



# 2016

## TECHNIQUE



## MEDIA KIT 2016

Better in management,  
technique and tourism

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



For further media information please visit [vhv.mediacentrum.de](http://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:** 67<sup>th</sup> year 2016

**Web address (URL):** [www.omnibusrevue.de](http://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

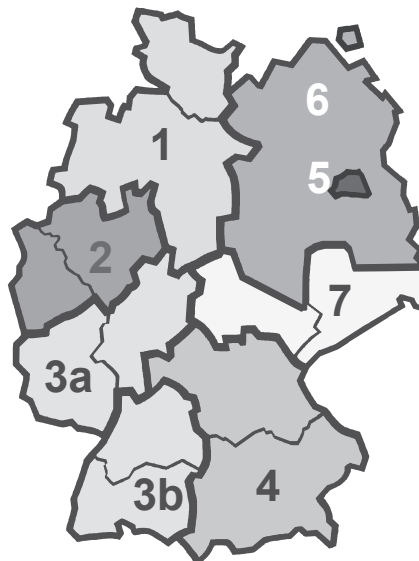
**Publishing house:** Verlag Heinrich Vogel  
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[vhv.mediacentrum.de](http://vhv.mediacentrum.de)

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 E-mail: [vertriebsservice@springer.com](mailto: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
<b>total</b>	<b>6,441</b>

## Circulation monitoring:



### Circulation analysis:

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

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

## Geographical circulation analysis:

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

## Branches/economic sectors/business types<sup>1)</sup>:

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**

	TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS
<b>ISSUE 1</b> <b>DA: 27.11.15</b> <b>PM: 10.12.15</b> <b>PD: 31.12.15</b>	Alternative gears Leasing & Renting	Software	<b>CMT, Stuttgart</b> 16.01.-24.01.2016 <b>European Motor Show, Brussels</b> 14.01.-24.01.2016
<b>ISSUE 2</b> <b>DA: 17.12.15</b> <b>PM: 11.01.16</b> <b>PD: 28.01.16</b>	Vehicle location Evaluation software GPS & Telematics	Maintenance contracts	<b>f.re.e, Munich</b> 10.02.-14.02.2016
<b>ISSUE 3</b> <b>DA: 26.01.16</b> <b>PM: 05.02.16</b> <b>PD: 25.02.16</b>	„Fit for the summer season“: Maintenance and repair, tires, driving safety Exterior design & styling	Travel insurances	<b>ITB, Berlin, 09.03.-13.03.2016</b> <b>CeBIT, Hanover, 14.03.-18.03.2016</b> <b>TUR, Gothenburg, 17.03.-20.03.2016</b>
<b>ISSUE 4</b> <b>DA: 26.02.16</b> <b>PM: 10.03.16</b> <b>PD: 31.03.16</b>	Galleys, Interior decoration Onboard entertainment, passenger information systems Used vehicles	Catalogue design	<b>RDA-Workshop, Friedrichshafen</b> 07.04.-08.04.2016
<b>ISSUE 5</b> <b>DA: 29.03.16</b> <b>PM: 11.04.16</b> <b>PD: 28.04.16</b>	Economic efficiency, Air conditioning systems and technology	Driver training and advanced education for drivers and entrepreneurs	<b>Reifen (Tires), Essen</b> 24.05.-27.05.2016
<b>ISSUE 6</b> <b>DA: 22.04.16</b> <b>PM: 06.05.16</b> <b>PD: 27.05.16</b>	Importers Barrier-free buses: ramps & lifts Trailer systems	Ticketing systems	

TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS	
<b>ISSUE 7</b> <b>DA: 31.05.16</b> <b>PM: 10.06.16</b> <b>PD: 30.06.16</b>	Seats & seating systems, onboard entertainment, galleys Lights and lighting Bus Euro Test Preview RDA-Workshop	Fuel and service cards	<b>RDA Workshop</b> , Cologne 05.07.-07.07.2016 <b>RDA General Assembly</b> , Cologne, 07.07.2016
<b>ISSUE 8</b> <b>DA: 28.06.16</b> <b>PM: 11.07.16</b> <b>PD: 28.07.16</b>	Washing facilities Maintenance and repair, wear parts, bus glass	Fleet management	
<b>ISSUE 9</b> <b>DA: 25.07.16</b> <b>PM: 05.08.16</b> <b>PD: 25.08.16</b>	Preview IAA Commercial Vehicles Bus of the Year Winner „Fit for winter season“ Tires	Worthwhile literature	<b>Automechanika</b> , Frankfurt 13.09.-17.09.2016 <b>IAA Commercial Vehicles</b> , Hanover 22.09.-29.09.2016
<b>ISSUE 10</b> <b>DA: 01.09.16</b> <b>PM: 14.09.16</b> <b>PD: 04.10.16</b>	Review IAA Commercial Vehicles Leasing & Renting	Occupational clothing	<b>BTB</b> , Vienna, October 2016
<b>ISSUE 11</b> <b>DA: 26.09.16</b> <b>PM: 10.10.16</b> <b>PD: 27.10.16</b>	Mini buses and midis buses Insurances for bus operators	Travel insurances	<b>TT Warsaw Tour &amp; Travel</b> , Warsaw November 2016 <b>World Travel Market</b> , London November 2016
<b>ISSUE 12</b> <b>DA: 24.10.16</b> <b>PM: 04.11.16</b> <b>PD: 24.11.16</b>	Sustainability Alternative gears • <b>Bus catalogue</b>	Driver's advanced training	
<b>ISSUE 1/17</b> <b>DA: 22.11.16</b> <b>PM: 05.12.16</b> <b>PD: 22.12.16</b>	Driver assistance systems Fuel cards	Software	<b>CMT</b> , Stuttgart, 14.01.-22.01.2017

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\*



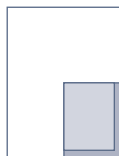
**1/3 Page upright**  
63 x 268 mm  
81 x 300 mm\*



**1/3 Page horizontal**  
199 x 90 mm  
230 x 108 mm\*

**Main magazine**

Type area (width x height)  
Trim size (width x height)



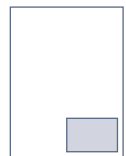
**1/4 Page bloc**  
97 x 134 mm  
115 x 152 mm\*



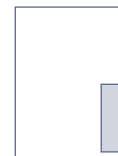
**1/4 Page upright**  
46 x 268 mm  
64 x 300 mm\*



**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

<b>Magazine size:</b>	230 mm width x 300 mm height
<b>Type area:</b>	199 mm width x 268 mm height
<b>Columns 4:</b>	Column width 46 mm
<b>Columns 3:</b>	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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

## Advertisement formats and prices technique sector:

Format	4-colors, in €
<b>Title Display</b> (no discounts available)	<b>5,860.00</b>
<b>2/3./4. Cover page</b>	<b>5,700.00</b>
<b>1/1 Page</b>	<b>5,100.00</b>
<b>1/2 Page</b>	<b>2,890.00</b>
<b>1/3 Page</b>	<b>1,820.00</b>
<b>1/4 Page</b>	<b>1,500.00</b>
<b>1/8 Page</b>	<b>900.00</b>

## Preferential placements:

Fixed positions	725.00
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## Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 3.78
Agency price:	each mm (1-column, 43 mm wide, colored)	€ 7.26
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 3.21
Direct price:	each mm (1-column, 43 mm wide, colored)	€ 6.17
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.05
Box number fee:		€ 13.00

## Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads		By number of pages	
3 times	3%	3 pages	5%
6 times	5%	6 pages	10%
9 times	10%	9 pages	15%
12 times	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](http://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

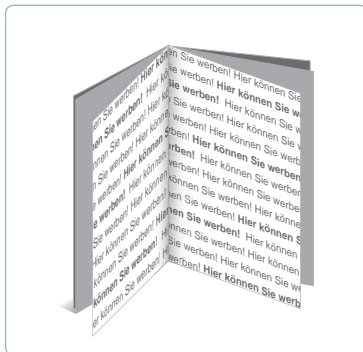
### Format:

- 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

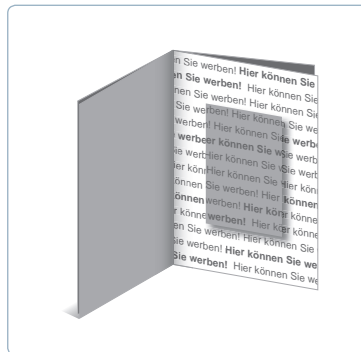
### Format:

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

## Adhesive Adverts



### Characteristics:

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

### Format:

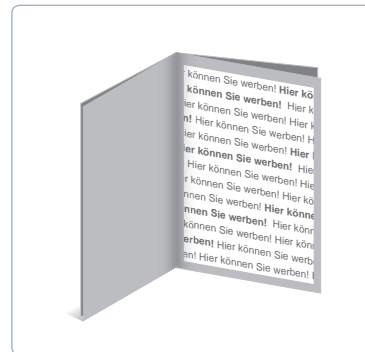
- Only in combination with 1/1 page advert, 4c

### 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](mailto:anzeigen@le-tex.de)

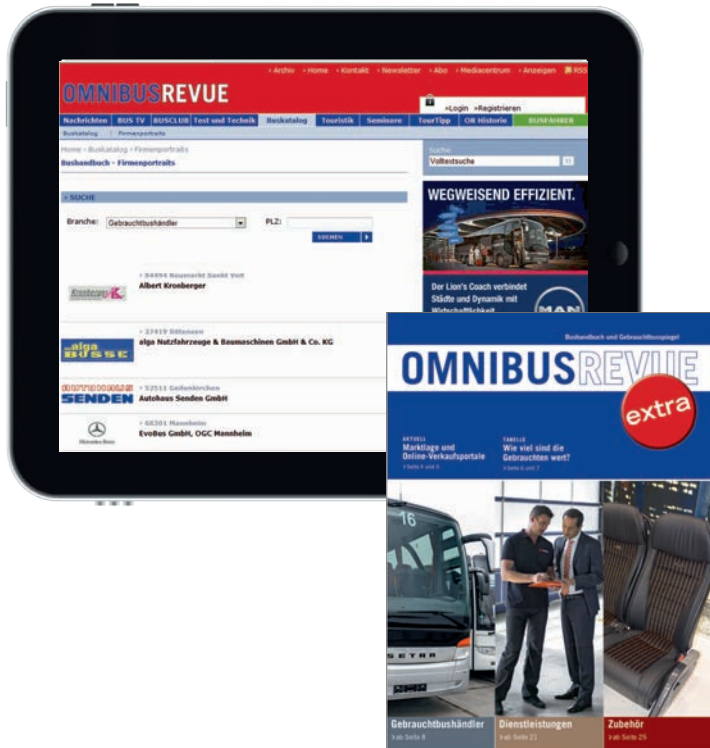
**Connections and Contact:**

FTP: on request  
E-mail: [anzeigen@le-tex.de](mailto: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](http://vhv.mediacentrum.de).



## 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 "Gebrauchtbusspiegel" (Used Buses Catalogue) supplemented in the December issue of OMNIBUSREVUE.

Prices:	1/2 Page Portrait	€ 595.00
	1/1 Page Portrait	€ 995.00

# 2016

## MEDIA KIT 2016

Online ad types and prices  
[www.omnibusrevue.de](http://www.omnibusrevue.de)



For further media information please visit [vhv.mediacentrum.de](http://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](http://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:

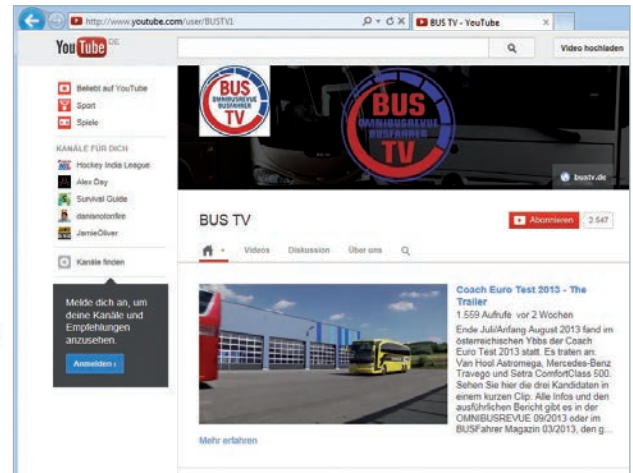
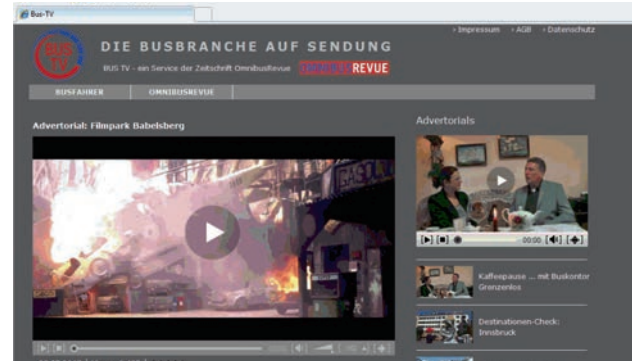
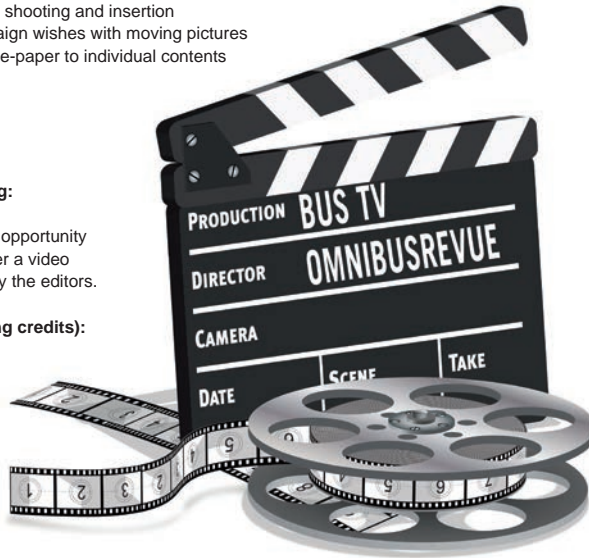
- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

### Your video in editorial surrounding:

At [omnibusrevue.de](http://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](http://vhv.mediacentrum.de).



## We'll be pleased to advise you!



### Sabrina Pevak

Advertising Director Bus Technique and Tourism

[sabrina.pevak@springer.com](mailto:sabrina.pevak@springer.com)

Phone +49 89 203043-2204

Fax +49 89 203043-2398



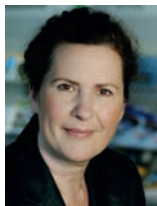
### Ralf Schmidt

Sales Classified Adverts

[ralf.schmidt@springer.com](mailto:ralf.schmidt@springer.com)

Phone +49 8742 9199-94

Fax +49 8742 9199-95



### Julia Shayesteh

Advertising Service Print

[busmarkt@springer.com](mailto:busmarkt@springer.com)

Phone +49 89 203043-2596

Fax: +49 89 203043-2100



### Hannah Stark

Media Consultant

[hannah.stark@springer.com](mailto:hannah.stark@springer.com)

Phone +49 89 203043-2702

Fax +49 89 203043-2398



### Veronika Eisele

Advertising Service Online

[veronika.eisele@springer.com](mailto:veronika.eisele@springer.com)

Phone +49 89 203043-2312

Fax +49 89 203043-2100