



busfahrer-magazin.de

MEDIA KIT 2015

Short characterization:

The magazine for bus drivers, coach operators and people who are interested in coaches. You will find features all around coaches: vehicle tests, drivers reports, portraits of insiders and diverting entertainment. Use this environment to reach your special target group optimally.

BUSFahrer is available by subscription and at the kiosks.

Frequency of publication: quarterly

Year of publication: 12nd year 2015

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

ISSN: 1614-0656

Subscription cost:

Annual subscription

Inland: 19.30 € incl. packing/postage and 7 % VAT

European Countries: 23.30 € incl. packing/postage and 7 % VAT

Single copy: 3.90 € plus 1.90 € packing/postage, incl. 7 % VAT

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Straße 30, 81549 Munich, Germany
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E-Mail: anzeigen-vhv@springer.com
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Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 / 20 30 43-11 00
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Time schedule:

Issue No	Publication Date	Deadline Display Ads	Deadline Classified Ads	Printing Material
01/15	Mar 4, 2015	Jan 22, 2015	Feb 5, 2015	Feb 4, 2015
02/15	Jun 3, 2015	Apr 22, 2015	May 7, 2015	May 6, 2015
03/15	Sep 2, 2015	Jul 27, 2015	Aug 10, 2015	Aug 7, 2015
04/15	Dec 2, 2015	Oct 26, 2015	Nov 9, 2015	Nov 6, 2015

Circulation:

Printed copies:	16,000
Postal circulation: (Status: II/2014)	2,587
Paid circulation: (incl. kiosks)	appr. 4,000

Magazine size

Size:	230 mm 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: quarterly

Publications dates, closings dates and dates for submission:
see "Publishing House – Time Schedule".

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:

All prices are plus VAT.

Format	Columns	Width x Height mm		coloured
		type area	truncate*	€
2., 3., 4. cover				5,040.00
1/1	4 col.	199 x 268	230 x 300	4,200.00
1/2	2 col.	97 x 268	115 x 300	2,470.00
	4 col.	199 x 134	230 x 152	
1/3	1 col.	63 x 268	81 x 300	1,630.00
	4 col.	199 x 90	230 x 108	
1/4	1 col.	46 x 268	64 x 300	1,280.00
	2 col.	97 x 134	115 x 152	
	4 col.	199 x 67	230 x 85	
1/8	1 col.	46 x 134	64 x 152	650.00
	2 col.	97 x 67	115 x 85	
	4 col.	199 x 33,5	230 x 51,5	

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 635.00 €

Prices for classified ads/situations wanted:

1 column millimetre rate for

Commercial ads	(1 column, 43 mm wide, b/w)	3,08 €
Commercial ads	(1 column, 43 mm wide, coloured)	4.28 €
Job wanted ads	(1 column, 43 mm wide)	1.67 €
Box number fee		13.00 €

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

2 insertions	3 %
3 insertions	5 %
4 insertions	10 %

Quantity discount

2 pages	5 %
3 pages	10 %
4 pages	15 %

All surcharges do qualify for discounts. Front covers are not qualified for discount.

Bound inserts (not discountable):

Price:

2-pages	2,885.00 €
4-pages	5,770.00 €
6-pages	8,655.00 €
8-pages	11,540.00 €

- Please supply the bound inserts in the untrimmed format 233 wide x 306 high (folded).
- 2-page bound inserts to be delivered with a printed latch of 110 mm width.
- Bleed on all edges 3 mm.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

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 €
per further 5 g	35.00 €

- Number of inserts available on request.
- Inserts possible at press run of 5,000 copies.
- Adverts of a third party not allowed.

Glued-in postcards (not discountable):

Glued-in postcards/thousands	95.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with a full page-ad (prices see above).	

Delivery address for bound and other inserts:

Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: for “Journal name – Issue no. ...”

The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- 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.

Data transfer

- Use Winzip (.ZIP) 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).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



busfahrer-magazin.de

MEDIA KIT 2015

Online Ad Types and Online Prices

Standard Ad Forms:

Visits: 6,976 (June 2014)
Page Impressions: 20,948 (June 2014)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: 75.00 €

Expandable Medium Rectangle Small
Size: 300 x 250 px and 630 x 250 px
CPM*: 100.00 €

Expandable Medium Rectangle Large
Size: 300 x 250 px and 630 x 350 px
CPM*: 125.00 €



Half Page
Size: 300 x 600 px
CPM*: 150.00 €

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



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



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



Wallpaper
Size: Superbanner and Skyscraper
CPM*: 150.00 €

Back-ground coloring possible

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

Newsletter:

Newsletter subscribers: 2,490 (June 2014)



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 99.00 €



**Cross/Full-Size Banner
Text Display Large**

Size: 650 x 150 px
Fixed Price: 99.00 €

Video in editorial surrounding (Opening or ending credits):

At **busfahrer-magazin.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 **busfahrer-magazin.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.



Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect.
Here and also for layers, GIF/JPG files aren't necessary anymore.
- 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

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 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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We'll be pleased to advise you!



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Agnes Frosch

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