



# 2017

## TECHNIQUE

VERLAG HEINRICH VOGLÉ · ISSN 1430-9174 · 67. JAHRGANG · 5483

**OMNIBUSREVUE**

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

*Jetzt im Heft:  
Sonderbeilage  
Ausflugs-Highlights*

<b>MANAGEMENT</b> Der Brexit und seine Folgen »Seite 10		<b>TECHNIK</b> Neoplan Skyliner im Supertest »Seite 24	<b>TOURISTIK</b> Resümee zum RDA-Workshop »Seite 46
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**UNSERE KUNDEN SIND KAPITÄNE  
DER LANDSTRASSE.  
UND WIR FINANZIEREN IHNEN GANZE FLOTTEN.**



**CEFA BANK**  
KAPITALGESELLSCHAFT

## MEDIA KIT 2017

Better in management,  
technique and tourism  
[www.omnibusrevue.de](http://www.omnibusrevue.de)



For further media information please visit [vhv.mediacentrum.de](http://vhv.mediacentrum.de)

## What distinguishes the OMNIBUSREVUE?

The OMNIBUSREVUE is one of the most important magazines of the bus sector and celebrated its 65<sup>th</sup> 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.



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

Andreas Heise  
Editor-in-Chief OMNIBUSREVUE

**Frequency of publication:** monthly

**Year of publication:** 68<sup>th</sup> year 2017

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**ISSN:** 1436-9974

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 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

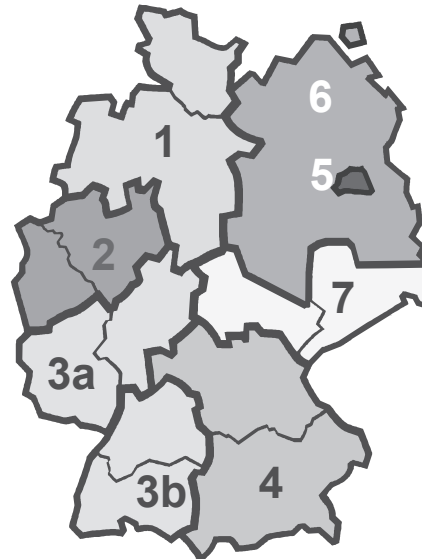
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**Distribution by Nielsen areas:**



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
<b>total</b>	<b>6,471</b>

## Circulation monitoring:

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

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

## Geographical circulation analysis:

**Economic area** Quote of actual distributed circulation in %

Economic area	Quote of actual distributed circulation in %	copies
Inland	95.7	6,471
Foreign Countries	4.3	294
<b>Actual distributed circulation (ADC):</b>	<b>100,0</b>	<b>6,765</b>

## Industries/economic sectors/business types<sup>1)</sup>:

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
	<b>Actual distributed circulation:</b>		<b>6,765</b>

TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS
<b>ISSUE 1</b> <b>DA: 22.11.2016</b> <b>CD: 05.12.2016</b> <b>PD: 27.12.2016</b>	Leasing & renting Bus glass Driver assistance systems Fuel cards	Software Digitalization  <b>CMT, Stuttgart, 14.01.-22.01.2017</b> <b>European Motor Show, Brussels</b> 14.01.-22.01.2017
<b>ISSUE 2</b> <b>DA: 19.12.2016</b> <b>CD: 09.01.2017</b> <b>PD: 30.01.2017</b>	Vehicle location Evaluation software GPS & telematics	Maintenance contracts  <b>f.re.e, Munich, 22.02.-26.02.2017</b>
<b>ISSUE 3</b> <b>DA: 24.01.2017</b> <b>CD: 06.02.2017</b> <b>PD: 23.02.2017</b>	„Fit for the summer season“: Maintenance and repair, tires, driving safety Exterior design & styling	Travel insurances  <b>BTB Workshop, Berlin, 07.03.2017</b> <b>ITB, Berlin, 08.03.-12.03.2017</b> <b>CeBIT, Hanover, 20.03.-24.03.2017</b> <b>TUR, Gothenburg, 23.03.-26.03.2017</b>
<b>ISSUE 4</b> <b>DA: 24.02.2017</b> <b>CD: 13.03.2017</b> <b>PD: 04.04.2017</b>	Galleys, interior decoration Onboard entertainment, passenger information systems Used vehicles	Catalogue design Online presence  <b>RDA-General Assembly, Friedrichshafen</b> 19.04.2017 <b>RDA-Workshop, Friedrichshafen</b> 20.04.-21.04.2017 <b>BUS2BUS, Berlin, 25.04.-26.04.2017</b>
<b>ISSUE 5</b> <b>DA: 24.03.2017</b> <b>CD: 06.04.2017</b> <b>PD: 27.04.2017</b>	Economic efficiency Air conditioning systems and technology	Driver training and advanced education for drivers and entrepreneurs  <b>FIAA, Madrid, 23.05.-26.05.2017</b>
<b>ISSUE 6</b> <b>DA: 24.04.2017</b> <b>CD: 08.05.2017</b> <b>PD: 26.05.2017</b>	Importers Barrier-free buses: ramps & lifts Trailer systems	Ticketing systems

TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS
<b>ISSUE 7</b> <b>DA: 26.05.2017</b> <b>CD: 09.06.2017</b> <b>PD: 29.06.2017</b>	Seats & seating systems, onboard entertainment, galleys Lights and lighting Preview RDA-Workshop	Fuel and service cards  <b>RDA-Workshop</b> , Cologne, 04.07.-05.07.2017
<b>ISSUE 8</b> <b>DA: 27.06.2017</b> <b>CD: 10.07.2017</b> <b>PD: 27.07.2017</b>	Washing facilities and vehicle cleaning Maintenance and repair, wear parts, bus glass	Fleet management  <b>BTB Workshop</b> , Munich, 29.08.2017
<b>ISSUE 9</b> <b>DA: 31.07.2017</b> <b>CD: 11.08.2017</b> <b>PD: 31.08.2017</b>	„Fit for winter season“ Tires & tire pressure monitoring	Worthwhile literature
<b>ISSUE 10</b> <b>DA: 29.08.2017</b> <b>CD: 11.09.2017</b> <b>PD: 28.09.2017</b>	Preview busworld Coach Euro Test Leasing & renting	Occupational clothing  <b>• OMNIBUSREVUE extra: busworld Kortrijk</b>  <b>busworld</b> , Kortrijk, 20.10.-25.10.2017 <b>BTB</b> , Vösdorf, 24.10.-25.10.2017
<b>ISSUE 11</b> <b>DA: 29.09.2017</b> <b>CD: 13.10.2017</b> <b>PD: 03.11.2017</b>	Review busworld Coach of the Year Winner Mini and midi buses Outfit for coaches	Insurances  <b>World Travel Market</b> , London, 23.11.-25.11.2017 <b>TT Warsaw Tour + Travel</b> , Warsaw 23.11.-25.11.2017
<b>ISSUE 12</b> <b>DA: 30.10.2017</b> <b>CD: 13.11.2017</b> <b>PD: 30.11.2017</b>	Sustainability & exhaust technology Alternative gears  <b>• Bus Handbook with Used-Bus Price Index</b>	Driver's advanced training
<b>ISSUE 1/18</b> <b>DA: 21.11.2017</b> <b>CD: 04.12.2017</b> <b>PD: 21.12.2017</b>	Driver assistance systems Fuel cards	Software  <b>CMT</b> , 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\*



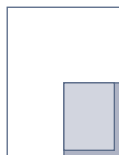
**1/3 Page upright**  
63 x 268 mm  
81 x 300 mm\*



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

**Main magazine**

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



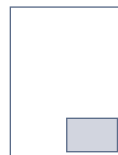
**1/4 Page bloc**  
97 x 134 mm  
115 x 152 mm\*



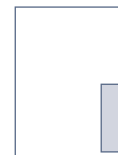
**1/4 Page upright**  
46 x 268 mm  
64 x 300 mm\*



**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

## 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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

## Advertisement formats and prices technique sector:

Format	4-colors, in €
Title Display (no discounts available)	5,980.00
2/3./4. Cover page	5,800.00
1/1 Page	5,200.00
1/2 Page	2,950.00
1/3 Page	1,855.00
1/4 Page	1,530.00
1/8 Page	920.00

## Preferential placements:

Fixed positions 725.00

## Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 3.78
Agency price:	each mm (1-column, 43 mm wide, colored)	€ 7.26
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 3.21
Direct price:	each mm (1-column, 43 mm wide, colored)	€ 6.17
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.05
Box number fee:		€ 13.00

## Discounts:

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

### By number of ads

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

### By number of pages

3 pages	5%
6 pages	10%
9 pages	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](http://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

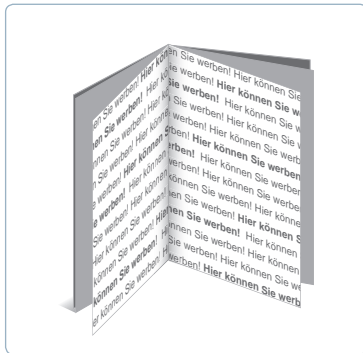
### Format:

- 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

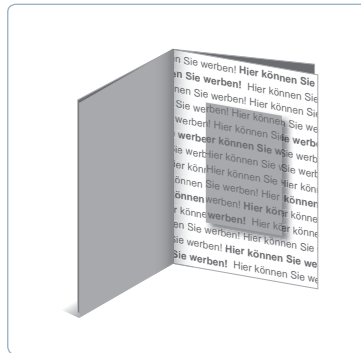
### Format:

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

## Adhesive Adverts



### Characteristics:

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

### Format:

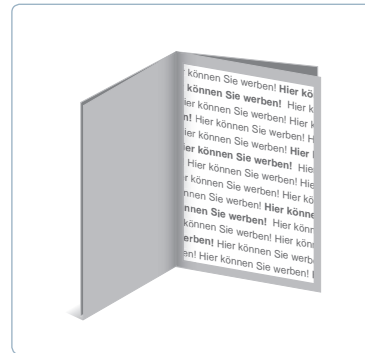
- Only in combination with 1/1 page advert, 4c

### 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](mailto:anzeigen@le-tex.de)

**Connections:**

FTP: on request

E-mail: [anzeigen@le-tex.de](mailto: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](http://vhv.mediacentrum.de).



## Print: Bus Handbook with Used-Bus Price Index – portraits of important key players.

Bus dealers listed in this company and service provider guide will be in focus of bus entrepreneurs, when the fitting vehicles and qualified business partners are being searched.

## Online: Unique overview of bus models available on the German market.

The vehicles of well-known manufacturers are listed with their main technical data and, thanks to a 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.

You can book your company portrait in the OMNIBUSREVUE extra „Bus Handbook“, supplemented in the December issue of OMNIBUSREVUE. In addition, your company portrait will be listed online for 12 months.

**Prices:** 1/2 Page Portrait € 595.00  
1/1 Page Portrait € 995.00

# 2017

## MEDIA KIT 2017

Online ad types and prices  
[www.omnibusrevue.de](http://www.omnibusrevue.de)



For further media information please visit [vhv.mediacentrum.de](http://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

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

**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

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

**Expandable Half Page**  
Size: 300 x 600 px and  
630 x 600 px  
Price: auf Anfrage

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

**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](http://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](http://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.

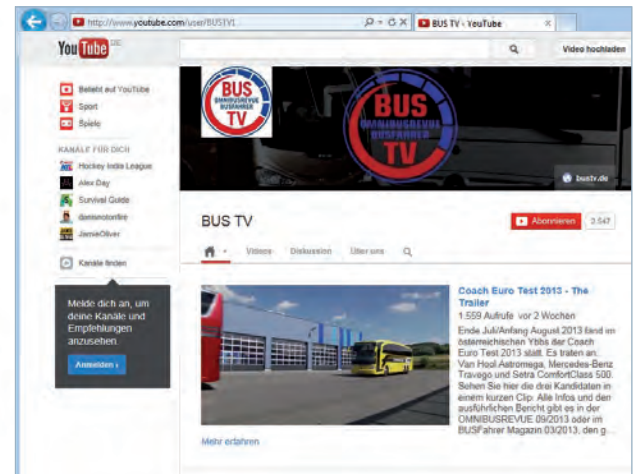
## Pre or Post-Roll (opening or ending credits):

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).

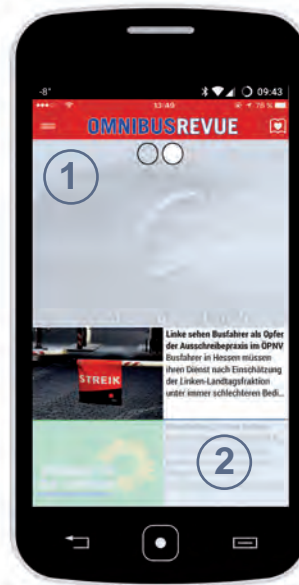
Ad type	Specification	Price in €
Slider	① Advertorial is the 2 <sup>nd</sup> slider spot Duration one week	995.00
Article	② Advertorial article moves through the news stream Visible for appr. 1.5 days	250.00

## 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 2<sup>nd</sup> 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](http://vhv.mediacentrum.de).

## We'll be pleased to advise you!



### Sabrina Pevak

Head of Sales Bustechnique & Tourism

[sabrina.pevak@springer.com](mailto:sabrina.pevak@springer.com)

Phone +49 89 203043-2204

Fax +49 89 203043-2398



### Ralf Schmidt

Sales Classified Adverts

[ralf.schmidt@springer.com](mailto:ralf.schmidt@springer.com)

Phone +49 8742 9199-94

Fax +49 8742 9199-95



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