

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 17 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: 58th year 2007 (OR), 18th year 2007 (BA)

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
House address: Neumarkter Str. 18, 81673 Munich, Germany
Phone: +49-89 / 43 72-0
Fax: +49-89 / 43 72-23 98
Internet: www.verlag-heinrich-vogel.de
E-mail: anzeigen-vhv@springer.com

9 Editorial department:
Editor in chief: Birgit Bauer
birgit.bauer@springer.com

10 Advertising office:
General Advertisement Director: Michaela Lenz
Advertising director: Vivica Schendel
vivica.schendel@springer.com

11 Distribution director: Jutta Rethmann
Phone: 01 80/5 26 26 18 (0.14 €/min.)
E-mail: vertriebsservice@springer.com

12 Advertised price:
Annual subscription rate
Inland: 71.90 € plus 25.00 € packing/postage, incl. 7% VAT
Foreign Countries: 71.90 € plus 40.90 € 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
	2005 = 12 editions	2005 = 12 editions
Magazine format:	210 mm (w), 280 mm (h)	300 mm (w), 420 mm (h)
Total size:	1,004 pages = 100.0 %	212 pages = 100.0 %
Editorial section:	591 pages = 58.9 %	112 pages = 52.8 %
Advertising section:	413 pages = 41.1 %	100 pages = 47.2 %

of them are			
Classified ads:	87 pages = 21.1 %	8 pages = 8.0 %	
Tourism ads:	149 pages = 36.1 %	31 pages = 31.0 %	
Bound insert:	8 pages = 1.9 %	0 pages = 0,0 %	
One's own ads:	55 pages = 13.3 %	18 pages = 18.0 %	

Supplements
(Loose-leaf inserts): 25 pieces 10 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2005 until June 30th 2006)

	OMNIBUSREVUE	BUS AKTUELL
Printed copies:	7,250	7,292
Total circulation	6,908	6,983
therefrom abroad:	722	533
Total net paid circulation:	3,569	3,539
therefrom abroad:	383	369
subscribed copies	3,307	3,283
therefrom copies for members	-	-
Sale by retail	-	-
Other sale	262	256
Free copies:	3,339	3,444
Remainer, file and checking copies	342	309

18 Geographical circulation analysis: OMNIBUSREVUE

Economic area	Quote of real circulated press run	
	%	copies
Inland	89.5	6,186
Foreign Country	10.5	722
Total circulation	100.0	6,908

18 Geographical circulation analysis: BUS AKTUELL

Economic area	Quote of real circulated press run	
	%	copies
Inland	92.4	6,450
Foreign Country	7.6	533
Total circulation	100.0	6,983

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Tourism	Trade fairs 2007
OR 1	Dec 28, 2006	Nov 24, 2006	Dec 8, 2006	Mines, caves and grottos Bus + Flower City trips: Berlin and surroundings Country reflection: Scandinavia	
BA 1	Jan 16, 2007	Dec 19, 2006	Jan 3, 2007		CMT , Stuttgart Jan 13 to 21, 2007
OR 2	Jan 25, 2007	Dec 18, 2006	Jan 8, 2007	North and baltic sea ferries plus ferries around the Mediterranean Leisure parks I Region special: Bremen-Oldenburg	
BA 2	Feb 13, 2007	Jan 24, 2007	Jan 31, 2007		CBR , Munich Feb 24 to 28, 2007
OR 3	Feb 22, 2007	Jan 22, 2007	Feb 2, 2007	River cruises Railways and Nostalgia trains Bicycle touring by bus Country reflection: Poland/Masuria	
BA 3	Mar 13, 2007	Feb 21, 2007	Feb 28, 2007		ITB , Berlin Mar 7 to 11, 2007 CeBIT , Hanover Mar 15 to 21, 2007
OR 4	Mar 29, 2007	Feb 23, 2007	Mar 9, 2007	Mountain-railways Inland navigation Hard liquor Country reflection: Czechia	TUR , Gothenborg Mar 22 to 25, 2007
BA 4	Apr 10, 2007	Mar 19, 2007	Mar 26, 2007		
OR 5	Apr 26, 2007	Mar 23, 2007	Apr 4, 2007	Open air theatres and historical spectacles Factory outlet and outlet-center Mobility restricted traveling City trips: Dresden and surroundings Country reflection: Switzerland	
BA 5	May 15, 2007	Apr 24, 2007	May 2, 2007		
OR 6	May 31, 2007	Apr 26, 2007	May 10, 2007	Wellness Beer + Bus Region special: Tyrol Country reflection: Hungary	
BA 6	Jun 12, 2007	May 21, 2007	May 29, 2007		

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Tourism	Trade fairs 2007
OR 7	Jun 28, 2007	May 25, 2007	Jun 8, 2007	Youth travels Gambling Region special: Leipzig and surroundings UNESCO-World culture and natural heritage sites Country reflection: Slovenia	
BA 7	Jul 17, 2007	Jun 27, 2007	Jul 4, 2007		
OR 8	Jul 26, 2007	Jun 26, 2007	Jul 6, 2007	Preview RDA-Workshop Christmas markets I Trends Austria Pilgrimages	
BA 8	Aug 7, 2007	Jul 18, 2007	Jul 25, 2007		RDA , Cologne Aug 7 to 9, 2007
OR 9	Aug 31, 2007	Jul 30, 2007	Aug 10, 2007	Christmas markets II Musicals + Varietés Wine and sparkling wine Country reflection: Croatia/Croatian Coast	
BA 9	Sep 11, 2007	Aug 22, 2007	Aug 29, 2007	BTB-Special	
OR 10	Sep 27, 2007	Aug 28, 2007	Sep 7, 2007	Castles and palaces Leasure parks II Country reflection: South Tyrol	Tour + Travel , Warsaw Sep 20 to 22, 2007
BA 10	Oct 16, 2007	Sep 25, 2007	Oct 2, 2007		BTB , Vienna Oct 2007 Busworld , Kortrijk Oct 19 to 24, 2007
OR 11	Oct 25, 2007	Sep 24, 2007	Oct 5, 2007	Art, culture and museum journeys Long-haul journey - bus and flight Country reflection: France	MIT , Paris Oct 10 to 12, 2007 TTW/Buscontact , Montreux October 2007
BA 11	Nov 13, 2007	Oct 23, 2007	Oct 30, 2007		Bus & Mobility , Verona November 2007
OR 12	Nov 29, 2007	Oct 29, 2007	Nov 9, 2007	Active seniors Open sea cruises Hanse towns Country reflection: Great Britain and Ireland	World Travel Market , London Nov 12 to 15, 2007
BA 12	Dec 11, 2007	Nov 20, 2007	Nov 28, 2007		
OR 01/08	Dec 27, 2007	Nov 22, 2007	Dec 5, 2007	Mines, caves and grottos Bus + Flower	

1 Circulation:	OR	BA
Printed copies:	7,250	7,292
Total circulation in annual average	6,908	6,983

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:

OR: Offset printing, wire-stitching.
Positive films (inverted) up to 133-line screen (OR) or up to 120-line screen (BA) will be redigitised. For lithos, fair drafting, opaque copies, or slides, we will charge the reproduction costs

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:

Springer Transport Media GmbH
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 net
from date of invoice
VAT no. DE 152942001

Bank accounts:

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

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 540.00 €

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:

-

13 Bound inserts (only OMNIBUSREVUE):

2 pages	2,020.00 €
4 pages	4,040.00 €
6 pages	6,060.00 €
8 pages	8,080.00 €

(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).

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:

F&w Mediencenter
Holzhauser Feld 2
83361 Kienberg

Delivery notice: for OMNIBUS REVUE no. ... or
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	4,040.00 €
coloured	5,760.00 €
1/1 page:	W 185 x H 250
1/1 page truncate:*	W 210 x H 280
Basic rate b/w	2,020.00 €
coloured	2,880.00 €
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	1,210.00 €
coloured	1,690.00 €
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	775.00 €
coloured	1,210.00 €

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	610.00 €
coloured	860.00 €
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	310.00 €
coloured	435.00 €
Front cover page	
Basic rate, 4-coloured	5,730.00 €
2., 3., 4. cover page	
Basic rate, 4-coloured	3,545.00 €
Island ad:	
coloured, 1-column, per mm	15.00 €
PR-ad:	
1/1 page, coloured	2,880.00 €

* + 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 3,855.00 €
coloured 4,820.00 €

1/1 page (magazine size): W 185 x H 250
Basic rate b/w 1,935.00 €
coloured 2,875.00 €

1/2 page (upright): W 144 x H 374
1/2 page (landscape): W 293 x H 187
Basic rate b/w 1,935.00 €
coloured 2,875.00 €

1/3 page (upright): W 94 x H 374
1/3 page (landscape): W 293 x H 124
Basic rate b/w 1,300.00 €
2-coloured 1,955.00 €

1/4 page (upright): W 144 x H 187
1/4 page (landscape): W 293 x H 93
Basic rate b/w 985.00 €
coloured 1,470.00 €

1/6 page (landscape): W 293 x H 62
1/6 page (upright): W 45 x H 374
Basic rate b/w 700.00 €
coloured 1,060.00 €

1/8 page, 2-columns: W 94 x H 140
1/8 page (landscape): W 293 x H 46
Basic rate b/w 525.00 €
coloured 760.00 €

Baseboard: W 244 x H 80
Basic rate 2,445.00 €

Island ad:
coloured, 1-column, per mm 15.00 €

PR-ad:
1/1 page, coloured 4,820.00 €

* + 4 mm bleed at all edges to be truncated

1. Web-Adresse (URL):

www.omnibusrevue.de – www.busaktuell.de

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)
Superbanner	728 x 90	42.00 €
Skyscraper	120 x 600 or 200 x 400	42.00 €
Combi-Package (Tandem-Ad)	Displaying all banners simultaneously: - Superbanner (728 x 90) - Skyscraper (200 x 400) - Contant-banner (440 x 40)	62.00 €
Pop-Up/Under/Layer	format on request	42.00 €
Hockey-Stick		62.00 €

* valid from Oct, 1 2006; Prices are subject to VAT.

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)	36.00 € (per workday)	26.00 € (per workday)
Combi-Package	Occupation of both advertisement positions	50.00 € (per workday)

* valid from Oct, 1 2006; Prices are subject to VAT.

Number of Newsletter-Subscribers August 2006: 1,144

Data delivery:

Advert in text format with linked logo: 6–8 lines of 72 characters + logo (approx. 150 x 150 px, max. size 20 KB) **or** as banner 650 x 150 Pixel GIF-Banner (static or animated, max. size 30 KB)

5. Online Special ad forms:

Infoclines, sponsoring, cooperations on request.

6. Data delivery:

online-inserate@springer.com

See www.mediacentrum.de for our terms and conditions.

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	2,720	2,840
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,670	1,740
63.3	Travel agencies and tour operators	12	740	770
55	Hotel and restaurant establishments	6	370	390
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	250	260
	Other	5	310	320
	Not specified	2	120	130
	Rounding difference		6	-
	Total circulation inland	100	6,186	6,450
	Foreign countries (unlevied)		722	533
	Total circulation inland and foreign countries		6,908	6,983

Data Ticket

Status quo: February 2006

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

Fax: +49-9 31/385-383

Contact to:

Stürtz GmbH
Science / Anja Eichelbrönner
Beethovenstraße 5
97080 Würzburg
Tel.: +49-9 31/3 85-2 30

Contact persons:

- General Advertising director: **Michaela Lenz**
phone: +49-89 / 43 72-22 25
- Advertising director: **Vivica Schendel**
phone: +49-89 / 43 72-22 21
- Advertising Sales Manager
Tourism:
Germany: Postcode 01000 – 29999, 40000 - 49999
Austria: Postcode 1000 - 5799, 8000 - 8999

Germany: Postcode 30000 – 39999, 50000 - 99999
Austria: Postcode 6000 - 7599, 9000 - 9800
South Tirol

Ursula Winterer
phone: +49-89 / 43 72-22 08
ursula.winterer@springer.com
- Advertising Processing: **Heike Zeiler**
phone: +49-89 / 43 72-28 96
heike.zeiler@springer.com
fax: +49-89 / 43 72-23 98
- Advertising Processing: **Annika Gradelewski**
phone: +49-89 / 43 72-22 72
fax: +49-89 / 43 72-21 58
busmarkt@springer.com

The current media information on all our specialized titles can also be found at:
www.mediacentrum.de

Region representation foreign countries:

France

Sylvia Fournier
Le Bioley
C.P. 26
CH-1922 Salvan
phone: +41 (0)2 77 / 61 12 49
fax: +41 (0)2 77 / 61 12 49
mobile: +41 (0)7 94 / 06 75 84
sylvia.fournier@netplus.ch

Italy

euromedia s.r.l.
Alessandro Fussi
phone: +39 05 44 / 97 73 34
fax: +39 05 44 / 91 32 87
mobile: +39 (0)33 56 / 35 64 77
alessandro@euromediaweb.info

Croatia, Kroatien, Slovakia, Slovenia, Czechia, Hungary

Veronika Kizsel
phone
and fax: +36 (0)27 / 30 31 55
mobile: +36 (0)3 09 / 62 10 43
omnibusz@vnet.hu

Springer Transport Media GmbH

Neumarkter Straße 18 • 81664 Munich
phone: +49-89 / 43 72-22 24
fax +49-89 / 43 72-23 98
anzeigen-vhv@springer.com
www.omnibusrevue.de
www.busaktuell.de
www.busmarkt.com

Poland

AKADEM Sp.z o.o.
Andrzej Malinowski
ul. Wita Stwosza 44/37
P – 02-661 Warszawa
phone: +48 (0)22 / 8 25 41 52
fax: +48 (0)22 / 8 47 19 48
akadem@akadem.pl

Switzerland, Liechtenstein

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

Scandinavia

Scanconcepts Stockholm HB
Jan Liljegen
Floragatan 11/III
S-11431 Stockholm
phone: +46 (0)8 / 20 11 46
fax: +46 (0)8 / 22 54 11
mobile: +46 (0)70 / 8 26 45 93
scanconcepts@swipnet.se