



2016

TOURISM

VERLAG HEINRICH VOGEL | ISSN 1435-9974 | 66. JAHRGANG | 5483 | WWW.OMNIBUSREVUE.DE

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

MANAGEMENT
Die Wahl: Partner des Jahres 2015
»Seite 10

TECHNIK
Das Beste aus zwei Welten: Turismo K
»Seite 22

TOURISTIK
Reisen wie Gott in Frankreich
»Seite 50

NEU!
Eröffnung
4. Juli 2015

EXPEDITION NORDMEERE
FISCHEREIWELTEN BREMERHAVEN

MEDIA KIT 2016

Better in management,
technique and tourism

www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

What distinguishes the OMNIBUSREVUE?

It is one of the most important magazines of the bus sector and celebrated its 65th anniversary in 2015. 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, movies and seminar offers.

Who are the readers of the OMNIBUSREVUE?

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top position 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.

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, BUS-TV and the very useful „Gebrauchtbusspiegel“ (Used Buses Catalogue). 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: 67th year 2016

Web address (URL): www.omnibusrevue.de

ISSN: 1436-9974

Subscription cost: Annual subscription
 Inland: € 112.60 incl. packing/postage plus statutory VAT
 European countries: € 124.60 incl. packing/postage plus statutory VAT
 Single copy: € 11.90 incl. packing/postage plus statutory VAT

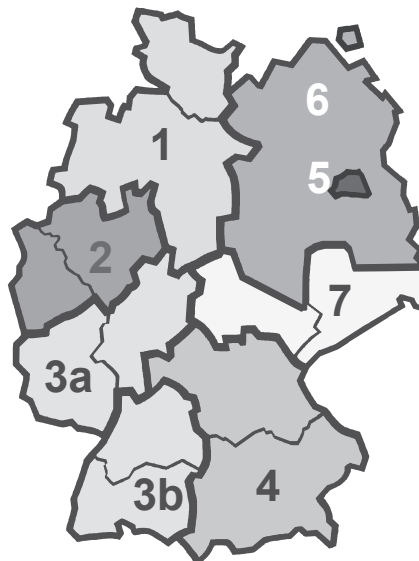
Publishing house: Verlag Heinrich Vogel
 Springer Fachmedien München GmbH
 Aschauer Straße 30, 81549 Munich, Germany
 Phone: +49 89 203043-0, Fax: +49 89 203043-2398
 E-mail: anzeigen-vhv@springer.com
vhv.mediacentrum.de

Editor: Editor-in-Chief: Andreas Heise
andreas.heise@springer.com

Advertisements: Advertising Director Bus Technique & Tourism: Sabrina Pevak

Distribution: Subscription Service, Verlag Heinrich Vogel
 Phone: +49 89 203043-1100
 E-mail: vertriebsservice@springer.com

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	685
2	903
3 a	967
3 b	1,052
4	1,612
5	726
6	209
7	287
total	6,441

Circulation monitoring:



Circulation analysis:

Average number of copies per issue in one year (July 1st 2014–June 30th 2015)

Print run:	7,000		
Actual distributed circulation (ADC):	6,732	therefrom abroad:	291
Sold copies:	3,278	therefrom abroad:	229
▪ Subscription copies:	1,884	therefrom member copies: -	
▪ Sale by retail:	–		
▪ Other sales:	1,394		
Complimentary copies:	3,455		
Reminder, archive and records copies:	268		

Geographical circulation analysis:

Economic area

Quote of actual distributed circulation in %

Economic area	Quote of actual distributed circulation in %	copies
Inland	95.7	6,441
Foreign Countries	4.3	291
Actual distributed circulation (ADC):	100.0	6,732

Branches/economic sectors/business types¹⁾:

Dept./ group/class

Recipients groups According to economic sector classification of the Federal Statistical Office

Quote of ADC 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	1,550
55, 56	Hotels, restaurants	18	1,160
79.11, 79.12.	Travel agencies and tour operators	13	840
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	7	450
–	Others	2	130
–	Not specified	1	60
	Rounding difference		1

Actual distributed circulation in Germany:	100	6,441
Foreign Countries (unlevied)		291

Actual distributed circulation: 6,732

			FAIRS
<p>ISSUE 1 DA: 27.11.15 PM: 10.12.15 PD: 31.12.15</p>	<p>Mines, caves and grottos Floral exploration trips Palaces/Castles/Monasteries</p>	<p>City special: Jewels in the East (Erfurt, Jena, Dresden, Weimar, Leipzig)</p>	<p>34th Day of Coach Tourism, Bochum, 11.01.2016 CMT, Stuttgart, 16.01.-24.01.2016</p>
<p>ISSUE 2 DA: 17.12.15 PM: 11.01.16 PD: 28.01.16</p>	<p>„Fresh air-attack“: Allgäu, Fichtelgebirge Shipping companies/Ferries</p>	<p>Region special: Burgenland Region special: Coast of Croatia Region special: Rome/Lazio</p>	<p>f.re.e, Munich 10.02.-14.02.2016</p>
<p>ISSUE 3 DA: 26.01.16 PM: 05.02.16 PD: 25.02.16</p>	<p>Preview ITB Worlds of Experience I Railways, nostalgia trains, mountain railways Travel insurances</p>	<p>City special: Berlin Region special: North Rhine-Westphalia Region special: Ore Mountains and Vogtland Region special: Tuscany, Carinthia Region special: Upper Austria, Vienna, Lower Austria • Sales Guide – Catalogue Entries</p>	<p>BTB Workshop, Berlin, 08.03.2016 ITB, Berlin, 09.03.-13.03.2016 CeBIT, Hanover, 14.03.-18.03.2016 TUR, Gothenburg, 17.03.-20.03.2016</p>
<p>ISSUE 4 DA: 26.02.16 PM: 10.03.16 PD: 31.03.16</p>	<p>Preview RDA Workshop Friedrichshafen Tourist navigation</p>	<p>City special: Hamburg Region special: Tyrol, Salzburger Land, Styria, Vorarlberg Region special: Piedmont and Valle d'Aosta Country special: France, Croatia, Belgium</p>	<p>RDA-Workshop, Friedrichshafen 07.04.-08.04.2016</p>
<p>ISSUE 5 DA: 29.03.16 PM: 11.04.16 PD: 28.04.16</p>	<p>Summer events & Open-air Shopping trends</p>	<p>Region special: Thuringia, Saarland, Ruhr Lake special: Lake Garda, Lake Comer, Lake Constance Country special: Netherlands, Switzerland</p>	
<p>ISSUE 6 DA: 22.04.16 PM: 06.05.16 PD: 27.05.16</p>	<p>Worlds of Experience II Highlights for architecture-lovers</p>	<p>Region special: Saxony, Bavaria Country special: Slovenia • Sales Guide – Catalogue Entries</p>	

FAIRS

<p>ISSUE 7 DA: 31.05.16 PM: 10.06.16 PD: 30.06.16</p>	<p>Preview RDA Cologne Group tours: Highlights Austria 2016/17</p>	<p>Region special: Baden-Württemberg Region special: South Tyrol Country special: Hungary</p>	<p>RDA Workshop, Cologne, 05.07.-07.07.2016 RDA General Assembly, Cologne, 07.07.2016</p>
<p>ISSUE 8 DA: 28.06.16 PM: 11.07.16 PD: 28.07.16</p>	<p>Review: RDA Workshop Cologne Experience knowledge! Christmas markets</p>	<p>Region special: Mecklenburg-Western Pomerania</p>	
<p>ISSUE 9 DA: 25.07.16 PM: 05.08.16 PD: 25.08.16</p>	<p>Winter journeys, Christmas markets Harvest Festivals Group tours: Prospects 2017</p>	<p>Region special: Saxony-Anhalt, Bremen/Bremerhaven Region special: Adventure land Brandenburg Country special: Slovakia, Czechia</p>	
<p>ISSUE 10 DA: 01.09.16 PM: 14.09.16 PD: 04.10.16</p>	<p>Musicals, music tours and festivals Shopping experiences Air and long-distance travels</p>	<p>Region special: Lower Saxony</p>	<p>BTB, Vienna, October 2016</p>
<p>ISSUE 11 DA: 26.09.16 PM: 10.10.16 PD: 27.10.16</p>	<p>Museums, art and culture trips Wellness & Spa, spa vacations Travel insurances</p>	<p>City special: Hanseatic cities</p>	<p>TT Warsaw Tour + Travel, Warsaw, November 2016 World Travel Market, London November 2016</p>
<p>ISSUE 12 DA: 24.10.16 PM: 04.11.16 ET: 24.11.16</p>	<p>Pilgrimages Motorway service stations Barrier-free destinations</p>	<p>Region special: Hesse</p>	
<p>ISSUE 1/17 DA: 22.11.16 PM: 05.12.16 ET: 22.12.16</p>	<p>Mines, caves and grottos Floral exploration trips Palaces/Castles/Monasteries</p>	<p>City special: Jewels in the East</p>	<p>CMT, Stuttgart, 14.01.-22.01.2017</p>

This overview of planned topics for 2016 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

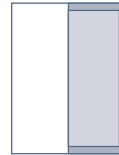
Formats



Title Display
–
230 x 186 mm*



1/1 Page
199 x 268 mm
230 x 300 mm*



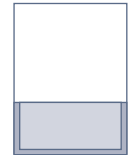
1/2 Page upright
97 x 268 mm
115 x 300 mm*



1/2 Page horizontal
199 x 134 mm
230 x 152 mm*



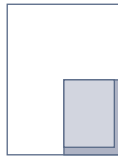
1/3 Page upright
63 x 268 mm
81 x 300 mm*



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*



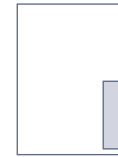
1/4 Page upright
46 x 268 mm
64 x 300 mm*



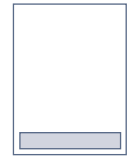
1/4 Page horizontal
199 x 67 mm
230 x 85 mm*



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

** **As of 1.1.2016 Change of format!** In case of motive repetition from 2015, please send us new data for the format 1/8 page horizontal. The old printing data cannot be adjusted to the new format size.

Circulation:

Print run:	7,000 copies
Actual distributed circulation in annual average	6,732 copies
Actual sold circulation in annual average	3,278 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 formats and prices tourism sector:

Format	4-colors, in €
Title Display (no discounts available)	5,600.00
2./3./4. Cover page	4,100.00
1/1 Page	3,300.00
1/2 Page	1,940.00
1/3 Page	1,480.00
1/4 Page	1,035.00
1/8 Page	505.00

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 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.

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

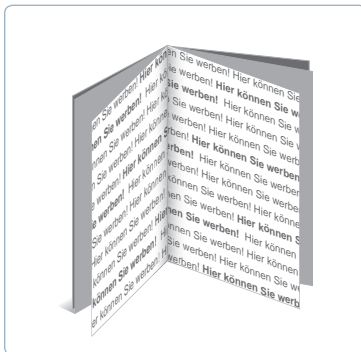
Format:

- 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

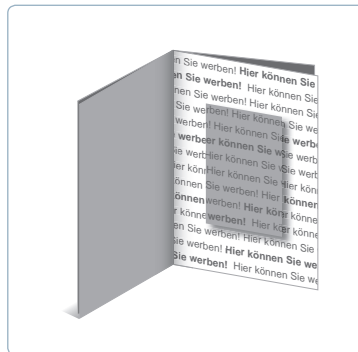
Format:

- 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: € 2,310.00
- 4 pages: € 4,620.00
- 6 pages: € 6,930.00

Adhesive Adverts



Characteristics:

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

Format:

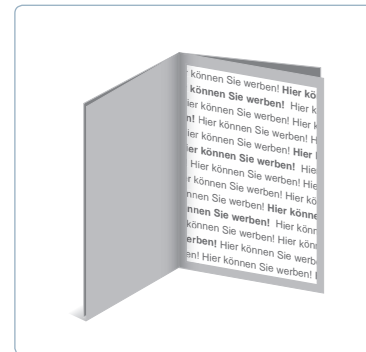
- Only in combination with 1/1 page advert, 4c

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 Mediacenter GmbH
Holzhausener 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).
- 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 300 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
- Pitstop settings etc.
are available via E-mail: anzeigen@le-tex.de

Connections and Contact:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services
Advertisement team
Weißenfeller Straße 84
04229 Leipzig, Germany
Tel.: +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:

- Events
- Class trips
- Gourmet
- Art and Culture
- Activity Holidays
- Cruises
- ... und many more

Price on request

2016

MEDIA KIT 2016

Online ad types and prices
www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

Standard Ad Forms:

Visits: 21,951 (August 2015)
Page Impressions: 55,865 (August 2015)



Back-ground coloring possible

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 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

Newsletter:

OMNIBUSREVUE informs every Thursday the deciders and managers with an up-to-date and informative online newsletter

Newsletter subscribers: 2,402 (August 2015)



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, 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, we provide the opportunity to place a pre/post-roll ad before/after a video that has been made professionally by the editors.

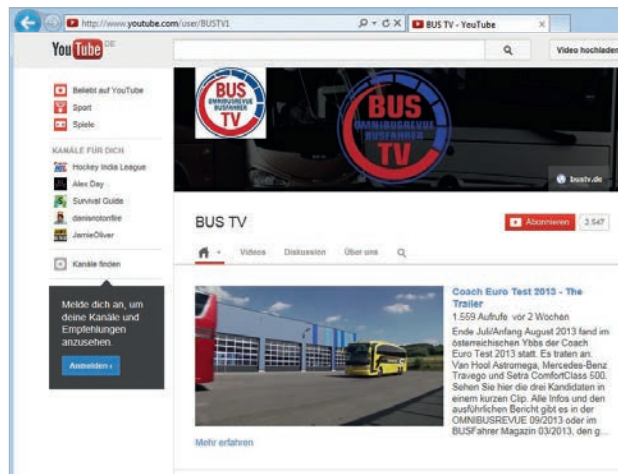
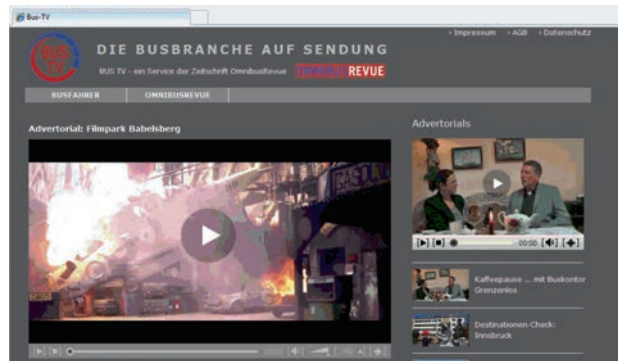
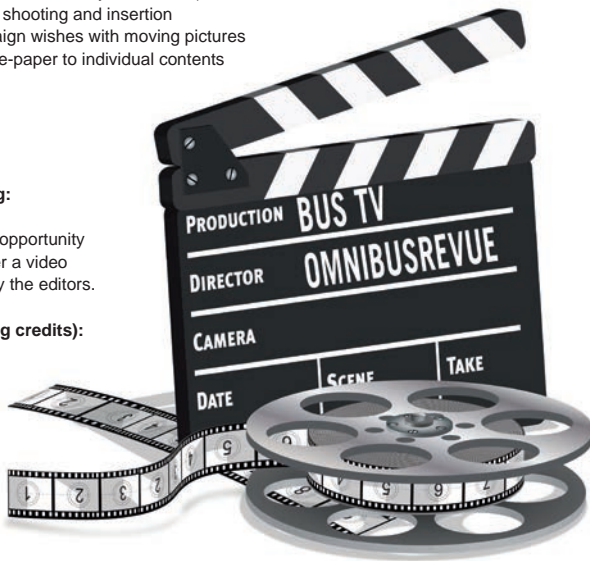
Pre or Post-Roll (opening or ending credits):

Format 4:3 or 16:9

Size: max. 5 MB

Duration: max. 10 sec.

CPM*: € 75,00



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner we absolutely need redirect. Here and also for layers, gif/jpg files aren't possible anymore.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

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: 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/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

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.

We'll be pleased to advise you!



Sabrina Pevak

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Austria: Tyrol

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Advertising Service Print

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Julia Shayesteh

Advertising Service Print

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Fax: +49 89 203043-2100



Veronika Eisele

Advertising Service Online

veronika.eisele@springer.com
Phone +49 89 203043-2312
Fax +49 89 203043-2100

Representatives Foreign Countries

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

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Post-Office Box 209
H – 2601 Vác
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