



2017

TECHNIQUE

VERLAG HEINRICH VOGLÉ · ISSN 1430-9174 · 67. JAHRGANG · 5483

OMNIBUSREVUE

BESSER IN MANAGEMENT, TECHNIK, TOURISTIK

*Jetzt im Heft:
Sonderbeilage
Ausflugs-Highlights*

MANAGEMENT Der Brexit und seine Folgen »Seite 10		TECHNIK Neoplan Skyliner im Supertest »Seite 24	TOURISTIK Resümee zum RDA-Workshop »Seite 46
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**UNSERE KUNDEN SIND KAPITÄNE
DER LANDSTRASSE.
UND WIR FINANZIEREN IHNEN GANZE FLOTTEN.**



CEFA BANK
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MEDIA KIT 2017

Better in management,
technique and tourism
www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

What distinguishes the OMNIBUSREVUE?

The OMNIBUSREVUE is one of the most important magazines of the bus sector and celebrated its 65th anniversary in 2015. In fast-changing times, e. g. with long-distance coaches, E-mobility or digitalization, we want to be the guidepost for the bus sector. The OMNIBUSREVUE supports entrepreneurs and managers with tips for the everyday business, current legal articles, vehicle tests and technical novelties plus useful information about group tour trends and destinations. This magazine is completed by a broad online supply of the latest news, a vehicle database and movies on BUS TV.

Who are the readers of the OMNIBUSREVUE?

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions in their companies. They are mostly owners, chief executives or managers and possess a high level of decision competency.

How do the readers evaluate the OMNIBUSREVUE?

As the reader structure analysis revealed, the readers are confident of the competent articles and the intelligibly presented information. They rate the OMNIBUSREVUE as an important information media for their daily work. Roughly 96 percent would recommend the magazine, 87 percent rate the reporting as objective, critical and factual. Also the clear and comprehensible design is appreciated by the readers.

What more does the OMNIBUSREVUE offer?

Part of the OMNIBUSREVUE portfolio are the mobile e-paper issue, events, special single-topic magazines, an online database with vehicle data and dealer portraits, the useful „Bus Handbook with Used-Bus Price Index“, and the video portal BUS TV. In addition, as a specialized information provider encompassing multiple media, we offer daily news on our website and also a weekly newsletter.



A handwritten signature in black ink, appearing to read 'Andreas Heise'.

Andreas Heise
Editor-in-Chief OMNIBUSREVUE

Frequency of publication: monthly

Year of publication: 68th year 2017

Web address (URL): www.omnibusrevue.de

ISSN: 1436-9974

Subscription cost: Annual subscription
 Inland: € 116.00 incl. packing/postage plus statutory VAT
 European countries: € 128.00 incl. packing/postage plus statutory VAT
 Single copy: € 11.90 incl. packing/postage plus statutory VAT

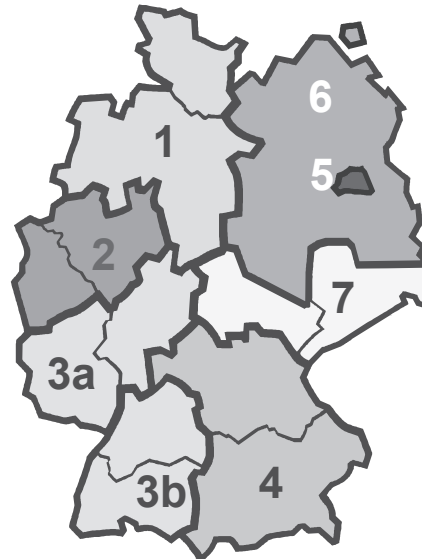
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andreas.heise@springer.com

Advertisements: Head of Sales Bustechnique & Tourism: Sabrina Pevak

Distribution: Subscription Service, Verlag Heinrich Vogel
 Phone: +49 89 203043-1100
 E-mail: vertriebsservice@springer.com

Distribution by Nielsen areas:



Nielsen-area	Total circulation in Germany
1	663
2	885
3 a	969
3 b	1,046
4	1,651
5	736
6	211
7	310
total	6,471

Circulation monitoring:

Circulation analysis: Average number of copies per issue in one year (July 1st 2015–June 30th 2016)

Print run:	7,000		
Actual distributed circulation (ADC):	6,765	therefrom abroad:	294
Sold copies:	3,110	therefrom abroad:	213
▪ Subscription copies:	1,780	therefrom member copies: –	
▪ Sale by retail:	–		
▪ Other sales:	1,330		
Complimentary copies:	3,655		
Reminder, archive and records copies:	235		

Geographical circulation analysis:

Economic area Quote of actual distributed circulation in %

Inland	95.7	6,471
Foreign Countries	4.3	294
Actual distributed circulation (ADC):	100,0	6,765

Industries/economic sectors/business types¹⁾:

Dept./ group/ class	Recipients groups According to economic sector classification of the Federal Statistical Office	Quote of ADC in %	Projection (approx.)
49.39.1	Regular passenger transport services by bus incl. long-distance passenger transport	39	2,520
49.39.2, 49.39	Occasional passenger transport services by bus incl. tourist travel Other passenger transport services by land traffic	35	2,270
79.1	Travel agencies and tour operators	16	1,040
55.1, 56	Hotels and similar accommodation Catering industry Tourism industry	5	320
29, 45	Manufacturing, trade, maintenance and repair of motor vehicles	3	190
–	Others / Not specified	2	130
	Rounding difference		1
	Actual distributed circulation in Germany:	100	6,471
	Foreign Countries (unlevied)		294
	Actual distributed circulation:		6,765

You can find the results of the readership structure analysis here:

http://cms.springertransportmedia.de/fm/2713/Omnibusrevue_Readership_Structure_Analysis_2016.pdf

TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS
<p>ISSUE 1 DA: 22.11.2016 CD: 05.12.2016 PD: 22.12.2016</p>	<p>Leasing & renting Bus glass Driver assistance systems Fuel cards</p>	<p>Software Digitalization</p> <p>CMT, Stuttgart, 14.01.-22.01.2017 European Motor Show, Brussels 14.01.-22.01.2017</p>
<p>ISSUE 2 DA: 19.12.2016 CD: 09.01.2017 PD: 26.01.2017</p>	<p>Vehicle location Evaluation software GPS & telematics</p>	<p>Maintenance contracts</p> <p>f.re.e, Munich, 22.02.-26.02.2017</p>
<p>ISSUE 3 DA: 24.01.2017 CD: 06.02.2017 PD: 23.02.2017</p>	<p>„Fit for the summer season“: Maintenance and repair, tires, driving safety Exterior design & styling</p>	<p>Travel insurances</p> <p>BTB Workshop, Berlin, 07.03.2017 ITB, Berlin, 08.03.-12.03.2017 CeBIT, Hanover, 20.03.-24.03.2017 TUR, Gothenburg, 23.03.-26.03.2017</p>
<p>ISSUE 4 DA: 24.02.2017 CD: 13.03.2017 PD: 30.03.2017</p>	<p>Galleys, interior decoration Onboard entertainment, passenger information systems Used vehicles</p>	<p>Catalogue design Online presence</p> <p>RDA-Workshop, Friedrichshafen 20.04.-21.04.2017 BUS2BUS, Berlin, 25.04.-26.04.2017</p>
<p>ISSUE 5 DA: 24.03.2017 CD: 06.04.2017 PD: 27.04.2017</p>	<p>Economic efficiency Air conditioning systems and technology</p>	<p>Driver training and advanced education for drivers and entrepreneurs</p> <p>FIAA, Madrid, 23.05.-26.05.2017</p>
<p>ISSUE 6 DA: 24.04.2017 CD: 08.05.2017 PD: 26.05.2017</p>	<p>Importers Barrier-free buses: ramps & lifts Trailer systems</p>	<p>Ticketing systems</p>

TECHNIQUE-TOPICS	MANAGEMENT-TOPICS	FAIRS
ISSUE 7 DA: 26.05.2017 CD: 09.06.2017 PD: 29.06.2017	Seats & seating systems, onboard entertainment, galleys Lights and lighting Preview RDA-Workshop	Fuel and service cards RDA-Workshop , Cologne, 04.07.-06.07.2017 RDA-General Assembly , Cologne, 06.07.2017
ISSUE 8 DA: 27.06.2017 CD: 10.07.2017 PD: 27.07.2017	Washing facilities and vehicle cleaning Maintenance and repair, wear parts, bus glass	Fleet management
ISSUE 9 DA: 31.07.2017 CD: 11.08.2017 PD: 31.08.2017	„Fit for winter season“ Tires & tire pressure monitoring	Worthwhile literature
ISSUE 10 DA: 29.08.2017 CD: 11.09.2017 PD: 28.09.2017	Preview busworld Coach Euro Test Leasing & renting	Occupational clothing BTB , Vienna, October 2017 busworld , Kortrijk, 20.10.-25.10.2017
ISSUE 11 DA: 29.09.2017 CD: 13.10.2017 PD: 03.11.2017	Review busworld Coach of the Year Winner Mini and midi buses Outfit for coaches	Insurances TT Warsaw Tour + Travel , Warsaw November 2017 World Travel Market , London, November 2017
ISSUE 12 DA: 30.10.2017 CD: 13.11.2017 PD: 30.11.2017	Sustainability & exhaust technology Alternative gears • Bus Handbook with Used-Bus Price Index	Driver's advanced training
ISSUE 1/18 DA: 21.11.2017 CD: 04.12.2017 PD: 21.12.2017	Driver assistance systems Fuel cards	Software CMT , Stuttgart, 13.01.-21.01.2018

This overview of planned topics for 2017 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

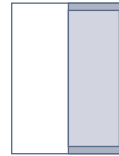
Formats



Title Display
 –
 230 x 186 mm*



1/1 Page
 199 x 268 mm
 230 x 300 mm*



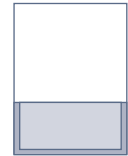
1/2 Page upright
 97 x 268 mm
 115 x 300 mm*



1/2 Page horizontal
 199 x 134 mm
 230 x 152 mm*



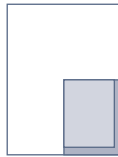
1/3 Page upright
 63 x 268 mm
 81 x 300 mm*



1/3 Page horizontal
 199 x 90 mm
 230 x 108 mm*

Main magazine

Type area (width x height)
 Trim size (width x height)



1/4 Page bloc
 97 x 134 mm
 115 x 152 mm*



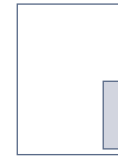
1/4 Page upright
 46 x 268 mm
 64 x 300 mm*



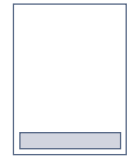
1/4 Page horizontal
 199 x 67 mm
 230 x 85 mm*



1/8 Page bloc
 97 x 67 mm
 –



1/8 Page upright
 46 x 134 mm
 –



1/8 Page horizontal
 199 x 34 mm
 –

Main magazine

Type area (width x height)
 Trim size (width x height)

* +3 mm bleed on all outer edges

Circulation in annual average:



Print run: 7,000 copies
Actual distributed circulation: 6,765 copies

Magazine size:

230 mm width x 300 mm height

Type area:

199 mm width x 268 mm height

Columns 4:

Column width 46 mm

Columns 3:

Column width 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 www.mediacentrum.de. The creation of artwork will be invoiced.

Advertisement formats and prices technique sector:

Format	4-colors, in €
Title Display (no discounts available)	5,980.00
2/3./4. Cover page	5,800.00
1/1 Page	5,200.00
1/2 Page	2,950.00
1/3 Page	1,855.00
1/4 Page	1,530.00
1/8 Page	920.00

Preferential placements:

Fixed positions 725.00

Classified adverts:

Agency price:	each mm (1-column, 43 mm wide, b/w)	€ 3.78
Agency price:	each mm (1-column, 43 mm wide, colored)	€ 7.26
Direct price:	each mm (1-column, 43 mm wide, b/w)	€ 3.21
Direct price:	each mm (1-column, 43 mm wide, colored)	€ 6.17
Situations wanted:	each mm (1-column, 43 mm wide)	€ 2.05
Box number fee:		€ 13.00

Discounts:

For insertions within one insertion year (begins with the publication of the first advert)

By number of ads

3 times	3%
6 times	5%
9 times	10%
12 times	15%

By number of pages

3 pages	5%
6 pages	10%
9 pages	15%
12 pages	20%

All surcharges do qualify for discounts. For title displays no discounts available.

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, Germany
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.

Loose-leaf Insert



Characteristics:

- Number of inserts available on request
- Inserts possible at press run of 5,000 copies
- Adverts of a third party not allowed

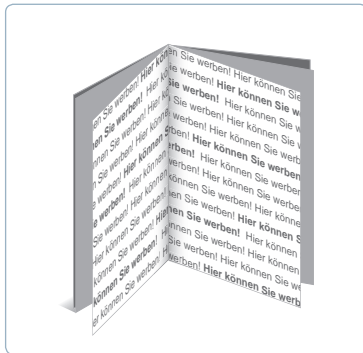
Format:

- Max. 223 mm width x 295 mm height

Price: (no discounts available)

- Up to 25 g total weight per thou. € 285.00
- Up to 50 g total weight per thou. € 460.00
- Per further 5 g total weight per thou. € 35.00

Inbound Insert



Characteristics:

- Solidly bound to the magazine
- Placed prominently in the middle of the magazine
- You have the option of inserting an existing flyer/prospect

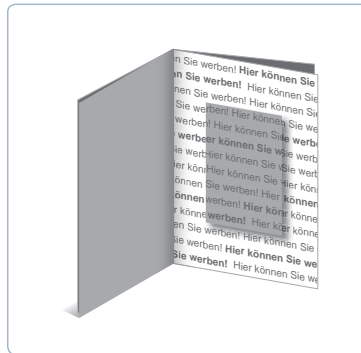
Format:

- Please supply the inbound inserts in the untrimmed format of 233 mm width x 306 mm height (folded)
- 2-page inbound inserts to be delivered with a flap of 110 mm width
- Bleed: gutter and all outer edges 3 mm

Price: (no discounts available)

- 2 pages: € 3,480.00
- 4 pages: € 6,960.00
- 6 pages: € 10,440.00

Adhesive Adverts



Characteristics:

- Advertising product glued to the advert
- Readers can directly try out your product
- Optimally catches readers' attention

Format:

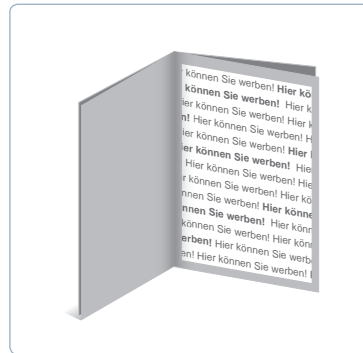
- Only in combination with 1/1 page advert, 4c

Price: (no discounts available)

- Booklets/postcards per thou. € 95.00
- Other prospects/samples on request

On request: As an additional service, printing of loose-leaf and inbound inserts possible.

PR-Special



Characteristics:

- Content is editorially prepared and published
- Convincingly conveys your message
- The alternative to classic ads

Format:

- 1/1 page, 4c, incl. images, text and company logo
- 1/2 page, 4c, incl. images, text and company logo
- Notation "PR-Special" in header

Price:

- On request

Delivery address for loose-leaf and inbound inserts:

Loose-leaf und inbound inserts must be delivered
10 working days before publication date at the latest.

F & W Mediocenter GmbH
Holzhauser Feld 2
83361 Kienberg, Germany

Delivery note: „Object name issue no. “

Furthermore, the delivery note should contain the name of the client and the delivery quantity. Further information regarding the delivery you will find in the confirmation of order.

Please send in advance 10 samples to the advertising sales department.

Data creating:

- Please send printable PDF files only (preferably PDF X3) in the size of the ad.
- Please add 3 mm at the edges in bleed advertisements.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- 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 300 percent.
- Print profile ISOcoated_v2_300
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.

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).

Support on:

- Creating PDF X3
- Distiller job options
- Pitstop settings etc.

are available via e-mail: anzeigen@le-tex.de

Connections:

FTP: on request

E-mail: anzeigen@le-tex.de

Contact Prepress:

le-tex publishing services

Advertisement team

Weißenfelsers Straße 84

04229 Leipzig, Germany

Phone: +49 341/355 356-145

You can find the downloadable data ticket at vhv.mediacentrum.de.



Print: Bus Handbook with Used-Bus Price Index – portraits of important key players.

Bus dealers listed in this company and service provider guide will be in focus of bus entrepreneurs, when the fitting vehicles and qualified business partners are being searched.

Online: Unique overview of bus models available on the German market.

The vehicles of well-known manufacturers are listed with their main technical data and, thanks to a search function, are selectable through multiple parameters like length, axes and numbers of seats.

The user has quick access to information about vehicles and providers. With banners and product portraits, companies can excellently present themselves and their top vehicles.

You can book your company portrait in the OMNIBUSREVUE extra „Bus Handbook“, supplemented in the December issue of OMNIBUSREVUE. In addition, your company portrait will be listed online for 12 months.

Prices: 1/2 Page Portrait € 595.00
1/1 Page Portrait € 995.00

2017

MEDIA KIT 2017

Online ad types and prices
www.omnibusrevue.de



For further media information please visit vhv.mediacentrum.de

Standard Ad Forms:

Visits: 26,501 (July 2016)
Page Impressions: 70,019 (July 2016)



Medium Rectangle
Video Medium Rectangle
Size: 300 x 250 px
CPM*: €85.00

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

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



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

Expandable Half Page
Size: 300 x 600 px and 630 x 600 px
Price: auf Anfrage



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



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



Wallpaper
Size: Superbanner and Skyscraper
CPM*: €150.00

Back-ground coloring possible

Newsletter:

OMNIBUSREVUE informs every Thursday the deciders and managers with an up-to-date and informative online newsletter.

Newsletter subscribers: 2,460 (July 2016)



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

Example:



Your advertising options with moving pictures:

At omnibusrevue.de, you have the possibility to make an innovative expansion to your ad campaign with your own video. We ensure indexing for SEO-effective dissemination.

Price and technical details on request.

Offer:

- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

Your video in editorial surrounding:

At omnibusrevue.de, we provide the opportunity to place a pre/post-roll ad before/after a video that has been made professionally by the editors.

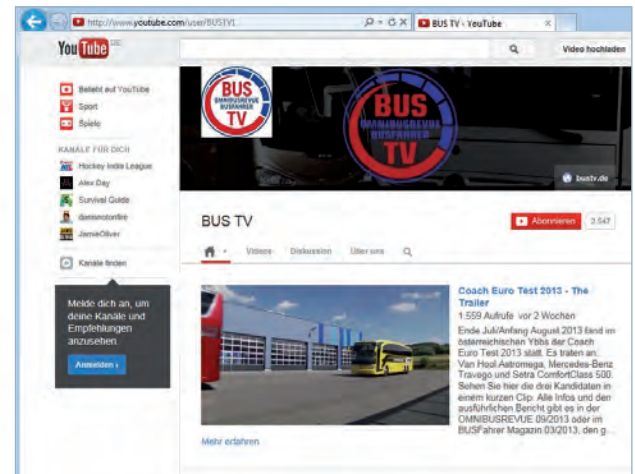
Pre or Post-Roll (opening or ending credits):

Format 4:3 oder 16:9

Size: max. 5 MB

Duration: max. 10 Sek.

Price on request



Technical specifications: Standard ad forms

- File formats: gif, jpg, html, Tag-Code (redirect)
For expandable banner and layers gif/jpg files aren't possible.
- File size: up to 80 KB.
- 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
- File delivery: minimum 5 working days before the beginning of the campaign.

Technical specifications: 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: avi, wmv, mp4, mov, mpeg, flv
- 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.

Technical specifications: 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 gif/jpg files
- File size: up to 10 KB
- Logo/Image: 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, Germany
 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!



Sabrina Pevak

Head of Sales Bustechnique & Tourism

sabrina.pevak@springer.com

Phone +49 89 203043-2204

Fax +49 89 203043-2398



Ralf Schmidt

Sales Classified Adverts

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Fax +49 89 203043-2100