

## How we distinguish ourselves

- High paid circulation
- Comprehensive presentation of topics in reports about management, tourism, and technology
- In focus: regular political topics and topics relevant to the market
- Special columns: business management and the law
- Independent vehicle tests with evaluations (score table), lighting test ...
- Future-related topics, trends
- Information of the BDO (Bundesverband deutscher Omnibusunternehmer, Federal German Omnibus Contractors' Association) and of Car Tourisme Suisse
- Member of the jury „Bus and Coach of the Year“ (quality award)
- Group tourism prices in four categories „Partner of the Year“

And all of this with over 60 years of professional experience!

<b>1 Frequency of publication:</b>	monthly
<b>2 Year of publication:</b>	61 <sup>th</sup> year 2010
<b>3 Web-address (URL):</b>	www.omnibusrevue.de
<b>4 Publishing house:</b>	Verlag Heinrich Vogel Springer Fachmedien München GmbH P. O. Box 80 20 20, 81620 Munich, Germany
Postal address:	Aschauer Str. 30, 81549 Munich, Germany
House address:	+49-89 / 20 30 43-0
Phone:	+49-89 / 20 30 43-98
Fax:	www.mediacentrum.de
Internet:	anzeigen-vhv@springer.com
E-mail:	

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Advertising director:	Marisa d'Arbonneau
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<b>8 Subscription cost:</b>	Annual subscription rate
Inland:	€ 96.90 incl. packing/postage, and 7% VAT
Foreign countries:	€ 108.90 incl. packing/postage, and 7% VAT
Single copy:	€ 8.00 incl. 7% VAT, plus € 1.90 packing/postage

<b>9 ISSN-No:</b>	1436-9974
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## 10 Scope analysis:

	OMNIBUSREVUE 2008 = 12 editions
<b>Magazine format:</b>	210 mm (w), 279 mm (h)
<b>Total size:</b>	924 pages = 100.0 %
<b>Editorial section:</b>	581 pages = 62.9 %
<b>Advertising section:</b>	343 pages = 37.1 %
of them are	
Classified ads:	57 pages = 16.6 %
Tourism ads:	118 pages = 34.4 %
Bound insert:	- pages = 0.0 %
One's own ads:	60 pages = 17.5 %
Supplements (Loose-leaf inserts):	22 pieces

<b>11 Content analysis:</b>	Not surveyed
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### 16 Circulation control:



### 17 Analysis of circulation: Average circulation within one year Jul. 1<sup>st</sup> 2008 - Jun. 30<sup>th</sup> 2009

<b>Printed copies:</b>	<b>7,035</b>
<b>Total circulation</b> there from abroad:	<b>6,749</b> 533
<b>Total net paid circulation:</b> there from abroad: - subscribed copies there from copies for members - Sale by retail - Other sale	<b>4,458</b> 307 2,771 - - 1,687
<b>Free copies:</b>	<b>2,292</b>
<b>Remainders, file and checking copies</b>	<b>286</b>

### 18 Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Inland	92.1	6,216
Foreign Country	7.9	533
<b>Total circulation</b>	<b>100.0</b>	<b>6,749</b>

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

Nielsen geographical sector:	copies
Nielsen geographical sector 1	699
Nielsen geographical sector 2	875
Nielsen geographical sector 3a	1,093
Nielsen geographical sector 3b	1,111
Nielsen geographical sector 4	1,505
Nielsen geographical sector 5	218
Nielsen geographical sector 6	304
Nielsen geographical sector 7	412
<b>Total circulation inland</b>	<b>6,216</b>

<b>Issue</b>	<b>Closing Date</b>	<b>Closing Date Printing Material</b>	<b>Publication Date</b>	<b>Themes Technology</b>	<b>Trade fairs</b>
<b>OR 1</b> January	Nov. 30, 2009	Dec. 11, 2009	Dec. 31 2009	Mines, caves and grottos, Bus + flower Trips to football events City trips: Berlin and surroundings	
<b>OR 2</b> February	Dec. 17, 2009	Jan. 11, 2010	Jan. 28, 2010	North, Baltic and Mediterranean sea ferries Leisure and adventure parks I Cure + spa, Turku and Tallinn 2011 Lake Wörth, Lake Millstatt, Lake Balaton Universities Region special: Slovakia Country reflections: Croatia RDA General Assembly 2010 <b>TOURTIPP – the group tour planner</b>	<b>CMT</b> , Stuttgart, Jan 16 to 24, 2010
<b>OR 3</b> March	Jan. 22, 2010	Feb. 4, 2010	Feb. 25, 2010	Railways and nostalgia trains Open sea and river cruises ITB trade fair trends Music and theatre festivals 2010-02-24 Casinos, variety City trips: Vienna Region special: Carinthia, Burgenland Country reflections: Belgium, Netherlands and Luxembourg	<b>f.re.e</b> , Munich, Feb 18 to 22, 2010
<b>OR 4</b> April	Feb. 23, 2010	Mar. 8, 2010	Mar. 25, 2010	Mountain railways Inland navigation Hard liquors, wine and sparkling wine Winter sports areas Hiking, cycling, activity holidays Meeting VPR members City trips: Hamburg Region special: Tyrol Region special: Baden-Wuerttemberg Country reflections: Croatia	<b>CeBIT</b> , Hanover, Mar 2 to 6, 2010 <b>ITB</b> , Berlin, Mar 10 to 14, 2010
<b>OR 5</b> May	Mar. 26, 2010	Apr. 12, 2010	Apr. 29, 2010	Open air theatres and historical spectacles Factory outlet and outlet centers Trips for young people Region special: Central Switzerland (Lucerne/Lake Lucerne) Region special: Styria Salesguide – current group tour catalogues <b>TOURTIPP – the group tour planner</b>	<b>TUR</b> , Gothenburg, Mar 19 to 22, 2010 <b>RDA General Assembly</b> , Bratislava (SK), Apr 21 to 25, 2010

<b>OR 6</b> June	Apr. 23, 2010	May 6, 2010	May 27, 2010	Beer + bus Flight and Bus Region special: Saxony (Leipzig/Dresden) Region special: Bavaria Country reflections: Slovenia Country reflections: Great Britain and Ireland	<b>TUR</b> , Gothenburg, Mar 19 to 22, 2010
<b>OR 7</b> July	May 21, 2010	Jun. 7, 2010	Jun. 24, 2010	UNESCO – world culture and natural heritage sites Tour operators: Trends 2011 Environment and energy Leisure and adventure parks II Winter sports areas Region special: Bremen/Bremerhaven and the north eastern region	
<b>OR 8</b> August	Jun. 22, 2010	Jul. 5, 2010	Jul. 22, 2010	Preview: RDA-Workshop Cologne Christmas markets I Group tour trends Austria 2010/2011 Region special: South Tyrol Region special: Saarland Salesguide – catalogue offers <b>TOURTIPP – the group tour planner</b>	<b>RDA Workshop</b> , Cologne, Jul 27 to 29, 2010
<b>Special RDA</b> <b>Trade fair issue</b>	Jun. 16, 2010	Jun. 24, 2010	Jul. 27, 2010	Special trade fair issue RDA Workshop Cologne	
<b>OR 9</b> September	Jul. 27, 2010	Aug. 9, 2010	Aug. 26, 2010	Review: RDA-Workshop Cologne Christmas markets II Where to go on Sylvester and New Year Country reflections: Czech Republic, Slovakia Country reflections: Turkey	
<b>OR 10</b> October	Aug. 24, 2010	Sep. 6, 2010	Sep. 23, 2010	Castles and palaces Wine routes Horticultural show in Koblenz 2011 Region special: Lower Saxony, Wolfsburg	<b>Tour and Travel</b> , Warsaw, Sep 23 to 25, 2010 <b>IAA Nutzfahrzeuge</b> , Hanover, Sep 23 to 30, 2010
<b>OR 11</b> November	Sep.28, 2010	Oct. 11 2010	Oct. 28, 2010	Museums, art and culture trips Hanseatic cities Spa Region special: Allgaeu <b>TOURTIPP – the group tour planner</b>	<b>TTW/Buscontact</b> , Montreux, Nov 4 to 4, 2010 <b>World Travel Market</b> , London, Nov 8 to 11, 2010 <b>FIAA</b> , Madrid, Nov 16 to 19, 2010 <b>Bus Sunday</b> , November 2010
<b>OR 12</b> December	Oct. 25, 2010	Nov. 8, 2010	Nov. 25, 2010	Pilgrimage – Luther, pope and Way of St. James Open Air theatres 2011 Spa-Offers for group tours Region special: all around the Lake Constance (Switzerland, Austria, Germany) Country reflections: Malta	

### 1 Circulation:

Printed copies: 7,035  
 Total circulation in annual average 6,749  
 (according to AMF schema 2, number 17)

### 2 Magazine size

#### Size:

230 x 300 mm trimmed  
 235 x 310 mm untrimmed

#### Type area:

199 mm wide, 268 mm high  
 Number of columns: 4 columns, 46 mm

### 3 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. (see Data Ticket 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:

Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH

House address: Aschauer Str. 30, 81549 Munich  
 Postal address: P. O. Box 80 20 20, 81620 Munich  
 Advertising department: Selina Alecu de Flers

Phone: +49-89 / 20 30 43-28 96  
 Ursula Winterer  
 Phone: +49-89 / 20 30 43-22 08

Fax: +49-89 / 20 30 43-23 98  
 E-mail: busmarkt@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	424 x 268	460 x 300	<b>4,350.-</b>	<b>6,030.-</b>
1/1 page	4 columns	199 x 268	230 x 300	<b>2,230.-</b>	<b>3,070.-</b>
1/2 page	2 columns	97 x 268	115 x 300	<b>1,390.-</b>	<b>1,800.-</b>
	4 columns	199 x 134	230 x 150		
1/3 page	1 column	63 x 268	81 x 300	<b>850.-</b>	<b>1,380.-</b>
	4 columns	199 x 90	230 x 108		
1/4 page	1 column	46 x 268	64 x 300	<b>650.-</b>	<b>960.-</b>
	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	<b>340.-</b>	<b>470.-</b>
	2 columns	97 x 67	115 x 87		
	4 columns	199 x 33,5	230 x 51,5		
Front cover page					<b>5,930.-</b>
2., 3., 4. cover page					<b>3,800.-</b>

### 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 685.00 €

#### 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: -

### 10 Special ad forms: on request

### 11 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 %  
18 pages 20 %

Front pages are not qualified for discount

### 12 Combinations: -

### 13 Bound inserts: on request

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

Please supply the bound inserts in the untrimmed format  
233 wide x 306 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	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.

### 15 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).

### 16 Delivery address for the positions 13 to 15:

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.

See [www.mediacentrum.de](http://www.mediacentrum.de) for our terms and conditions

# RDA Trade Fair Issue

## Media- Information 2010

Advertisement rate card  
RDA Trade Fair Issue  
tourism no. 1  
Current prices Tourism from Oct 1, 2009

### 1 Circulation:

Printed copies: 7,035  
Total circulation in annual average 6,749  
(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, 175 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:

**Closing date:** Jun 16, 2010  
**Closing date printing material:** Jun 26, 2010  
**Publication date:** Jul 27, 2010

### 7 Ad formats and combi rates: All prices are plus VAT.

Newspaper format					
Format	Columns	Width x Height mm		b/w €	coloured €
		type area	truncate		
1/1 page	5 columns	231 x 355	285 x 400	3,920.-	4,980.-
Junior page	4 columns	185 x 250		3,015.-	3,830.-
1/2 page	5 columns	231 x 178	285 x 200	2,120.-	2,860.-
1/3 page	5 columns	231 x 118	285 x 133	1,270.-	1,900.-
1/4 page	5 columns	231 x 89	285 x 100	1,060.-	1,590.-
Title corner ads		43 x 57			430.-

**8 Surcharges:** (discount possible) see price list OMNIBUSREVUE

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

**10 Special ad forms:** on request

**11 Discounts:** see OMNIBUSREVUE

**13 Bound inserts:** for technical reasons not possible

**14/15 Loose-leaf inserts/glued-in postcards (not discountable):**  
loose inserted, max. format: 200 mm x 280 mm  
price details see OMNIBUSREVUE

### 16 Delivery address for the positions 13 to 15:

F&W Mediencenter  
Holzhauser Feld 2  
83361 Kienberg, Germany

Delivery notice: for "OMNIBUSREVUE RDA-Messe-Ausgabe"  
Please send in advance 10 samples to the advertising sales department.

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

**2 Numbers of hits:** Visits: 14,264 / month November 2009  
Page impressions: 57,786 / month November 2009

### 3 Ad forms and prices:

#### 3.1. Banner advertisements:

**4 Contact person:** Andrea Volz  
Phone +49 89/20 30 43 - 21 24  
Fax +49 89/20 30 43 - 23 98  
E-mail: andrea.volz@springer.com

Types of ads	Pixel size	CPM €*
1 <b>Text ads + Logo (GIF)</b>	300 x 115	55.-
2 <b>Rectangle/Video Rectangel (polite streaming)</b>	300 x 250	75.-
3 <b>Expandable Rectangle (to the left side)</b>	630 x 250	100.-
4 <b>Expandable Rectangle (at the bottom left)</b>	630 x 350	125.-
5 <b>Layer Ad + Rectangle Reminder</b>	400 x 400	150.-
6 <b>Half Page</b>	300 x 600	150.-
7 <b>Expandable Half Page</b>	630 x 600	On request
8 <b>Road Block (two Rectangles)</b>	300 x 250 (2x)	150.-
9 <b>Corner Ad Large</b>	On request	

\* Current prices from Oct 1, 2009; 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:** 2,640 / month November 2009

Types of ads	Pixel size	€*
1 <b>Rectangle</b>	300 x 250	199.-
2 <b>Horizontal/Fullsizebanner or text ad plus logo/picture</b>	650 x 150	199.-

\* Current prices from Oct 1, 2009; 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 paragraphs)
- Target-URL
- File delivery: 2 working days before publication

For more information visit [www.mediacentrum.de](http://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	2,740
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,680
63.3	Travel agencies and tour operators	12	750
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		+ 4
<b>Total circulation inland</b>		<b>100</b>	<b>6,216</b>
<b>Foreign countries (unlevied)</b>			<b>533</b>
<b>Total circulation inland and foreign countries</b>			<b>6,749</b>

## 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](http://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:

Stürtz GmbH

Science / Anzeigenteam

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

Tel.: +49-9 31/3 85-332

Modifications and printer's errors excepted

### More omnibus groups for your advertisement budget:

#### New: On the Internet

TOUR TIP – The group tour planner of OMNIBUSREVUE

Your offers in TOUR TIP

- Complete contact information with linking
- Detailed description (1,000 characters maximum)
- Up to 15 photos
- Can be updated manually anytime! (No commission)

[www.omnibusrevue.de/tourtipp](http://www.omnibusrevue.de/tourtipp)

How your customers can get into touch:

- Fill in a contact form
  - Submit
  - Direct contact with you
- 

#### The cost-effective one-year offer

The combined offer:

**1 year Internet + 4 entries in OMNIBUSREVUE**

Package price: 800.- € /year\* (That equals 66.66 € / month)

Contact:

E-Mail: [tourtipp@omnibusrevue.de](mailto:tourtipp@omnibusrevue.de) – Tel.: +49-89 / 20 30 43 – 21 86

\* The same conditions apply for this offer as for OMNIBUSREVUE. Prices do not qualify for discount.

#### OMNIBUSREVUE

TOUR TIP special pages

- Advert with picture and short info about group offer
- 4x per year
- ID numbers for easy access to your offer at [omnibusrevue.de/tourtipp](http://omnibusrevue.de/tourtipp)

**Contact persons for tourist offerings:**

- **Advertising Sales Manager**

**Silvia Werth**

silvia.werth@springer.com

**Phone:** +49-89/20 30 43 - 27 75

*Italy*

**Selina Alecu de Flers**

selina.alecudeflers@springer.com

**Phone:** +49-89/20 30 43 - 28 96

*ZIP-Code:*

*Germany: 30000-39999, 50000-99999*

*Austria: 6000 – 6999*

**Ursula Winterer**

Ursula.winterer@springer.com

**Phone:** +49-89/20 30 43 – 22 08

*ZIP-Code:*

*Germany: 01000-29999, 40000-99999*

*Austria: 1000 – 5999*

**Fax:** +49-89/20 30 43 - 23 98

- **Belgium, Netherlands, Luxembourg**

**Publicitas n.V.**

**Ingrid Bellis**

Airway Park D/Lozenberg 23

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**Phone:** +32 (0) 2/6 39 84 29

**Fax:** +32 (0) 2/6 39 84 30

ingrid.bellis @publicitas.com

- **Austria (Burgenland, Carinthia, Styria), Czech Republic, Hungary, Slovakia, Slovenia**

**Veronika Kizsel**

Postfach 209

H – 2601 Vác

**Phone/Fax:** +36 (2) 27/30 31 55

**Mobile Phone:** +36 (0) 3 09 62 10 43

veronika.kizsel @springer.com

- **Liechtenstein, Switzerland**

**Semadeni Tourismus Marketing**

**Vreni and Toni Semadeni**

Säntisstraße 19

CH – 8134 Adliswil

**Phone:** +41 (0) 44/7 10-20 02

**Fax:** +41 (0) 44/7 10-24 03

Vreni.semadeni@swisspartner.ch

- **Advertising Director OMNIBUSREVUE, BUSFahrer TAXI, Fahrschule, meinverein.de**

**Marisa d'Arbonneau**

**Phone :** +49-89/20 30 43 – 22 27

Marisa.darbonneau@springer.com

- **Advertising Administration**

**Daniela Engelhardt**

**Phone:** +49-89/20 30 43 – 22 72

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busmark@springer.com