

**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:** 58<sup>th</sup> year 2007 (OR), 18<sup>th</sup> 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)

<b>14 Size analysis:</b>	<b>OMNIBUSREVUE</b>	<b>BUS AKTUELL</b>
	2005 = 12 editions	2005 = 12 editions
<b>Magazine format:</b>	210 mm (w), 280 mm (h)	300 mm (w), 420 mm (h)
<b>Total size:</b>	1,004 pages = 100.0 %	212 pages = 100.0 %
<b>Editorial section:</b>	591 pages = 58.9 %	112 pages = 52.8 %
<b>Advertising section:</b>	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 %	

<b>Supplements</b>		
<b>(Loose-leaf inserts):</b>	25 pieces	10 pieces

**15 Content analysis:** Not surveyed

**16 Circulation control:**



**17 Analysis of circulation:**

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

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

**18 Geographical circulation analysis: OMNIBUSREVUE**

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

**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
<b>Total circulation</b>	<b>100.0</b>	<b>6,983</b>

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Techniques	Trade fairs 2007
<b>OR 1</b>	Dec 28, 2006	Nov 24, 2006	Dec 8, 2006	Ski cases and bicycle trailers Equipment for passangers with handicap	
<b>BA 1</b>	Jan 16, 2007	Dec 19, 2006	Jan 3, 2007		<b>CMT</b> , Stuttgart Jan 13 to 21, 2007
<b>OR 2</b>	Jan 25, 2007	Dec 18, 2006	Jan 8, 2007	Fleet management, vehicle tracking	
<b>BA 2</b>	Feb 13, 2007	Jan 24, 2007	Jan 31, 2007		<b>CBR</b> , Munich Feb 24 to 28, 2007
<b>OR 3</b>	Feb 22, 2007	Jan 22, 2007	Feb 2, 2007	Minis + Midis	
<b>BA 3</b>	Mar 13, 2007	Feb 21, 2007	Feb 28, 2007		<b>ITB</b> , Berlin Mar 7 to 11, 2007 <b>CeBIT</b> , Hanover Mar 15 to 21, 2007
<b>OR 4</b>	Mar 29, 2007	Feb 23, 2007	Mar 9, 2007	Air conditioning systems	<b>TUR</b> , Gothenborg Mar 22 to 25, 2007
<b>BA 4</b>	Apr 10, 2007	Mar 19, 2007	Mar 26, 2007		
<b>OR 5</b>	Apr 26, 2007	Mar 23, 2007	Apr 4, 2007	Washing facilities Overview of used vehicles <b>Supplement: Workshop-Special I</b>	
<b>BA 5</b>	May 15, 2007	Apr 24, 2007	May 2, 2007		
<b>OR 6</b>	May 31, 2007	Apr 26, 2007	May 10, 2007	Tank cards	
<b>BA 6</b>	Jun 12, 2007	May 21, 2007	May 29, 2007		

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Techniques	Trade fairs 2007
<b>OR 7</b>	Jun 28, 2007	May 25, 2007	Jun 8, 2007	Seat comfort and seat arrangements	
<b>BA 7</b>	Jul 17, 2007	Jun 27, 2007	Jul 4, 2007		
<b>OR 8</b>	Jul 26, 2007	Jun 26, 2007	Jul 6, 2007	RDA-trade fair-issue <b>Supplement: BUS 2007</b>	
<b>BA 8</b>	Aug 7, 2007	Jul 18, 2007	Jul 25, 2007		<b>RDA</b> , Cologne Aug 7 to 9, 2007
<b>OR 9</b>	Aug 31, 2007	Jul 30, 2007	Aug 10, 2007	Alternative gears, Coach of the Year	
<b>BA 9</b>	Sep 11, 2007	Aug 22, 2007	Aug 29, 2007	BTB-Special	
<b>OR 10</b>	Sep 27, 2007	Aug 28, 2007	Sep 7, 2007	Preview of Busworld in Kortrijk	<b>Tour + Travel</b> , Warsaw Sep 20 to 22, 2007
<b>BA 10</b>	Oct 16, 2007	Sep 25, 2007	Oct 2, 2007		<b>BTB</b> , Vienna, Oct 2007 <b>Busworld</b> , Kortrijk, Oct 19 to 24, 2007
<b>OR 11</b>	Oct 25, 2007	Sep 24, 2007	Oct 5, 2007	Minis + Midis <b>Supplement: Workshop-Special II</b>	<b>MIT</b> , Paris Oct 10 to 12, 2007 <b>TTW/BusContact</b> , Montreux Oct 2007
<b>BA 11</b>	Nov 13, 2007	Oct 23, 2007	Oct 30, 2007	Report on Busworld in Kortrijk	<b>Bus &amp; Mobility</b> , Verona Nov 2007
<b>OR 12</b>	Nov 29, 2007	Oct 29, 2007	Nov 9, 2007	Exhaust-gas treatment Report on Busworld in Kortrijk Overview of used vehicles	<b>World Travel Market</b> , London Nov 12 to 15, 2007
<b>BA 12</b>	Dec 11, 2007	Nov 20, 2007	Nov 28, 2007		
<b>OR 01/08</b>	Dec 27, 2007	Nov 22, 2007	Dec 5, 2007	Maintenance and repair	

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

### 2 Magazine size

<b>OMNIBUSREVUE</b>	
<b>Size:</b>	210 x 280 mm
<b>Type area:</b>	185 mm wide, 250 mm high 4 columns, 43 mm 3 columns, 60 mm
<b>BUS AKTUELL</b>	
<b>Size:</b>	315 x 435 mm
<b>Type area:</b>	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.

## 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 645.00 €

#### 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	
Commercial ads	
(1 column, b/w)	3.35 €
Commercial ads	
(1 column, coloured)	4.60 €
Private ads	
(1 column, b/w)	2.85 €
Private ads	
(1 column, coloured)	3.91 €
Situations wanted	
(1 column)	1.81 €
Box number fee	10.00 €

### 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: -

### 4 Publication:

Frequency of publication: monthly  
(bi-weekly alternating)

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: Meike Swoboda  
phone: +49-89 / 43 72-27 75  
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

### 13 Bound inserts (only OMNIBUSREVUE):

2 pages	3,105.00 €
4 pages	6,210.00 €
6 pages	9,315.00 €
8 pages	12,420.00 €

(Discount: 1 page insert = 1 full-page ad)

Please supply the bound-in inserts in the untrimmed format 213 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 €
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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. ...  
for BUSAKTUELL no.

Please send in advance 10 samples to advertising sales department.

<b>2/1 page:</b>	<b>W 397 x H 250</b>
<b>2/1 page truncate:*</b>	<b>W 420 x H 280</b>
Basic rate b/w	6,210.00 €
coloured	8,950.00 €
<b>1/1 page:</b>	<b>W 185 x H 250</b>
<b>1/1 page truncate:*</b>	<b>W 210 x H 280</b>
Basic rate b/w	3,105.00 €
coloured	4,475.00 €
<b>1/2 page (upright):</b>	<b>W 90 x H 250</b>
<b>1/2 page truncate:*</b>	<b>W 102 x H 280</b>
<b>1/2 page (landscape):</b>	<b>W 185 x H 125</b>
<b>1/2 page truncate:*</b>	<b>W 210 x H 140</b>
Basic rate b/w	1,665.00 €
coloured	2,445.00 €
<b>1/3 page (upright):</b>	<b>W 60 x H 250</b>
<b>1/3 page truncate:*</b>	<b>W 72 x H 280</b>
<b>1/3 page (landscape):</b>	<b>W 185 x H 85</b>
<b>1/3 page truncate:*</b>	<b>W 210 x H 98</b>
Basic rate b/w	1,045.00 €
coloured	1,570.00 €

<b>1/4 page (upright):</b>	<b>W 43 x H 250</b>
<b>1/4 page truncate:*</b>	<b>W 57 x H 280</b>
<b>1/4 page (landscape):</b>	<b>W 185 x H 65</b>
<b>1/4 page truncate:*</b>	<b>W 210 x H 82</b>
<b>1/4 page, 2-columns:</b>	<b>W 90 x H 125</b>
Basic rate b/w	850.00 €
coloured	1,270.00 €
<b>1/8 page, 1-column:</b>	<b>W 43 x H 125</b>
<b>1/8 page, 2-columns:</b>	<b>W 90 x H 65</b>
<b>1/8 page, 4-columns:</b>	<b>W 185 x H 33</b>
Basic rate b/w	465.00 €
coloured	790.00 €
<b>Front cover page</b>	
Basic rate, 4-coloured	5,565.00 €
<b>2., 3., 4. cover page</b>	
Basic rate, 4-coloured	5,255.00 €
<b>Island ad:</b>	
coloured, 1-column, 43mm wide	21.00 €
<b>PR ad:</b>	
1/1 page, coloured	4,475.00 €

\* + 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 4,290.00 €  
coloured 5,320.00 €

**1/1 page (magazine size):** W 185 x H 250  
Basic rate b/w 2,770.00 €  
coloured 3,800.00 €

**1/2 page (upright):** W 144 x H 374  
**1/2 page (landscape):** W 293 x H 187  
Basic rate b/w 2,770.00 €  
coloured 3,800.00 €

**1/3 page (upright):** W 94 x H 374  
**1/3 page (landscape):** W 293 x H 124  
Basic rate b/w 2,225.00 €  
2-coloured 2,915.00 €

**1/4 page (upright):** W 144 x H 187  
**1/4 page (landscape):** W 293 x H 93  
Basic rate b/w 1,465.00 €  
coloured 1,980.00 €

**1/6 page (upright):** W 45 x H 374  
**1/6 page (landscape):** W 293 x H 62  
Basic rate b/w 1,155.00 €  
coloured 1,525.00 €

**1/8 page, 2-columns:** W 94 x H 140  
**1/8 page (landscape):** W 293 x H 46  
Basic rate b/w 790.00 €  
coloured 1,090.00 €

**Baseboard:** W 244 x H 80  
Basic rate 3,100.00 €

**Island ad:**  
coloured, 1-column, 45mm wide 21.00 €

**PR ad:**  
1/1 page, coloured 5,320.00 €

\* + 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:**

<b>Banner</b>	<b>Format (WxH) in Pixel</b>	<b>Price* (per thousand)</b>
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 Hockey-Stick	format on request	42.00 € 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.

	<b>Top sponsoring</b>	<b>Second position</b>
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:**

Infolines, 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
<b>60.21.1</b>	<b>Conveyance of passengers in the omnibus occasional services</b>	<b>44</b>	<b>2,720</b>	<b>2,840</b>
<b>60.21/60.23</b>	<b>Conveyance of passengers in the line operation by land, other passenger transportation by land traffic</b>	<b>27</b>	<b>1,670</b>	<b>1,740</b>
<b>63.3</b>	<b>Travel agencies and tour operators</b>	<b>12</b>	<b>740</b>	<b>770</b>
<b>55</b>	<b>Hotel and restaurant establishments</b>	<b>6</b>	<b>370</b>	<b>390</b>
<b>34/50</b>	<b>Manufacturing, trade, maintenance and repair of motor vehicles</b>	<b>4</b>	<b>250</b>	<b>260</b>
	<b>Other</b>	<b>5</b>	<b>310</b>	<b>320</b>
	<b>Not specified</b>	<b>2</b>	<b>120</b>	<b>130</b>
	<b>Rounding difference</b>		<b>6</b>	<b>-</b>
<b>Total circulation inland</b>		<b>100</b>	<b>6,186</b>	<b>6,450</b>
<b>Foreign countries (unlevied)</b>			<b>722</b>	<b>533</b>
<b>Total circulation inland and foreign countries</b>			<b>6,908</b>	<b>6,983</b>

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

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

E-mail: [gecont@stuertz.de](mailto:gecont@stuertz.de)

Fax: +49-9 31/385-383

## Contact to:

Stürtz GmbH

Science / Anja Eichelbröner

Alfred-Nobel-Str. 33

97080 Würzburg

Tel.: +49-9 31/3 85-2 30