



2017

TOURISM

VERLAG HEIKRICH VOGEL ISSN 1439-9974 67. JAHRGANG 6485 www.omnibusrevue.de

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

MANAGEMENT Fif-Ausbildung und Nachqualifizierung »Seite 12		TECHNIK Alt-Star MAN Lion's City im großen Test »Seite 22	TOURISTIK Sachsen glänzt mit touristischer Vielfalt »Seite 72
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Neue Top-Destinationen entdecken!
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Anmelden und sich alle
Angebote in der Landkarte
ordnen.



MEDIA KIT 2017

Better in management,
technique and tourism

www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

What distinguishes the OMNIBUSREVUE?

The OMNIBUSREVUE is one of the most important magazines of the bus sector and celebrated its 65th anniversary in 2015. In fast-changing times, e. g. with long-distance coaches, e-mobility or digitalization, we want to be the guidepost for the bus sector. The OMNIBUSREVUE supports entrepreneurs and managers with tips for the everyday business, current legal articles, 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.

Who are the readers of the 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.

How do the readers evaluate the OMNIBUSREVUE?

As the reader structure analysis revealed, the readers are confident of the competent articles and the intelligibly presented information. They rate the OMNIBUSREVUE as an important information media for their daily work. Roughly 96 percent would recommend the magazine, 87 percent rate the reporting as objective, critical and factual. Also the clear and comprehensible design is appreciated by the readers.

What more does the OMNIBUSREVUE offer?

Part of the OMNIBUSREVUE portfolio are the mobile e-paper issue, events, special single-topic magazines, an online database with vehicle data and dealer portraits, the useful „Bus Handbook with Used-Bus Price Index“, and the video portal BUS TV. In addition, as a specialized information provider encompassing multiple media, we offer daily news on our website and also a weekly newsletter.newsletter., and the video portal BUS TV. In addition, as a specialized information provider encompassing multiple media, we offer daily news on our website and also a weekly



A handwritten signature in black ink, appearing to read 'Andreas Heise'.

Andreas Heise
Editor-in-Chief OMNIBUSREVUE

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Year of publication: 68th year 2017

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ISSN: 1436-9974

Subscription cost: Annual subscription
 Inland: € 116.00 incl. packing/postage plus statutory VAT
 European countries: € 128.00 incl. packing/postage plus statutory VAT
 Single copy: € 11.90 incl. packing/postage plus statutory VAT

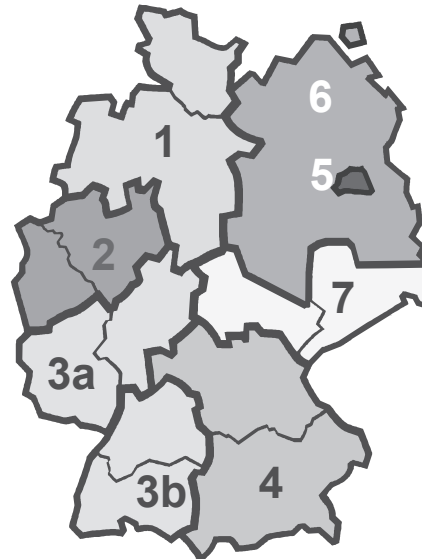
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Distribution: Subscription Service, Verlag Heinrich Vogel
 Phone: +49 89 203043-1100
 E-mail: vertriebsservice@springer.com

Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	663
2	885
3 a	969
3 b	1,046
4	1,651
5	736
6	211
7	310
total	6,471

Circulation monitoring:

Circulation analysis: Average number of copies per issue in one year (July 1st 2015–June 30th 2016)

Print run:	7,000		
Actual distributed circulation (ADC):	6,765	therefrom abroad:	294
Sold copies:	3,110	therefrom abroad:	213
▪ Subscription copies:	1,780	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	1,330		
Complimentary copies:	3,655		
Reminder, archive and records copies:	235		

Geographical circulation analysis:

Economic area Quote of actual distributed circulation in %

Inland	95.7	6,471
Foreign Countries	4.3	294
Actual distributed circulation (ADC):	100.0	6,765

Industries/economic sectors/business types¹⁾:

Dept./ group/ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
49.39.1	Regular passenger transport services by bus incl. long-distance passenger transport	39	2,520
49.39.2, 49.39	Occasional passenger transport services by bus incl. tourist travel Other passenger transport services by land traffic	35	2,270
79.1	Travel agencies and tour operators	16	1,040
55.1, 56	Hotels and similar accommodation Catering industry Tourism industry	5	320
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	3	190
–	Others / Not specified	2	130
	Rounding difference		1
	Actual distributed circulation in Germany:	100	6,471
	Foreign Countries (unlevied)		294
	Actual distributed circulation:		6,765

FAIRS

ISSUE 1
DA: 22.11.2016
CD: 05.12.2016
PD: 27.12.2016

Mines, caves and grottos
 Floral exploration trips
 Palaces/Castles/Monasteries

City special: Jewels in the East
 (Erfurt, Jena, Dresden, Weimar, Leipzig)

35th Day of Coach Tourism, Bremen, 09.01.2017
CMT, Stuttgart, 14.01.-22.01.2017

ISSUE 2
DA: 19.12.2016
CD: 09.01.2017
PD: 30.01.2017

„Fresh air-attack“: Allgäu, Fichtelgebirge, Black Forest
 Shipping companies/Ferries

Region special: Coast of Croatia
 Region special: Rome/Lazio

f.re.e, Munich, 22.02.-26.02.2017

ISSUE 3
DA: 24.01.2017
CD: 06.02.2017
PD: 23.02.2017

Preview ITB
 Worlds of Experience I
 Railways, nostalgia trains, mountain railways
 Summer events & open-air

Region special: Burgenland
 Region special: Ore Mountains and Vogtland
 Region special: Upper Austria, Vienna, Lower Austria

BTB Workshop, Berlin, 07.03.2017
ITB, Berlin, 08.03.-12.03.2017
CeBIT, Hanover, 20.03.-24.03.2017
TUR, Gothenburg, 23.03.-26.03.2017

Travel insurances

• **Sales Guide – Catalogue Entries**

ISSUE 4
DA: 24.02.2017
CD: 13.03.2017
PD: 04.04.2017

Preview RDA-Workshop Friedrichshafen
 Tourist navigation

City special: Hamburg
 Region special: Tyrol, Salzburger Land, Styria, Vorarlberg
 Region special: Piedmont and Valle d'Aosta
 Country special: France, Croatia
 Around Lake Constance

RDA-General Assembly, Friedrichshafen
 19.04.2017
RDA-Workshop, Friedrichshafen
 20.04.-21.04.2017

ISSUE 5
DA: 24.03.2017
CD: 06.04.2017
PD: 27.04.2017

Shopping trends
 Active in summer

Region special: Thuringia, Saarland, Ruhr, Rhineland-Palatinate
 Lake special: Lake Garda, Lake Comer
 Country special: Great Britain, Ireland, Scandinavia, Netherlands, Switzerland

FIAA, Madrid, 23.05.-26.05.2017

ISSUE 6
DA: 24.04.2017
CD: 08.05.2017
PD: 26.05.2017

Worlds of Experience II

Region special: Saxony, Bavaria
 Country special: Slovenia

• **Sales Guide – Catalogue Entries**

FAIRS

ISSUE 7 DA: 26.05.2017 CD: 09.06.2017 PD: 29.06.2017	Preview RDA-Workshop Cologne Group tours: Highlights Austria 2017/18	Region special: Baden-Württemberg Region special: South Tyrol Country special: Hungary	RDA-Workshop , Cologne, 04.07.-05.07.2017
ISSUE 8 DA: 27.06.2017 CD: 10.07.2017 PD: 27.07.2017	Review: RDA-Workshop Knowledge experience Christmas markets	Regionenspecial: Mecklenburg-Vorpommern	BTB Workshop , Munich, 29.08.2017
ISSUE 9 DA: 31.07.2017 CD: 11.08.2017 PD: 31.08.2017	Winter journeys, Christmas markets Group tours: Prospects 2018 Farmsteads and adventure farms	Region special: Saxony-Anhalt, Bremen/Bremerhaven Region special: Adventure land Brandenburg Country special: Slovakia, Czech Republic	
ISSUE 10 DA: 29.08.2017 CD: 11.09.2017 PD: 28.09.2017	Musicals, music tours and festivals Shopping experiences Air and long-distance travels	City special: Munich Region special: Lower Saxony, Saarland, Hesse	busworld , Kortrijk, 20.10.-25.10.2017 BTB , Vösdorf, 24.10.-25.10.2017
ISSUE 11 DA: 29.09.2017 CD: 13.10.2017 PD: 03.11.2017	Museums, art and culture trips Wellness & spa, spa vacations Meditation journeys Travel insurances	City special: Hanseatic cities Länderspecial: Benelux	World Travel Market , London 06.11.-08.11.2017 TT Warsaw Tour + Travel , Warsaw 23.11.-25.11.2017
ISSUE 12 DA: 30.10.2017 CD: 13.11.2017 PD: 30.11.2017	Pilgrimages Motorway service stations Barrier-free destinations	Region special: Sauerland	
ISSUE 1/18 DA: 21.11.2017 CD: 04.12.2017 PD: 21.12.2017	Mines, caves and grottos Floral exploration trips Palaces/Castles/Monasteries	City special: Jewels in the East	CMT , Stuttgart, 13.01.-21.01.2018

This overview of planned topics for 2017 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

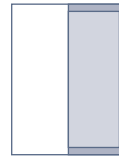
Formats



Title Display
–
230 x 186 mm*



1/1 Page
199 x 268 mm
230 x 300 mm*



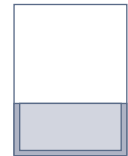
1/2 Page upright
97 x 268 mm
115 x 300 mm*



1/2 Page horizontal
199 x 134 mm
230 x 152 mm*



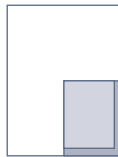
1/3 Page upright
63 x 268 mm
81 x 300 mm*



1/3 Page horizontal
199 x 90 mm
230 x 108 mm*

Main magazine

Type area (width x height)
Trim size (width x height)



1/4 Page bloc
97 x 134 mm
115 x 152 mm*



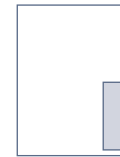
1/4 Page upright
46 x 268 mm
64 x 300 mm*



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 (width x height)
Trim size (width x height)

* +3 mm bleed on all outer edges

Circulation in annual average:



Print run:	7,000 copies
Actual distributed circulation:	6,765 copies
Actual sold circulation:	3,110 copies

Magazine size:	230 mm width x 300 mm height
Type area:	199 mm width x 268 mm height
Columns 4:	Column width 46 mm
Columns 3:	Column width 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.

Advertisement formats and prices tourism sector:

Format	4-colors, in €
Title Display (no discounts available)	5,600.00
2./3./4. Cover page	4,100.00
1/1 Page	3,300.00
1/2 Page	1,940.00
1/3 Page	1,480.00
1/4 Page	1,035.00
1/8 Page	505.00

Preferential placements:

Fixed positions	725.00
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Discounts:

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

By number of ads		By number of pages	
3 times	3%	3 pages	5%
6 times	5%	6 pages	10%
9 times	10%	9 pages	15%
12 times	15%	12 pages	20%

All surcharges do qualify for discounts. For title displays no discounts available.

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, Germany
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.

Loose-leaf Insert



Characteristics:

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

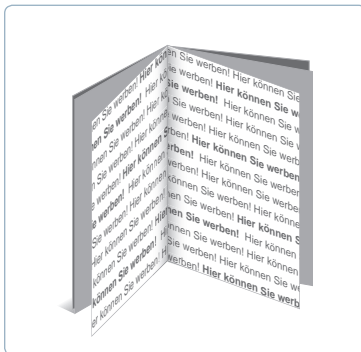
Format:

- Max. 223 mm width x 295 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 285.00
- Up to 50 g total weight per thou. € 460.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

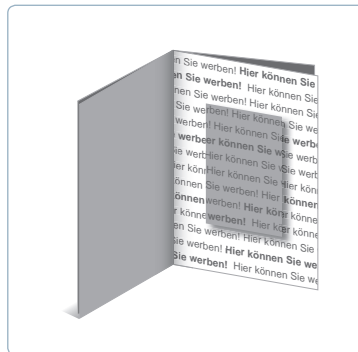
Format:

- Please supply the inbound inserts in the untrimmed format of 233 mm width x 306 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Bleed: gutter and all outer edges 3 mm

Price: (no discounts available)

- 2 pages: € 2,310.00
- 4 pages: € 4,620.00
- 6 pages: € 6,930.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

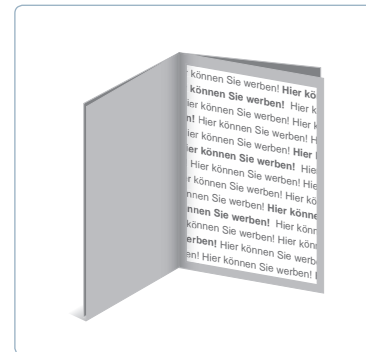
- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

PR-Special



Characteristics:

- Content is editorially prepared and published
- Convincingly conveys your message
- The alternative to classic ads

Format:

- 1/1 page, 4c, incl. images, text and company logo
- 1/2 page, 4c, incl. images, text and company logo
- Notation "PR-Special" in header

Price:

- On request

Delivery address for loose-leaf and inbound inserts:

Loose-leaf und inbound inserts must be delivered
10 working days before publication date at the latest.

F & W Mediocenter GmbH
Holzhauser Feld 2
83361 Kienberg, Germany

Delivery note: „Object name issue no. “

Furthermore, the delivery note should contain the name of the client
and the delivery quantity. Further information regarding the delivery you
will find in the confirmation of order.

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

Data creating:

- Please send printable PDF files only (preferably PDF X3) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 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 300 percent.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

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).

Support on:

- Creating PDF X3
- Distiller job options
- Pitstop settings etc.

are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfelsers Straße 84

04229 Leipzig, Germany

Phone: +49 341/355 356-145

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



OMNIBUSREVUE extra

The extra magazines feature a mixture of editorial reporting and PR topics. With one- and double-page advertorials, partners of the touristic and technical bus sector have the opportunity to give a more detailed presentation of their products and destinations than would be possible in a classical advert. An editorial introduces the reader to the topic. Independent newflashes about the bus sector and providers as well as articles complete the contents.

Topics for the extra magazines are:

- Events
- Class trips
- Gourmet
- Art and Culture
- Activity Holidays
- Cruises
- ... and many more

Price on request

2017

MEDIA KIT 2017

Online ad types and prices
www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

Standard Ad Forms:

Visits: 26,501 (July 2016)
Page Impressions: 70,019 (July 2016)



Back-ground coloring possible

Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: €85.00

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 or 160 x 600 px
CPM*: €75.00

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

Wallpaper
Size: Superbanner and Skyscraper
CPM*: €150.00

Newsletter:

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

Newsletter subscribers: 2,460 (July 2016)



Medium Rectangle

Size: 300 x 250 px
Fixed Price: € 250.00



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

Size: 650 x 150 px
Fixed Price: € 250.00

Example:



Your advertising options with moving pictures:

At omnibusrevue.de, you have the possibility to make an innovative expansion to your ad campaign with your own video. We ensure indexing for SEO-effective dissemination.

Price and technical details on request.

Offer:

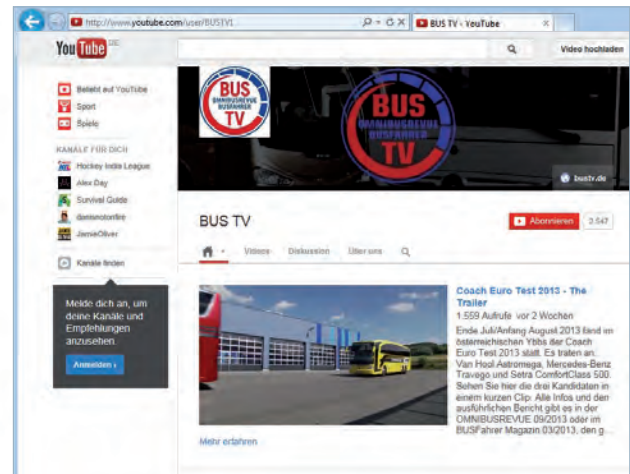
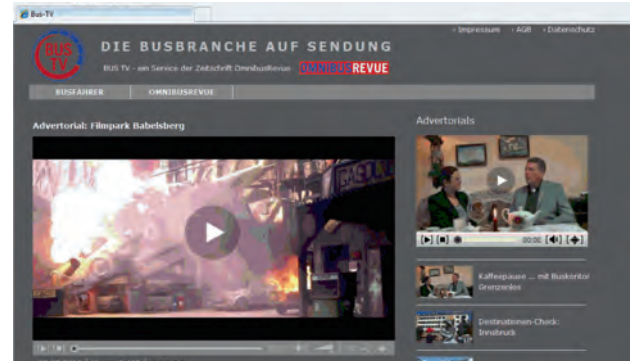
- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

Your video in editorial surrounding:

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.

Pre or Post-Roll (opening or ending credits):

- Format 4:3 oder 16:9
- Size: max. 5 MB
- Duration: max. 10 Sek.
- Price on request



OMNIBUSREVUE News App:

Position your company, your products and services with an advertorial on our **OMNIBUSREVUE News App** (for iPhone, iPad, Android).

Ad type	Specification	Price in €
Slider	① Advertorial is the 2 nd slider spot Duration one week	995.00
Article	② Advertorial article moves through the news stream Visible for appr. 1.5 days	250.00

All ad types of OMNIBUSREVUE News App include:

Link to your website/conversion in-app possible

Option: Image gallery/video

Option: Push notification for all users



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: 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 gif/jpg files
- File size: up to 10 KB
- Logo/Image: 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

Technical specifications: 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: avi, wmv, mp4, mov, mpeg, flv
- 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.

Technical specifications: News App

Article image:

- 4:3 format (min. 640 x 480 px / max. 1280 x 960 px)
- the image will be played in the 2nd slider spot or in the article (depending on the booking)
- in the detailed view the image is placed above the article
- a caption can be added to the image
- after the caption, the copyright will be added as follows: ©Foto: XYZ

Text:

- Headline – optimally, no more than 54 characters (if the headline is longer, it will be cut off in the overview)
- Teaser text – no limitation
- Text – no limitation

Optional:

- External URL that will open in the app can be added

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, Germany
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.

We'll be pleased to advise you!



Sabrina Pevak

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Tourism Area Germany Federal States:
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Veronika Eisele

Advertising Service Online

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Phone +49 89 203043-2312
Fax +49 89 203043-2100

Representatives Foreign Countries

Croatia, Austria (Burgenland, Carinthia, Upper Austria, Salzburger Land, Styria), Poland, Slovakia, Slovenia, Czechia, Hungary

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Mobile +36 30 9 621043
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