



2015

TOURISM

The image shows the cover of the 'OMNIBUSREVUE' magazine and an advertisement for the 2015 Universal Exposition in Milan. The magazine cover has a red header with the title 'OMNIBUSREVUE' and the tagline 'BESSER IN MANAGEMENT, TECHNIK, TOURISTIK'. Below the header, there are three main sections: 'MANAGEMENT Kommunikation in der Krise', 'TECHNIK Superest Setra TopClass 500', and 'TOURISTIK Paketer-Ausblicke 2015'. The advertisement below features the text 'COME AND VISIT US!' and 'EXPO MILANO 2015' with a date range from May to October 2015. It includes a colorful illustration of anthropomorphic fruits and vegetables.

MEDIA KIT 2015

Print & Online

www.omnibusrevue.de



Short characterization:

OMNIBUSREVUE, one of the most important magazines of the bus sector, is celebrating its 65th anniversary in 2015.

It supports entrepreneurs and executives with tips for daily business, current legal topics, driving tests and technical novelties as well as useful information about group travel trends and destinations. The magazine is complemented by an extensive online presence with always up-to-date news, a vehicle database, films and seminar offers.

Frequency of publication: monthly

Year of publication: 66th year 2015

Web-address (URL): omnibusrevue.de

ISSN-No: 1436-9974

Subscription cost: Annual subscription

Inland: € 117.00 incl. packing/postage and 7% VAT

European countries: € 129.00 incl. packing/postage and 7% VAT

Single copy: € 9.90 plus € 1.90 packing/postage, incl. 7% VAT

Publishing house:

Verlag Heinrich Vogel
Springer Fachmedien München GmbH
Aschauer Str. 30, 81549 Munich, Germany
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Fax: +49-89 / 20 30 43-23 98
E-mail: anzeigen-vhv@springer.com
vhv.mediacentrum.de

Editor:

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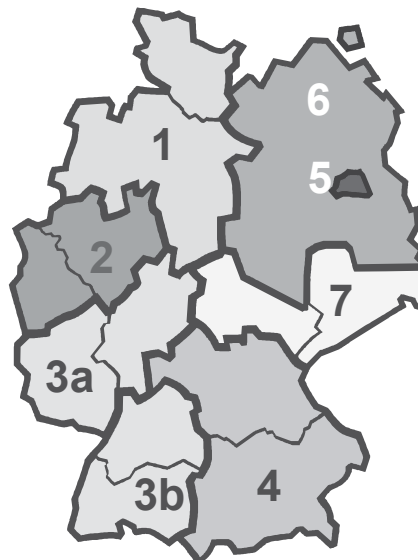
Advertising office:

Advertising Director Verlag Heinrich Vogel: Matthias Pioro

Distribution:

Vertriebsservice, Verlag Heinrich Vogel
Phone: +49-89 / 20 30 43-11 00
E-mail: vertriebsservice@springer.com

Distribution by Nielsen areas:



Nielsen area	Total circulation in Germany
1	676
2	912
3 a	991
3 b	1,042
4	1,601
5	682
6	214
7	297
total:	6,415

Circulation control:

Analysis of circulation: Average circulation within one year
(July 1st 2013 - June 30th 2014)

Printed copies:	7,000		
Total circulation	6,689	therefrom abroad:	274
Total net paid circulation:	3,484	therefrom abroad:	240
▪ subscribed copies	2,014		
▪ Sale by retail	–		
▪ Other sale	1,470		
Free copies:	3,205		
Remainders, file and checking copies	311		

Geographical circulation analysis:

Economic area Quote of actual distributed circulation
in % copies

Inland	95.9	6,415
Foreign Country	4.1	274
Total circulation	100.0	6,689

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	Quote 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		- 5
	Total circulation inland	100	6,415
	Foreign countries (unlevied)		274
	Total circulation inland and foreign countries		6,689

In 2015, OMNIBUSREVUE celebrates its 65th anniversary – celebrate with us!

THEMES TOURISM

OR 1
DA: 24.11.14
CD: 05.12.14
PD: 29.12.14

Mines, caves and grottos
 Floral exploration trips
 Palaces/castles/monasteries

City trips: Jewels in the East
 (Erfurt, Jena, Dresden, Weimar, Leipzig)

OR 2
DA: 18.12.14
CD: 12.01.15
PD: 29.01.15

Worlds of Experience I
 Shipping companies, cruises, ferries

Region special: Rome/Lazio
 Region special: Croatia's coast
 Region special: Burgenland
 Country special: Netherlands

OR 3
DA: 23.01.15
CD: 05.02.15
PD: 26.02.15

Preview ITB
 Railways, nostalgia trains, mountain railways

Region special: Tuscany, Carinthia
 Region special: Upper Austria, Vienna, Lower Austria
 Country special: Belgium

OR 4
DA: 24.02.15
CD: 09.03.15
PD: 26.03.15

Tourist navigation

Region special: Hamburg
 Region special: Piedmont and
 Valle d'aosta
 Region special: Tyrol, Salzburger Land, Styria,
 Vorarlberg
 Country special: France, Croatia

OR 5
DA: 27.03.15
CD: 13.04.15
PD: 30.04.15

Shopping trends

City trips: Zug
 Region special: Valais
 Region special: Thuringia, Saarland, Ruhr
 Country special: Great Britain, Ireland

OR 6
DA: 23.04.15
CD: 07.05.15
PD: 28.05.15

Worlds of Experience II

Country special: Slovenia

TRADE FAIRS

European Motor Show, Brussels
 Jan. 16 to 25, 2015
CMT, Stuttgart, Jan. 17 to 25, 2015

f.re.e, Munich, Feb. 18 to 22, 2015

ITB, Berlin, Mar. 4 to 8, 2015
CeBIT, Hanover, Mar. 16 to 20, 2015
TUR, Gothenburg, Mar. 19 to 22, 2015

• Sales Guide – Catalogue Entries

RDA General Assembly
 Leipzig, Apr. 15 to 18, 2015

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

THEMES TOURISM

TRADE FAIRS

OR 7
DA: 22.05.15
CD: 08.06.15
PD: 25.06.15

Group tours: Highlights Austria 2015/16

Region special: Baden-Wuerttemberg,
 Bremen/Bremerhaven
 Country special: Hungary

• **Sales Guide – Catalogue entries**

OR 8
DA: 16.06.15
CD: 29.06.15
PD: 16.07.15

Knowledge experience
 Preview: RDA
 Christmas markets

Country special: South Tyrol
 Country special: Mecklenburg-West Pomerania

RDA Workshop, Cologne, Jul. 21 to 23, 2015

• **OR-Extra: „RDA“**

OR 9
DA: 28.07.15
CD: 10.08.15
PD: 27.08.15

Review: RDA
 Traditions & Culture (UNESCO)

Country special: Slovakia, Czech Republic
 Region special: Saxony-Anhalt

OR 10
DA: 25.08.15
CD: 07.09.15
PD: 24.09.15

Musicals, festivals
 Horticultural shows and parks
 Long-haul travels

busworld, Kortrijk, Oct 16 to 21, 2015
BTB, Vienna, Oct 28 to 29, 2015

OR 11
DA: 29.09.15
CD: 12.10.15
PD: 29.10.15

Museums
 Wellness & Spa,
 Spa vacation

TT Warsaw Tour & Travel, Warsaw
 November 2015
World Travel Market, London, November 2015

OR 12
DA: 27.10.15
CD: 09.11.15
PD: 26.11.15

Pilgrimages, travel adventures

OR 1/16
DA: 27.11.15
CD: 10.12.15
PD: 31.12.15

Mines, caves and grottos
 Floral exploration trips
 Palaces/castles/monasteries

City trips: Leipzig

CMT, Stuttgart, January 2016

This overview of planned topics for 2015 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

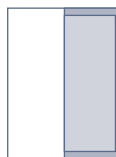
Formats



Front cover
–
230 x 186 mm*



1/1 page
199 x 268 mm
230 x 300 mm*
4 columns



1/2 page
97 x 268 mm
115 x 300 mm*
2 columns



1/2 page
199 x 134 mm
230 x 152 mm*
4 columns

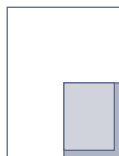


1/3 page
63 x 268 mm
81 x 300 mm*
1 column



1/3 page
199 x 90 mm
230 x 108 mm*
4 columns

type area (width x height)
truncate (width x height)



1/4 page
97 x 134 mm
115 x 152 mm*
2 columns



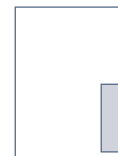
1/4 page
46 x 268 mm
64 x 300 mm*
1 column



1/4 page
199 x 67 mm
230 x 85 mm*
4 columns



1/8 page
97 x 67 mm
–
2 columns



1/8 page
46 x 134 mm
–
1 column



1/8 page
199 x 33,5 mm
–
4 columns

type area (width x height)
truncate (width x height)

* plus 3 mm trim on all outer edges

Data creating

- Please send printable PDF files only (preferably PDF X3). Transparency is possible.
- Please add 3 mm at the edges in bleed advertisements.
- Ensure that all figures and colors are separated into its CMYK components.
- Pictures should have a resolution of 300 dpi.
- Color application should not exceed 320 percent. We recommend profile ISOcoated_v2_300.
- 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.

Data transfer

- Use Winzip (.ZIP) 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).

Further information on

- Creating PDF X3
- Distiller job options etc. are available via E-Mail: gecont@stuertz.de.

Connections and contact

FTP: <ftp.stuertz.de> (user name: gecont, password: dE41yG)
E-mail: gecont@stuertz.de
Fax: +49 931 385-11332

Contact:

Stürtz GmbH Journals & Magazines
Advertisement team
Alfred-Nobel-Str. 33
97080 Würzburg, Germany
Phone: +49 931 385-332
Fax: +49 931 385-11332

You can find the downloadable data ticket (page 1 in german, page 2 in english) at vhv.mediacentrum.de underneath the column "Preise und Formate" (Prices and Formats) – button "Weitere Informationen" (Further information) or request it from our advertising service (see last page "contacts").

Standard ad forms:

Visits: 23.826 (August 2014)
Page Impressions: 58.353 (August 2014)



Back-ground coloring possible

Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: 80.00 €

Half Page
Size: 300 x 600 px
CPM*: 150.00 €

Skyscraper
Size: 120 x 600 px and
160 x 600 px
CPM*: 75.00 €

Superbanner
Size: 728 x 90 px
CPM*: 75.00 €

Wallpaper
Size: Superbanner and
Skyscraper
CPM*: 150.00 €

Expandable Medium
Rectangle small
Size: 300 x 250 px and
630 x 250 px
CPM*: 100.00 €

Expandable Half Page
Size: 300 x 600 px and
630 x 600 px
Price on request

Expandable Medium
Rectangle large
Size: 300 x 250 px and
630 x 350 px
CPM*: 125.00 €

Newsletter:

Newsletter subscribers: 2.356 (August 2014)



Medium Rectangle

Size: 300 x 250 px
Fixed Price: 250.00 €

Cross-/Full-Size Banner

Text Display large
Size: 650 x 150 px
Fixed Price: 250.00 €

Video in editorial surrounding (Opening or ending credits):

At omnibusrevue.de we provide the opportunity to place a pre or post roll ad before/ after a video that has been made professionally by the editors. Because the user chooses the editorial content actively, this has a high attention value. The best prerequisite for an optimal advertising effect on your target group.



**Pre or Post Roll
(Opening or ending credits)**

Format: 4:3 or 16:9
Size: max. 5 MB,
Duration: max. 10 sec.
CPM*: 75.00 €

Furthermore, at omnibusrevue.de you have the possibility to insert a video of your own. We ensure indexing for SEO-effective dissemination. Price and technical details on request.



Standard ad forms

- File formats: SWF (max. version 10.1), GIF, JPG, HTML, Tag-Code (redirect) For expandable banner we absolutely need two separate flash files or a redirect. Here and also for layers, GIF/JPG files aren't necessary anymore.
- Fallback image: When using a flash file, always deliver an alternative GIF or JPG file as fallback.
- File size: up to 80 KB. The maximum size refers to the total amount of all files.
- 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;
- Inserting the ClickTag: No hard linking allowed in the flash files. All URLs and the target window will be generated by our AdServer. Please use the following code in your flash file: on (release) { getURL(_root.clickTag, „_blank“); }
- If you are using multiple click areas with different target addresses, name them in ActionScript with clicktag, clicktag1, clicktag2 etc.
- File delivery: minimum 5 working days before the beginning of the campaign.

Video

Pre / Post Roll:

- Digital material must be supplied in best quality possible.
- Optimum image quality: minimum resolution 620 x 350 px (aspect ratio 16:9);
- Optimally, aspect ratio 4:3 or 16:9 – size negligible as the promotional video will adjust to the size of the player.
- Bitrate higher than 2 MBit/s;
- Color depth: 32-bit;
- Format: SWF;
- Spot without pre/post roll (without opening credits, black/white/empty frames);
- File size: max. 5 MB;
- Run time: max. 7-10 sec.;
- Linking to or stating the target-URL (optional);
- File delivery: minimum 3 working days before beginning of the campaign.

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 large

- File formats: static or animated GIF/JPG files
- File size: up to 10 KB
- Logo/Images: 130 x 80 px
- Text: max. 700 characters, including all space characters and paragraphs
- Text display size: 650 x 150 px
- Target-URL/Clickcommand
- File delivery: 2 working days before publication

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.

We'll be pleased to advise you!



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Representatives Foreign Countries

Croatia, Austria (Burgenland, Carinthia, Upper Austria, Salzburg, Styria), Slovakia, Slovenia, Czech Republic, Hungary

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