



## TOURISM



# 2019

## MEDIA KIT 2019

Better in management,  
technology and tourism  
[www.omnibusrevue.de](http://www.omnibusrevue.de)



## What distinguishes the OMNIBUSREVUE?

The OMNIBUSREVUE is one of the most important magazines of the bus sector and celebrated its 65<sup>th</sup> anniversary in 2015. In fast-changing times, e. g. with long-distance coaches, electromobility, autonomous driving or digitalization, we want to be the guidepost for the bus sector. 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 and movies on BUS TV.

## Who are the readers of the OMNIBUSREVUE?

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions 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 our readership 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. Roughly 96 percent would recommend the magazine, 87 percent rate the reporting as objective, critical and factual. Also the clear and comprehensible design is appreciated by the readers.

## 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, the useful „Bus Handbook with Used-Bus Price Index“, and the video portal BUS TV. In addition, as a specialized information provider encompassing multiple media, we offer daily news on our website, a weekly newsletter and also our own online appearance on Facebook.



Sylke Bub  
Editor-in-Chief OMNIBUSREVUE

**Frequency of publication:** monthly

**Year of publication:** 70<sup>th</sup> year 2019

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

**ISSN:** 1436-9974

**Subscription cost:** Annual subscription  
 Inland: € 119.50 incl. packing/postage plus statutory VAT  
 European countries: € 131.50 incl. packing/postage plus statutory VAT  
 Single copy: € 11.90 incl. packing/postage plus statutory VAT

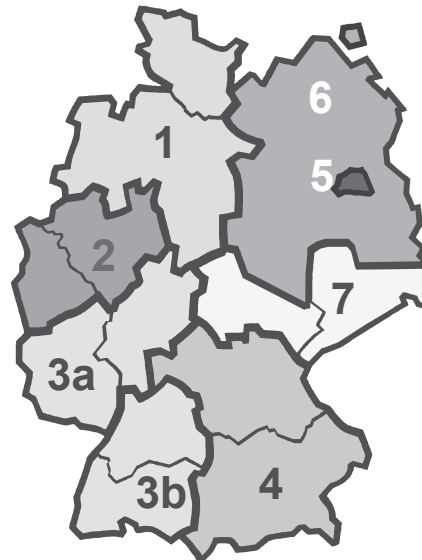
**Publishing house:** Verlag Heinrich Vogel  
 Springer Fachmedien München GmbH  
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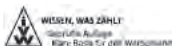
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**Distribution:** Subscription Service, Verlag Heinrich Vogel  
 Phone: +49 89 203043-1100  
 E-mail: [vertriebsservice@springernature.com](mailto:vertriebsservice@springernature.com)

**Distribution by Nielsen areas:**



Nielsen area	Total circulation in Germany
1	669
2	917
3 a	986
3 b	1,092
4	1,704
5	662
6	209
7	317
<b>total</b>	<b>6,556</b>



### Circulation monitoring:

**Circulation analysis:** Average number of copies per issue in one year (July 1<sup>st</sup> 2017–June 30<sup>th</sup> 2018)

<b>Print run:</b>	7,000		
<b>Actual distributed circulation (ADC):</b>	6,816	therefrom abroad:	260
<b>Sold copies:</b>	2,661	therefrom abroad:	187
▪ Subscription copies:	1,546	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	1,115		
<b>Complimentary copies:</b>	4,155		
<b>Reminder, archive and records copies:</b>	184		

### Geographical circulation analysis:

**Economic area** Share of actual distributed circulation % **copies**

Inland	96.2	6,556
Foreign Countries	3.8	260
<b>Actual distributed circulation (ADC):</b>	<b>100.0</b>	<b>6,816</b>

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

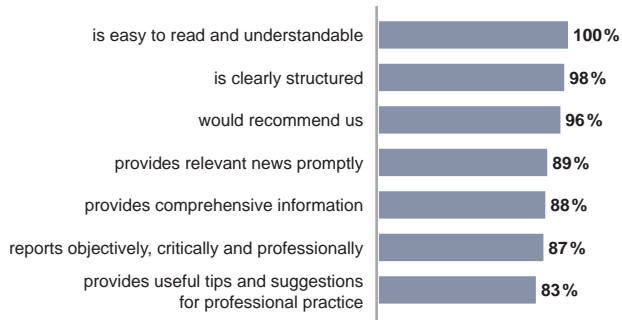
Dept./ Class	Recipients groups According to economic sector classification of the Federal Statistical Office	Share of ADC in %	Projection (approx.)
49.39.1	Regular passenger transport services by bus incl. long-distance passenger transport	39	2,560
49.39.2, 49.39	Occasional passenger transport services by bus incl. tourist travel Other passenger transport services by land traffic	35	2,300
79.1	Travel agencies and tour operators	16	1,050
55.1, 56	Hotels and similar accommodation Catering industry Tourism industry	5	330
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	3	200
–	Others / Not specified	2	130
	Rounding difference		– 14
	Actual distributed circulation in Germany:	100	6,556
	Foreign Countries (unlevied)		260
	<b>Actual distributed circulation:</b>		<b>6,816</b>

## Readership Structure Analysis:

As an objective and trustworthy specialist magazine for the group travel industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry, and 93 % of whom act as direct decision makers.

## Top values for a trade journal!

Expert articles and clearly understandable practical information impress our readers month after month.



» These figures illustrate the high esteem in which our readers hold us.

**Highly useful information resources** and expert articles are well received among top managers within the industry:

- The magazine is regularly read by 83 % of readers.
- Good content is passed on – in addition to the initial recipient, OMNIBUSREVUE reaches an average of 2.2 additional readers – meaning 3.2 readers in total.
- It achieves a reach of over 21,700 readers\* per issue.
- The average time spent reading is 36 minutes.
- The page contact chance rate is 71 %.
- The recommendation rate is 96 %.

With adverts in OMNIBUSREVUE you forge **valuable contacts**.

## Responses to adverts



### FAIRS

<p><b>ISSUE 1</b>  <b>DA: 19.11.2018</b>  <b>CD: 30.11.2018</b>  <b>PD: 20.12.2018</b></p>	<p>Mines, caves and grottos            Palaces, castles, monasteries            Floral exploration trips</p>	<p>City trips: Jewels in the East            (Erfurt, Jena, Dresden, Weimar, Leipzig)</p>	<p><b>37. Day of Coach Tourism</b>,            Halle, 06.01.-07.01.2019  <b>CMT</b>, Stuttgart, 12.01.-20.01.2019</p>
<p><b>ISSUE 2</b>  <b>DA: 20.12.2018</b>  <b>CD: 11.01.2019</b>  <b>PD: 31.01.2019</b></p>	<p>Shipping companies/ferries, ports            Zoos and animal parks  <i>Close-up experience: „Airports“</i></p>	<p>Region special: Coast of Croatia            Region special: Rome, Lazio            Region special: North/Baltic Sea</p>	<p><b>VDV-Academy Electric Bus Conference</b>,            Berlin, 05.02.-06.02.2019  <b>f.re.e</b>, Munich, 20.02.-24.02.2019</p>
<p><b>ISSUE 3</b>  <b>DA: 28.01.2019</b>  <b>CD: 08.02.2019</b>  <b>PD: 28.02.2019</b></p>	<p>Preview ITB            Worlds of Experience I            Railways, nostalgia trains &amp; mountain railways             Travel insurances</p>	<p>City trips: Berlin, Heidelberg, Mannheim            Region special: Ore Mountains and Vogtland            Region special: Tuscany, Umbria            Region special: Lower Austria, Vienna            Region special: Upper Austria, Burgenland, Carinthia</p>	<p><b>BTB Workshop</b>, Berlin, 05.03.2019  <b>ITB</b>, Berlin, 06.03.-10.03.2019  <b>BUS2BUS</b>, Berlin, 19.03.-21.03.2019</p>
<p><b>ISSUE 4</b>  <b>DA: 21.02.2019</b>  <b>CD: 08.03.2019</b>  <b>PD: 28.03.2019</b></p>	<p>Preview RDA Group Travel Expo            Tourist navigation            Alpine dairies/Cheese dairies            Breweries, distilleries &amp; wineries</p>	<p>City trips: Hamburg            Region special: Tyrol, Salzburger Land, Styria, Vorarlberg            Region special: Lake Constance            Region special: Saarland            Country special: France, Croatia            Country special: Switzerland</p>	<p><b>RDA Group Travel Expo</b>,            Friedrichshafen, 02.04.-03.04.2019</p>
<p><b>ISSUE 5</b>  <b>DA: 21.03.2019</b>  <b>CD: 03.04.2019</b>  <b>PD: 25.04.2019</b></p>	<p>Shopping-Trends            Wellness, recreation &amp; active tours            City trips &amp; trend destinations  <i>Close-up experience: „Tradition“</i></p>	<p>Lake special: Lake Garda, Lake Comer            Region special: Thuringia            Country special: Great Britain, Ireland,            Scandinavia, Netherlands</p>	<p><b>FIAA</b>, Madrid, 07.05-10.05.2019</p>
<p><b>ISSUE 6</b>  <b>DA: 26.04.2019</b>  <b>CD: 10.05.2019</b>  <b>PD: 31.05.2019</b></p>	<p>Worlds of Experience II            Pleasure</p>	<p>Region special: Saxony, Bavaria            Country special: Slovenia</p>	

This overview of planned topics for 2019 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

### FAIRS

<p><b>ISSUE 7</b>  <b>DA: 22.05.2019</b>  <b>CD: 05.06.2019</b>  <b>PD: 27.06.2019</b></p>	<p>Preview RDA Group Travel Expo            Group tours: Highlights Austria 2019/20</p>	<p>Region special: South Tyrol            Region special: Baden-Württemberg            Country special: Hungary</p>	<p><b>RDA Group Travel Expo</b>,            Cologne, 09.07.-10.07.2019</p>
<p><b>ISSUE 8</b>  <b>DA: 24.06.2019</b>  <b>CD: 05.07.2019</b>  <b>PD: 25.07.2019</b></p>	<p>Follow-up review RDA Group Travel Expo            Christmas markets            Educational trips  <i>Close up experience: „Automotive history“</i></p>	<p>City trips: Innsbruck            Region special: Mecklenburg-Western Pomerania            Country special: Switzerland</p>	<p><b>BTB Workshop</b>, Munich, August 2019</p>
<p><b>ISSUE 9</b>  <b>DA: 26.07.2019</b>  <b>CD: 08.08.2019</b>  <b>PD: 29.08.2019</b></p>	<p>Winter journeys, Christmas markets            Group tours prospects 2020            Farmsteads and adventure farms</p>	<p>Region special: Saxony-Anhalt            Region special: Adventure land Brandenburg            Country special: Slovakia, Czech Republic</p>	
<p><b>ISSUE 10</b>  <b>DA: 26.08.2019</b>  <b>CD: 06.09.2019</b>  <b>PD: 26.09.2019</b></p>	<p>Musicals, music tours and festivals            Air and long-distance travels            New Year's Eve offers            Shopping &amp; savoring</p>	<p>City trips: Munich, Berlin, Frankfurt, Bremen/Bremerhaven            Region special: Saarland            Region special: Lower Saxony, Hesse</p>	<p><b>BTB</b>, Vienna, 28.10.-29.10.2019</p>
<p><b>ISSUE 11</b>  <b>DA: 27.09.2019</b>  <b>CD: 11.10.2019</b>  <b>PD: 31.10.2019</b></p>	<p>Museums, art and cultural trips            Wellness &amp; spa, spa vacations            Meditation journeys            Stop-over-destinations            Travel insurances</p>	<p>City special: Hanseatic cities            Region special: Sauerland            Region special: Rhineland-Palatinate            Country special: Benelux</p>	<p><b>TT Warsaw Tour &amp; Travel</b>,            Warsaw, November 2019  <b>World Travel Market</b>,            London, November 2019</p>
<p><b>ISSUE 12</b>  <b>DA: 25.10.2019</b>  <b>CD: 08.11.2019</b>  <b>PD: 28.11.2019</b></p>	<p>Pilgrimages            Motorway service stations            Barrier-free destinations            Highlights for architecture-lovers            Jubilees &amp; events 2020</p>	<p>Region special: Vacation region Franconia</p> <p>• <b>Annual calendar</b></p>	<p><b>CMT</b>, Stuttgart, 11.01.-19.01.2020</p>
<p><b>ISSUE 1/20</b>  <b>DA: 18.11.2019</b>  <b>CD: 29.11.2019</b>  <b>PD: 19.12.2019</b></p>	<p>Floral exploration trips            Palaces, castles, monasteries            Party rides            Mines, caves and grottos</p>	<p>City trips: Jewels in the East</p>	

This overview of planned topics for 2019 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

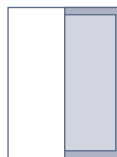
### Formats



**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\*



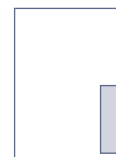
**1/4 Page upright**  
46 x 268 mm  
64 x 300 mm\*



**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  
–



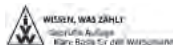
**1/8 Page horizontal**  
199 x 34 mm  
–

### Main magazine

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

\* + 3 mm bleed on all outer edges





### Circulation in annual average:

Print run:	7,000 copies
Actual distributed circulation:	6,816 copies
Actual sold circulation:	2,661 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](http://www.mediacentrum.de). The creation of artwork will be invoiced.

### Advertisement types and prices tourism sector:

Format	4-colors, in €
Title Display (no discounts available)	5,825.00
2./3./4. Cover page	4,265.00
1/1 Page	3,440.00
1/2 Page	2,020.00
1/3 Page	1,540.00
1/4 Page	1,075.00
1/8 Page	525.00

### Preferential placements:

Fixed positions	740.00
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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 account:

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

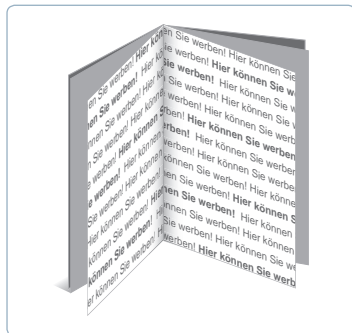
### Format:

Max. 223 mm width x 295 mm height

### Price: (no discounts available)

- Up to 25 g total weight per thou. € 295,00
- Up to 50 g total weight per thou. € 470,00
- 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

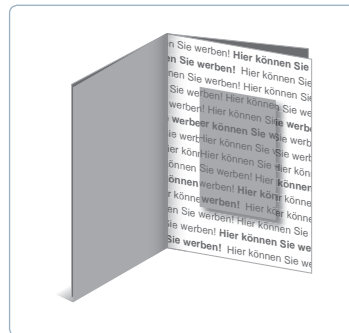
### Format:

- 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: € 2,410,00
- 4 pages: € 4,820,00
- 6 pages: € 7,230,00

## Adhesive Adverts



### Characteristics:

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

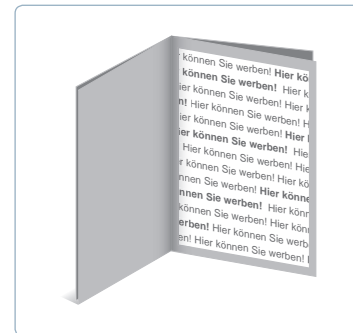
### Format:

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

### Price: (no discounts available)

- Booklets/postcards per thou. € 97,00
- Other prospects/samples on request

## PR-Special



### Characteristics:

- Content is editorially prepared and published
- High attention through editorial appearance
- Notation "PR-Special" in header
- Alternative to a classic advert

### Format:

- 1/2 PR-Page
- 1/1 PR-Page
- 2/1 PR-Page
- 2/1 *Premium-Page (poster look)*  
Positioning: first double page after the tourism news

### Price:

- On request

**On request: As an additional service, printing of loose-leaf and inbound inserts possible.**

## Junior Page



### Characteristics:

- Placed prominently in the middle of editorial content, this advert catches the eye particularly

### Format:

- 166 mm width x 230 mm height in the bleed\*

### Price:

- €2,060.00

## Circular Advert



### Characteristics:

- Placed prominently in the middle in the running text
- No other adverts on this page

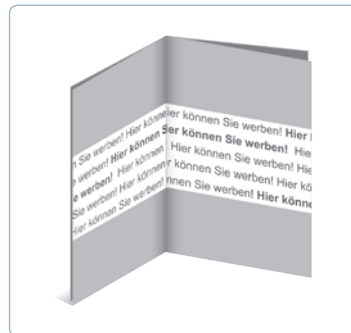
### Format:

- max. Ø 90 mm

### Price:

- € 1,030.00

## Banderole Advert



### Characteristics:

- Central placement, therefore highest attention

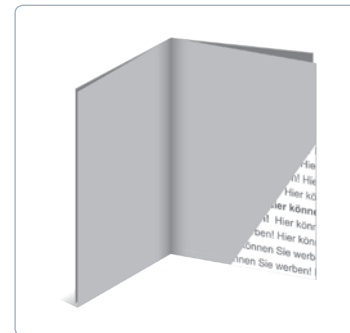
### Format:

- 460 mm width x 108 mm height in the bleed\*

### Price:

- €3,624.00

## Diagonal Advert



### Characteristics:

- Placed always on the right page
- Noticable special format with recognition value

### Format:

- 115 mm width x 115 mm height in the bleed\*

### Price:

- € 990.00

\* + 3 mm bleed on all outer edges

**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  
Holzhauser 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/X3 files in the size of the advert.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- 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.
- Ensure that all figures and colors are separated into its CMYK components.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Color application should not exceed 300 percent. We recommend profile ISOcoated\_v2\_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

**Data transfer**

Your data file should be named after the respective journal, followed by issue, customer and format (journal\_issue\_customer\_motive\_210x279.pdf).

**Support:**

Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de).

**Connections:**

- E-Mail: [anzeigen@le-tex.de](mailto:anzeigen@le-tex.de)
- FTP: on request

**Contact Prepress:**

le-tex publishing services  
Advertisement team  
Weißenfelsers Straße 84  
04229 Leipzig, Germany  
Phone: +49 341/355 356-145

You can find the downloadable data ticket at [vhv.mediacentrum.de](http://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:

- Educational/Class trips
- Cultural trips
- Pleasure trips
- Active tours
- Cruises
- ... and many more!

Use these special editions to present your destination as well as your region *exclusively*.

### Characteristic:

- All OMNIBUSREVUE extras are enclosed to the total circulation and, additionally, are put online.  
They are available to our readers permanently and free of charge.

**Price on request**

# 2019

## MEDIA KIT 2019

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





## Standard ad types:

Visits: 16,515 (August 2018)  
Page Impressions: 32,084 (August 2018)



**Medium Rectangle**  
**Video Medium Rectangle**  
Size: 300 x 250 px  
CPM\*: €95.00

**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\*: €150.00



**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\*: €95.00



**Superbanner**  
Size: 728 x 90 px  
CPM\*: €95.00



**Wallpaper**  
Size: Superbanner and Skyscraper  
CPM\*: €150.00

Back-ground coloring possible

### Newsletter:

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

Newsletter subscribers: 1,542 (August 2018)



### Medium Rectangle

Size: 300 x 250 px

Fixed price: € 250.00



### Cross/Full-Size Banner

Text Display

Size: 650 x 150 px

Fixed price: € 250.00

### Example:





**NEW! OMNIBUSREVUE big online market overview:**



Since January 2018, the OMNIBUSREVUE big online market overview has been live. At <https://marktuebersicht.omnibusrevue.de> in 16 categories, bus companies can find package tour operators and partners for bus tourism – including your company.

The **basic entry** shows your logo and summarizes the key contact details for your company. With the **premium entry**, you can increase your visibility even further and have the option of integrating photos and text in your company presentation. Via the direct contact button, your potential customer can request a call-back, further information and brochures. The integration of Google Maps also enables the company headquarters to be visualized.

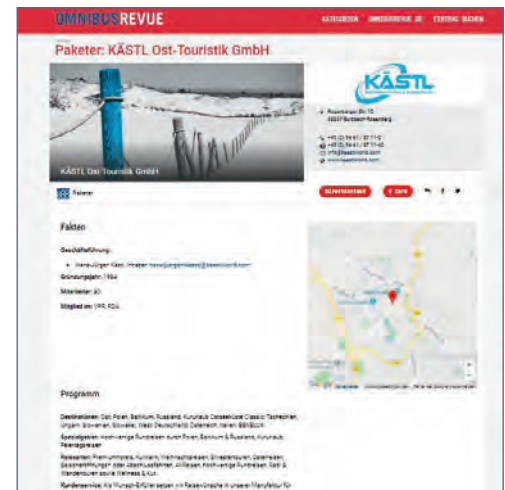
### Prices (Duration of 12 months):

- Basic entry: € 290.00
- Premium entry: € 590.00

### Basic entry



### Premium entry



## OMNIBUSREVUE News App:

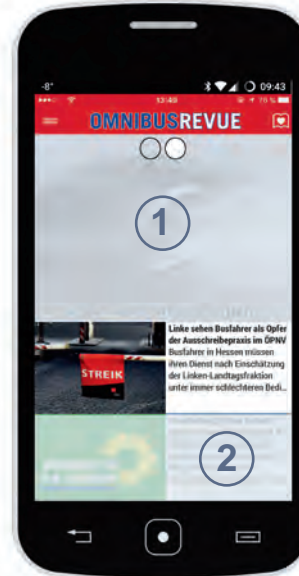
Position your company, your products and services with an advertorial on our **OMNIBUSREVUE News App** (for iPhone, iPad, Android).

Ad type	Specification	Price in €
Slider	① Advertorial is the 2 <sup>nd</sup> slider spot Duration: one week	995.00
Article	② Advertorial article moves through the news stream Visible for appr. 1.5 days	250.00

### All ad types of Omnibusrevue News App include:

- Link to your website/conversion in-app possible
- Option: Image gallery/video
- Option: Push notification for all users

**Accesses:** 5,298 screen calls (iOS, Android)  
(July 2018, own data collection)



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## 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.

### 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

### Price and technical details on request



## Presentation as top article for two weeks



## Presentation in advertorial video box for further six months



## Technical specifications: Standard ad types

- File formats: gif, jpg, html5  
For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- 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: 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

- File formats: static gif/jpg files
- File size: up to 10 KB
- Logo/Image: 130 x 80 px
- Text: max. 700 characters, including all blanks and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

## Technical specifications: News App

### Article image:

- 4:3 Format (min. 640 x 480 px / max. 1.280 x 960 px)
- The image will be played in the 2<sup>nd</sup> slider spot or in the article (depending on the booking)
- In the detailed view, the image is placed above the article
- A caption can be added to the image
- After the caption, the copyright will be added as follows: ©Photo: XYZ

### Text:

- Headline – optimally, no more than 54 characters (if the headline is longer, it will be cut off in the overview)
- Teaser text – no limitation
- Text – no limitation

### Optional:

- External URL that will open in the app can be added

## 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 account:

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 happy to advise you!



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