



TOURISM



2018

MEDIA KIT 2018

Better in management,
technique and tourism
www.omnibusrevue.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, electromobility, autonomous driving 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 our readership 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, a weekly newsletter and also our own online appearance on Facebook.



S. Bub

Sylke Bub
Editor-in-Chief OMNIBUSREVUE

Frequency of publication: monthly

Year of publication: 69th year 2018

Web address (URL): www.omnibusrevue.de

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

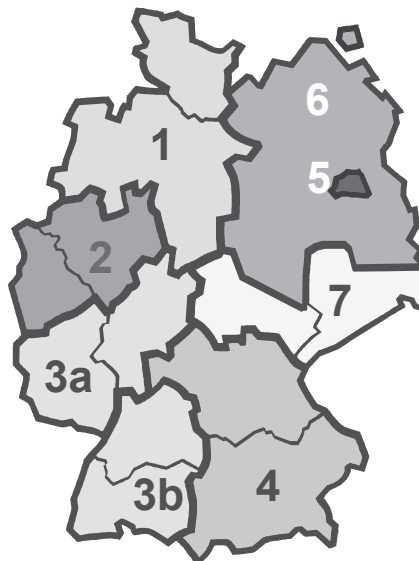
Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
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Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	711
2	933
3 a	1,009
3 b	1,089
4	1,719
5	551
6	218
7	322
total	6,552

Circulation monitoring:

Circulation analysis:	Average number of copies per issue in one year (July 1 st 2016–June 30 th 2017)		
Print run:	7,000		
Actual distributed circulation (ADC):	6,810	therefrom abroad:	258
Sold copies:	2,917	therefrom abroad:	198
▪ Subscription copies:	1,669	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	1,248		
Complimentary copies:	3,893		
Reminder, archive and records copies:	190		

Geographical circulation analysis:

Economic area	Share of actual distributed circulation copies	
	%	
Inland	96.2	6,552
Foreign Countries	3.8	258
Actual distributed circulation (ADC):	100.0	6,810

Industries/economic sectors/business types¹⁾:

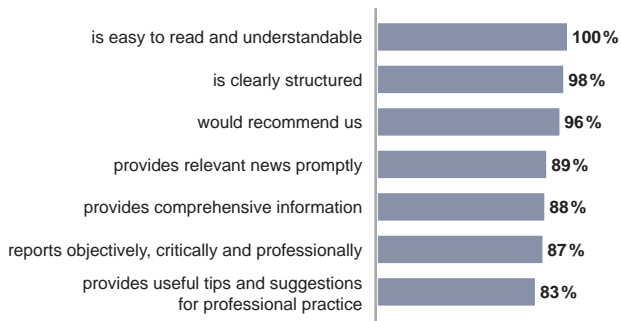
Dept./ Class	Recipients groups According to economic sector classification of the Federal Statistical Office	Share of ADC in %	Projection (approx.)
49.39.1	Regular passenger transport services by bus incl. long-distance passenger transport	39	2,560
49.39.2, 49.39	Occasional passenger transport services by bus incl. tourist travel Other passenger transport services by land traffic	35	2,290
79.1	Travel agencies and tour operators	16	1,050
55.1, 56	Hotels and similar accommodation Catering industry Tourism industry	5	330
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	3	200
–	Others / Not specified	2	130
	Rounding difference		– 8
	Actual distributed circulation in Germany:	100	6,552
	Foreign Countries (unlevied)		258
	Actual distributed circulation:		6,810

Readership Structure Analysis:

As an objective and trustworthy specialist magazine for the group travel industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry, and 93 % of whom act as direct decision makers.

Top values for a trade journal!

Expert articles and clearly understandable practical information impress our readers month after month.

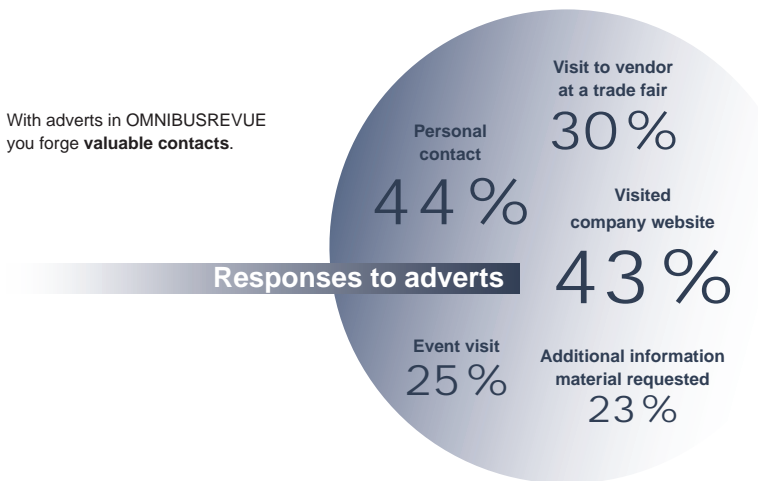


»» These figures illustrate the high esteem in which our readers hold us.

Highly useful information resources and expert articles are well received among top managers within the industry:

- The magazine is regularly read by 83 % of readers.
- Good content is passed on – in addition to the initial recipient, OMNIBUSREVUE reaches an average of 2.2 additional readers – meaning 3.2 readers in total.
- It achieves a reach of over 21,800 readers* per issue.
- The average time spent reading is 36 minutes.
- The page contact chance rate is 71 %.
- The recommendation rate is 96 %.

With adverts in OMNIBUSREVUE you forge **valuable contacts**.



FAIRS

<p>ISSUE 1 DA: 21.11.2017 CD: 04.12.2017 PD: 21.12.2017</p>	<p>Mines, caves and grottos Palaces, castles, monasteries</p>	<p>City trips: Jewels in the East (Erfurt, Jena, Dresden, Weimar, Leipzig)</p>	<p>36th Day of Coach Tourism, Saarbrücken, 08.01.2018 CMT, Stuttgart, 13.01.-21.01.2018</p>
<p>ISSUE 2 DA: 15.12.2017 CD: 05.01.2018 PD: 25.01.2018</p>	<p>Club and association tours, team events Shipping companies/ferries, ports Fresh air-attack</p>	<p>Region special: Coast of Croatia Region special: Rome, Lazio Region special: North/Baltic Sea</p>	<p>f.re.e, Munich, 21.02.-25.02.2018</p>
<p>ISSUE 3 DA: 18.01.2018 CD: 31.01.2018 PD: 22.02.2018</p>	<p>Preview ITB Worlds of Experience I Railways, nostalgia trains Travel insurances</p>	<p>City trips: Berlin, Heidelberg, Mannheim Region special: North Rhine-Westphalia (Wuppertal), Ore Mountains and Vogtland Region special: Tuscany, Umbria Region special: Upper Austria, Vienna, Lower Austria, Carinthia, Burgenland</p>	<p>ITB, Berlin, 07.03.-11.03.2018</p>
<p>ISSUE 4 DA: 26.02.2018 CD: 09.03.2018 PD: 29.03.2018</p>	<p>Preview RDA Group Travel Expo Tourist navigation High percentage pleasure Alpine dairies/Cheese dairies</p>	<p>City trips: Hamburg Region special: Tyrol, Salzburger Land, Styria, Vorarlberg Region special: Piedmont and Valle d'Aosta Region special: Saarland Country special: France, Croatia, Switzerland</p>	<p>RDA-General Assembly, Friedrichshafen, 09.04.2018 RDA Group Travel Expo, Friedrichshafen, 10.04.-11.04.2018</p>

This overview of planned topics for 2018 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

FAIRS

ISSUE 5
DA: 22.03.2018
CD: 06.04.2018
PD: 26.04.2018

Shopping trends
 Wellness & Recreation

Region special: Thuringia
 Lake special: Lake Garda, Lake Comer
 Country special: Great Britain, Ireland,
 Scandinavia, Netherlands

ISSUE 6
DA: 24.04.2018
CD: 08.05.2018
PD: 30.05.2018

Worlds of Experience II
 Pleasure

Region special: Saxony, Bavaria,
 Weser mountains region
 Country special: Slovenia

CeBIT, Hanover, 11.06.-15.06.2018

ISSUE 7
DA: 25.05.2018
CD: 08.06.2018
PD: 28.06.2018

Preview RDA Group Travel Expo
 Group tours: Highlights Austria 2018/19

Region special: Baden-Württemberg
 Country special: Hungary

RDA Group Travel Expo,
 Cologne, 03.07.-04.07.2018

ISSUE 8
DA: 25.06.2018
CD: 06.07.2018
PD: 26.07.2018

Review RDA Group Travel Expo
 Christmas markets
 School trips/Youth travel

Country special: Switzerland

ISSUE 9
DA: 27.07.2018
CD: 09.08.2018
PD: 30.08.2018

Winter journeys, Christmas markets
 Group tours prospects 2019
 Farmsteads and adventure farms

Region special: Saxony-Anhalt
 Region special: Adventure land Brandenburg
 Country special: Slovakia, Czech Republic

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FAIRS

ISSUE 10
DA: 31.08.2018
CD: 13.09.2018
PD: 04.10.2018

Musicals, music tours and festivals
Shopping experiences
Air and long-distance travels
Active in autumn
New Year's Eve offers

City trips: Munich, Berlin, Frankfurt,
Bremen/Bremerhaven
Region special: Lower Saxony, Hesse

ISSUE 11
DA: 21.09.2018
CD: 05.10.2018
PD: 25.10.2018

Museums, art and cultural trips
Wellness & Spa, spa vacations
Meditation journeys
Stop-over-destinations
Travel insurances

City special: Hanseatic cities
Region special: Rhineland-Palatinate
Country special: Benelux

ISSUE 12
DA: 26.10.2018
CD: 09.11.2018
PD: 29.11.2018

Pilgrimages
Motorway service stations
Barrier-free destinations
Highlights for architecture-lovers

ISSUE 1/19
DA: 19.11.2018
CD: 30.11.2018
PD: 20.12.2018

Floral exploration trips
Palaces, castles, monasteries
Party rides

City trips: Jewels in the East

CMT, Stuttgart, 12.01.-20.01.2019

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Formats



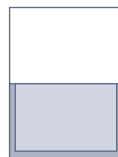
Title Display
–
230 x 186 mm*



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*



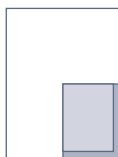
1/3 Page upright
63 x 268 mm
81 x 300 mm*



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

Main magazine

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



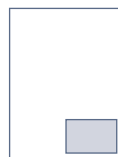
1/4 Page bloc
97 x 134 mm
115 x 152 mm*



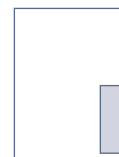
1/4 Page upright
46 x 268 mm
64 x 300 mm*



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:	6,810 copies
Actual sold circulation:	2,917 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 types and prices tourism sector:

Format	4-colors, in €
Title Display (no discounts available)	5,710.00
2./3./4. Cover page	4,180.00
1/1 Page	3,370.00
1/2 Page	1,980.00
1/3 Page	1,510.00
1/4 Page	1,055.00
1/8 Page	515.00

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

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 account:

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

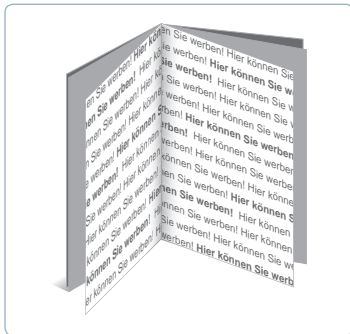
Format:

Max. 223 mm width x 295 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 295,00
- Up to 50 g total weight per thou. € 470,00
- 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

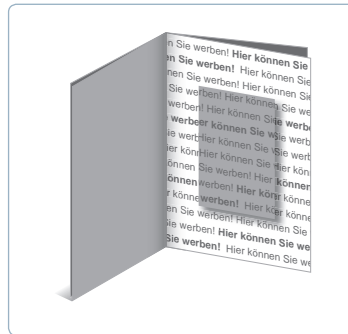
Format:

- 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: € 2,360,00
- 4 pages: € 4,710,00
- 6 pages: € 7,070,00

Adhesive Adverts



Characteristics:

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

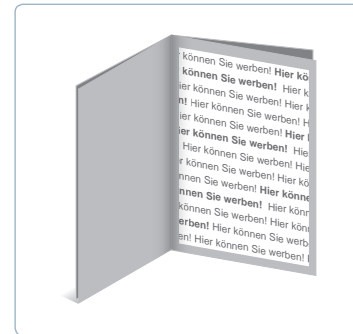
Format:

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

Price: (no discounts available)

- Booklets/postcards per thou. € 97,00
- Other prospects/samples on request

PR-Special



Characteristics:

- Content is editorially prepared and published
- High attention through editorial appearance
- Notation "PR-Special" in header
- Alternative to a classic advert

Format:

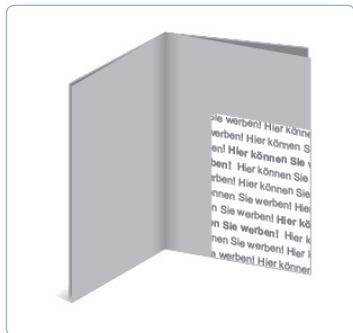
- 1/2 PR-Page
- 1/1 PR-Page
- 2/1 PR-Page
- 2/1 *Premium-Page (poster look)*
Positioning: first double page after the tourism news

Price:

- On request

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

Juniorpage



Characteristics:

- Placed prominently in the middle of editorial content, this advert catches the eye particularly

Format:

- 166 mm width x 230 mm height in the bleed*

Price:

- €2,060.00

Circular Advert



Characteristics:

- Placed prominently in the middle in the running text
- No other adverts on this page

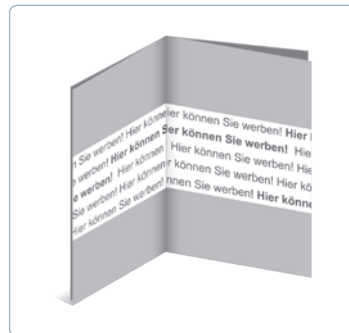
Format:

- max. Ø 90 mm

Price:

- €1,030.00

Banderole Advert



Characteristics:

- Central placement, therefore highest attention

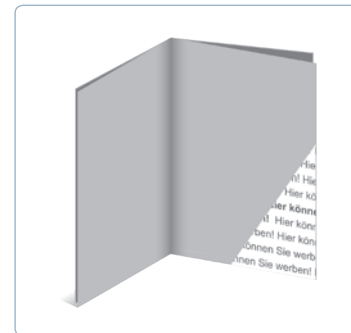
Format:

- 460 mm width x 108 mm height in the bleed*

Price:

- €3,624.00

Diagonal Advert



Characteristics:

- Placed always on the right page
- Noticable special format with recognition value

Format:

- 115 mm width x 115 mm height in the bleed*

Price:

- €990.00

* + 3 mm bleed on all outer edges

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 Mediacenter 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/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- 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.
- Ensure that all figures and colors are separated into its CMYK components.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer

Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support:

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de.

Connections:

- E-Mail: anzeigen@le-tex.de
- FTP: on request

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:

- Educational/Class trips
- Cultural trips
- Pleasure trips
- Active tours
- Cruises
- ... and many more!

Use these special editions to present your destination as well as your region *exclusively*.

Characteristic:

- All OMNIBUSREVUE extras are enclosed to the total circulation and, additionally, are put online.
- They are available to our readers permanently and free of charge.

Price on request

2018

MEDIA KIT 2018

Online ad types and prices
www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

Standard ad types:

Visits: 22,508 (July 2017)
Page Impressions: 64,891 (July 2017)



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

Back-ground coloring possible

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: on request

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: 2,442 (July 2017)



Medium Rectangle

Size: 300 x 250 px

Fixed price: € 250.00



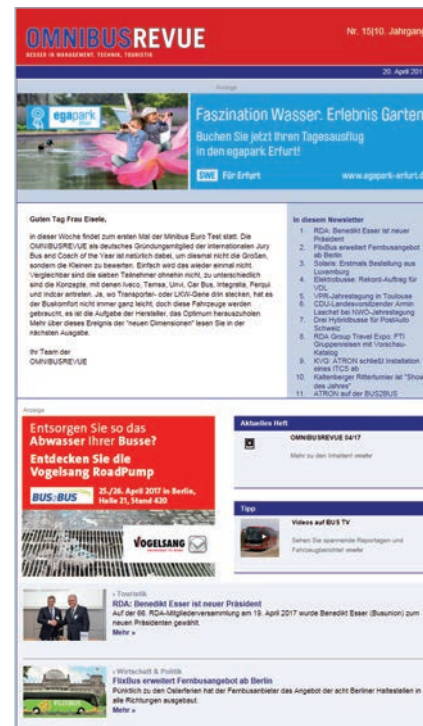
Cross-/Full-Size Banner

Text Display Large

Size: 650 x 150 px

Fixed price: € 250.00

Example:



OMNIBUSREVUE News App:

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

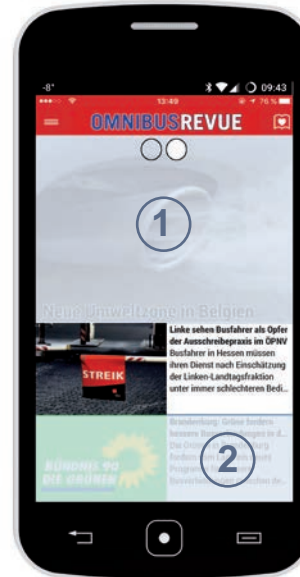
Ad type	Specification	Price in €
Slider	① Advertorial is the 2 nd slider spot Duration one week	995.00
Article	② Advertorial article moves through the news stream Visible for appr. 1.5 days	250.00

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



© LAUFER - FOTOLIA

Technical specifications: Standard ad types

- 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 blanks and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

Technical specifications: News App

Article image:

- 4:3 Format (min. 640 x 480 px / max. 1,280 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: ©Photo: 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 account:

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!



Andrea Volz

Head of Sales
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Fax +49 89 203043-2100

Representatives Foreign Countries:



Veronika Kizsel

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