



busfahrer-magazin.de

MEDIA KIT 2014

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: 11st year 2014

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

ISSN: 1614-0656

Publishing House:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
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Director Sales Passenger
Transportation and Tourism: Saskia Meier

Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 / 20 30 43-11 00
E-Mail: vertriebsservice@springer.com

Subscription cost:

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

Time schedule:

No.	Publication Date	Deadline Display Ads	Deadline Classified Ads	Printing Material
01/14	Mar 5, 2014	Jan 27, 2014	Feb 10, 2014	Feb 7, 2014
02/14	Jun 4, 2014	Apr 24, 2014	May 9, 2014	May 8, 2014
03/14	Sep 3, 2014	Jul 25, 2014	Aug 8, 2014	Aug 7, 2014
04/14	Dec 3, 2014	Oct 27, 2014	Nov 10, 2014	Nov 7, 2014

Circulation:

Printed copies: 16,000
Postal circulation: (Status: III/2013) 2,587

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 – Publication 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

Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		coloured
		type area	truncate*	€
2., 3., 4. cover page				4,940.00
1/1	4 col.	199 x 268	230 x 300	4,120.00
1/2	2 col.	97 x 268	115 x 300	2,420.00
	4 col.	199 x 134	230 x 152	
1/3	1 col.	63 x 268	81 x 300	1,600.00
	4 col.	199 x 90	230 x 108	
1/4	1 col.	46 x 268	64 x 300	1,255.00
	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	640.00
	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 625.00 €

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			11.00 €

Discounts: acceptance within a year
(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	3 %	2 pages	5 %
3 insertions	5 %	3 pages	10 %
4 insertions	10 %	4 pages	15 %

All surcharges do qualify for discounts. Front pages 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	93.00 €
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 loose-leaf inserts and postcards:

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

Delivery notice: for "BUSfahrer" (No. ...)
Please send in advance 10 samples to the advertising sales department.

See vhv.mediacentrum.de for our terms and conditions

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

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We'll be pleased to advise you!



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busfahrer-magazin.de

MEDIA KIT 2014

Online Ad Types and Online Prices

busfahrer-magazin.de is the internet portal for bus drivers and people interested in buses. 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:

9,066 (July 2013)
20,162 (July 2013)



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 coloring possible

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

Newsletter:

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

Newsletter subscribers: 2,398 (August 2013)

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.



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 €



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.

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

Online Ad Types

- File formats: SWF (max. version 10), 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

Cross/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;
- 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

Please note the General Terms and Conditions you can find at vhv.mediacentrum.de.

We'll be pleased to advise you!



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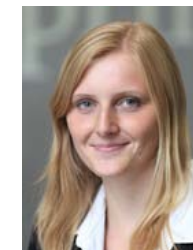
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