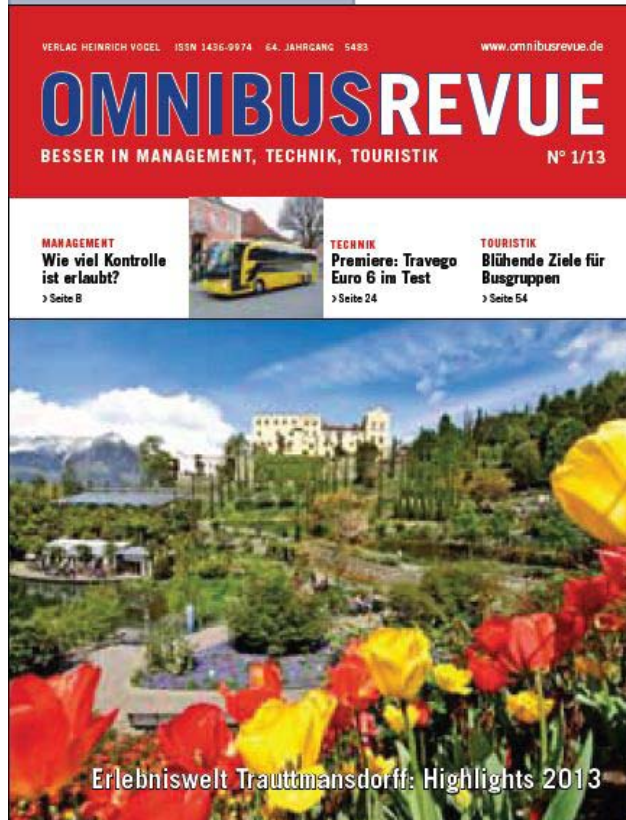




TOURISTIK



omnibusrevue.de

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# MEDIA KIT 2014

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### Short characterization:

With the OMNIBUSREVUE magazine, contractors are informed about current trends, economical and legal topics, and news around management, tourism and technology on a monthly basis. Current information can also be found at [www.omnibusrevue.de](http://www.omnibusrevue.de) as well as in our weekly newsletter. The information portfolio is completed by numerous online services like the online bus handbook (bus catalogue) and video films under BUS-TV.

**Frequency of publication:** monthly

**Year of publication:** 65<sup>th</sup> year 2014

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### Subscription cost:

Annual subscription rate  
Inland: € 106.00 incl. packing/postage and 7% VAT  
European countries: € 118.00 incl. packing/postage and 7% VAT  
Single copy: € 9.90 plus € 1.90 packing/postage, incl. 7% VAT

### Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	694
2	908
3a	989
3b	1,063
4	1,583
5	649
6	231
7	302
<b>total:</b>	<b>6,419</b>

**Circulation control:** 

**Analysis of circulation:** Average circulation within one year  
(July 1<sup>st</sup> 2012 - June 30<sup>th</sup> 2013)

<b>Printed copies:</b>	<b>7,000</b>		
<b>Total circulation</b>	<b>6,707</b>	therefrom abroad:	288
<b>Total net paid circulation:</b>	<b>3,677</b>	therefrom abroad:	251
- subscribed copies	2,166		
- Sale by retail	-		
- Other sale	1,511		
<b>Free copies:</b>	<b>3,030</b>		
<b>Remainders, file and checking copies</b>	<b>293</b>		

#### Geographical circulation analysis:

Economic area	Quote of real circulated press run	
	%	copies
Inland	95.7	6,419
Foreign Country	4.3	288
<b>Total circulation</b>	<b>100.0</b>	<b>6,707</b>

#### Industrial sectors/branches of industry/types of business

Branch/ section (approx.)	Recipients groups According to classification of the industry branches of the Federal Statistical Office	Quota of total circulation	
		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	1,540
55, 56	Hotels, restaurants	18	1,160
79.11, 79.12	Travel agencies and tour operators	13	830
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	7	450
-	Others	2	130
-	Not specified	1	60
	Rounding difference		-1
	Total circulation inland	100	6,419
	Foreign countries (unlevied)		288
	<b>Total circulation inland and foreign countries</b>		<b>6,707</b>

Source: These figures are derived from a reader structure analysis carried out by the TNS Emnid research institute in 2010.

Issue	Publication Date	Deadline Adverts	Closing Date Printing Material	Themes Tourism		Trade fairs
<b>OR 1</b> January	Dec. 27, 2013	Nov. 25, 2013	Dec. 6, 2013	Mines, caves and grottos Floral exploration trips Castles and monasteries	City trips: Leipzig	<b>CMT</b> , Stuttgart, Jan. 11 to 19, 2014
<b>OR 2</b> February	Jan. 30, 2014	Dec. 19, 2013	Jan. 13, 2014	Worlds of Experience I Zoos and animal parks Shipping companies, cruises, ferries European Capitals of Culture 2015: Pilsen, Mons	Country reflections: Croatia's coast, Poland Region special: Burgenland	<b>f.re.e</b> , Munich, Feb. 19 to 23, 2014 <b>BIT</b> , Milan, Feb. 13 to 16, 2014
<b>OR 3</b> March	Feb. 27, 2014	Jan. 28, 2014	Feb. 10, 2014	<b>Preview ITB</b> Railways, nostalgia trains, mountain railways ITB trade fair: packages and trends Brandenburg Welcome in Bremen/Bremerhaven	City trips: Vienna Region special: Carinthia, Upper Austria  <b>Sales Guide Catalogue Entries</b>	<b>ITB</b> , Berlin, Mar. 5 to 9, 2014 <b>CeBIT</b> , Hanover, Mar. 10 to 14, 2014 <b>TUR</b> , Gothenburg, Mar. 20 to 23, 2014
<b>OR 4</b> April	Mar. 27, 2014	Feb. 21, 2014	Mar. 6, 2014	Breweries, wine cellars, distilleries Tourist navigation Alpine dairies, cheese dairies	City trips: Hamburg Region special: Tyrol, Salzburger Land, Styria, Vorarlberg Country reflections: Croatia	<b>RDA General Assembly</b> , Bruges and Ypern, Apr. 2 to 5, 2014
<b>OR 5</b> May	Apr. 24, 2014	Mar. 21, 2014	Apr. 3, 2014	Shopping experiences Music trips	Country reflections: Great Britain, Ireland Country reflections: Scandinavia, Italy Region special: Thuringia Region special: Tessin	
<b>OR 6</b> June	May 30, 2014	Apr. 28, 2014	May 12, 2014	Worlds of Experience II Tour operators: Prospects 2015	Region special: Saxony Region special: Bavaria Country reflections: Slovenia	

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

Issue	Publication Date	Deadline Adverts	Closing Date Printing Material	Themes Tourism		Trade fairs
<b>OR 7</b> July	Jun. 26, 2014	May 22, 2014	Jun. 5, 2014	Group highlights Austria 2014/15	Region special: Mecklenburg-West Pomerania Region special: Baden-Wuerttemberg, Black Forrest  <b>Sales Guide Catalogue Entries</b>	
<b>OR 8</b> August	Jul. 24, 2014	Jun. 24, 2014	Jul. 7, 2014	<b>Preview: RDA-Workshop</b> Christmas markets I, Christmas circus Knowledge experiencing!	Region special: South Tyrol Country reflections: Hungary	<b>RDA Workshop</b> , Cologne, Jul. 29 to 31, 2014
<b>OR 9</b> September	Aug. 28, 2014	Jul. 28, 2014	Aug. 8, 2014	<b>Review: RDA-Workshop</b> Christmas markets II Further education	Region special: Metropolis Ruhr Area Country reflections: Czech Republic, Slovakia Country reflections: BeNeLux, France	<b>TT Tour + Travel</b> , Warsaw, exp. Sep. 2014
<b>OR 10</b> October	Sep. 18, 2014	Aug. 19, 2014	Sep. 1, 2014	Horticultural shows and parks Bus trips to faraway countries Factory outlets and outlet centers	Region special: Lower Saxony, Wolfsburg	<b>FIAA</b> , Madrid, Oct. 28 to 31, 2014
<b>OR 11</b> November	Oct. 30, 2014	Sep. 29, 2014	Oct. 13, 2014	Musicals Museums, art and culture trips (UNESCO) Hanseatic cities	Wellness offers, spa Travelling barrier-free	<b>World Travel Market</b> , London, exp. Nov. 3 to 6, 2014 <b>BTB</b> , Vienna, Oct. 28 to 29, 2014
<b>OR 12</b> December	Nov. 27, 2014	Oct. 28, 2014	Nov. 10, 2014	Travel adventure: Pilgrimages Events 2015	Region special: Along the Rhine Region special: Liechtenstein City trips: Berlin and Brandenburg	
<b>OR 1/2015</b> January	Dec. 29, 2014	Nov. 24, 2014	Dec. 5, 2014	Mines, caves and grottos Floral exploration trips Castles and monasteries	City trips: Jewels in the East (Erfurt, Jena, Dresden, Weimar, Leipzig)	<b>CMT</b> , Stuttgart, Jan. 2015

This overview of planned topics for 2014 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

### Circulation:

Printed copies:	7,000
Total circulation in annual average:	6,707
Sold copies in annual average:	3,677

### Magazine size

<b>Size:</b>	230 x 300 mm trimmed
<b>Type area:</b>	199 mm wide, 268 mm high
<b>Number of columns:</b>	4 columns, 46 mm
<b>Number of columns:</b>	3 columns, 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 [vhv.mediacentrum.de](http://vhv.mediacentrum.de).  
The creation of artwork will be invoiced.

### Publication:

**Frequency of publication:** monthly  
**Publications dates, deadlines and dates for submission:**  
see "Time Schedule and Topics"

### 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

**General conditions:** Please note the General Terms and Conditions you can find at [vhv.mediacentrum.de](http://vhv.mediacentrum.de).

### Ads and rates tourism sector:

All prices are plus VAT.

Format	Columns	Width x Height mm		Basic price coloured €
		type area	truncate*	
Front cover page			230 x 186	<b>5,500.-</b>
2., 3., 4. cover page				<b>3,940.-</b>
1/1 page	4 columns	199 x 268	230 x 300	<b>3,180.-</b>
1/2 page	2 columns	97 x 268	115 x 300	<b>1,865.-</b>
	4 columns	199 x 134	230 x 152	
1/3 page	1 column	63 x 268	81 x 300	<b>1,430.-</b>
	4 columns	199 x 90	230 x 108	
1/4 page	1 column	46 x 268	64 x 300	<b>995.-</b>
	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 153	<b>485.-</b>
	2 columns	97 x 67	115 x 87	
	4 columns	199 x 33,5	230 x 51,5	

\*plus 3 mm trim on all outer edges.

### Preferential positions

Fixed positions 725.00 €

### Special ad forms:

on request

### 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 %
12 pages	20 %

Front pages are not qualified for discount.

### Bound inserts (not discountable):

Price:

2-pages	2,310.00 €
4-pages	4,620.00 €
6-pages	6,930.00 €

Please supply the bound inserts in the untrimmed format  
233 wide x 306 high (folded). Trim across gutter and all edges: 3 mm.  
Fixed position: centre of the magazine.

### Loose-leaf inserts (not discountable):

loose inserted, max. format: 223 mm x 295 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.

### 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).



**Data formats:**

- Please send printable PDF-X3 files. Ensure that your advertisement is without white margins and that its size matches the required format.
- Maintain a 3 mm safety margin for bleed advertisements.
- Ensure that all figures and colours are separated into their CMYK components. Special colours need to be prepared according to the order sheet.
- Colour saturation should not exceed 300 %.
- Create two-page advertisements always as an PDF.
- It is recommended to create two-page advertisements without gutter bleed doubling.

**Data transfer:**

- Use Winzip (.zip) or Stuffit (.sit) 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).

**Support:**

Creating PDF X3, distiller job options, Pitstop settings etc. are available via e-mail: [gecont@stuertz.de](mailto:gecont@stuertz.de).

**Connections:**

FTP: [ftp.stuertz.de](ftp://ftp.stuertz.de) (Log-in: User: gecont, Password: dE41yG)

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

Fax: +49 931 385-11332

**Contact Print Shop:**

Stürtz GmbH Journals & Magazines

Advertisement team

Alfred-Nobel-Str. 33

97080 Würzburg, Germany

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**Delivery address for bound inserts and loose-leaf inserts:**

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.

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





### OMNIBUSREVUE Extra

Some topics are so exciting they are easily worth a whole edition. Therefore, OMNIBUSREVUE publishes several times a year monothematic special editions. These OMNIBUSREVUE Extra deal in depth with current trends, fascinating target groups, new destinations or practical tips for bus operators.

Themes for special issues are amongst others:

- Events
- Class trips
- Gourmet
- Art and Culture
- Active holidays
- ...and much more

**Price on request**

**Interested? Please contact:** Sabrina Pevak  
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### We'll be pleased to advise you!



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