

1 Short characterization: The magazine OMNIBUSREVUE and the newspaper OMNIBUSREVUE *aktuell* (which used to be BUS AKTUELL) are the only combination publication of this industry to be issued alternately every two weeks with a very high circulation to subscribers.

OMNIBUSREVUE *aktuell* gives a short, regular and prompt overview of topics that are dealt with in depth and detail in the specialized magazine OMNIBUSREVUE. The magazine OMNIBUSREVUE reports in detail about all specialized topics relating to technology, tourism, and trading around buses and coaches. In addition, we offer an industry-related online portal for buses and coaches at www.omnibusrevue.de, as well as a weekly newsletter and an annual bus and coach compendium.

- 2 Frequency of publication:** monthly (bi-weekly alternating)
3 Year of publication: 60th year 2009 (OR), 2nd year 2009 (ORA)
4 Web-address (URL): www.omnibusrevue.de
5 Memberships: -
6 Medium: -
7 Publisher: -

8 Publishing house: Springer Transport Media GmbH
 Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
 House address: Neumarkter Str. 18, 81673 Munich, Germany
 Phone: +49-89 / 43 72-0
 Fax: +49-89 / 43 72-23 98
 Internet: www.mediacentrum.de
 E-mail: anzeigen-vhv@springer.com

9 Editorial department:
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birgit.bauer@springer.com

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 Advertising director: Marisa d'Arbonneau
- 11 Distribution director:** Jutta Rethmann
Phone: Subscription service: 01 80/5 00 92 91
 (€0.14/min., from the German landline/mobile radio deviant)
E-mail: vertriebscenter@springer.com

12 Subscription cost: Annual subscription rate **Omnibusrevue** and **OR *aktuell***

Inland: € 96.90 incl. packing/postage, and 7% VAT
 Foreign countries: € 101.50 incl. packing/postage, and 7% VAT
 Single copy: € 8.00 incl. 7% VAT, plus € 1.20 packing/postage

13 ISSN-No: 1436-9974 (OR) 1865-4657 (ORA)

14 Scope analysis:

**OMNIBUSREVUE
2007 = 12 editions**

Magazine format:	210 mm (w), 279 mm (h)
Total size:	954 pages = 100.0 %
Editorial section:	592 pages = 62.0 %
Advertising section:	362 pages = 38.0 %

of them are	
Classified ads:	61 pages = 16.89 %
Tourism ads:	108 pages = 29.7 %
Bound insert:	- pages = 0.0 %
One's own ads:	107 pages = 29.7 %
Supplements (Loose-leaf inserts):	34 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
Jul. 1st 2007 - Jun. 30th 2008 – OMNIBUSREVUE
Oct. 1st 2007 - Jun. 30th 2008 – OMNIBUSREVUE *aktuell*

	OMNIBUSREVUE	OMNIBUSREVUE <i>aktuell</i>
Printed copies:	6,994	7,000
Total circulation	6,680	6,762
there from abroad:	522	551
Total net paid circulation:	4,211	4,519
there from abroad:	325	323
- subscribed copies	2,926	2,903
there from copies for members	-	-
- Sale by retail	-	-
- Other sale	1,285	1,615
Free copies:	2,470	2,243
Remainders, file and checking copies	314	238

18 Geographical circulation analysis: OMNIBUSREVUE

Economic area	Quote of real circulated press run			
	%	copies	%	copies
Inland	92.2	6,158	91.9	6,211
Foreign Country	7.8	522	8.1	551
Total circulation	100.0	6,680	100.0	6,762

18.2 Structure of home circulation according to 'Nielsen'-geographical sectors:

Nielsen geographical sector:

Nielsen geographical sector	copies	
	OR*	ORA**
Nielsen geographical sector 1	752	762
Nielsen geographical sector 2	881	926
Nielsen geographical sector 3a	974	1,001
Nielsen geographical sector 3b	1,123	1,121
Nielsen geographical sector 4	1,568	1,559
Nielsen geographical sector 5	255	252
Nielsen geographical sector 6	269	262
Nielsen geographical sector 7	336	328
Total circulation inland	6,158	6,211

OMNIBUSREVUE *aktuell* has the same target group as OMNIBUSREVUE.

*OMNIBUSREVUE **OMNIBUSREVUE *aktuell*

Issue	Closing Date	Closing Date Printing Material	Publication Date	Themes Technology	Trade fairs
OR 1	Classified ads: Dec. 8, 2008 Image ads: Nov. 24, 2008	Dec. 4, 2008	Dec. 24, 2008	Minis and midis Exhibition corporations	
ORA 1	Classified ads: Jan. 2, 2009 Image ads: Dec. 12, 2008	Dec. 23, 2008	Jan. 13, 2009	Alternative gears	CMT , Stuttgart, Jan 17 to 25, 2009
OR 2	Classified ads: Jan. 13, 2009 Image ads: Dec. 18, 2008	Jan. 9, 2009	Jan. 29, 2009	Fleetmanagement, vehicle tracking	
ORA 2	Classified ads: Feb. 2, 2009 Image ads: Jan. 21, 2009	Jan. 27, 2009	Feb. 10, 2009	Financing	CBR , Munich, Feb 26 to Mar 2, 2009 Motorworld , Berlin, Feb 19 to 22, 2009
OR 3	Classified ads: Feb. 10, 2009 Image ads: Jan. 27, 2009	Feb. 6, 2009	Feb. 26, 2009	Maintenance and repair Tyre equipment	ITB , Berlin, Mar 11 to 15, 2009 CeBIT , Hanover, Mar 3 to 8, 2009
ORA 3	Classified ads: Mar. 9, 2009 Image ads: Feb. 25, 2009	Feb. 27, 2009	Mar. 17, 2009	Door systems, articulation systems Driving safety	TUR , Gothenburg, Mar 19 to 22, 2009
OR 4	Classified ads: Mar. 10, 2009 Image ads: Feb. 24, 2009	Mar. 6, 2009	Mar. 26, 2009	Air conditioning systems and technology Supplement: Workshop Special	
ORA 4	Classified ads: Apr. 2, 2009 Image ads: Mar. 25, 2009	Mar. 27, 2009	Apr. 14, 2009	Vehicle valeting inside and out	
OR 5	Classified ads: Apr. 14, 2009 Image ads: Mar. 27, 2009	Apr. 9, 2009	Apr. 30, 2009	Importers Second-hand busses	GTM Germany Travel Mart , Rostock, May 10 to 12 2009
ORA 5	Classified ads: May 4, 2009 Image ads: Apr. 21, 2009	Apr. 27, 2009	May 12, 2009	Driver's advanced training Digital tachographs	
OR 6	Classified ads: May 11, 2009 Image ads: Apr. 24, 2009	May. 7, 2009	May 28, 2009	Brakes and retarders	
ORA 6	Classified ads: Jun. 5, 2009 Image ads: May 25, 2009	May 29, 2009	Jun. 16, 2009	Vehicle assistances	

Issue	Closing Date	Closing Date Printing Material	Publication Date	Themes Technology	Trade fairs
OR 7	Classified ads: Jun. 8, 2009 Image ads: May 22, 2009	Jun. 5, 2009	Jun. 25, 2009	Interior decoration Special issue: 60 years OMNIBUSREVUE	
ORA 7	Classified ads: Jul. 6, 2009 Image ads: Jun. 24, 2009	Jun. 30, 2009	Jul. 14, 2009	Passenger comfort	
OR 8	Classified ads: Jul. 14, 2009 Image ads: Jun. 30, 2009	Jul. 10, 2009	Jul. 30, 2009	RDA-trade fair preview Driver's advanced training Supplement: BUS 2009	RDA Workshop , Cologne, Aug 4 to 6, 2009
ORA 8	Classified ads: Jul. 27, 2009 Image ads: Jul. 15, 2009	Jul. 22, 2009	Aug. 4, 2009	RDA-trade fair issue Winter equipment	
OR 9	Classified ads: Aug. 11, 2009 Image ads: Jul. 28, 2009	Aug. 7, 2009	Aug. 27, 2009	RDA-follow-up report Alternative gears Coach of the Year	Tour + Travel , Warsaw, September 2009
ORA 9	Classified ads: Sep. 7, 2009 Image ads: Aug. 26, 2009	Sep. 1, 2009	Sep. 15, 2009	Transmission systems	
OR 10	Classified ads: Sep. 8, 2009 Image ads: Aug. 25, 2009	Sep. 4, 2009	Sep. 24, 2009	Preview Busworld Kortrijk Busworld - Trade fair-booklet OR-EXTRA International Supplement: Who Is Who Workshop and Service	
ORA 10	Classified ads: Oct. 5, 2009 Image ads: Sep. 23, 2009	Sep. 29, 2009	Oct. 13, 2009	Busworld Kortrijk OR-EXTRA International	BTB , Vienna, October 2009 Busworld , Kortrijk, Oct 16 to 21, 2009
OR 11	Classified ads: Oct. 13, 2009 Image ads: Sep. 29, 2009	Oct. 9, 2009	Oct. 29, 2009	Minis and midis Impressions from Busworld Kortrijk	TTW / Buscontact , Montreux, Nov 4 to 6 2009 BUS-SUNDAY , Hamburg, Nov 7 to 8, 2009 World Travel Market , London, Nov 9 to 12, 2009
ORA 11	Classified ads: Nov. 2, 2009 Image ads: Oct. 21, 2009	Oct. 27, 2009	Nov. 10, 2009	News from Busworld Kortrijk	Bus & Bus Business , Verona, Nov 18 to 21, 2009
OR 12	Classified ads: Nov. 10, 2009 Image ads: Oct. 27, 2009	Nov. 6, 2009	Nov. 26, 2009	Exhaust-gas after-treatment, sprit saving Second-hand busses	
ORA 12	Classified ads: Dec. 7, 2009 Image ads: Nov. 25, 2009	Dec. 1, 2009	Dec. 15, 2009	Alternative gears	

1 Circulation:

Printed copies: 6,994
 Total circulation in annual average 6,680
 (according to AMF schema 2, number 17)

2 Magazine size

Size:

210 x 279 mm trimmed
 213 x 285 mm untrimmed

Type area:

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 mm
 Number of columns: 3 columns, 60 mm

3 Printing and binding procedures, artwork:

Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket tab or as an attachment to the order confirmation). The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: monthly

Publications dates, closings dates and dates for submission:
 see timetable "Subjects and Dates"

5 Publishing house:

Springer Transport Media GmbH
 House address: Neumarkter Str. 18, 81673 Munich
 Postal address: P. O. Box 80 20 20, 81620 Munich
 Advertising department: Meike Swoboda
 Phone: +49-89 / 43 72-27 75
 Fax: +49-89 / 43 72-23 98
 E-mail: anzeigen-vhv@springer.com

6 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

7 Ads and rates:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price b/w €	Basic price coloured €
		type area	truncate		
2/1 page	8 columns	397 x 250	420 x 279	6,400.-	9,200.-
1/1 page	4 columns	185 x 250	210 x 279	3,250.-	4,600.-
1/2 page	2 columns	90 x 250	102 x 279	1,730.-	2,550.-
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	1,120.-	1,630.-
	4 columns	185 x 85	210 x 98		
1/4 page	1 column	43 x 250	57 x 279	920.-	1,330.-
	2 columns	90 x 125	102 x 140		
	4 columns	185 x 65	210 x 82		
1/8 page	1 column	43 x 125		510.-	810.-
	2 columns	90 x 65			
	4 columns	185 x 33			
Front cover page					5,700.-
2., 3., 4. cover page					5,400.-

**For hotels and gastronomy-ads see our tourism-pricelist
 no. 22 from Oct, 1st 2008**

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions

Fixed positions 660.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

9 Prices for classified ads/situations wanted: -

Single column millimetre rate for
Commercial ads each mm (1 column, b/w) 3.47 €
Commercial ads each mm (1 column, coloured) 4.80 €
Private ads each mm (1 column, b/w) 2.95 €
Private ads each mm (1 column, coloured) 4.08 €
Situations wanted each mm (1 column) 1.94 €
Box number fee 11.00 €

10 Special ad forms: on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount		Quantity discount	
2 insertions	2 %	2 pages	2 %
4 insertions	4 %	4 pages	4 %
6 insertions	6 %	6 pages	8 %
8 insertions	8 %	8 pages	10 %
10 insertions	10 %	12 pages	20 %
12 insertions	15 %	18 pages	25 %
18 insertions	20 %	24 pages	30 %
24 insertions	25 %		

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

12 Combinations: -

13 Bound inserts:

2 pages 3,250.00 €
4 pages 6,500.00 €
6 pages 9,750.00 €
8 pages 13,000.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound inserts in the untrimmed format
213 wide x 285 high (folded). Two-page inserts must have a printed flap with a width of 11 cm. The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

14 Loose-leaf inserts (not discountable):

loose inserted, max. format: 203 mm x 275 mm
Weight of loose-leaf inserts Price/thousand
up to 25 g 170.00 €
up to 50 g 230.00 €
Number of inserts available on request.
Inserts possible at press run of 5,000 copies.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 90.00 €
Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

Stürtz AG, Warenannahme
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery notice: for "OMNIBUS REVUE" (no...)
Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions

1 Circulation:

Printed copies: 7,000
Total circulation in annual average 6,762
(according to AMF schema 2, number 17)

2 Magazine size

Size:
285 mm x 400 mm trimmed
288 mm x 406 mm untrimmed
Type area:
231 mm wide, 355 mm high
Number of columns: 5 columns, 43 mm

3 Printing and binding procedures, artwork:

Offset print, 150 line screen. Artwork to be delivered in digital form.
When delivering digital artwork, please note the information on our data ticket.
(see Data Ticket tab or as an attachment to the order confirmation).
The creation of artwork will be invoiced.

4 Publication:

Frequency of publication: monthly
Publications dates, closings dates and dates for submission:
see timetable "Subjects and Dates"

5 Publishing house:

Springer Transport Media GmbH
House address: Neumarkter Str. 18, 81673 Munich
Postal address: P. O. Box 80 20 20, 81620 Munich
Advertising department:
Meike Swoboda
Phone: +49-89 / 43 72-27 75
Fax: +49-89 / 43 72-23 98
E-mail: anzeigen-vhv@springer.com

6 Payment terms:

- direct debit 3% prompt payment discount
- within 10 days 2% prompt payment discount
- within 30 days net
from date of invoice
VAT no. DE 152942001
Bank accounts: HypoVereinsbank, Munich
IBAN: DE02 7002 0270 1830 2092 00,
BIC: HYVEDEMMXXX

8 Surcharges: (discount possible)

8.1 Colours
Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions
Fixed positions 660.00 €

8.3 Ad formats
Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

9 Prices for classified ads/situations wanted: see OMNIBUSREVUE-pricelist Nr. 48

10 Special ad forms: on request

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

Frequency discount		Quantity discount	
2 insertions	2 %	2 pages	2 %
4 insertions	4 %	4 pages	4 %
6 insertions	6 %	6 pages	8 %
8 insertions	8 %	8 pages	10 %
10 insertions	10 %	12 pages	20 %
12 insertions	15 %	18 pages	25 %
18 insertions	20 %	24 pages	30 %
24 insertions	25 %		

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

7 Ad formats and combi rates:

All prices are plus VAT.

Format	Newspaper format					Magazine format (analogue OMNIBUSREVUE)				
	Columns	Width x Height mm		b/w €	coloured €	Columns	Width x Height mm		b/w €	coloured €
		type area	truncate				type area	truncate		
2/1 page	10 columns	516 x 355	570 x 400	8,570.-	10,400.-	8 columns	397 x 250	420 x 279	5,400.-	8,160.-
1/1 page	5 columns	231 x 355	285 x 400	4,390.-	5,400.-	4 columns	185 x 250	210 x 279	3,060.-	3,670.-
1/2 page	5 columns	231 x 178	285 x 200	2,750.-	3,670.-	2 columns 4 columns	90 x 250 185 x 125	102 x 279 210 x 140	1,630.-	2,240.-
1/3 page	5 columns	231 x 118	285 x 133	2,050.-	2,850.-	1 column 4 columns	60 x 250 185 x 89	72 x 279 210 x 98	1,020.-	1,530.-
1/4 page	5 columns	231 x 89	285 x 100	1,430.-	1,940.-	1 column 2 columns 4 columns	43 x 250 90 x 125 185 x 65	57 x 279 102 x 140 210 x 82	820.-	1,220.-
1/5 page	1 column	43 x 355	69 x 400	1,120.-	1,530.-					
1/8 page						1 column 2 columns 4 columns	43 x 125 90 x 65 185 x 33		410.-	710.-
Title corner ads		43 x 57			410.-					
PR ads		231 x 200								

For hotels and gastronomy-ads see our tourism-pricelist no. 2 from Oct, 1st 2008

12 Combinations:

-

13 Bound inserts:

for technical reasons not possible

14 Loose-leaf inserts (not discountable):

loose inserted, max. format: 200 mm x 280 mm
 Weight of loose-leaf inserts Price/thousand
 up to 25 g 170.00 €
 up to 50 g 230.00 €
 Number of inserts available on request.

Inserts possible at press run of 5,000 copies.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 90.00 €
 Prospect/commercial sample on request, after sight of a sample. Only in combination with an full page-ad (prices see above).

16 Delivery address for the positions 13 to 15:

F&W Mediencenter
 Holzhauser Feld 2
 83361 Kienberg, Germany

Delivery notice: for "OMNIBUS REVUE aktuell" (no...)
 Please send in advance 10 samples to the advertising sales department.

See www.mediacentrum.de for our terms and conditions

If you take out a subscription for adverts of the same format in both titles for the entire insertion year, we will grant you a combination price for both adverts.

Magazine format (analogue OMNIBUSREVUE)					
Format	Columns	Width x Height mm		b/w €	coloured €
		type area	truncate		
2/1 page	8 columns	397 x 250	420 x 279	11,800.-	17,360.-
1/1 page	4 columns	185 x 250	210 x 279	6,310.-	8,270.-
1/2 page	2 columns	90 x 250	102 x 279	3,360.-	4,790.-
	4 columns	185 x 125	210 x 140		
1/3 page	1 column	60 x 250	72 x 279	2,140.-	3,160.-
	4 columns	185 x 98	210 x 98		
1/4 page	1 columns	43 x 250	57 x 279	1,740.-	2,550.-
	2 columns	90 x 125	102 x 140		
	4 columns	185 x 65	210 x 82		

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour
Colour adjustments reserved for technical reasons.
each normal colour -

8.2 Preferential positions

Fixed positions 660.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -
Truncated pages (1/1 only) -

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

2 insertions	2%
4 insertions	4%
6 insertions	6%
8 insertions	8%
10 insertions	10%
12 insertions	15%
18 insertions	20%
24 insertions	25%

Quantity discount

2 pages	2%
4 pages	4%
6 pages	8%
8 pages	10%
12 pages	20%
18 pages	25%
24 pages	30%

Front pages are not qualified for discount. OMNIBUSREVUE and OMNIBUSREVUE *aktuell* are discounted together.

12 Combinations:

-

13 Bound inserts:

for technical reasons not possible

14 Loose-leaf inserts (not discountable):

loose inserted, max. format:

OMNIBUSREVUE:	203 mm x 275 mm
OMNIBUSREVUE <i>aktuell</i> :	200 mm x 280 mm

Weight of loose-leaf inserts	Price/thousand
up to 25 g	170.00 €
up to 50 g	230.00 €

Number of inserts available on request.

Inserts possible at press run of 5,000 copies.

15 Glued-in postcards (not discountable):

Glued-in postcards/thousands 90.00 €

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

16 Delivery address for the positions 13 to 15:

OMNIBUSREVUE:	OMNIBUSREVUE <i>aktuell</i> :
Stürtz AG, Warenannahme	F&W Medientcenter
Alfred-Nobel-Straße 33	Holzhauser Feld 2
97080 Würzburg, Germany	83361 Kienberg, Germany

Delivery notice: for "OMNIBUS REVUE" and "OMNIBUS REVUE *aktuell*" (no...)

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

Bus guide 2009

The catalogue "Bus 2009 – manufacturer and dealer" offers an inimitable overview of the available bus-models on the German market.

The vehicles of over 27 manufacturers are listed there with their most important technical facts. The reader gets swift information and navigation about market segments and provider.

In advertisements and product portraits companies have the possibility to make an outstanding introduction of themselves and their top vehicles.

The branch-guide is supplemented by portraits of the most important second-hand bus dealers and suppliers-companies. Whoever is listed in this company and service register gets the readers' attention, when it comes to finding qualified business partners.

The contents of the annual released catalogue will also be published and regularly updated at the internet presence of OMNIBUSREVUE. A search function is provided to specifically look for bus models and business partners.

Prices and Formats:

Ad rates:	Front page	5,700.- €
	2., 3., 4. cover page	5,400.- €
	1/1 page image ad, coloured	4,600.- €
	1/2 page company portrait, coloured	530.- €

Company portraits are not discountable.

Magazine format: 200 mm wide, 279 mm high

Publication Date: Jul. 22, 2009

Closing Date, Ads:

- Company portraits: Jun. 11, 2009
- Image Ads: Jun. 25, 2009

Closing Date, Printing Material:

- Company portraits: Jun. 12, 2009
- Image Ads: Jul. 1, 2009

Printing Material:

- Company portraits: Photos: 8 cm wide x 6 cm high, as tif or eps, Resolution 300 dpi, colour mode CMYK

Please send us your information about the company portraits by e-mail to who-is-who@springer.com.

- Image Ads: Offset print, saddle stitching, 133 line screen. Artwork to be delivered in digital form. When delivering digital artwork, please note the information on our data ticket. (see Data Ticket tab or as an attachment to the order confirmation).

The creation of artwork will be invoiced.

Advertising Sales Manager:

Meike Swoboda
Phone +49 89/43 72-27 75
Fax. +49 89/43 72-23 98
E-mail: meike.swoboda@springer.com

Advertising Administration:

Katharina Togonal
Phone +49 89/43 72-22 72
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E-mail: who-is-who@springer.com

1 Web-Address (URL): www.omnibusrevue.de

2 Short characterization:

Comprehensive Internet offer for decision makers in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for bus models, business partners, industry sector datas, second hand-buses market and much more. Decision makers, consultants and deciders for public-transit bus and coach industry.

3 Publishing house: Springer Transport Media GmbH
Neumarkter Str. 18, 81673 Munich, Germany
online-inserate-hvogel@springer.com

4 Contact person: Andrea Volz
Phone +49 89/43 72 - 21 24
Fax +49 89/43 72 - 23 98
E-mail: andrea.volz@springer.com

5 Numbers of hits: Visits: 10,816 / month July 2008
Page impressions: 39,710 / month July 2008

6. Ad forms and prices:

6.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.-
2 Rectangle	300 x 250	75.-
3 Video Rectangle (polite streaming)	300 x 250	75.-
4 Expandable Rectangle (to the left side)	630 x 250	100.-
5 Expandable Rectangle (at the bottom left)	630 x 350	125.-
6 Layer Ad + Rectangle Reminder	On request	150.-
7 Half Page	300 x 600	150.-
8 Expandable Half Page	630 x 600	On request
9 Road Block (two Rectangles)	300 x 250 (2x)	150.-
10 Corner Ad Large	On request	

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions
All prices are plus VAT.

Technical specifications:

- File formats: swf, gif, jpg, html, tag-code (redirect)
- Alternatives: gif, jpg
- File size: up to 80 kb
- Fitting of the click tag
- Audio-files (they can be activated and deactivated by the user)
- Target-URL
- File delivery: 5 working days before the beginning of the campaign

6.2 Newsletter advertisements

Newsletter subscriber:

1,979 / month July 2008

Types of ads	Pixel size	CPM €*
1 Rectangle	300 x 250	75.-
2 Horizontal/Fullsizebanner	650 x 150	75.-
3 Text ad large plus logo/picture	650 x 150	75.-
4 Text ad small plus logo/picture	300 x 115	55.-

* Current prices from Oct 1, 2008; CPM = cost per thousand impressions
All prices are plus VAT.

Technical specifications:

- File formats: animated or static gif/jpg-files
- File size: up to 30 kb
- Alternative text, for all not-html-User (max. 700 characters incl. all space characters and paragraph)
- Target-URL
- File delivery: 2 working days before publication

For more information visit www.mediacentrum.de

19 Industrial sectors/branches of industry/types of business

Branch/section (approx.)	Recipientsgroups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation	
		%	Projection (approx.)
60.21.1	Conveyance of passengers in the omnibus occasional services	44	2,710
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,660
63.3	Travel agencies and tour operators	12	740
55	Hotel and restaurant establishments	6	370
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	250
-	Other	5	310
-	Not specified	2	120
-	Rounding difference		-2
Total circulation inland		100	6,158
Foreign countries (unlevied)			440
Total circulation inland and foreign countries			6,680

Status quo: August 2008

Transfer of digital data

If you send your advert via ISDN, E-mail, to our FTP server, or on a data medium, it is vital you include this information:

Sender/Company: _____

Contact: _____

Telephone: _____ Fax: _____ ISDN: _____

Ad Information for following publication

Magazine/Issue: _____ Section: _____

Ad format: _____ Colours: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

Data transfer via FTP ISDN E-mail Data medium by mail

Annotation: _____

Creation of data

- Please provide only printable PDF X3-files in the size of the advert format (without white borders)
- Advertisements to be bled off (run off the edge of the trimmed page) must have a trim of 3 mm on the relevant edges.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

Proofs

Since we print according to the German Prozess Standard Offset (PSO), we usually do not require proofs.

Transfer of data

- Please use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.
- Name the zip-folder, starting with the magazine name followed by the issue and the customer name (magazine_issue_customer.zip).
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Support to:

- PDF X3-preparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable at www.springer-business-media.de/anzeigendaten or if required under the stated contact address.

Contact details

FTP: ftp.stuertz.de (Login: gecont, Passwort:dE41yG)

ISDN (Leonardo): on request

E-mail: gecont@stuertz.de

Fax: +49-931/385-11332

Contact to:

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Please contact us for further information

Contact persons:

- Advertising Sales Manager Technology
- Advertising Director Bus
- Corporate Publishing Consultant
- Advertising Administration

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