

1 Short characterization: OMNIBUSREVUE and BUS AKTUELL – the successful and unique subscription combination of specialized magazines about buses in Germany. OMNIBUSREVUE, the oldest specialized bus magazine in Germany, has for decades had the highest number of sold copies in the market. This is the best proof of its success in meeting the information demands of bus company owners.

BUS AKTUELL – the market place of the bus industry – has for 16 years been published every two weeks, in alternation with OMNIBUSREVUE, and offers fast and comprehensive information on all topics pertaining to buses and coach tourism. Carefully researched information and independent reporting guarantee in-depth specialized information used by bus company owners in Germany, Austria, Switzerland, and other European countries for their decisions.

2 Frequency of publication: monthly (bi-weekly alternating)

3 Year of publication: 57th year 2006 (OR), 17th year 2006 (BA)

4 Web-address (URL): www.omnibusrevue.de,
www.busaktuell.de,
www.busmarkt.com

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Verlag Heinrich Vogel GmbH Fachverlag
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12 Advertised price:
Annual subscription rate
Inland: € 72.80 plus 22.10 packing/postage, incl. 7% VAT
Foreign Countries: € 72.80 plus 38.00 packing/postage, incl. 7% VAT
Single copy: € 8.00 plus 1.90 packing/postage, incl. 7% VAT

13 ISSN-No: 1436-9974 (OR) 0939-0839 (BA)

14 Size analysis:	OMNIBUSREVUE	BUS AKTUELL
	2004 = 12 editions	2004 = 12 editions
Magazine format:	210 mm (w), 280 mm (h)	300 mm (w), 420 mm (h)
Total size:	992 pages = 100.0 %	224 pages = 100.0 %
Editorial section:	563 pages = 56.8 %	118 pages = 52.7 %
Advertising section:	429 pages = 43.2 %	106 pages = 47.3 %

of them are

Classified ads:	102 pages = 23.8 %	12 pages = 11.9 %
Tourism ads:	157 pages = 36.6 %	39 pages = 36.8 %
Bound insert:	8 pages = 1.9 %	0 pages = 0,0 %
One's own ads:	31 pages = 7.2 %	12 pages = 11.3 %

Supplements
(Loose-leaf inserts): 15 pieces 8 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2004 until June 30th 2005)

	OMNIBUSREVUE	BUS AKTUELL
Printed copies:	7,042	7,042
Total circulation	6,806	6,700
therefrom abroad:	484	538
Total net paid circulation:	3,713	3,700
therefrom abroad:	381	380
subscribed copies	3,496	3,478
therefrom copies for members	-	-
Sale by retail	-	-
Other sale	217	222
Free copies:	3,093	3,000
Remainer, file and checking copies	236	342

18 Geographical circulation analysis: OMNIBUSREVUE

Economic area	Quote of real circulated press run	
	%	copies
Inland	92.9	6,322
Foreign Country	7.1	484
Total circulation	100.0	6,806

18 Geographical circulation analysis: BUS AKTUELL

Economic area	Quote of real circulated press run	
	%	copies
Inland	92.0	6,162
Foreign Country	8.0	538
Total circulation	100.0	6,700

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	OMNIBUSREVUE	Trade fairs 2006
OR 1	Dec 29, 2005	Nov 25, 2005	Dec 9, 2005	Mines, Caves and grottos Bus + Flower Country reflection: Scandinavia Magic Cities: Berlin Region special Wolfsburg	Internationale Nutzfahrzeug-Ausstellung (commercial vehicle exhibition), Bruxelles Jan 2006
BA 1	Jan 17, 2006	Dec 20, 2005	Jan 3, 2006		CMT , Stuttgart Jan 14 to 22, 2006
OR 2	Jan 26, 2006	Dec 19, 2005	Jan 9, 2006	North and baltic sea ferries, ferries around the Mediterranean Leasure parks I Region special Bavarian Woods + The Glass route Region special Vienna	
BA 2	Feb 14, 2006	Jan 24, 2006	Jan 31, 2006		CBR , Munich Feb 18 to 22, 2006
OR 3	Feb 23, 2006	Jan 24, 2006	Feb 6, 2006	Long-haul journey Railways and Nostalgia trains River cruises Country reflection: Baltic	
BA 3	Mar 7, 2006	Feb 13, 2006	Feb 20, 2006		ITB , Berlin Mar 8 to 12, 2006 CeBIT , Hanover Mar 9 to 15, 2006
OR 4	Mar 30, 2006	Feb 24, 2006	Mar 13, 2006	Sport events Inland navigation Mountain railway Short drinks Country reflection: Croatia	TUR , Gothenborg Mar 23 to 26, 2006
BA 4	Apr 11, 2006	Mar 22, 2006	Mar 28, 2006		
OR 5	Apr 27, 2006	Mar 23, 2006	Apr 6, 2006	Open air theatres and historical spectacles Factory outlet and Outlet-Center Incentives – Where is the trend heading? Country reflection: Switzerland Country reflection: Slovenia	
BA 5	May 16, 2006	Apr 25, 2006	May 2, 2006		Reifen (Tires), Essen May 23 to 26, 2006
OR 6	May 26, 2006	Apr 24, 2006	May 8, 2006	UNESCO – World cultural heritage site Beer + bus Country reflection: Hungary Region special Tyrol Region special Dresden and Saxon Switzerland	
BA 6	Jun 13, 2006	May 22, 2006	May 29, 2006		

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Tourism	Trade fairs 2006
OR 7	Jun 29, 2006	May 29, 2006	Jun 12, 2006	Youth travels, gambling Region special Leipzig Region special Carinthia Region special Salzburg + Salzburger Land	
BA 7	Jul 11, 2006	Jun 21, 2006	Jun 27, 2006		
OR 8	Jul 27, 2006	Jun 27, 2006	Jul 10, 2006	Preview RDA-Workshop Christmas markets I Large cities on the Rhine Supplement: BUS 2006	
BA 8	Aug 8, 2006	Jul 19, 2006	Jul 24, 2006		RDA , Cologne Aug 8 to 10, 2006
OR 9	Aug 31, 2006	Jul 31, 2006	Aug 11, 2006	Musicals + Varietés, Wine and sparkling wine Christmas markets II Country reflection: Czechia Country reflection: South Tyrol	
BA 9	Sep 12, 2006	Aug 23, 2006	Aug 29, 2006	BTB-Special	automechanica , Frankfurt, Sep 12 to 17, 2006 IAA , Hanover, Sep 21 to 28, 2006
OR 10	Sep 28, 2006	Aug 29, 2006	Sep 11, 2006	Wintersports, castles and palaces Leisure parks II Country reflection: France Region special Styria	Tour + Travel , Warsaw Sep 2006
BA 10	Oct 10, 2006	Sep 19, 2006	Sep 25, 2006		BTB , Vienna Oct 2006
OR 11	Oct 26, 2006	Sep 23, 2006	Oct 9, 2006	Wellness: Thermal baths Art, culture and museums Educational and cultural journey Providers of travel guides	MIT , Paris Oct 2006
BA 11	Nov 14, 2006	Oct 24, 2006	Oct 30, 2006		FIAA , Madrid, Nov 6 to 9, 2006
OR 12	Nov 30, 2006	Oct 30, 2006	Nov 13, 2006	Trade fairs, meetings + congresses Open sea cruises Bus + no-frills airlines Country reflection: Russia and Ukraina	World Travel Market , London Nov 6 to 9, 2006
BA 12	Dec 12, 2006	Nov 22, 2006	Nov 28, 2006		
OR 01/07	Dec 28, 2006	Nov 24, 2006	Dec 8, 2006	Country reflection: Scandinavia Mines, caves and grottos Bus + Flower	

1 Circulation:	OR	BA
Printed copies:	7,042	7,042
Total circulation in annual average	6,806	6,700

2 Magazine size

OMNIBUSREVUE	
Size:	210 x 280 mm
Type area:	185 mm wide, 250 mm high 4 columns, 43 mm 3 columns, 60 mm
BUS AKTUELL	
Size:	315 x 435 mm
Type area:	293 mm wide, 374 mm high 6 columns, 45 mm

3 Printing process, artworks:

Offset printing, wire-stitching. Positive films (inverted) up to 133-line screen will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs.

7 Ads and rates:

All prices are plus VAT.

8 Surcharges: (discount possible)

8.1 Colours	
Normal colours from Euro-scale DIN 16539, charged by colour -	
8.2 Preferential positions	
Fixed positions	515.00 €
8.3 Ad formats	
Bleeding across the gutter	-
Bleeding advertisement over type area	-

9 Prices for classified ads/situations wanted:	-
Single column millimetre rate for	-
10 Special ad forms:	on request

11 Discounts: acceptance within a year (Starting with appearance of the first advertisement)			
Frequency discount		Quantity discount	
3 insertions	3%	3 pages	5%
6 insertions	5%	6 pages	10%
9 insertions	10%	9 pages	15%
12 insertions	15%	12 pages	20%
All surcharges qualify for discount.			

12 Combinations:	-
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13 Bound inserts (only OMNIBUSREVUE):	
2 pages	1,925.00 €
4 pages	3,850.00 €
6 pages	5,775.00 €
8 pages	7,700.00 €
(Discount: 1 page insert = 1 full-page ad)	
Please supply the bound-in inserts in the untrimmed format 213 x wide x 286 high (folded). The price applies to inserts with a paper weight up to 170 g / sq. metre (rates for heavier papers on request).	

4 Publication:

Frequency of publication: monthly
(bi-weekly alternating with BA)

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

5 Publisher:	Verlag Heinrich Vogel GmbH Fachverlag
House address:	Neumarkter Str. 18, 81673 Munich
Postal address:	P. O. Box 80 20 20, 81620 Munich
Advertising department:	Heike Zeiler phone: +49-89 / 43 72-28 96 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 811148881

Bank accounts:

Commerzbank Munich
IBAN DE17 7004 0041 0590 3893 00, BIC COBADEFF700

14 Loose-leaf inserts:

loose inserted, max. format:	203 mm x 275 mm (OR) 293 mm x 374 mm (BA)
Weight of loose-leaf inserts	Price/thousand
up to 25 g	155.00 €
up to 50 g	215.00 €
over 50 g	on request
Number of inserts available on request. Inserts possible at press run of 5,000 copies.	

15 Glued-in postcards:

Glued-in postcards/thousands	82.00 €
Prospect/commercial sample on request, after sight of a sample.	
Only in combination with an full page-ad (prices see above).	
Loose inserts and glued-in postcards do not qualify for discounts.	

16 Delivery address for the positions 13 to 15: on request

Delivery notice:	for OMNIBUS REVUE no. ... for BUSAKTUELL no.
Please send in advance 10 samples to advertising sales department.	

2/1 page:	W 397 x H 250
2/1 page truncate:*	W 420 x H 280
Basic rate b/w	3,850.00 €
coloured	5,485.00 €
1/1 page:	W 185 x H 250
1/1 page truncate:*	W 210 x H 280
Basic rate b/w	1,925.00 €
coloured	2,745.00 €
1/2 page (upright):	W 90 x H 250
1/2 page truncate:*	W 102 x H 280
1/2 page (landscape):	W 185 x H 125
1/2 page truncate:*	W 210 x H 140
Basic rate b/w	1,150.00 €
coloured	1,610.00 €
1/3 page (upright):	W 60 x H 250
1/3 page truncate:*	W 72 x H 280
1/3 page (landscape):	W 185 x H 85
1/3 page truncate:*	W 210 x H 98
Basic rate b/w	740.00 €
coloured	1,150.00 €

1/4 page (upright):	W 43 x H 250
1/4 page truncate:*	W 57 x H 280
1/4 page (landscape):	W 185 x H 65
1/4 page truncate:*	W 210 x H 82
1/4 page, 2-column:	W 90 x H 125
Basic rate b/w	580.00 €
coloured	820.00 €
1/8 page, 1-column:	W 43 x H 125
1/8 page, 2-column:	W 90 x H 65
1/8 page, 4-column	W 185 x H 33
Basic rate b/w	295.00 €
coloured	415.00 €
Front cover page	
Basic rate, 4-coloured	5,455.00 €
2., 3., 4. cover page	
Basic rate, 4-coloured	3,375.00 €

* + 4 mm bleed at all edges to be truncated

1/1 page (newspaper size):	W 293 x H 374
1/1 page truncate:*	W 315 x H 435
Basic rate b/w	3,670.00 €
coloured	4,590.00 €
1/1 page (magazine size):	W 185 x H 250
Basic rate b/w	1,845.00 €
coloured	2,740.00 €
1/2 page (upright):	W 144 x H 374
1/2 page (landscape):	W 293 x H 187
Basic rate b/w	1,845.00 €
coloured	2,740.00 €
1/3 page (upright):	W 94 x H 374
1/3 page (landscape):	W 293 x H 124
Basic rate b/w	1,240.00 €
2-coloured	1,860.00 €

1/4 page (upright):	W 144 x H 187
1/4 page (landscape):	W 293 x H 93
Basic rate b/w	940.00 €
coloured	1,400.00 €
1/6 page (landscape):	W 293 x H 62
1/6 page (upright):	W 45 x H 374
Basic rate b/w	665.00 €
coloured	1,010.00 €
1/8 page, 2-columns:	W 94 x H 140
1/8 page (landscape):	W 293 x H 46
Basic rate b/w	500.00 €
coloured	725.00 €
Baseboard:	W 244 x H 80
Basic rate	2,330.00 €

* + 4 mm bleed at all edges to be truncated

1. Web-Adresse (URL):

www.omnibusrevue.de – www.busaktuell.de – www.busmarkt.com

2. Short characterization:

Comprehensive Internet offer for decision makers, advisers and opinion-leaders in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for tour planning, industry sector data, used-vehicle market, and much more.

3. Ads and rates:

Banner	Format (WxH) in Pixel	Price (per thousand)
Fullsize/Superbanner	486 x 60 or 728 x 90	40.00 €
Skyscraper	120 x 600 or 200 x 400	40.00 €
Pop-Up/Under	200 x 300	40.00 €
Contentbanner	440 x 40	1) 40.00 €
Combi-Package ²⁾	778 x 90+200 x 400+400 x 40	60.00 €

¹⁾ only in combination with combi-package

²⁾ up to 10 times more effective advertisements and higher click rate!
(Superbanner and Skyscraper and Contentbanner)

4. Newsletter:

Advert text incl. URL, e-mail and picture/logo. Text formatting possible.

	Top sponsoring	Second position
Positioning	directly before topic overview	between topics
Prices (per thousand)	36,- €* (per workday)	26,- €* (per workday)

* Minimum booking: 5 adverts

All prices are plus VAT. Valid from 01.10.2005.

Number of Newsletter-Subscribers August 2005: 1,076

5. Online Special ad forms:

Infolines, sponsoring, cooperations on request.

6. Combination of print and online publication for coach tourism

Print: 2 one-column lines in 12 issues of BUS AKTUELL at "Touristikpartner im www"

Online: Premium entry with address data, logo, e-mail and Internet address, both linked, for 12 months at "Touristikplaner"

Price: 199.- €

All prices are plus VAT. Valid from 01.10.2005.

7. Contact person:

Christian Plagge
Tel. + 49 (0) 89 43 72-21 49
Christian.Plagge@springer.com

8. Data delivery:

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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.)	
			OR	BA
60.21.1	Conveyance of passengers in the omnibus occasional services	44	2,780	2,710
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,710	1,660
63.3	Travel agencies and tour operators	12	760	740
55	Hotel and restaurant establishments	6	380	370
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	250	250
	Other	5	320	310
	Not specified	2	130	120
	Rounding difference		-8	2
Total circulation inland		100	6,322	6,162
Foreign countries (unlevied)			484	538
Total circulation inland and foreign countries			6,806	6,700

Data Ticket

Status quo: October 2005

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: _____

Advert Information

Issue: _____ Section: _____

Advert format: _____ Colors: _____

File name: _____ Application: _____ Version: _____

Operating system: Apple MacIntosh Windows PC

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

Proof color match (ISO) content match follows via mail (please tick if appropriate)

Creation of data

- Create your data with a common DTP application or another application capable of creating Postscript files. For the settings, please check the notes on our homepage www.stuertz.de in the "Sie & Wir" ("You & Us") section.
- Please provide only printable PDF files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Create color pictures in CMYK mode, or convert them to CMYK.
- Please do not include color copies of adverts to be published in black & white.
- Special colors have to be defined as HKS or Pantone values.

Transfer of data

- Include all files and folders to be transferred in one parent folder.
- Name the folder, starting with the magazine name.
- Use WinZip (.ZIP) or Stuffit (.SIT) to reduce the file size for the transfer.

Contact details

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Please request user name and password via e-mail)

ISDN (Leonardo): +49-9 31/385-415

E-mail: gecont@stuertz.de

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Contact to:

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- Advertising Sales Manager
Tourism:
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A PLZ 1000 - 5799, 8000 - 8999
Ursula Winterer
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- Advertising Processing: **Annika Gradelewski**
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The current media information on all our specialized titles can also be found at:
www.mediacentrum.de

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