



TOURISTIK



www.omnibusrevue.de

MEDIA KIT 2013

Short characterization:

With the OMNIBUSREVUE magazine, contractors are informed about current trends, economical and legal topics, and news around management, tourism and technology on a monthly basis. Current information can also be found at www.omnibusrevue.de as well as in our weekly newsletter. The information portfolio is completed by numerous online services like the online bus handbook (bus catalogue) and video films under BUS-TV.

Frequency of publication: monthly
Year of publication: 64th year 2013
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Subscription cost:

Annual subscription rate
Inland: € 104.00 incl. packing/postage and 7% VAT
European countries: € 116.00 incl. packing/postage and 7% VAT
Single copy: € 8.90 plus € 1.90 packing/postage, incl. 7% VAT

Circulation control: 

Analysis of circulation: Average circulation within one year
July 1st 2011 - June 30th 2012

Printed copies:	6,995		
Total circulation	6,710	therefrom abroad:	357
Total net paid circulation:	3,840	therefrom abroad:	276
- subscribed copies	2,319		
- Sale by retail	-		
- Other sale	1,521		
Free copies:	2,870		
Remainders, file and checking copies	285		

Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Inland	93.9	6,353
Foreign Country	6.1	357
Total circulation	100.0	6,710

Industrial sectors/branches of industry/types of business

Branch/ section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation in% Projection approx.)	
49.39.1, 49.39	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	35	2,220
49.39.2	Conveyance of passengers in the omnibus occasional services	24	1,530
55, 56	Hotels, restaurants	18	1,140
79.11, 79.12	Travel agencies and tour operators	13	830
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	7	450
-	Others	2	130
-	Not specified	1	60
	Rounding difference		-7
	Total circulation inland	100	6,353
	Foreign countries (unlevied)		357
	Total circulation inland and foreign countries		6,710

Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010.

Issue	Publication Date	Closing Date	Closing Date Printing Material	Themes Tourism		Trade fairs
OR 1 January	Dec. 27, 2012	Nov. 23, 2012	Dec. 6, 2012	Mines, caves and grottos Bus + Flower Shipping companies	City trips: Berlin and surroundings City trips: Leipzig	CMT , Stuttgart, Jan. 12 to 20, 2013
OR 2 February	Jan. 31, 2013	Dec. 20, 2012	Jan. 11, 2013	Leisure and adventure parks I Zoos and animal parks Activity holiday: hiking, cycling Educational tours and study trips	European Capitals of Culture 2013: Umeå, Riga Country reflections: Croatia's coast, Poland Region special: Burgenland TOURTIPP – the group tour planner	f.re.e , Munich, Feb. 20 to 24, 2013
OR 3 March	Feb. 28, 2013	Jan. 25, 2013	Feb. 6, 2013	Railways and nostalgia trains ITB trade fair: packages and trends City trips: Vienna Brandenburg	Guest in Bremen/Bremerhaven Region special: Carinthia, Upper Austria Sales guide Catalogue Entries	CeBIT , Hanover, Mar. 5 to 9, 2013 ITB , Berlin, Mar. 6 to 10, 2013 TUR , Gothenburg, Mar. 21 to 24, 2013
OR 4 April	Mar. 28, 2013	Feb. 26, 2013	Mar. 8, 2013	Mountain railways Breweries, wine cellars, distilleries Tourist navigation Region special: Switzerland – Jura Three-Lakes-Region	City trips: Hamburg Region special: Tyrol, Salzburger Land, Styria Country reflections: Croatia	RDA General Assembly Augsburg, Apr. 11 to 13, 2013
OR 5 May	Apr. 25, 2013	Mar. 22, 2013	Apr. 5, 2013	Factory outlet and outlet centers I Youth travels Theatre festivals 2013, casinos, variety shows Country reflections: Great Britain, Ireland	Region special: Scandinavia Region special: Biosfera Val Mustair/National park TOURTIPP – the group tour planner	
OR 6 June	May 31, 2013	Apr. 25, 2013	May 8, 2013	Wintersports Leisure and adventure parks II Region special: Saxony	Region special: Bavaria Country reflections: Slovenia Tour operators: Trends 2014	

Issue	Publication Date	Closing Date	Closing Date Printing Material	Themes Tourism		Trade fairs
OR 7 July	Jun. 27, 2013	May 27, 2013	Jun. 7, 2013	Group tour trends Austria 2013/14 Region special: Mecklenburg- Western Pomerania	Sales guide Catalogue Entries	
OR 8 August	Jul. 18, 2013	Jun. 18, 2013	Jun. 28, 2013	Preview: RDA-Workshop Christmas markets I UNESCO – world culture and natural heritage sites in Europe	Region special: South Tyrol Country reflections: Hungary TOURTIPP – the group tour planner	RDA Workshop, Cologne, Jul. 23 to 25, 2013
OR 9 September	Aug. 29, 2013	Jul. 29, 2013	Aug. 8, 2013	Review: RDA-Workshop Christmas markets II New Year's Eve trips Castles and palaces	Country reflections: Czech Republic, Slovakia Country reflections: Benelux, France	TT Tour + Travel, Warsaw, Sep. 26 to 28, 2013
OR 10 October	Sep. 26, 2013	Aug. 27, 2013	Sep. 6, 2013	Musicals Horticultural shows and parks Factory outlets and outlet centers II	Region special: Lower Saxony, Wolfsburg Bus trips to faraway countries	Busworld, Kortrijk, Oct. 18 to 23, 2013
OR 11 November	Oct. 31, 2013	Sep. 30, 2013	Oct. 11, 2013	Museums, art and culture trips Hanseatic cities Pleasure	Wellness offers, spa Region special: Allgau TOURTIPP – the group tour planner	World Travel Market, London, Nov. 4 to 7, 2013 BTB, Vienna, Oct. 29 to 30, 2013
OR 12 December	Nov. 28, 2013	Oct. 28, 2013	Nov. 8, 2013	Monastery tours and pilgrimages Events 2014 City trips: Berlin and surroundings	Region special: all around the Lake Constance (Switzerland, Austria, Germany) Region special: Liechtenstein	
OR 1 January 2014	Dec. 27, 2013	Nov. 25, 2013	Dec. 5, 2013	Mines, caves and grottos Bus + Flower Shipping companies, river navigation	City trips: Gems in the East (Erfurt, Jena, Dresden, Weimar, Leipzig)	CMT, Stuttgart, Jan. 2014

Circulation:

Printed copies:	6,995
Total circulation in annual average:	6,710
Sold copies in annual average:	3,840

Magazine size

Size:	230 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: monthly
Publications dates, closings dates and dates for submission:
 see timetable "Subjects and 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

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

Ads and rates tourism sector:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price coloured €
		type area	truncate*	
Front cover page			230 x 186	5,500.-
2., 3., 4. cover page				3,860.-
1/1 page	4 columns	199 x 268	230 x 300	3,115.-
1/2 page	2 columns	97 x 268	115 x 300	1,830.-
	4 columns	199 x 134	230 x 152	
1/3 page	1 column	63 x 268	81 x 300	1,400.-
	4 columns	199 x 90	230 x 108	
1/4 page	1 column	46 x 268	64 x 300	975.-
	2 columns	97 x 134	115 x 152	
	4 columns	199 x 67	230 x 85	
1/8 page	1 column	46 x 134	62 x 153	475.-
	2 columns	97 x 67	115 x 87	
	4 columns	199 x 33,5	230 x 51,5	

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 705.00 €

Special ad forms:

on request

Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

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

Quantity discount

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

Front pages are not qualified for discount.

Bound inserts (not discountable):

Price:

2-pages	2,265.00 €
4-pages	4,530.00 €
6-pages	6,795.00 €

Please supply the bound inserts in the untrimmed format
233 wide x 306 high (folded). Trim across gutter and all edges: 3 mm.
Fixed position: centre of the magazine.

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 €
up to 50 g	460.00 €
per further 5 g	35.00 €

Number of inserts available on request.
Inserts possible at press run of 5,000 copies.

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 an full page-ad (prices see above).

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

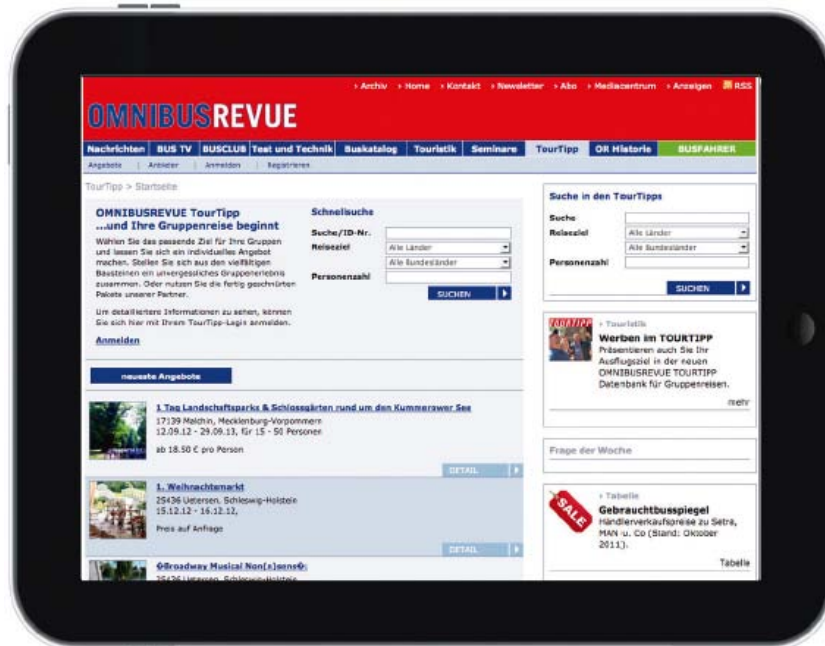
You can find the downloadable data ticket at vhv.mediacentrum.de.

Delivery address for bound inserts and loose-leaf inserts:

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

Delivery notice: for "OMNIBUSREVUE No. ..."

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



The TOURTIPP of the OMNIBUSREVUE is an individual group travel planner for bus operators.

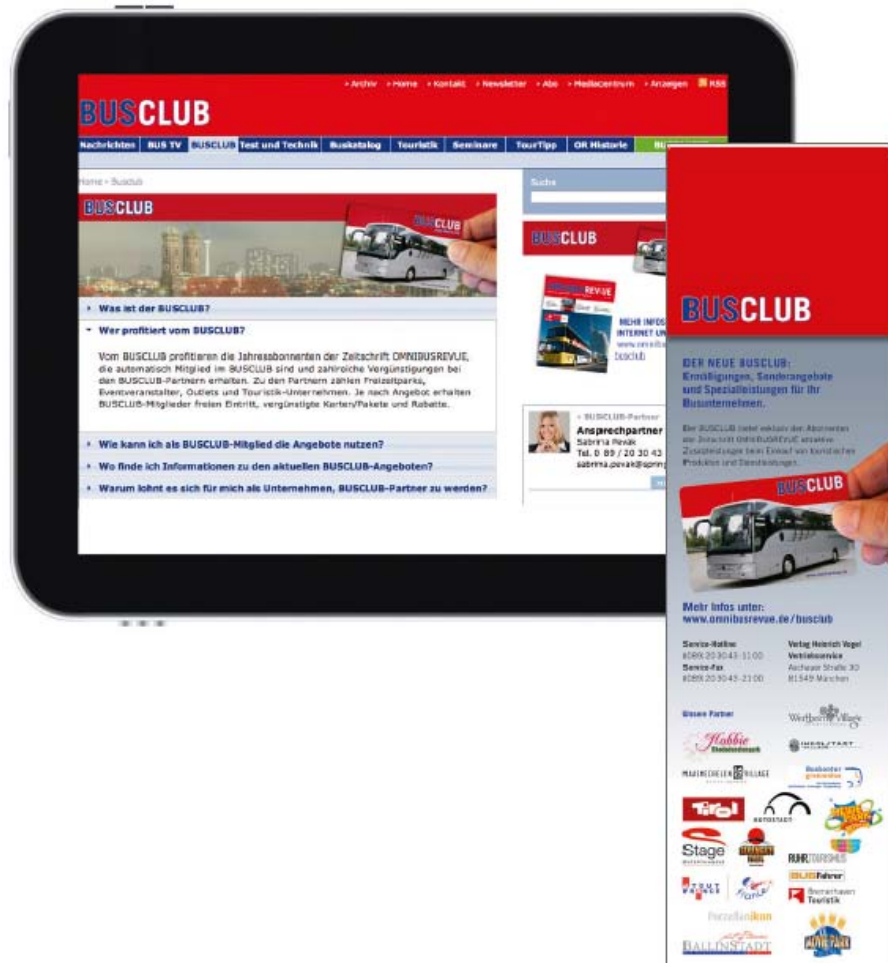
On the online platforms www.omnibusrevue.de and www.gruppenreise-portal.com, over 8,000 group offers can currently be found. When will you join with your offer?

Our services:

- Individual description (incl. link) of your offer/hotel
- Image gallery with up to 15 pictures
- Updateable by you at any time
- With detailed search function for finding your offer/hotel
- Additional service: quarterly presentation of your offer/hotel in the OMNIBUSREVUE
- Two portals from one single source (OMNIBUSREVUE and Salesguide24.de as group travel portal)

Package price only Online: 28.00 €/month (Duration: as a rule 12 months)
Package price Print/Online: 66.66 €/month (Duration: as a rule 12 months)

Contact: Sabrina Pevak
Phone: 0049 89 / 20 30 43 – 22 04
Fax: 0049 89 / 20 30 43 – 23 98
E-mail: sabrina.pevak@springer.com



Become a BUSCLUB Partner!

To offer added value for the subscribers of the OMNIBUSREVUE, the publisher Heinrich Vogel Verlag created the BUSCLUB. All subscribers are members without additional costs. Tourist destinations and service providers can participate as a BUSCLUB partner by offering a „treat“ for club members. For example, this can be a welcome drink or a little souvenir for the travel guests as well as a special offer for bus operators or the opportunity for a bus wash in combination with a coffee for the bus driver.

The readers are informed about this offer by an editorial page in the OMNIBUSREVUE, online information at www.omnibusrevue.de/busclub and by own ads. Thus, the BUSCLUB partners have the possibility to get in contact with potential clients via different channels.

Price: starting with 1,900.00 €/year

Contact: Sabrina Pevak
 Phone: 0049 89 / 20 30 43 – 22 04
 Fax: 0049 89 / 20 30 43 – 23 98
 E-mail: sabrina.pevak@springer.com

We'll be pleased to advise you!



Saskia Meier

Director Sales
Passenger Transportation
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Gabriele Besser

Media Consultant
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Daniela Engelhardt

Advertising Service

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Representatives

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Czech Republic, Hungary**

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Switzerland, Liechtenstein

Semadeni Tourismus Marketing
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omnibusrevue.de

MEDIA KIT 2013

Online Ad Types and Online Prices

omnibusrevue.de is the internet portal for coach operators and companies in short-distance public transport. 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:



18,043 (July 2012)

61,067 (July 2012)



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 €

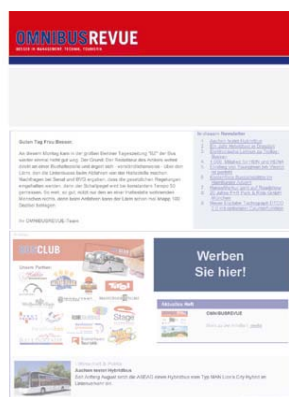
Background colorizing possible

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

Newsletter:

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

Newsletter subscribers: 2,172 (July 2012)



Text Display Small

Size: 300 x 115 px
Fixed Price: 110.00 €



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 199.00 €



**Cross-/Full-size banner
Text display large**

Size: 650 x 150 px
Fixed Price: 199.00 €

Video in editorial surrounding (Opening or ending credits):

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. 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.



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 **omnibusrevue.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, 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

Landscape/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;
- Text version: Alternative text, for all non-html users (max. 700 characters, including all space characters and paragraphs).
- Target-URL/ClickCommand;
- File delivery: 2 working days before publication.

Text Display Small

- File formats: static or animated GIF/JPG files;
- File size: up to 10 KB;
- Logo/Images: 60 x 60 px;
- Text: max. 180 characters, including all space characters and paragraphs;
- Text display size: 300 x 115 px;
- 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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