



TECHNIK



MANAGEMENT
Starke Marke bei
Mitarbeitern
S. 10

TECHNIK
Sparfacts MAN
Lion's City Euro 6
S. 24



TOURISTIK
Events 2014:
Dabei sein ist alles
S. 42



omnibusrevue.de

MEDIA KIT 2015

Short characterization:

The OMNIBUSREVUE, one of the most important magazines of the bus sector, is celebrating its 65th anniversary in 2015.

It supports entrepreneurs and executives with tips for daily business, current legal topics, driving tests and technical novelties as well as useful information about group travel trends and destinations. The magazine is complemented by an extensive online presence with always up-to-date news, a vehicle database, films and seminar offers.

Frequency of publication: monthly

Year of publication: 66th year 2015

Web-address (URL): omnibusrevue.de

ISSN-No: 1436-9974

Subscription cost: Annual subscription
 Germany: € 117.00 incl. packing/postage and 7% VAT
 European countries: € 129.00 incl. packing/postage and 7% VAT
 Single copy: € 9.90 plus € 1.90 packing/postage, incl. 7% VAT

Publishing house: Verlag Heinrich Vogel
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Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	676
2	912
3a	991
3b	1,042
4	1,601
5	682
6	214
7	297
total:	6,415

Circulation control: 

Analysis of circulation: Average circulation within one year
(July 1st 2013 - June 30th 2014)

Printed copies:	7,000		
Total circulation	6,689	therefrom abroad:	274
Total net paid circulation:	3,484	therefrom abroad:	240
- subscribed copies	2,014		
- Sale by retail	-		
- Other sale	1,470		
Free copies:	3,205		
Remainders, file and checking copies	311		

Geographical circulation analysis:

Economic area	Quote of actual distributed circulation in %	copies
Inland	95.9	6,415
Foreign Country	4.1	274
Total circulation	100.0	6,689

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	Quote 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	2,250
49.39.2	Conveyance of passengers in the omnibus occasional services	24	1,540
55, 56	Hotels, restaurants	18	1,160
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		-5
	Total circulation inland	100	6,415
	Foreign countries (unlevied)		274
	Total circulation inland and foreign countries		6,689

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

In 2015, the OMNIBUSREVUE celebrates its 65th anniversary – celebrate with us!

Issue	Publication Date	Deadline Adverts	Closing Date Printing Material	Topics Technique	Management	Trade fairs
OR 1 January	Dec. 29, 2014	Nov. 24, 2014	Dec. 5, 2014	Alternative gears Exterior design (paintwork/film coating) Leasing	Travel insurances	European Motor Show , Brussels Jan. 16 to 25, 2015 CMT , Stuttgart, Jan. 17 to 25, 2015
OR 2 February	Jan. 29, 2015	Dec. 18, 2014	Jan. 12, 2015	Vehicle tracking Analysis software GPS & Telematics Theft protection	Fleet management	f.re.e , Munich, Feb. 18 to 22, 2015
OR 3 March	Feb. 26, 2015	Jan. 23, 2015	Feb. 5, 2015	“Fit for summer business”: Maintenance and repair, tyres and driving safety Retrofitting Wear and spare parts	Software	ITB , Berlin, Mar. 4 to 8, 2015 CeBIT , Hanover, Mar. 16 to 20, 2015 TUR , Gothenburg, Mar. 19 to 22, 2015
OR 4 April	Mar. 26, 2015	Feb. 24, 2015	Mar. 9, 2015	Air conditioning systems and technique Galleys Interior decoration (special and VIP-facilities) Infotainment, passenger information systems	Catalogue designing	RDA General Assembly , Leipzig, Apr. 15 to 18, 2015
OR 5 May	Apr. 30, 2015	Mar. 27, 2015	Apr. 13, 2015	Exterior design, styling Economic efficiency Driver training and advanced education for drivers and entrepreneurs	Driver's advanced training	
OR 6 June	May 28, 2015	Apr. 23, 2015	May 7, 2015	Importers Barrier-free buses Trailer systems Depot (equipment, maintenance, advertising)	Ticketing systems	

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

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Issue	Publication Date	Deadline Adverts	Closing Date Printing Material	Topics Technique	Management	Trade fairs
OR 7 July	Jun. 25, 2015	May 22, 2015	Jun. 8, 2015	Interior decoration Infotainment, passenger information systems Galleys Lights and lighting Coach Euro Test	Fuel and service cards	
OR 8 August	Jul. 16, 2015	Jun. 16, 2015	Jun. 29, 2015	Washing facilities "Fit for winter" Preview: RDA-Workshop	Fleet management	RDA Workshop , Cologne, Jul. 21 to 23, 2015
OR 9 September	Aug. 27, 2015	Jul. 28, 2015	Aug. 10, 2015	Alternative gears Maintenance and repair Bus glass	Worthwhile literature	
OR 10 October	Sep. 24, 2015	Aug. 25, 2015	Sep. 7, 2015	Preview: Busworld Fuel and service cards (bus/passenger car) Leasing Winner "Coach of the Year" • OR Extra „Busworld“	Occupational clothing	busworld , Kortrijk, Oct 16 to 21, 2015 BTB , Vienna, Oct 28 to 29, 2015
OR 11 November	Oct. 29, 2015	Sep. 29, 2015	Oct. 12, 2015	Minis and midis Review: Busworld	Software	TT Warsaw Tour & Travel , November 2015 World Travel Market , London, November 2015
OR 12 December	Nov. 26, 2015	Oct. 27, 2015	Nov. 9, 2015	Sustainability Exhaust aftertreatment • Bus catalogue	Driver's advanced training	
OR 1/16 January	Dec. 31, 2015	Nov. 27, 2015	Dec. 10, 2015	Alternative gears Exterior design (paintwork/film coating) Leasing	Travel insurances	CMT , Stuttgart, January 2016

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Circulation:

Printed copies:	7,000
Total circulation in annual average	6,689

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, deadlines and dates for submission:
 see "Time Schedule and Topics"

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 technique sector:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price coloured €
		type area	truncate*	
Front cover (not discountable)			230 x 186	5,860.00
2., 3., 4. cover				5,700.00
1/1 page	4 columns	199 x 268	230 x 300	5,100.00
1/2 page	2 columns	97 x 268	115 x 300	2,890.00
	4 columns	199 x 134	230 x 152	
1/3 page	1 column	63 x 268	81 x 300	1,820.00
	4 columns	199 x 90	230 x 108	
1/4 page	1 column	46 x 268	64 x 300	1,500.00
	2 columns	97 x 134	115 x 152	
	4 columns	199 x 67	230 x 85	
1/8 page	1 column	46 x 134		900.00
	2 columns	97 x 67		
	4 columns	199 x 33,5		

*plus 3 mm trim on all outer edges.

Preferential positions

Fixed positions 725.00 €

Prices for classified ads/situations wanted:

Single column millimetre rate for

Commercial ads	each mm (1 column, 43 mm wide, b/w)	3.67 €
Commercial ads	each mm (1 column, 43 mm wide, coloured)	5.06 €
Private ads	each mm (1 column, 43 mm wide, b/w)	3.12 €
Private ads	each mm (1 column, 43 mm wide, coloured)	4.30 €
Situations wanted	each mm (1 column, 43 mm wide)	2.05 €
Box number fee		13.00 €

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 covers are not qualified for discount.

Bound inserts (not discountable):

Price:

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

- Please supply the bound inserts in the untrimmed format 233 wide x 306 high (folded).
- 2-page bound inserts to be delivered with a printed latch of 110 mm width.
- Bleed: gutter and all outer edges 3 mm.
- Prominent positioning: centre of the journal.
- The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request)

Loose-leaf inserts (not discountable):

loose inserted, max. format:	223 mm x 295 mm
Weight of loose-leaf inserts	Price/thousand
up to 25 g	285.00 €
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.
- Adverts of a third party not allowed.

Glued-in postcards (not discountable):

Glued-in postcards/thousands 95.00 €

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

Delivery address for bound and other inserts:

Inserts must be delivered at least 10 working days before publishing date.

Stürtz GmbH,
Lager – Einfahrt 4
Alfred-Nobel-Straße 33
97080 Würzburg, Germany

Delivery note: for "Journal name – Issue no. ..."

The delivery note should also include the name of the customer and the supplied quantity. You will receive further information with the confirmation of order.

Please send in advance 10 copies of each insert to the advertising department.

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- 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 320 percent. We recommend profile ISOcoated_v2_300.
- 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.

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).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and Contact

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (user name: gecont, password: dE41yG)
E-Mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").



Print: The Bus Catalogue with bus mirror - portraits of important key players.

The industry guide (Online Bus Catalogue) is complemented by portraits of the major dealers of used buses and their suppliers. Bus dealers listed in this company and service provider guide will be in focus when qualified business partners are being searched.

Online: The Bus Catalogue – unique overview of bus models available on the German market.

The vehicles of more than 27 manufacturers are listed with their main technical data and, thanks to a new 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.

When booking a portrait, your company will be listed in the online bus catalogue for 12 months and published in the annually print edition "Gebrauchtwagen Spiegel" (Used Buses Catalogue) supplemented in the December issue of OMNIBUSREVUE.

Prices:	1/2 page	530.00 €
	1/1 page	990.00 €

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omnibusrevue.de

MEDIA KIT 2015

Online Ad Types and Online Prices

Standard Ad Forms:

Visits: 23,826 (August 2014)
Page Impressions: 58,353 (August 2014)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: 80.00 €

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

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



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

Expandable Half Page
Size: 300 x 600 px and
630 x 600 px
Price on request



Skyscraper
Size: 120 x 600 px and
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

Newsletter:

Newsletter subscribers: 2,356 (August 2014)



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 €

Video in editorial surrounding (Opening or ending credits):

At omnibusrevue.de, we provide the opportunity to place a pre or 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.



Standard Ad Forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect)
For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, GIF/JPG files aren't necessary anymore.
- Fallback image: When using a flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB.
The maximum size refers to the total amount of all files.
- Sound: generally permitted, provided that following conditions are fulfilled:
As default, the sound of advertising media must be in OFF position. It can only be user-activated (e. g. by pushing a "Sound on" button or a distinctive symbol like a loudspeaker).
The user must always have the possibility to deactivate or to pause the sound.
The volume of the advertising media must be set to an appropriate level.
- Target-URL/Clickcommand;
- Inserting the ClickTag: No hard linking allowed in the flash files. All URLs and the target window will be generated by our AdServer.
Please use the following code in your flash file:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
```

If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.

- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

Newsletter

Cross/Full-Size Banner, Medium Rectangle

- 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 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

General conditions:

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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