

1 Short characterization: The magazine OMNIBUSREVUE reports in detail about all specialized topics relating to technology, tourism, and trading around buses and coaches.

In addition, we offer an industry-related online portal for buses and coaches at www.omnibusrevue.de, as well as a weekly newsletter and an annual bus and coach compendium.

2 Frequency of publication: monthly

3 Year of publication: 61th year 2010

4 Web-address (URL): www.omnibusrevue.de

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
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12 Subscription cost: 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 € 1.20 packing/postage

13 ISSN-No: 1436-9974

14 Scope analysis:

**OMNIBUSREVUE
2008 = 12 editions**

Magazine format:	210 mm (w), 279 mm (h)
Total size:	924 pages = 100.0 %
Editorial section:	581 pages = 62.9 %
Advertising section:	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

15 Content analysis: Not surveyed

16 Circulation control: 

17 Analysis of circulation: Average circulation within one year
Jul. 1st 2008 - Jun. 30th 2009

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

18 Geographical circulation analysis:

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

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
Total circulation inland	6,216

Issue	Closing Date	Closing Date Printing Material	Publication Date	Themes Technology	Trade fairs
OR 1 January	Nov. 30, 2009	Dec. 11, 2009	Dec. 31 2009	Travel insurances Exhibition corporations Alternative gears	
OR 2 February	Dec. 17, 2009	Jan. 11, 2009	Jan. 28, 2010	Fleet management Vehicle tracking Financing	CMT , Stuttgart, Jan 16 to 24, 2010
OR 3 March	Jan. 22, 2009	Feb. 4, 2010	Feb. 25, 2010	Maintenance and repair Tyres Driving safety	f.re.e , Munich, Feb 18 to 22, 2010
OR 4 April	Feb. 23, 2010	Mar. 8, 2010	Mar. 25, 2010	Air conditioning systems Vehicle maintenance	CeBIT , Hanover, Mar 2 to 6, 2010 ITB , Berlin, Mar 10 to 14, 2010
OR 5 May	Mar. 26, 2010	Apr. 12, 2010	Apr. 29, 2010	Importers Second-hand busses Driver's advanced training	TUR , Gothenburg, Mar 19 to 22, 2010 RDA General Assembly , Bratislava (SK), Apr 21 to 25, 2010
OR 6 June	Apr. 23, 2010	May 6, 2010	May 27, 2010	Brakes and retarders Design and styling	TUR , Gothenburg, Mar 19 to 22, 2010
OR 7 July	May 21, 2010	Jun. 7, 2010	Jun. 24, 2010	Interior decoration Service station and credit cards	Reifen , Essen, Jun 1 to 4, 2010
OR 8 August	Jun. 22, 2010	Jul. 5, 2010	Jul. 22, 2010	Preview: RDA-Workshop Cologne Driver's advanced training	RDA Workshop , Cologne, Jul 27 to 29, 2010
Special RDA Trade fair issue	Jun. 16, 2010	Jun. 24, 2010	Jul. 27, 2010	Winter equipment	
OR 9 September	Jul. 27, 2010	Aug. 9, 2010	Aug. 26, 2010	Review: RDA-Workshop Cologne Alternative gears Coach of the Year	automechanika , Frankfurt, Sep 14 to 19, 2010
OR 10 October	Aug. 24, 2010	Sep. 6, 2010	Sep. 23, 2010	Preview: IAA Trade Fair Hanover IAA Trade Fair Booklet Impressions from the IAA Trade Fair	Tour and Travel , Warsaw, Sep 23 to 25, 2010 IAA Nutzfahrzeuge , Hanover, Sep 23 to 30, 2010
OR 11 November	Sep.28, 2010	Oct. 11 2010	Oct. 28, 2010	Minis and midis Impressions from the IAA Trade Fair	TTW/Buscontact , Montreux, Nov 4 to 4, 2010 World Travel Market , London, Nov 8 to 11, 2010 FIAA , Madrid, Nov 16 to 19, 2010 Bus Sunday , November 2010
OR 12 December	Oct. 25, 2010	Nov. 8, 2010	Nov. 25, 2010	After treatment of exhaust gases Second-hand busses Refitting systems for Euro4 Driver's advanced training	

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

Classified adds

185 mm wide, 250 mm high
 Number of columns: 4 columns, 43 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: Silvia Werth

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

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	6,660.-	9,570.-
1/1 page	4 columns	199 x 268	230 x 300	3,380.-	4,790.-
1/2 page	2 columns	97 x 268	115 x 300	1,800.-	2,650.-
	4 columns	199 x 134	230 x 150		
1/3 page	1 column	63 x 268	81 x 300	1,170.-	1,690.-
	4 columns	199 x 90	230 x 108		
1/4 page	1 column	46 x 268	64 x 300	960.-	1,390.-
	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 152	530.-	840.-
	2 columns	97 x 67	115 x 87		
	4 columns	199 x 33,5	230 x 52		
Front cover page					5,930.-
2., 3., 4. cover page					5,620.-

For hotels and gastronomy-ads see our tourism-pricelist
 no. 23 from Oct, 1st 2009

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: -

Single column millimetre rate for
Commercial ads each mm (1 column, b/w) 3.61 €
Commercial ads each mm (1 column, coloured) 4.99 €
Private ads each mm (1 column, b/w) 3.07 €
Private ads each mm (1 column, coloured) 4.24 €
Situations wanted each mm (1 column) 2.02 €
Box number fee 11.00 €

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:

2 pages 3,380.00 €
4 pages 6,760.00 €
6 pages 10,140.00 €
8 pages 13,520.00 €

(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 for our terms and conditions

RDA Trade Fair Issue

Media- Information 2010

Advertisement rate card technology no. 1

Current prices 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	4,560.-	5,620.-
Junior page	4 columns	185 x 250		3,380.-	4,790.-
1/2 page	5 columns	231 x 178	285 x 200	2,860.-	3,820.-
1/3 page	5 columns	231 x 118	285 x 133	2,130.-	2,960.-
1/4 page	5 columns	231 x 89	285 x 100	1,490.-	2,020.-
Title corner ads		43 x 57			430.-

For hotels and gastronomy-ads see our tourism-pricelist no. 1 from Oct, 1st 2009

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 Short characterization:

Comprehensive Internet offer for decision makers in the bus and coach industry. Daily updates of news and background reports, jurisdiction, databases with search function for bus models, business partners, industry sector datas, second hand-buses market and much more. Decision makers, consultants and deciders for public-transit bus and coach industry.

3 Publishing house: Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
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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

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

6. Ad forms and prices:

6.1 Banner advertisements

Types of ads	Pixel size	CPM €*
1 Advertorial + Logo (GIF)	300 x 115	55.-
2 Rectangle/Video Rectangel (polite streaming)	300 x 250	75.-
3 Expandable Rectangle (to the left side)	630 x 250	100.-
4 Expandable Rectangle (at the bottom left)	630 x 350	125.-
5 Layer Ad + Rectangle Reminder	On request	150.-
6 Half Page	300 x 600	150.-
7 Expandable Half Page	630 x 600	On request
8 Road Block (two Rectangles)	300 x 250 (2x)	150.-
9 Corner Ad Large	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: 2,679 / month September 2009

Types of ads	Pixel size	€*
1 Rectangle	300 x 250	199.-
2 Horizontal/Fullsizebanner or text ad plus logo/picture	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 paragraph)
- Target-URL
- File delivery: 2 working days before publication

For more information visit 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
Total circulation inland		100	6,216
Foreign countries (unlevied)			533
Total circulation inland and foreign countries			6,749

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 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:

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Science / Anzeigenteam
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Tel.: +49-9 31/3 85-332

Please contact us for further information**Contact persons:**

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- **Advertising Administration**

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