 %
12 insertions	15 %

Quantity discount

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:

2-pages	3,480.00 €
4-pages	6,960.00 €
6-pages	10,440.00 €

Please supply the bound inserts in the untrimmed format
233 wide x 306 high (folded). Trim across gutter and all edges: 3 mm.
Fixed position: centre of the magazine.

Loose-leaf inserts (not discountable):

loose inserted, max. format: 223 mm x 295 mm

Weight of loose-leaf inserts Price/thousand

up to 25 g	285.00 €
up to 50 g	460.00 €
per further 5 g	35.00 €

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

Glued-in postcards (not discountable):

Glued-in postcards/thousands 93.00 €

Prospect/commercial sample on request, after sight of a sample.
Only in combination with an full page-ad (prices see above).

Data formats:

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 320 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

Data transfer:

- Use Winzip (.zip) or Stuffit (.sit) to reduce the file size.
- Your Zip file should be named after the respective journal, followed by issue and customer (journal_issue_customer_motive.zip).

Support:

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: gecont@stuertz.de.

Connections:

FTP: <ftp.stuertz.de> (Log-in: User: gecont, Password: dE41yG)

E-Mail: gecont@stuertz.de

Fax: +49 931 385-11332

Contact Print Shop:

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg

Phone: +49 931 385-332

Fax: +49 931 385-11332

You can find the downloadable data ticket at vhv.mediacentrum.de.

Delivery address for bound inserts and loose-leaf inserts:

Stürtz GmbH, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "OMNIBUSREVUE No. ..."

Please send in advance 10 samples to the advertising sales department.



OMNIBUSREVUE Extra

Some topics are so exciting they are easily worth a whole edition. Therefore, OMNIBUSREVUE publishes several times a year monothematic special editions. These OMNIBUSREVUE Extra deal in depth with current trends, fascinating target groups, new destinations or practical tips for bus operators.

Tourism and technical providers in the bus sector find in OMNIBUSREVUE Extra the opportunity to present themselves in a suitable editorial environment through advertorials/PR-pages. By embedding and editorial presentation of the PR-page you can take advantage of the high level of credibility of OMNIBUSREVUE. And the bus operator gets a whole edition about a current topic concerning their daily work.

Price on request.



Online: The Bus Catalogue – unique overview of bus models available on the German market.

The vehicles of more than 27 manufacturers are listed with their main technical data and, thanks to a new search function, are selectable through multiple parameters like length, axes and numbers of seats. The user has quick access to information about vehicles and providers. With banners and product portraits, companies can excellently present themselves and their top vehicles.

Print: The industry guide for used buses – portraits of the major dealers of used buses as a supplement in OMNIBUSREVUE

The industry guide (Online Bus Catalogue) is complemented by portraits of the major dealers of used buses and their suppliers. Omnibus dealers listed in this company and service provider guide will be in focus when qualified business partners are being searched.

When booking a portrait, your company will be listed in the online bus catalogue for 12 months and published in the annually print edition "Gebrauchtbusspiegel" (Used Buses Catalogue) supplemented in the December issue of OMNIBUSREVUE.

Prices:	1/2 page	530.00 €
	1/1 page	990.00 €

We'll be pleased to advise you!



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omnibusrevue.de

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Online Ad Types and Online Prices

omnibusrevue.de is the internet portal for coach operators and companies in short-distance public transport. It informs daily with latest news, background reports and articles about jurisdiction. Furthermore, there are databases with search features for bus models, business partners and branch data, in addition a used buses market and much more.

Visits:

Page Impressions:



18,043 (July 2012)

61,067 (July 2012)



Text Display Small
Size: 300 x 115 px

CPM*: 55.00 €



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px

CPM*: 75.00 €



Expandable Medium
Rectangle Small
Size: 300 x 250 px
630 x 250 px

CPM*: 100.00 €



Expandable Medium
Rectangle Large
Size: 300 x 250 px
630 x 350 px

CPM*: 125.00 €



Flash Layer and Medium
Rectangle Reminder
(Tandem Ad)
Size: 400 x 400 px
300 x 250 px

CPM*: 150.00 €



Half Page
Size: 300 x 600 px

CPM*: 150.00 €



Expandable Half Page
Size: 300 x 600 px
630 x 600 px
Price on request



Skyscraper
Size: 120 x 600 px
160 x 600 px
CPM*: 75.00 €



Superbanner
Size: 728 x 90 px
CPM*: 75.00 €



Wallpaper
Size: Superbanner and
Skyscraper
CPM*: 150.00 €

Background colorizing possible

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Newsletter:

OMNIBUSREVUE informs the decision makers and executives on a regular basis in an up-to-date and informative online newsletter.

Newsletter subscribers: 2,172 (July 2012)



Text Display Small

Size: 300 x 115 px
Fixed Price: 110.00 €



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 199.00 €



**Cross-/Full-size banner
Text display large**

Size: 650 x 150 px
Fixed Price: 199.00 €

Video in editorial surrounding (Opening or ending credits):

At omnibusrevue.de, we provide the opportunity to place a pre-/post-roll ad before/after a **video** that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll
(Opening or ending credits)**
Format: 4:3 or 16:9
Size: max. 5 MB,
Duration: max. 10 sec.
CPM*: 75.00 €

Furthermore, at **omnibusrevue.de** you have the possibility to insert a video of your own. We ensure indexing for SEO-effective dissemination. Price and technical details on request.

The currently valid VAT must be added to all prices. CPM = cost per 1,000 impressions.

Online Ad Types

- File formats: SWF, GIF, JPG, HTML, Tag code (redirect)
- Fallback image: When using a Flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- 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;
- Inserting the ClickTag: No hard linking allowed in the Flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your Flash file:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

Newsletter

Landscape/Full-size Banner, Medium Rectangle

- In Outlook 2007, animated GIF files will no longer be shown in animated form. Therefore deposit all compelling contents within the first frame.
- File formats: static or animated GIF/JPG files;
- File size: up to 30 KB;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Large

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 130 x 80 px;
- Text: max. 700 characters, including all space characters 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 accounts:

HypoVereinsbank, Munich
 IBAN: DE02 7002 0270 1830 2092 00,
 BIC: HYVEDEMMXXX

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