

1 Short characterization: OMNIBUSREVUE and OMNIBUSREVUE *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.

OMNIBUSREVUE *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), 1st year 2007 (ORA)

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

5 Memberships: -

6 Medium: -

7 Publisher: -

8 Editorial Board: Springer Transport Media GmbH
Postal address: P. O. Box 80 20 20, 81620 Munich, Germany
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E-mail: anzeigen-vhv@springer.com

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12 Subscription cost:
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) 1865-4657 (ORA)

14 Scope analysis:

	OMNIBUSREVUE
	2006 = 12 editions
Magazine format:	210 mm (w), 279 mm (h)
Total size:	1,028 pages = 100.0 %
Editorial section:	642 pages = 62.5 %
Advertising section:	386 pages = 37.5 %

of them are

Classified ads:	69 pages = 17.9 %
Tourism ads:	124 pages = 32.2 %
Bound insert:	4 pages = 1.0 %
One's own ads:	111 pages = 28.7 %

Supplements
(Loose-leaf inserts): 19 pieces

15 Content analysis: Not surveyed

16 Circulation control:



17 Analysis of circulation:

Average circulation within one year
(from July 1st 2006 until June 30th 2007)

OMNIBUSREVUE

Printed copies:	7,125	
Total circulation	6,834	therefrom abroad: 920
Total net paid circulation:	3,364	therefrom abroad: 348
subscribed copies	3,107	therefrom copies for members -
Sale by retail	-	
Other sale	257	
Free copies:	3,470	
Remainer, file and checking copies	291	

18 Geographical circulation analysis: OMNIBUSREVUE

Economic area	Quote of real circulated press run %	copies
Inland	86.5	5,914
Foreign Country	13.5	920
Total circulation	100.0	6,834

Circulation increasing from OMNIBUSREVUE 11/07

New circulation analysis as follows:	NEW!!!
Printed copies:	7,125
Total circulation:	6,834
Total net paid circulation:	4,864
Subscribed copies	3,107
Sale by retail	--
Othersale	1,757
Free copies:	1,970
Remainer, file and checking copies:	291

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Tourism	Trade fairs 2008
OR 1	Nov 22, 2007	Dec 5, 2007	Dec 27, 2007	Mines, caves and grottos Bus + Flower City trips: Berlin and surroundings	
ORA 1	Dec 17, 2007	Dec 31, 2007	Jan 15, 2008	Abroad- and openingdrive	CMT , Stuttgart Jan 12 to 20, 2008
OR 2	Dec 31, 2007	Jan 11, 2008	Jan 31, 2008	North and baltic sea ferries plus ferries around the Mediterranean Leisure parks I City trips: Solothurn, cure + spa	
ORA 2	Jan 21, 2008	Jan 25, 2008	Feb 12, 2008	Horticultural show, hogmanay voyages, Paketer	CBR , Munich Feb 14 to 18, 2008
OR 3	Jan 25, 2008	Feb 8, 2008	Feb 28, 2008	Open sea and River cruises Railways and Nostalgia trains Tourism trends	
ORA 3	Feb 20, 2008	Feb 26, 2008	Mar 11, 2008	Leisure-events	ITB , Berlin Mar 5 to 9, 2008 TUR , Gothenborg Mar 13 to 16, 2008
OR 4	Feb 22, 2008	Mar 5, 2008	Mar 27, 2008	Mountain-railways, Inland navigation Hard liquor Country reflection: Croatia, City trips Warsaw	
ORA 4	Mar 26, 2008	Apr 1, 2008	Apr 15, 2008	Youth travels, Spa-hotels East-EU	
OR 5	Mar 25, 2008	Apr 4, 2008	Apr 24, 2008	Open air theatres and historical spectacles Factory outlet and outlet-center Country reflection: Switzerland, Valais Istrien special, region Giant-mountains + Downsilesia Regionspecial tyrol	
ORA 5	Apr 21, 2008	Apr 25, 2008	May 13, 2008	OutletCenter	
OR 6	Apr 24, 2008	May 7, 2008	May 29, 2008	Beer + Bus Region special: Bavaria Country reflection: Hungary Saxony	
ORA 6	May 20, 2008	May 27, 2008	Jun 10, 2008	The active journey guest	

Issue	Publication Date	Closing Date Image Ads	Closing Date Printing Material	Themes Tourism	Trade fairs 2008
OR 7	May 27, 2008	Jun 6, 2008	Jun 26, 2008	Region special: Schleswig-Holstein and Baden-Württemberg UNESCO-World culture and natural heritage sites Country reflection: Slovenia	
ORA 7	Jun 25, 2008	Jul 1, 2008	Jul 15, 2008	Burgenland	
OR 8	Jun 31, 2008	Jul 8, 2008	Jul 31, 2008	Preview RDA-Workshop Christmas markets I Country reflection: South Tyrol	
ORA 8	Jul 17, 2008	Jul 22, 2008	Aug 7, 2008	RDA, special topics Shipowing company, navigation	RDA , Cologne Aug 7 to 9, 2008
OR 9	Jul 28, 2008	Aug 6, 2008	Aug 28, 2008	Christmas markets II Country reflection Czechia Good entertainment: casino, variety + musicals	
ORA 9	Aug 27, 2008	Sep 2, 2008	Sep 16, 2008	Gardasee	
OR 10	Aug 26, 2008	Sep 5, 2008	Sep 25, 2008	Castles and palaces Leasure parks II Open-air museums CH Dalmatia special	Tour + Travel , Warsaw Sep 25 to 27, 2008
ORA 10	Sep 23, 2008	Sep 29, 2008	Oct 14, 2008	Association drives	BTB , Vienna Oct 2008
OR 11	Sep 29, 2008	Oct 10, 2008	Oct 30, 2008	Art, culture and museum journeys Great Britain + Ireland The hanseatic cities	MIT , Paris Oct 10 to 12, 2008 TTW/Buscontact , Montreux Oct 29 to 31, 2008
ORA 11	Oct 22, 2008	Oct 24, 2008	Nov 11, 2008	Culture capitals in Europe (Linz 2009 / Essen 2010, etc)	
OR 12	Oct 28, 2008	Nov 7, 2008	Nov 27, 2008	Country reflection: France Pilgrimage	World Travel Market , London Nov 10 to 13, 2008
ORA 12	Nov 26, 2008	Dec 2, 2008	Dec 16, 2008	Museums, art, culture	
OR 01/09	Nov 24, 2008	Dec 4, 2008	Dec 29, 2008	Mines, caves and grottos Bus + Flower	

1 Circulation:	OR	ORA
Printed copies:	7,125	7,125
Total circulation in annual average	6,834	6,834

2 Magazine size

OMNIBUSREVUE	
Size:	210 x 279 mm
Type area:	185 mm wide, 250 mm high 4 columns, 43 mm 3 columns, 60 mm
BUS AKTUELL	
Size:	285 x 400 mm
Type area:	231 mm wide, 355 mm high 5 columns, 43 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 (ORA) 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)
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
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.

OR:

format	columns	wide x high mm		b/w €	4c €
		print space	truncate		
2/1 page	8-spaltig	397 x 250	420 x 279	4,100.-	5,800.-
1/1 page	4-spaltig	185 x 250	210 x 279	2,100.-	2,900.-
1/2 page	2-spaltig	90 x 250	102 x 279	1,300.-	1,700.-
	4-spaltig	185 x 125	210 x 140		
1/3 page	1-spaltig	60 x 250	72 x 279	800.-	1,300.-
	4-spaltig	185 x 85	210 x 98		
1/4 page	1-spaltig	43 x 250	57 x 279	610.-	900.-
	2-spaltig	90 x 125	102 x 140		
	4-spaltig	185 x 65	210 x 82		
1/8 page	1-spaltig	43 x 125		320.-	440.-
	2-spaltig	90 x 65			
	4-spaltig	185 x 33			
Front cover page					5,790.-
2., 3., 4. cover page					3,580.-

+ 4 mm bleed at all edges to be truncated

ORA:

format	newspaper size					magazine size				
	columns	wide x high mm		b/w €	4c €	columns	wide x high mm		b/w €	4c €
		print space	truncate				print space	truncate		
2/1 page	10-sp	516 x 355	570 x 400	7,400.-	9,200.-	8-sp	397 x 250	420 x 279	3,800.-	5,500.-
1/1 page	5-sp	231 x 355	285 x 400	3,700.-	4,700.-	4-sp	185 x 250	210 x 279	2,000.-	2,700.-
1/2 page	5-sp	231 x 200	285 x 200	2,000.-	2,700.-	2-sp	90 x 250	102 x 279	1,100.-	1,500.-
						4-sp	185 x 125	210 x 140		
1/3 page	5-sp	231 x 118	285 x 133	1,200.-	1,800.-	1-sp	60 x 250	72 x 279	700.-	1,100.-
						4-sp	185 x 98	210 x 98		
1/4 page	5-sp	231 x 89	285 x 100	1,000.-	1,500.-	1-sp	43 x 250	57 x 279	500.-	700.-
						2-sp	90 x 125	102 x 140		
						4-sp	185 x 65	210 x 82		
1/5 page	1-sp	43 x 355	69 x 400	800.-	1,200.-					
1/8 page						1-sp	43 x 125		240.-	340.-
						2-sp	90 x 65			
						4-sp	185 x 33			
head-corner ad		43 x 57		400.-						
PR-ad		231 x 200		3,100.-						

+ 4 mm bleed at all edges to be truncated

Combination-prices:

Magazinformat					
format	columns	wide x high mm		b/w €	4c €
		print space	truncate		
2/1 page	8-sp	397 x 250	420 x 279	7,900.-	11,300.-
1/1 page	4-sp	185 x 250	210 x 279	4,100.-	5,600.-
1/2 page	2-sp	90 x 250	102 x 279	2,400.-	3,200.-
	4-sp	185 x 125	210 x 140		
1/3 page	1-sp	60 x 250	72 x 280	1,500.-	2,400.-
	4-sp	185 x 98	210 x 98		
1/4 page	1-sp	43 x 250	57 x 279	1,100.-	1,600.-
	2-sp	90 x 125	102 x 140		
	4-sp	185 x 65	210 x 82		

8 Surcharges: (discount possible)

8.1 Colours

Normal colours from Euro-scale DIN 16539, charged by colour -

8.2 Preferential positions

Fixed positions (OR) 545.00 €
Fixed positions (ORA) 540.00 €

8.3 Ad formats

Bleeding across the gutter -
Bleeding advertisement over type area -

9 Prices for classified ads/situations wanted: -

10 Special ad forms: on request

11 Discounts: acceptance within a year

(Starting with appearance of the first advertisement)

Frequency discount

2 insertions	2%	2 pages	5%
4 insertions	4%	4 pages	10%
6 insertions	6%	6 pages	15%
8 insertions	8%	8 pages	15%
10 insertions	10%	10 pages	20%
12 insertions	15%	12 pages	20%
18 insertions	20%	18 pages	25%
24 insertions	25%	24 pages	30%

Quantity discount

All surcharges qualify for discount. OR and ORA are discounted together.

12 Combinations: -

13 Bound inserts (only OMNIBUSREVUE):

2 pages	2,100.00 €
4 pages	4,200.00 €
6 pages	6,300.00 €
8 pages	8,400.00 €

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

Please supply the bound-in inserts in the untrimmed format 213 wide x 285 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)
280 mm x 396 mm (ORA)

Weight of loose-leaf inserts	Price/thousand
up to 25 g	160.00 €
up to 50 g	220.00 €

Number of inserts available on request. Inserts possible at press run of 5,000 copies.

15 Glued-in postcards:

Glued-in postcards/thousands 85.00 €

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:

On request.

Delivery notice: for OMNIBUS REVUE no. ...
for OMNIBUS REVUE

AKTUELL no.

Please send in advance 10 samples to advertising sales department.

1. Web-Address (URL):

www.omnibusrevue.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. Publishing firm:

Springer Transport Media GmbH
Neumarkter Str. 18
81673 Munich, Germany
E-Mail: kontakt.anzeigen@springer.com

4. Contact person:

Andrea Volz
Key Account Manager Online
Tel. +49 - 89 - 43 72 - 21 24, Fax +49 - 89 - 43 72 - 23 98
E-Mail: andrea.volz@springer.com

5. Numbers of hits:

visits: 39,024 / month August 2007
page impressions: 145,473 / month August 2007

6. Ads and rates:

Newsletter-subscriber: 1,536 (status quo 07/2007)

Current time/allocation: Constancy, number and time of the circuit for banner or ads comply with the availability and your wishes.

Banner advertisement

	per week	per month
Rectangle	250.- €	1.000.- €
Ad box	-	500.- €
Advertorial (bookable for internet performance and Newsletter)	600.- €	2.000.- €
Newsletter:	150.- €	500.- €

7. Data delivery:

Telephone 089/43 72-2312, Fax 089/43 72-2398
E-Mail: online-inserate-hvogel@springer.com

Banner advertisement:

- Rectangle 300x250
- In case of flash files (banners) an alternative GIF (static or animated) is required. Flash and GIF banners together mustn't exceed the size of 60 KB.
- Please state a target-URL
- For counting the clicks please assemble the click-tag (s. PDF Flash tracking)

Newsletter advertisement:

- Newsletter formats (2 alternatives):
Inserts in text format with a linked Logo: 8-10 lines à 72 symbols + Logo (ca. 150x150 px, max. size 20 KB)
or
as banner 650x150 Pixel GIF-Banner (static or animated, max. size 30 KB)
- Please state a target-URL
- An alternative text for the Text newsletter always is necessary!

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
60.21.1	Conveyance of passengers in the omnibus occasional services	44	2,602
60.21/60.23	Conveyance of passengers in the line operation by land, other passenger transportation by land traffic	27	1,567
63.3	Travel agencies and tour operators	12	710
55	Hotel and restaurant establishments	6	355
34/50	Manufacturing, trade, maintenance and repair of motor vehicles	4	237
	Other	5	296
	Not specified	2	118
	Rounding difference		-1
	Total circulation inland	100	5,914
	Foreign countries (unlevied)		920
	Total circulation inland and foreign countries		6,834

Data Ticket

Status quo: August 2007

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: _____ 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 files in the size of the advert format (without white borders) with a bleed of 3 mm on all sides.
- Please do not include colour copies of adverts to be published in black & white.
- Special colours have to be defined as HKS or Pantone values.
- The maximum colour application shall not exceed 320%.

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.

Support too:

- PDF XC-pereparation
- Distiller-Joboptions
- Pitstop Settings etc.

obtainable under 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: +49-9 31/385-11332

Contact to:

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

Modifications and printer's errors excepted

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- Advertising Sales Manager
Tourism:
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Austria: Postcode 1000 - 5799, 8000 - 8999

Germany: Postcode 30000 – 39999, 50000 - 99999
Austria: Postcode 6000 - 7599, 9000 - 9800
South Tirol
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**The current media information on all our specialized titles can also be found at:
www.mediacentrum.de**

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